



PRESENTED BY:

TRACEY G. –
DIGITAL PRODUCT
MANAGER,
COMMUNICATION
SERVICES DEPT,
GSO

GSO DIGITAL PRODUCTS: AA.ORG AND MEETING GUIDE APP

AA DIGITAL PRODUCTS

- Website aa.org
- Meeting Guide App
- Linked In
- YouTube
- Podcast (coming soon)

Alcoholics Anonymous®





Have a problem with alcohol? There is a solution.

A.A. has a simple program that works. It's based on one alcoholic helping another.

Learn More





Alcoholics Anonymous World Services, Inc. 





2,216 followers
2d • 

A.A. is here to help teens and young adults of diverse backgrounds who are looking for help with their drinking problem. Listen to the stories of A.A. members of who got sober early in life and found hope in A.A. If your clinical or ...see more

[See translation](#)

 Young People and A.A.
aa.org • 1 min read

 33 3 shares

 Like  Comment  Share  Send

Sobriety in A.A.: Opening doors to a life wi... 

 YouTube

This is an A.A.W.S., Inc. video production.

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www.aa.org





AA.ORG

AA.ORG REDESIGN

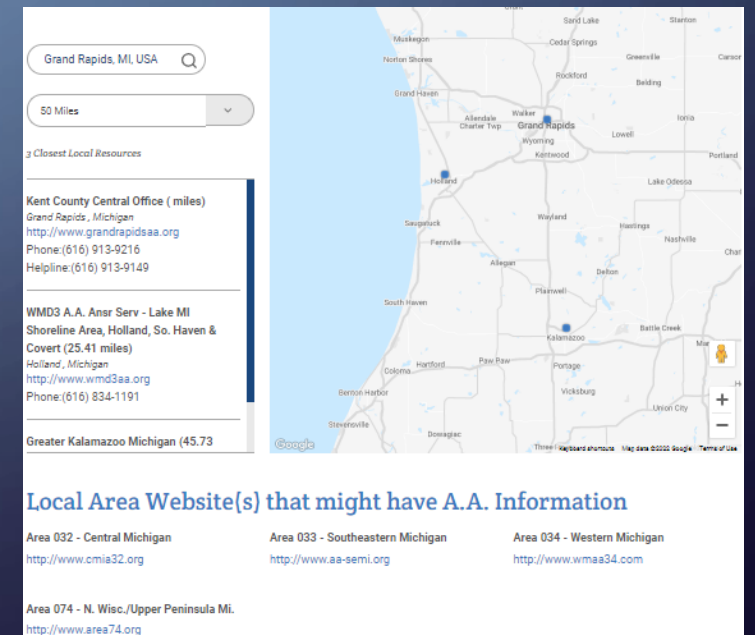
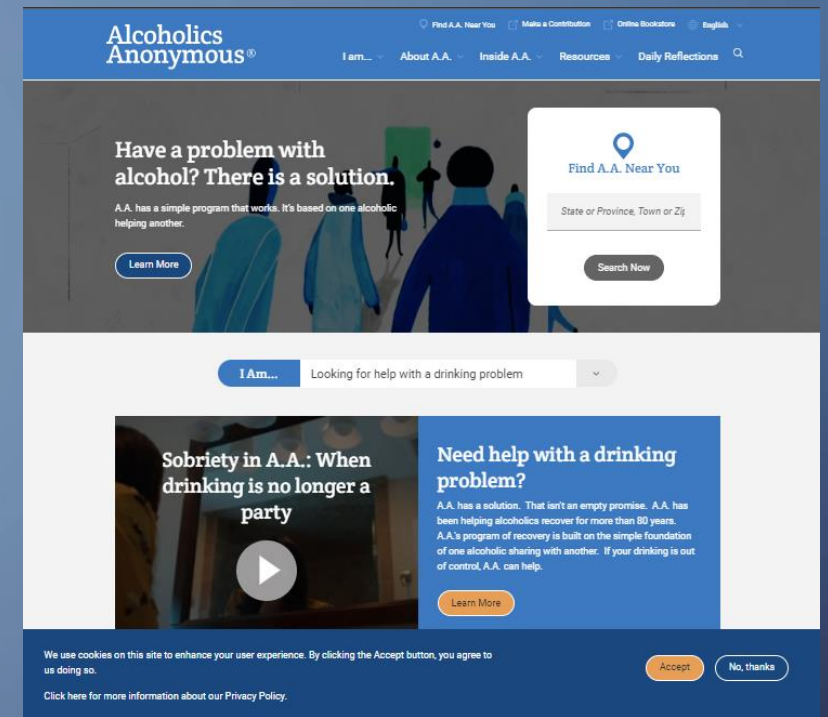
Drupal CMS/Acquia

