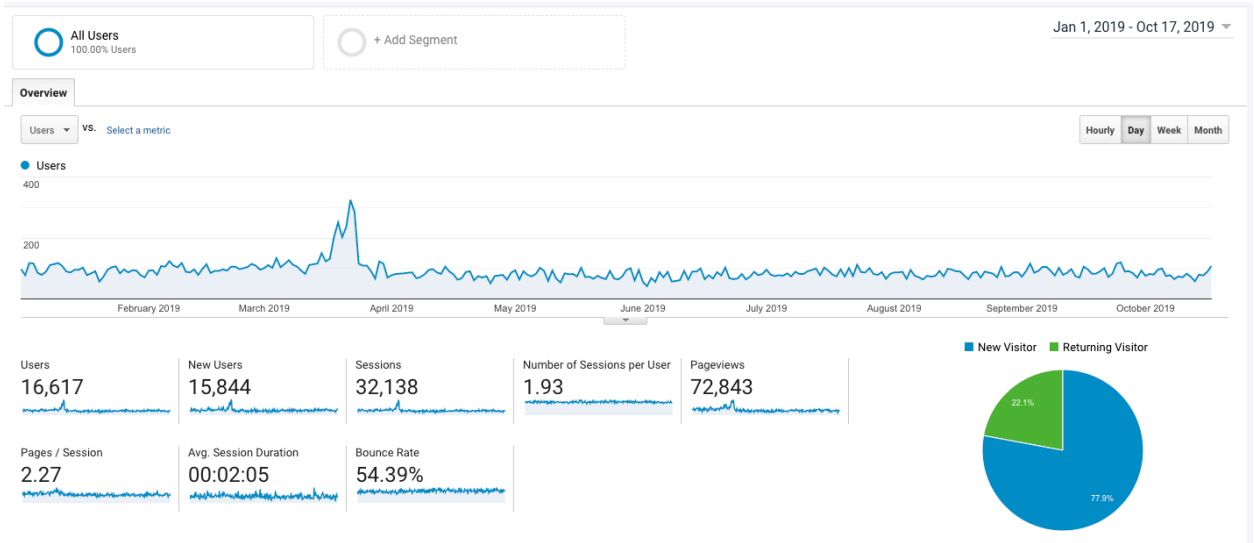
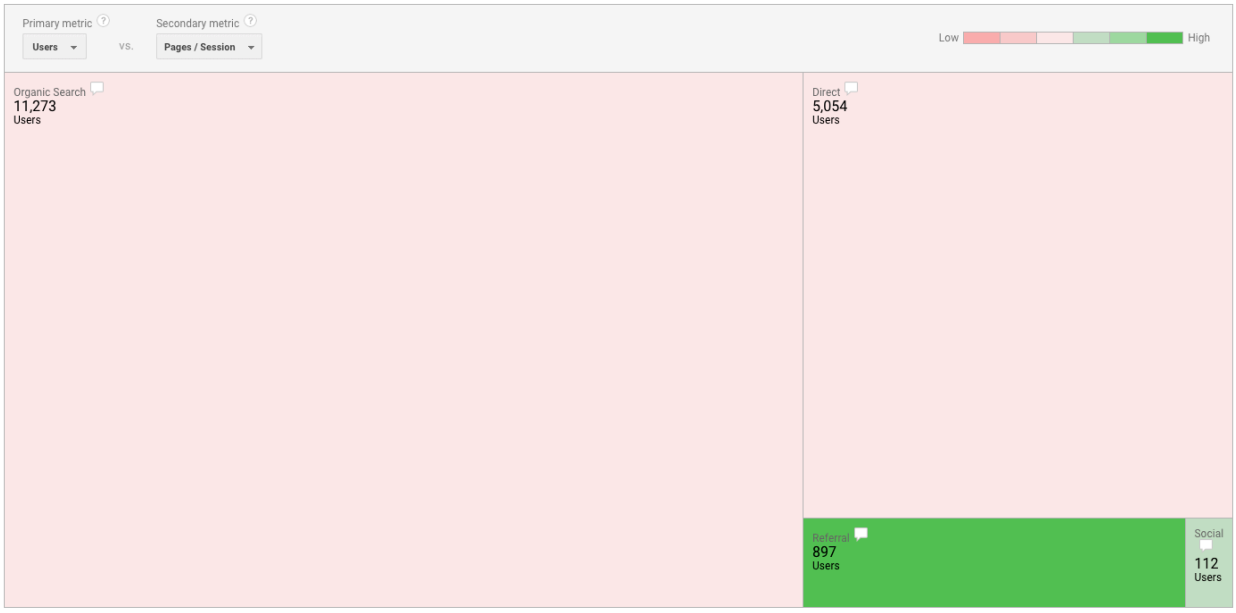
AREA61
AA General Service - Rhode Island

