

Key Elements and Spiritual Ingredients of an A.A. Website



By Kerri K.

Panel 72, Area 46 Alternate Delegate

About Kerri K.

- A.A. Member just like you
- Currently serving as Panel 72, Area 46 Alternate Delegate
- “*Recovering*” Area 46 Tech Chair (2020-2021)
- I have A.A. (and professional) experience to share in:
 - Building websites
 - Managing websites built by others
 - Managing website development projects
 - Managing Organic SEO projects
 - Managing paid search campaigns (SEM)

About Kerri K.

Stuff I know About

- Being of service in A.A.
- A.A. Traditions & Concepts
- Websites
- Search Engine Optimization SEO
- Paid Search (SEM)

What I am **NOT**

- A “guru”
- The definitive source on anything
- The only A.A. member who understands this “stuff”

(I am in a room full of them!)

Why I am doing this workshop

To share my experience, strength & hope in building/managing websites in A.A. - for the good of A.A.

What We Will Cover

- Key Elements for All A.A. Websites
- Key Elements for an Area Website
- Key Elements for a Intergroup/Central Office Website
- A.A. Websites and A.A.'s Three Legacies
- Building A.A. Websites with Rotation in Mind
- Building A.A. Websites with Traditions 11 & 12 in Mind
- Website Demos
- Q&A (time permitting)

Key Elements for All A.A. Websites

Technical

- Well organized structure
- Responsive
- Easy to maintain
- Plugins/Modules, etc.
 - Security
 - Forms
 - Calendar
 - Backup Tool
 - Accessibility features
 - Media Library organization
 - SEO Tool
 - for specific pages
 - Analytics



People

- Make a good resource
- Content
 - Public information page about A.A.
 - Newcomer page
 - Assume they have never heard of Alcoholics Anonymous
- Servant Training
 - Training sessions for servants who need to touch the backend of the site
- Announce your new site is LIVE!

Area Websites

NEW MEXICO AREA 46 Alcoholics Anonymous

Select Language | Search here... | Go to Service Site

New to A.A. | A.A. Meetings | Events | For Professionals | Area 46 Archives | About Area 46

Have a drinking problem?

There is a solution.

[Learn More](#)

A.A. Members

Information about meetings, Area 46 Events and links to A.A. Literature.

[Learn More](#)

Is A.A. for you?

Can't stop drinking?

Only you can decide if you want to give Alcoholics Anonymous a try — whether you think it can help you. We in A.A. came because we finally gave up trying to control our drinking.

[Learn More](#)

For Professionals

Information for professionals looking to refer others to Alcoholics Anonymous.

[Learn More](#)

Need a meeting?

Search our meeting database for meetings all over New Mexico. You can search by many different criteria such as location, day, time and meeting type.

[View Meetings Today](#)

[View Online Meetings](#)

Events

Sep 3	10:00 am - 2:30 pm MDT	Annual AA Central Office Fellowship Picnic	Event Details
Sep 3	12:00 pm MDT	NMCYPAA cohort FLAGYPAA Volleyball Event	Event Details
Sep 6			

Select Language | Search here... | Go to Public Site | Contributions

NM AREA 46 AA Service

News | Assembly Info | Districts | Area Committees | Area Officers

Welcome to Area 46 Service

News

September 2022 Delegate Report

Greetings Area 46 I hope you are all well and you well in

[READ MORE](#)

Area 46 Delegate • August 30, 2022 • [Delegate](#) [Officer Updates](#) [Reports & Updates](#)

August Delegate Report

Greetings Area 46 I hope this report finds you well in

[READ MORE](#)

Area 46 Delegate • August 30, 2022 • [Delegate](#) [Officer Updates](#) [Reports & Updates](#)

SWACYPAA Host Committee Elections

Service opportunities: SWACYPAA host committee elections Sept 10th 2pm-4pm In-person at the Heights Club In Aog, and on Zoom at 826 4445 0141 passcode: swacypaa9. Stand for a position or come to support!