GDPR Compliant

Navigation by Audience

Mobile friendly

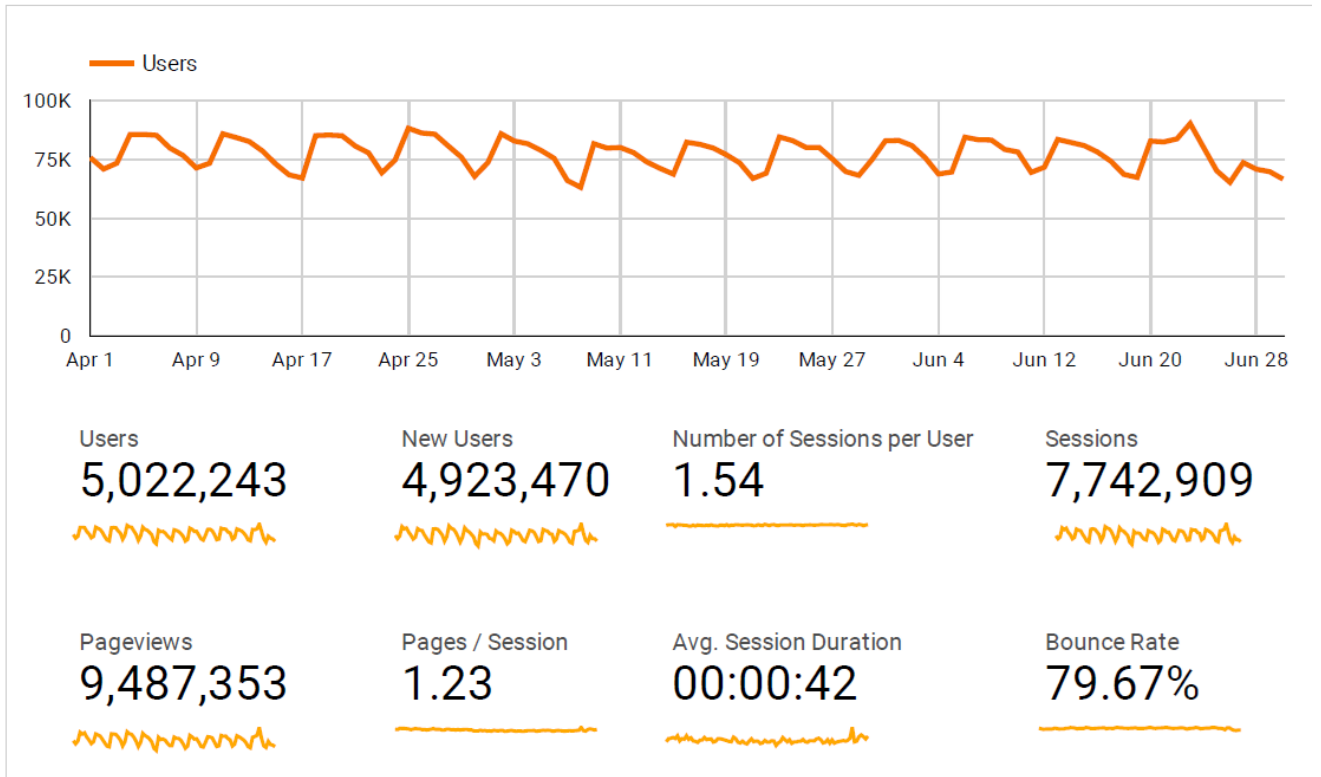
AA Near You Google Maps,
NetSuite



AA.ORG

ANALYTICS

Audience at a glance



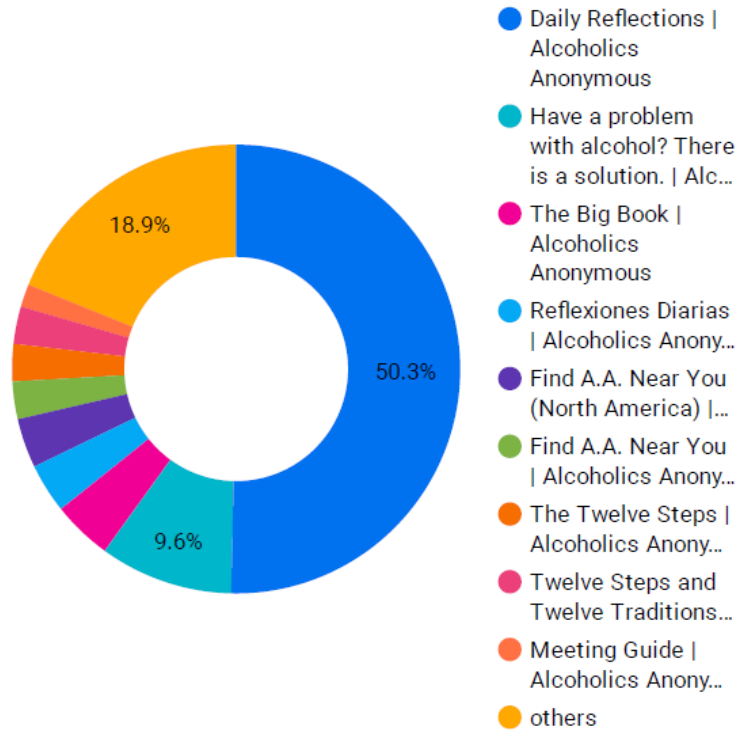
What is our most visited page?

What percentage of traffic is mobile?

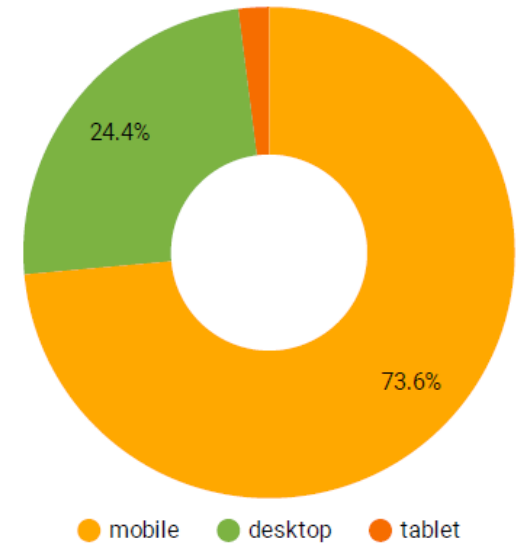
AA.ORG

ANALYTICS

Most popular pages



What device are people using?