AAINRI.COM – 2019 Website Analytics Report

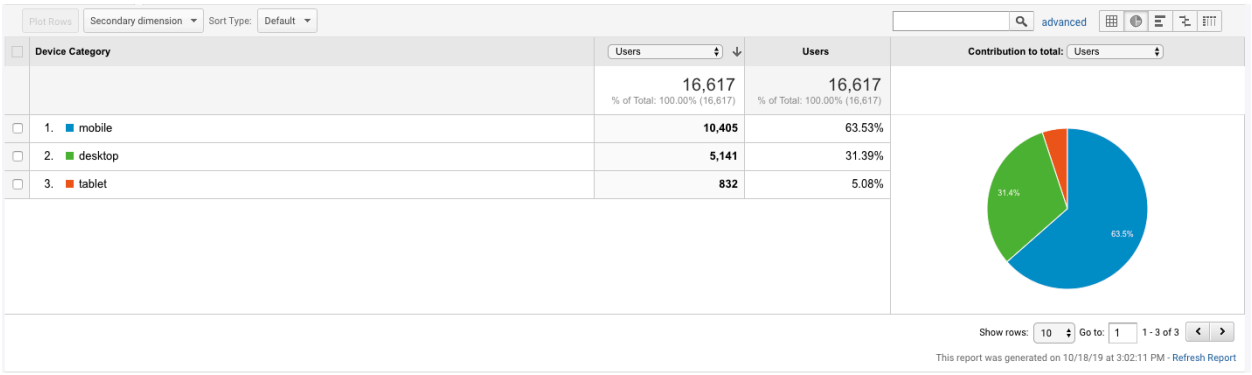
Website traffic was steady throughout the year, with a large jump around the time of the convention with average engagement KPI(s). In aggregate of your 16,617 website visitors, each visited 1.93 pages per visit and spent 2:05 minutes on the website. Bounce rate was under 60% which is a good indication that people are interacting with the website in a positive and productive way. The website also has a fresh look and color scheme.



Significant traffic came from direct URL, Google and Bing organic search. +10K visits from Google Search, 426 from Bing and +5k from direct URL. 90 referral links came from Central Office website. There was scarcely any traffic from social media, which is an indication that we aren't carrying the message across the world's most relevant content channel.



Desktop accounted for 31% of the traffic, with mobile and table coming in at 64%. and 5% respectively.