[READ MORE](#)

Area 46 YPAA • August 30, 2022 • [Committee](#) [Reports & Updates](#) [Youth Events in Service](#)

[All Area 46 News](#)

Call for Stories from the General Service Office

GSO put out a call for stories for the 4th Edition Spanish-language Big Book, 5th Edition English Big Book, and the pamphlet "A.A. for the Black and African-American Alcoholic." They are also seeking shared experience regarding methods by which A.A. members

Key Elements: Area Websites



Public Information

- Information for the newcomer
(this is #1)
- Public Information about A.A.
- Info for professionals about A.A.
 - Extensive or Brief
- Presentation Request Form

Member Information

- List of Meetings
 - TSML feeds Meeting Guide App
- Area Events Calendar
- Area Service Meeting Calendar
- General info about A.A., Districts and Area
- Service Stories

Key Elements: Area Websites



Area Service Information

- Area Business Info & Reports
- Assembly Info
- Delegate & Alt Delegate Communication to the Area
- Area Officer Communication to the Area
- Area Committee Info, Communication & Resources
- Detailed District Info, Resources & DCM Communication
- Area News and Announcements
- Specific Resources for Trusted Servants (links to aa.org)
- Contribution Methods
 - Area & District Info

Consider a password protected section for this information.

Communication by Trusted Servants

Welcome Back, Area 46 Alternate Delegate

YOUR MENU

[Dashboard](#) →

[Add New Post](#)

[Posts](#)

[Edit Profile](#)

Hi there Area 46 Alternate Delegate, (not Area 46 Alternate Delegate? [Sign out](#))

Add a New Post

Post Title *

Please enter your post name

Type exactly what you want to appear on the site as the Title

Post description *

[Insert Photo](#)

Paragraph **B** *I*    

[Switch back to Kerri Kare!](#)

File Upload

Select File(s)

You may upload up to 5 PDFs, MS Office docs and CSV files. Name your files exactly as you want them to appear and do not use special characters. Links will be at the bottom of your post and will include a random string of letters and numbers.

Upload Image

Upload

Upload the main image of your post

Excerpt

Provide a short description of this entry(optional)

Select Your Title & the Category *

- Special Announcements
- Alt. Chair
- Alt. Delegate

News Feed (aka blog)

Welcome to Area 46 Service

News

September 2022 Delegate Report

Greetings Area 46 I hope you are all well and

[READ MORE »](#)

Area 46 Delegate • August 30, 2022 • [Delegate Officer Updates Reports & Updates](#)

August Delegate Report

Greetings Area 46 I hope this report finds you well in

[READ MORE »](#)

Area 46 Delegate • August 30, 2022 • [Delegate Officer Updates Reports & Updates](#)

SWACYPA Committee

Service opportunity committee election person at the Home Zoom at 826 44 swacypaa9. Stay support!

[READ MORE »](#)

Area 46 YPAA • [Reports & Updates](#)

[All Area 46 News](#)

72nd General Service Conference Final Report

[72 GSC Final Report - English](#)

[72 Informe final de la SG](#)

[Call for Stories from the General Service Office](#)

NM AREA 46 AA Service

[News](#) [Assembly Info](#) [Districts](#) [Area Committees](#) [Area Officers](#)



CPC Committee Service Page

Our Purpose

The purpose of Cooperation with the Professional Community (CPC) committee is to inform professionals and future professionals about A.A. — what we are, where we are, what we can do, and what we cannot do. They attempt to establish better communication between A.A.s and professionals, and to find simple, effective ways of cooperating without affiliating.

CPC Committee News

August 2022 CPC Report

Hello fellow AAs, I am honored to be serving as

[Read More »](#)

August 29, 2022

CPC Report

As we say here in northern New Mexico: Buenos Dias

[Read More »](#)

June 11, 2021

CPC Report - April 2021

Happy April 2021! Another Day Sober, by the Grace of

[Read More »](#)

June 3, 2021

[View All CPC Committee News](#)

AIP Description

The duties of the Cooperation with the Professional Community Committee Chairperson have customarily been to:

Intergroup/Central Office Websites

24 Hour Helpline 510-839-8900 English 510-839-8900 Espanol Helplines are staffed 24/7 by A.A. member volunteers who have solved their drinking problem.