AA.ORG INITIATIVES COMPLETED 2021-22

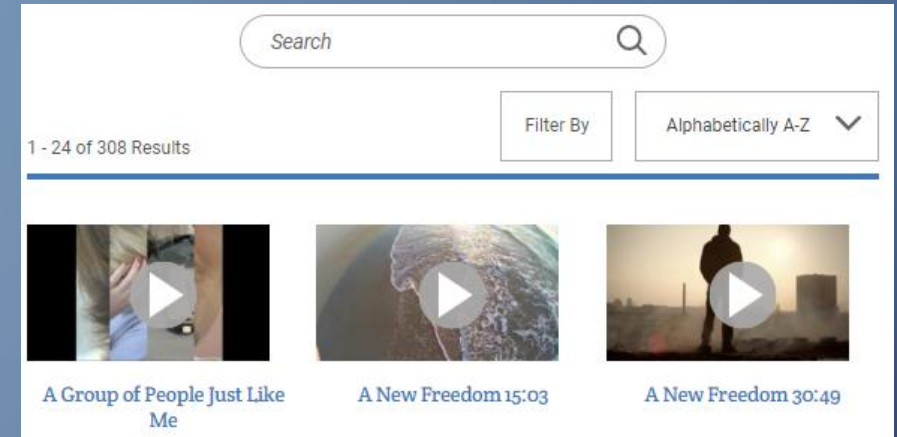
Vimeo video migration

Soundcloud
implementation

Book Types

Google Analytics

Submissions framework



Search

Filter By

Alphabetically A-Z

1 - 24 of 308 Results

A Group of People Just Like Me

A New Freedom 15:03

A New Freedom 30:49

Explore the Big Book

Read Watch Listen

A.A. Big Book in ASL

ASL, Big Book - Preface

Big Book ASL - Foreword to First Edition

Big Book ASL - Foreword to Second Edition



AA.ORG

INITIATIVES

IN PROGRESS

2022-23

Replace PDFs with mobile friendly pages/forms

Accessibility

Analytics: GA4 implementation

Search optimization

Calendar, FAQs, Press Media

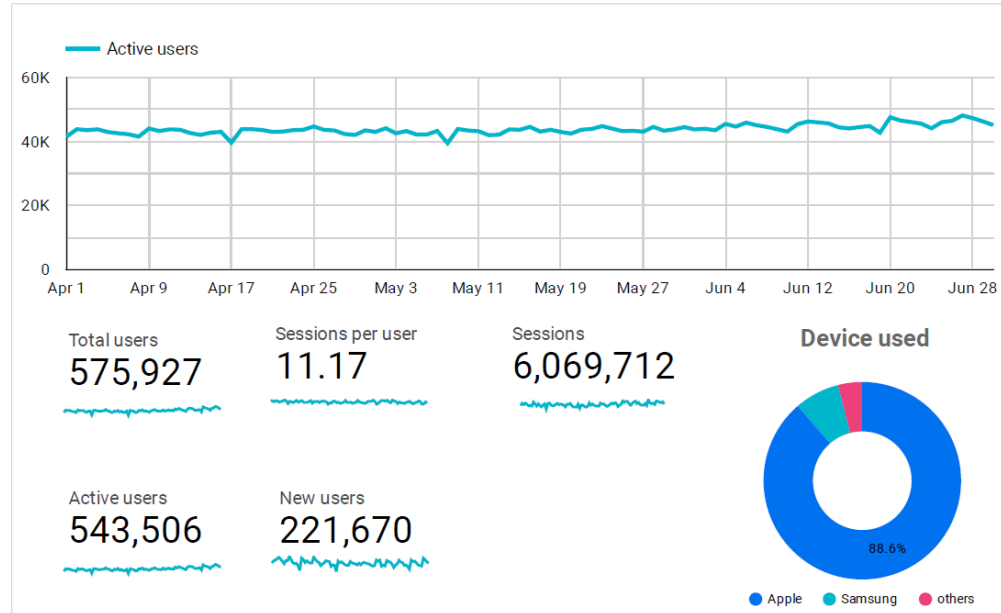


MEETING GUIDE APP

MEETING GUIDE

ANALYTICS

Audience at a glance



Apr 1, 2022 - Jun 30, 2022

Use of app features	
Page title and screen name	Views
1. (not set)	15,340,133
2. MeetingsDetail	4,288,961
3. MeetingList	3,786,263
4. MeetingsFilter	1,585,721
5. MeetingsSearch	1,181,128
6. MeetingsList	734,505
7. QuoteScreen	481,304
8. NewsScreen	307,573
9. FavoritesScreen	254,119
10. ContactScreen	159,906
11. FavoritesMeetingsDetail	70,532
12. ContactUpdate	12,178
13. ContactLocal	11,928
14. Quote	11,057
15. ContactLiterature	9,747

