Area 82 Webmaster Report

Date: April 2025

Overview

Report Period: October 2024 – April 2025

Prepared by: Marie M

Website url: https://area82aa.org/

Summary

Thank you for the opportunity to be of service in the capacity of webmaster for Area 82 NFLD/LAB/NS.

I've been in the role for almost one year now and while I've made some changes to the site, I've kept the original integrity of the design package as it is quite sound and user friendly.

Since my last update in October the most significant changes have been:

- Preparing the position page for the available positions and then updating the contact list with the newly elected individuals.
- For the newly elected individuals there was an onboarding piece for their area82aa.org emails. This onboarding was a challenge as the webmail hosting we use is called "Bluehost/Roundcube", while it operates as a typical webmail, it is not as user friendly as "Outlook" or "Gmail". Once everyone was successfully logged in and we forwarded emails to services that were more familiar it seemed to be smoother for folks.
- One of the issues with Roundcube is the number of phishing emails or scams we receive. I checked with Blue Host/Roundcube, and all correct security settings are in place.
    - I researched a new webmail server and spoke with the previous webmaster for aahalifax.org and he made a few suggestions but also noted that each one will cost more money, and we will essentially get the same level of service that we have now with Roundcube. He did not recommend us moving our emails to Gmail as it is too challenging to oversee the security. To get the same level of security access we currently have it would cost significantly more with Gmail.
    - My recommendation is to stay with Roundcube. The onboarding learning curve can be steep, but it will be the same for most webmail servers. Since folks can have their emails forwarded to the email service of their choice, they log into Roundcube rarely. Which mitigates the frustration.
- I've added alert banners to the site to call attention to important events.
- Completed all normal website updates such as meeting updates, newsletter updates, event additions, meeting minute updates as well.
- I answered 3 inquiries from people who were looking to attend a first meeting and unsure what to expect.
- There was one flyer that was added that seemed to be solely an Al Anon roundup and it was questioned by a member, so the flyer was removed. After speaking with the round up committee they assured me it was indeed an AA round up and they updated their flyer to show the AA logo. The flyer was re published.

- I removed a section of the website that was related to Covid-19 protocols. The page had several broken links to old Covid information and was no longer relevant.
- Updated the Box 459 and the Service Manual links
- Removed several gigabytes of old flyers and newsletters. Kept approximately the last 2 years

On deck for changes/updates:

- Update the AA Resource page
- Add a link to the AA Podcast
- Revise the events page so it is clickable images
- Tidy up the header as there are items out of line

Budget:

- October will be the next draw on the budget. It will be for the full $49.17

Area 82, NS/ NL Area Officer
2025 ANTICIPATED ANNUAL BUDGET

Name:	Marie MacLeod	**Email to:**	treasurer@area82aa.org
Position:	area82aa.org webmaster	**Due:**	**Early September**
Mailing:	32 Old Mill Rd, Hammonds Plains NS B3Z 1K3		

EST DATE REQUIRED	EVENT/REASON FOR BUDGET ITEM	FUEL & TRANSPORTATION	LODGING	MEALS	OTHER	TOTAL BUDGET EXPENSE
	GSO Conference					$ -
	Regional Forums					$ -
	CERASSA					$ -
	Spring Assembly					$ -
	Fall Assembly					$ -
	Storage & Upkeep (Archivist)					$ -
	Remote Communities					$ -
Oct 01 2025	1) Web Hosting - every 3 years 1324.65 (paid July 2024, not due again till July 2027) 2) Web Domain name - annually Oct 20th $28.68 3) Web domain privacy & protection - annually Oct 20th $20.49				49.17	$ 49.17
	Area Workshop					$ -
	Visit District					$ -
	Zoom					$ -
	GSO Guest					$ -
	Misc Travel					$ -
	Office Supplies					$ -
	Other - Please describe in event, reason for event					$ -
						$ -
						$ -
						$ -
					BUDGET TOTAL (ANNUAL)	$ 49.17