Meetings ▾ Events AA Members ▾ English

East Bay Intergroup of Alcoholics Anonymous
serving western Alameda and Contra Costa Counties

Home Can't Stop Drinking? Public Information Info for Professionals Contact Us

Can't Stop Drinking?

There is a solution

Drinking Problem?

Public Information

For Professionals

Members

Send a message

Announcements Bookstore

Key Elements: Intergroup Websites



Public Information

- Information for the newcomer (this is #1)
- Helpline/Hotline Info
- Public Info about A.A.
- Info for professionals about A.A.
- Presentation Request Form
- List of Meetings
 - TSML feeds Meeting Guide App
- Instant Chatline for Newcomers*

Intergroup Information

- Business Info & Reports
- Event Calendar
- Service Meeting Calendar
- Announcements
- Service Opportunities
- Servant Resources
- Contribution Methods
- Bookstore Info
- Online Bookstore*

Case Studies



Area Website – Area 46

- Two sites in one
- Clear calls to action
- Organized site structure
- Optimized for SEO
- Meeting list for entire area
 - Feeds from COs in NM
- Service Site
 - Password protected
 - Area business
 - Multiple resources for trusted servants

<https://nm-aa.org/>

IGCO Website – East Bay IG

- Clear calls to action
- Organized site structure
- Optimized for SEO
- Meeting list for IG service area
 - Feed from large group w/ 100+ meetings
- Helpline
- Chatline
- Virtual Newsletter

<https://eastbayaa.org/>

A.A. Websites and our Three Legacies

Recovery

**The ultimate goal of every A.A. website is to make
12th Step work possible!**

- All A.A. websites should have a page directed towards the potential newcomer (think SEO)
 - Especially those who desperately need our solution but have not heard of Alcoholics Anonymous
- Have a link to the Big Book on aa.org!

Examples:

[Area 46 Home Page](#) (Public Site)

[Area 46 Newcomers Page](#) (Public Site)

[East Bay Intergroup Home Page](#)

[East Bay Intergroup Public Information Page](#)

A.A. Websites and our Three Legacies

Unity

- Tradition 1 – Unity
 - Build a website accessible for ALL
- Tradition 2 – Spirit of Rotation
 - Don't hold you're A.A. website hostage
- Tradition 3 – Desire to Stop Drinking
 - ALL A.A. websites should have a page for the newcomer
- Tradition 4 – Autonomy
 - Your website should reflect the “personality” of your Area. IGCO, etc.
- Tradition 5 – Primary Purpose
 - All web pages regardless of their function supports A.A.'s primary purpose
- Tradition 6 – Affiliation
 - Are you endorsing an outside entity? Think twice when adding links

A.A. Websites and our Three Legacies

Unity

- Tradition 7 – Self-Support
 - Plan for the appropriate budget to build that new site
- Tradition 8 – Special Workers
 - It is ok to use a Tradition 8 special worker to build your website
- Tradition 9 – Committees
 - Don't build your website in a vacuum – have a committee!
- Tradition 10 – Outside Issues
 - We have NO opinion on outside issues (not even on websites...)
- Tradition 11* – Anonymity & Attraction
 - We are Alcoholics Anonymous but we are not Secret!
- Tradition 12* – Spirituality
 - Anonymity is the spiritual foundation of all our traditions

The Spirit of Rotation & A.A. Websites

- Technically-inclined A.A. members are a small subset of our fellowship
- We must be diligent in participating in rotation (aka no bleeding deacons!)
- Give up (rotate) leadership - don't abandon the committee
- Design & build your website with the spirit of rotation in mind
 - Invite some non-techies to join your website project committee. They will keep you accountable.
- Make a plan to rotate well
 - Train your successor
 - Create documentation & how-to videos
 - Be available to help them succeed



It is time to let go

Tradition 2: Rotation -
Remember God is in
charge (YOU are not)

Tradition 9 – We are
directly responsible to
who we serve

Concept 12, Warranty One: ...never become the seat of perilous wealth or power.