Custom parameter	Event count	Total users
Get directions to me	363418	87133
Join online with Join	209098	32240
Add to favorites	60700	16002
Add to calendar	31478	10752
Visit meeting website	30377	17869
Share meeting via te	28675	15926
Visit news link	20440	14434
Change date for quo	16046	4107
Visit organization we	14838	9359
Remove from favorit	10647	3450
Share quote via text	7882	1745
Share meeting via e	6550	4790
Call organization	5740	4420
Join via phone	5497	2282
Join online with Rejc	3730	581
Email organization s	3656	2807
Email organization	2156	1667
Redirect to contact p	2085	1826
Share quote via eme	1125	763
Join online with Une	507	65
Join online with Join	270	131
Share news item via	245	198
Get directions to org	228	183
Share news item via	226	211
View contribution o	198	133

What features are used most?

MEETING GUIDE

ANALYTICS

	City	Views ▾	Total use...	New users
1.	(not set)	1,891,063	92,047	14,139
2.	New York	1,389,376	50,803	8,718
3.	Los Angeles	935,883	38,864	7,950
4.	Dallas	617,789	35,771	5,847
5.	Chicago	613,626	31,635	5,038
6.	Philadelphia	596,350	22,976	4,182
7.	Seattle	536,920	22,667	4,205
8.	Houston	399,734	26,069	4,054
9.	San Franci...	389,874	16,492	2,772
10.	Austin	355,101	15,392	2,955
11.	Orlando	350,467	19,125	2,939
12.	Atlanta	347,445	17,184	2,818
13.	Boston	340,567	15,471	2,785
14.	Phoenix	336,943	12,907	3,139
15.	Tampa	321,129	13,498	2,321
16.	Washington	312,514	12,726	1,650
17.	Miami	310,028	14,791	2,232
18.	Charlotte	309,542	15,082	2,618
19.	Denver	275,555	15,187	2,497
20.	Montreal	272,429	9,699	1,934
21.	San Diego	263,323	8,880	1,952
22.	Raleigh	257,980	9,416	1,636
23.	Nashville	248,750	11,453	2,074
24.	Las Vegas	218,839	11,142	1,967
25.	Columbus	214,601	9,491	1,778

1 - 25 / 11719 < >

Currently 487
Connected
entities in 18
countries

Top Countries

	Country	Views ▾	Total users	New users
1.	United States	26,294,572	530,822	202,259
2.	Canada	1,513,771	34,340	12,038
3.	Australia	128,805	2,371	1,133
4.	United King...	57,724	4,318	1,767
5.	Poland	32,382	1,839	677
6.	New Zealand	27,838	536	224
7.	Germany	24,780	1,088	361
8.	France	19,526	1,055	218
9.	Mexico	14,248	1,147	241
1...	Spain	13,818	934	177

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MEETING GUIDE INITIATIVES COMPLETED 2021-22

HelpDocs Knowledge
Base

Distance filter

Attendance option

Multi-select filters

Exposed filters

Meeting Guide – App Support Site Home AA.org Contact

Help me with...

All Categories > Connecting to Meeting Guide > How To... > How to create JSON Feeds

About Meeting Guide

Using Meeting Guide

Connecting to Meeting Guide

Getting Started

How To...

- How to Connect to Meeting Guide
- [How to create JSON Feeds](#)

How to create JSON Feeds

Websites that use the WordPress [12 Step Meeting List](#) plugin or a Google Sheet (as described in [Minimum Requirements](#)) are not required to provide a JSON feed.

Sites that use Wix Data Collections or use their own custom database will need to create a JSON feed to make their data accessible to Meeting Guide.