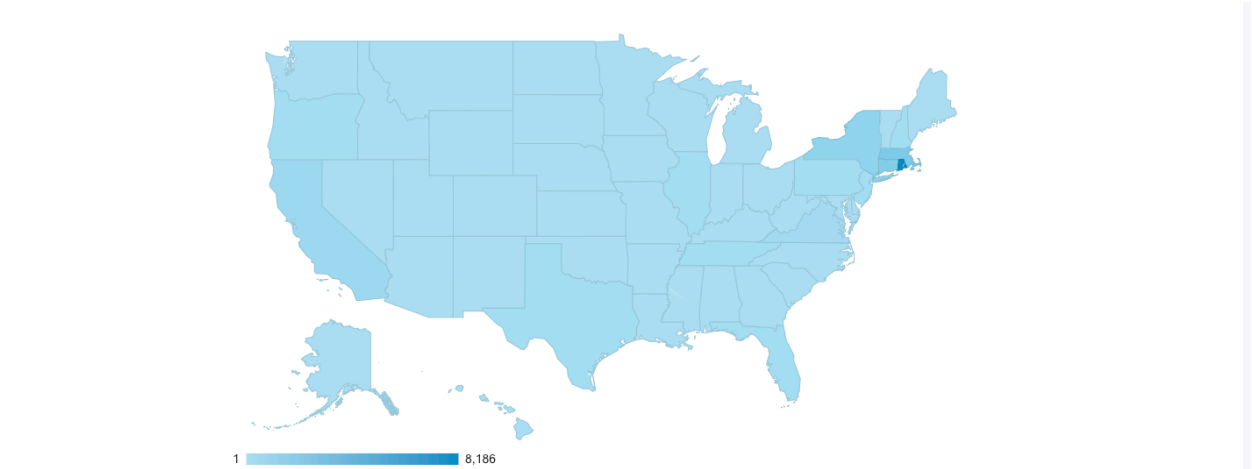


Device Category	Users	Users
	16,617 % of Total: 100.00% (16,617)	16,617 % of Total: 100.00% (16,617)
1. mobile	10,405	63.53%
2. desktop	5,141	31.39%
3. tablet	832	5.08%

Show rows: 10 Go to: 1 1 - 3 of 3

This report was generated on 10/18/19 at 3:02:11 PM - Refresh Report

Geographic data reveals that most of the traffic came from New England and New York, all states did make it to the site. About 12% off the total traffic came to the Spanish version of the website.



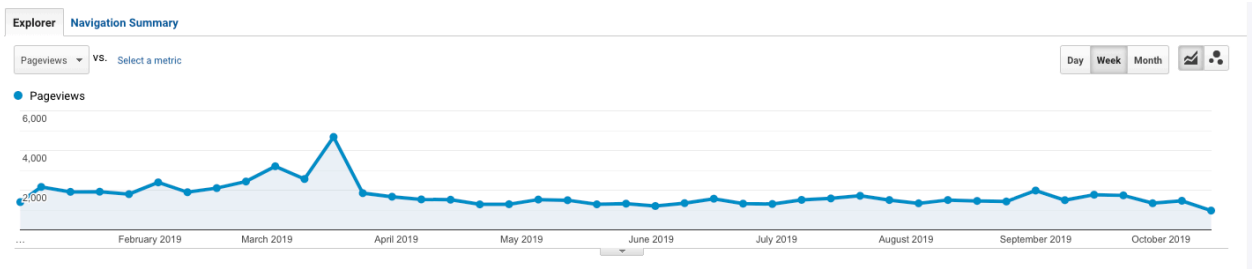
Primary Dimension: Region City Metro Other

	Region	Users	Users
		14,466 % of Total: 87.06% (16,617)	14,466 % of Total: 87.06% (16,617)
1.	Rhode Island	8,186	52.12%
2.	Massachusetts	2,040	12.99%
3.	Connecticut	1,653	10.52%
4.	New York	1,197	7.62%
5.	California	374	2.38%
6.	Virginia	345	2.20%
7.	Florida	191	1.22%
8.	Tennessee	191	1.22%
9.	New Jersey	160	1.02%
10.	Texas	144	0.92%

Show rows: 10 Go to: 1 1 - 10 of 52

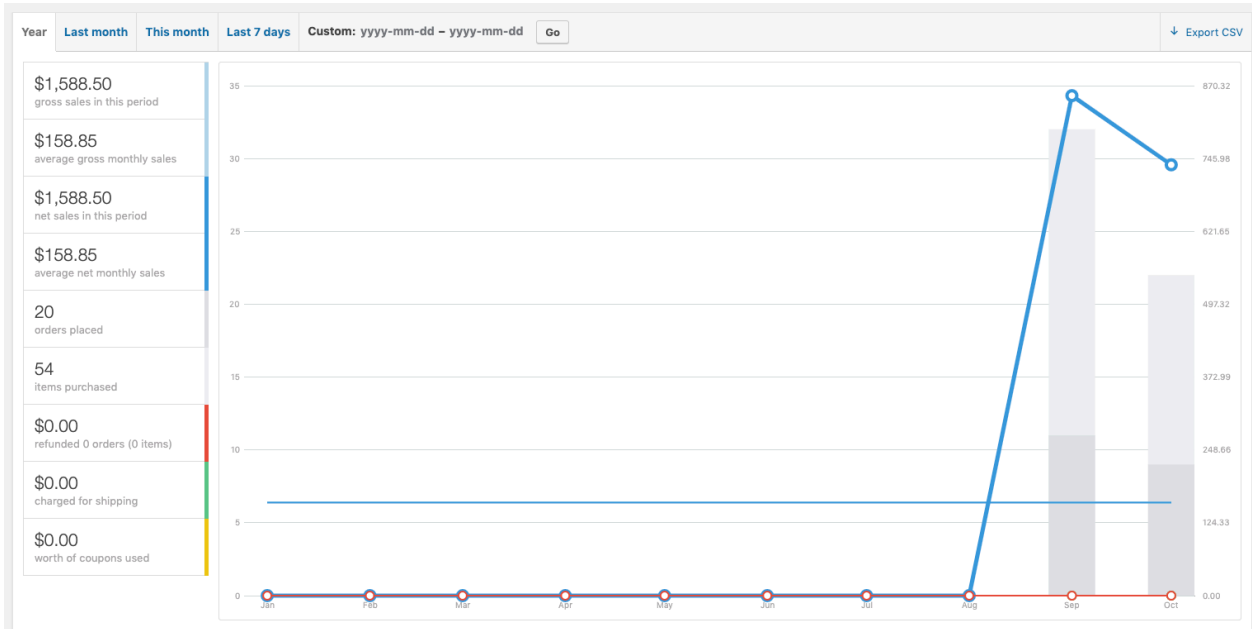
This report was generated on 10/18/19 at 3:04:36 PM - Refresh Report