Area 82 Site Stats

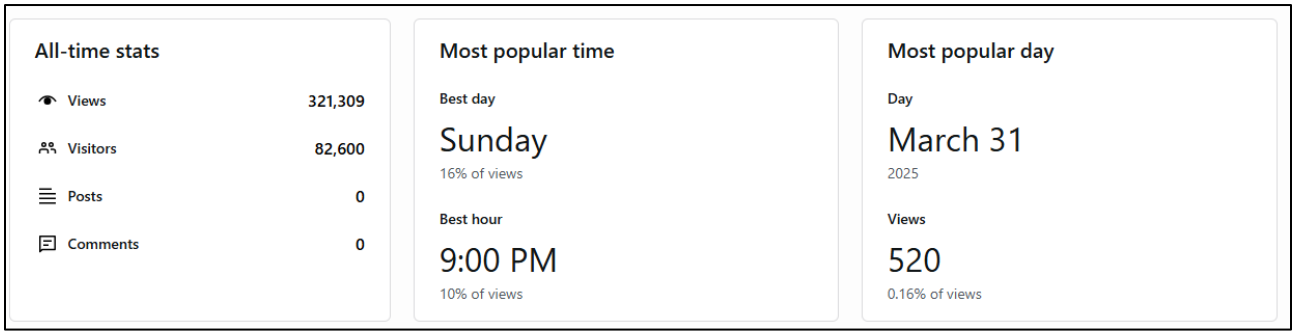
Difference between “views” and “visits.”

- Views are counted each time a specific page or post is viewed, while visitors are counted as unique individuals who visit the site. A Visitor can have multiple views. You can count on views to be higher than visitors.
- Views can help us understand the popularity of specific pages, while visitors can give us an idea of the overall reach and popularity of the site.

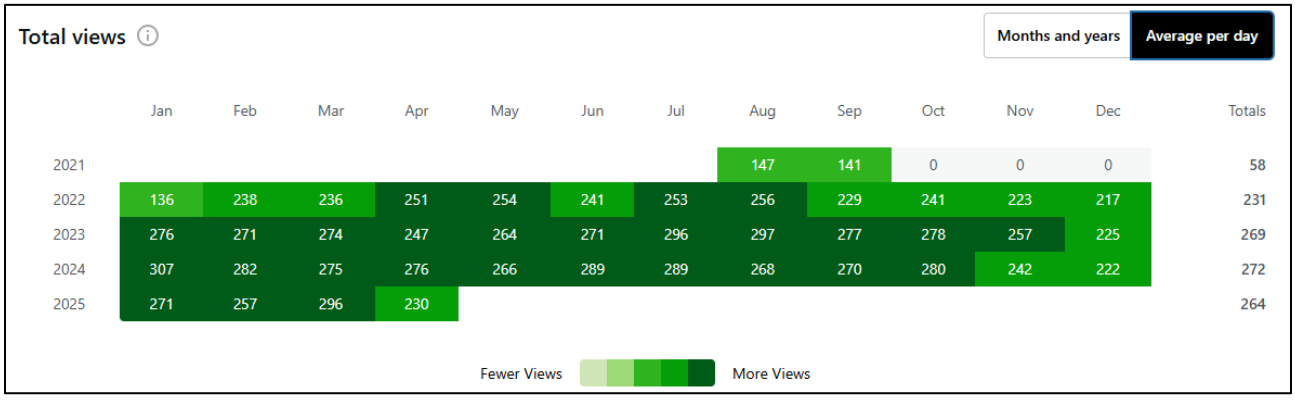
All Time Highlights

March 31st we had the most views at 520!