Writing your Own

There are a variety of ways to generate your JSON feed, you can find examples in the [spec area of GitHub](#). The basic process involves:

- Create a file that can take meeting information from your database and

Search Meetings

Cancel Submit

Distance: 30 mi

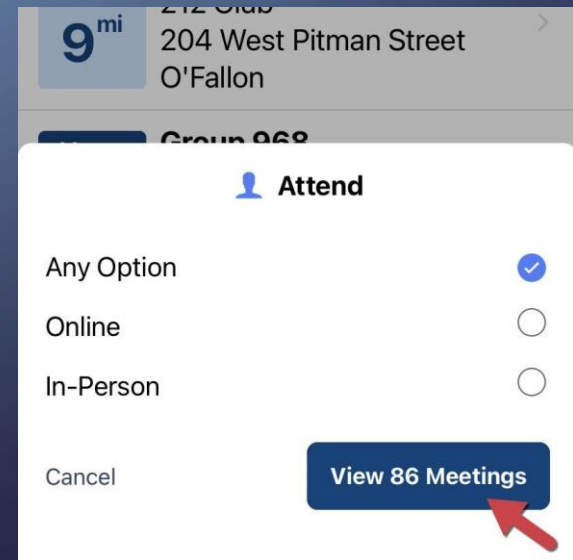
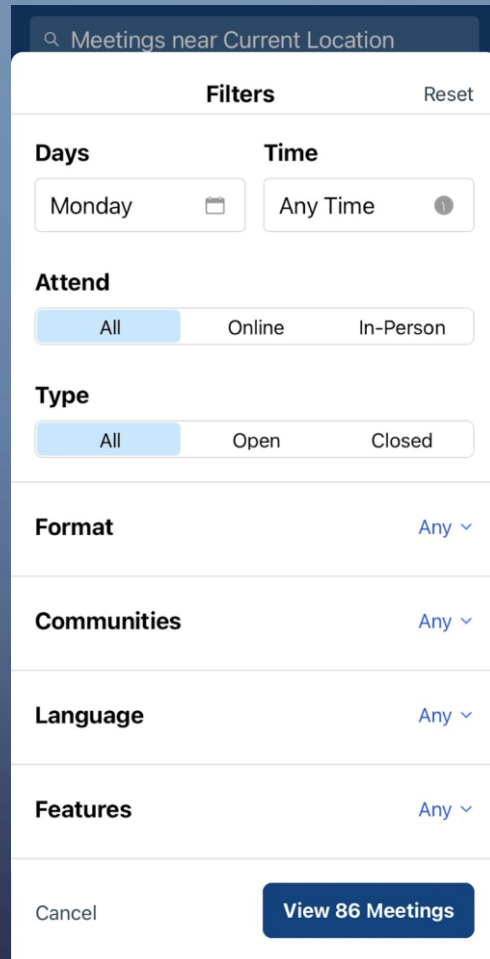
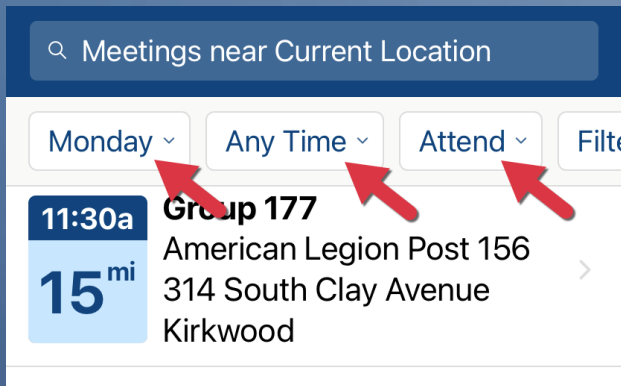
5 mi 50 mi

MEETING GUIDE INITIATIVES APP V. 4.0 FILTERS DEMO

Exposed filters

Multi-select filters

Attendance retrieval





MEETING GUIDE

INITIATIVES

WHAT'S NEXT 2022- 23

Improve UX: Online v. In-person

In-person – Map / Online – Time zone

Data accuracy – inactive meetings

Multi-entity meeting listing/duplicates

Entity self-service