This table exhibits the most popular pages, the meeting guide is far and away the most popular with the home page and convention page following in suite. There was a total of 72,943 pageviews on the site. There are 540 people subscribed to updates on the website's email distribution list.



Primary Dimension: Page | Page Title | Other

Plot Rows | Secondary dimension | Sort Type: Default | advanced

	Page Title	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		72,843 % of Total: 100.00% (72,843)	56,987 % of Total: 100.00% (56,987)	00:01:38 Avg for View: 00:01:38 (0.00%)	32,042 % of Total: 100.00% (32,042)	54.39% Avg for View: 54.39% (0.00%)	43.99% Avg for View: 43.99% (0.00%)	$0.00 % of Total: 0.00% ($0.00)
1.	Meetings Archive - Alcoholics Anonymous in Rhode Island	11,044 (15.16%)	8,879 (15.58%)	00:02:20	5,177 (16.16%)	63.62%	52.98%	$0.00 (0.00%)
2.	Home - Alcoholics Anonymous in Rhode Island	6,921 (9.50%)	5,178 (9.09%)	00:01:18	4,588 (14.32%)	32.04%	36.12%	$0.00 (0.00%)
3.	Meetings – Alcoholics Anonymous in Rhode Island	6,371 (8.75%)	4,924 (8.64%)	00:02:16	2,930 (9.14%)	59.88%	51.12%	$0.00 (0.00%)
4.	Alcoholics Anonymous in Rhode Island – General Service Office of Area 61	5,345 (7.34%)	3,880 (6.81%)	00:00:57	3,480 (10.86%)	29.22%	31.99%	$0.00 (0.00%)
5.	Convention Registration – Alcoholics Anonymous in Rhode Island	4,357 (5.98%)	2,294 (4.03%)	00:00:39	523 (1.63%)	40.42%	12.81%	$0.00 (0.00%)
6.	Los tres legados de AA - Alcohólicos anónimos en Rhode Island	2,680 (3.68%)	2,061 (3.62%)	00:03:16	2,060 (6.43%)	76.02%	76.01%	$0.00 (0.00%)
7.	Area 61 Convention – Alcoholics Anonymous in Rhode Island	2,611 (3.58%)	1,897 (3.33%)	00:02:22	1,287 (4.02%)	48.99%	50.56%	$0.00 (0.00%)
8.	Events Archive - Alcoholics Anonymous in Rhode Island	1,519 (2.09%)	1,212 (2.13%)	00:01:04	168 (0.52%)	53.01%	26.14%	$0.00 (0.00%)
9.	Checkout – Alcoholics Anonymous in Rhode Island	1,061 (1.46%)	868 (1.52%)	00:03:22	168 (0.52%)	80.00%	47.60%	$0.00 (0.00%)
10.	Area 61 Convention - Alcoholics Anonymous in Rhode Island	398 (0.55%)	308 (0.54%)	00:01:57	135 (0.42%)	56.30%	44.22%	$0.00 (0.00%)

There have been 54 orders placed on the Area Website Convention Registration page.