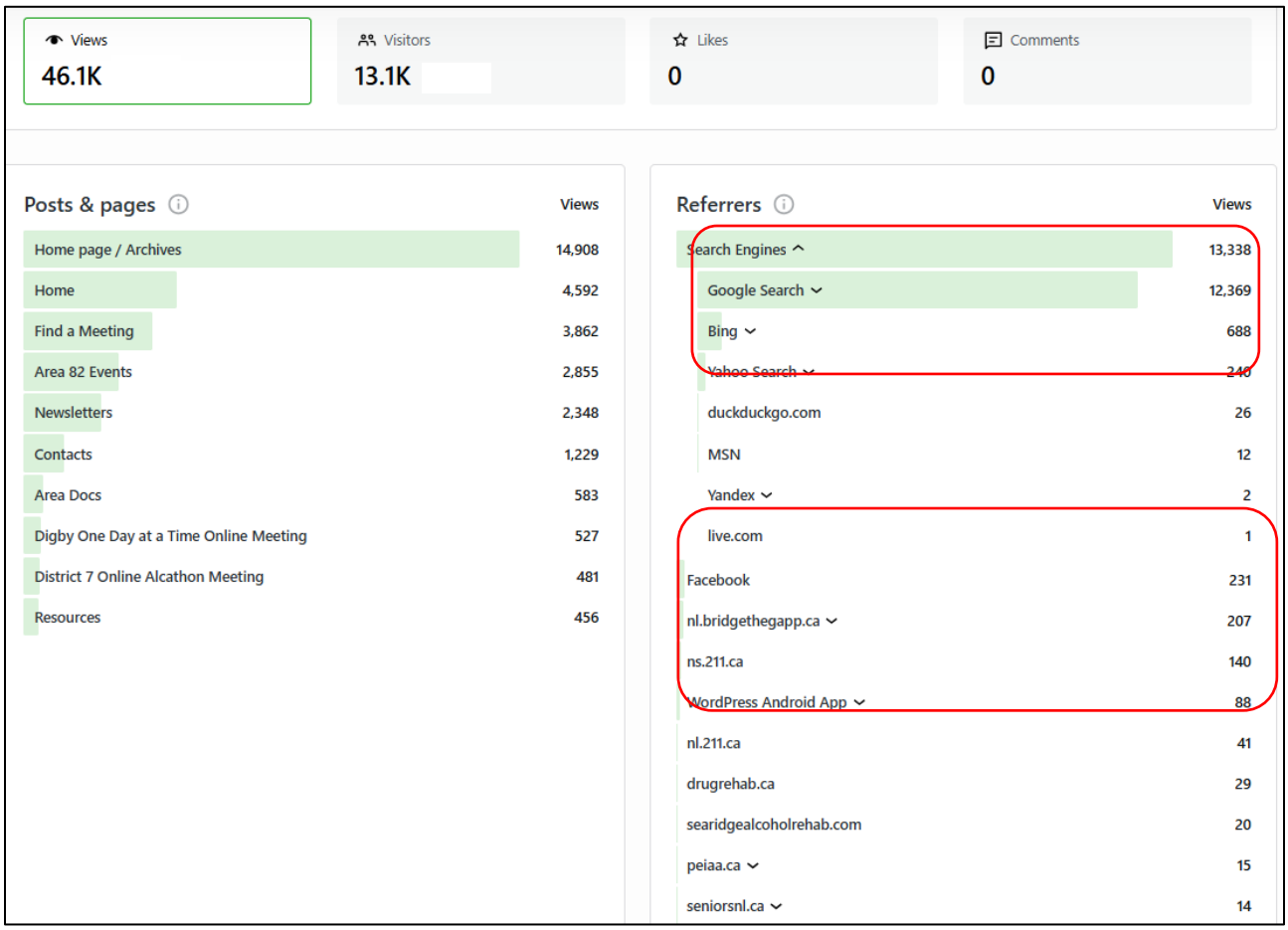
Sunday night at 9pm seems to be a popular time for folks to be interested in AA



We average 260 views per day, which is pretty good!



October 2024 – April 2024 Highlights & User Activity



Views	Visitors	Likes	Comments
46.1K	13.1K	0	0

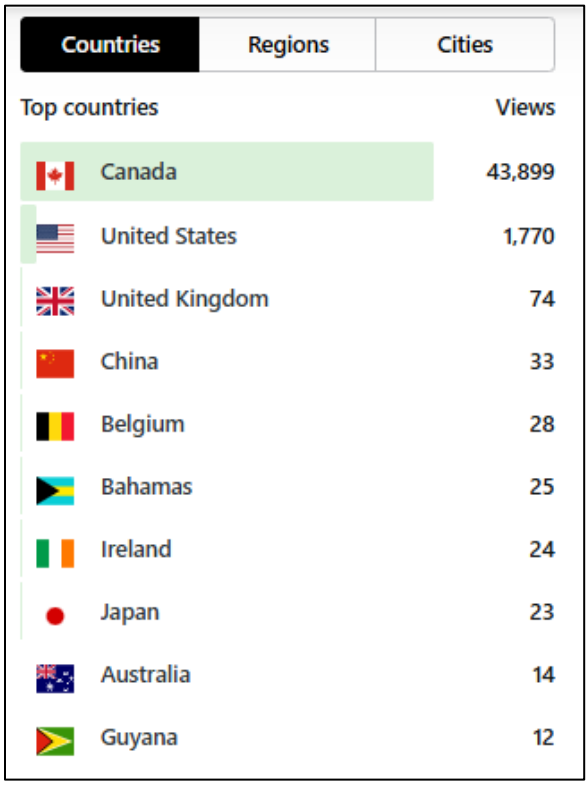
Posts & pages

	Views
Home page / Archives	14,908
Home	4,592
Find a Meeting	3,862
Area 82 Events	2,855
Newsletters	2,348
Contacts	1,229
Area Docs	583
Digby One Day at a Time Online Meeting	527
District 7 Online Alcathon Meeting	481
Resources	456

Referrers

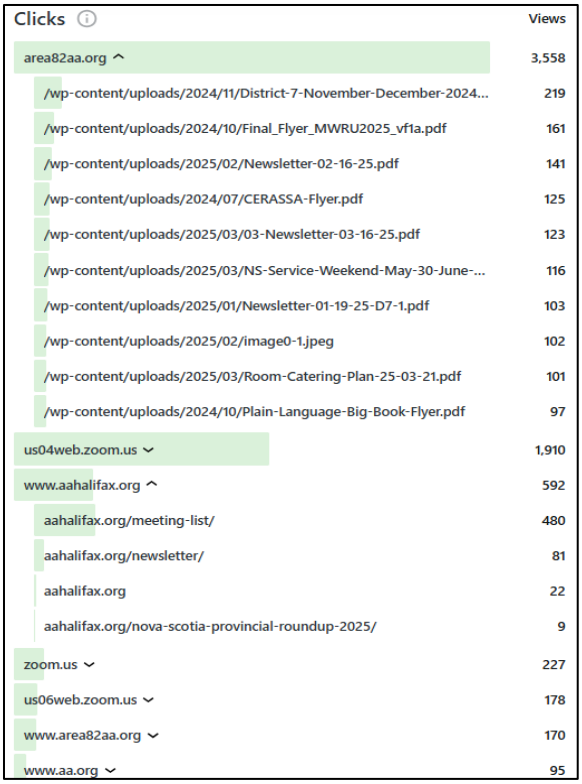
	Views
Search Engines	13,338
Google Search	12,369
Bing	688
Yahoo Search	240
duckduckgo.com	26
MSN	12
Yandex	2
live.com	1
Facebook	231
nl.bridgethegapp.ca	207
ns.211.ca	140
WordPress Android App	88
nl.211.ca	41
drugrehab.ca	29
searidgealcoholrehab.com	20
peiaa.ca	15
seniorsnl.ca	14

Where Users Visit from and Where Users Go



Countries | Regions | Cities

Top countries	Views
Canada	43,899
United States	1,770
United Kingdom	74
China	33
Belgium	28
Bahamas	25
Ireland	24
Japan	23
Australia	14
Guyana	12



Clicks	Views
area82aa.org	3,558
/wp-content/uploads/2024/11/District-7-November-December-2024...	219
/wp-content/uploads/2024/10/Final_Flyer_MWRU2025_vf1a.pdf	161
/wp-content/uploads/2025/02/Newsletter-02-16-25.pdf	141
/wp-content/uploads/2024/07/CERASSA-Flyer.pdf	125
/wp-content/uploads/2025/03/03-Newsletter-03-16-25.pdf	123
/wp-content/uploads/2025/03/NS-Service-Weekend-May-30-June-...	116
/wp-content/uploads/2025/01/Newsletter-01-19-25-D7-1.pdf	103
/wp-content/uploads/2025/02/image0-1.jpeg	102
/wp-content/uploads/2025/03/Room-Catering-Plan-25-03-21.pdf	101
/wp-content/uploads/2024/10/Plain-Language-Big-Book-Flyer.pdf	97
us04web.zoom.us	1,910
www.aahalifax.org	592
aahalifax.org/meeting-list/	480
aahalifax.org/newsletter/	81
aahalifax.org	22
aahalifax.org/nova-scotia-provincial-roundup-2025/	9
zoom.us	227
us06web.zoom.us	178
www.area82aa.org	170
www.aa.org	95

I am excited to continue helping to carry the message and I am looking forward to making some great updates to the site.

Thanks! Marie