Tradition 2: Rotation - Remember God is in charge | Tradition 9 – We are directly responsible to who we serve

Tradition 11 – Attraction (using SEO)

Why you should care...

- We cannot attract newcomers if we (Alcoholics Anonymous) are not visible
- People who desperately need our solution but have never heard of it must be able to find A.A.
- Without an SEO strategy A.A. related websites are irrelevant/non-existent in search

Pages to Optimize

- Newcomer Pages
- Public Information Pages
- Pages for Professionals

Alcoholics Anonymous is just that -
ANONYMOUS
personal anonymity is at the public level
**Alcoholics Anonymous is not
SECRET**
If we are secret then how will drunks
find us?

Traditions 11 & 12 - Anonymity

72nd General Service Conference
PI Agenda Item J:3 Changes to:
“Understanding Anonymity”



Anonymity in the digital age

Q. I maintain a website and social media pages. At what level should I protect my anonymity on the Internet?

A: Publicly accessible aspects of the Internet such as websites featuring text, graphics, audio, and video can be considered the same as publishing or broadcasting. Unless password-protected, a website requires the same safeguards that we use at the level of press, radio, and film/video. Simply put, this means that A.A.s do not identify themselves as A.A. members using their full names and/or full-face photos.

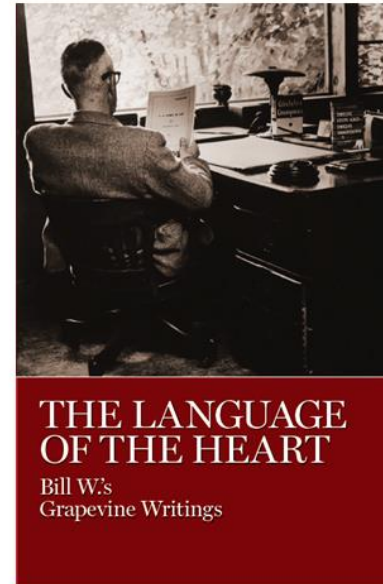
It is suggested that when A.A.s gather as A.A.s or as an A.A. group on social media pages, such as Facebook, and other similar platforms- that these pages are set to “private” rather than “public.”

GRAPEVINE Daily Quote

July 10, 2022

“It should be the privilege, even the right, of each individual or group to handle anonymity as they wish ... Each individual will have to decide where he ought to draw the line -- how far he ought to carry the principle in his own affairs, how far he may go in dropping his own anonymity without injury to Alcoholics Anonymous as a whole.”

AA Co-Founder, Bill W., January 1946, “A Tradition Born of Our Anonymity”, The Language of the Heart



A.A. Websites and our Three Legacies

Service

- A.A. Websites can support all levels of service
 - Provide information to existing trusted servants
 - Provide information & encouragement to new and potential trusted servants
 - Educate A.A. members about service
 - Provide resources for existing trusted servants
 - Don't make them have to dig for info – provide links directly to the resources they need to effectively do their job

Examples:

[East Bay Intergroup Service Opportunities Page](#)

[Area 46 CPC Committee Page](#)

[Area 46 District 13 Page](#)

Examples are on password protected service site:

User: Area46 Password: unity

References & Resources

- [A.A. Guidelines on Internet](#)
- [Anonymity Online and Digital Media](#)
- [The Twelve Traditions](#)
- [East Bay Intergroup Website](#)
- [New Mexico Area 46 Public Website](#)
- [New Mexico Area 46 Service Website](#)
 - Username: Area46 Password: unity



Presentations by Kerri K.

- Key Elements & Spiritual Ingredients of an A.A. Website
- SEO for A.A. Websites
- So What is SEO Anyway?
- A.A. Website Planning

Presentations can be found here: <https://tinyurl.com/NAATW-KeyElements>

Let's Talk About It

-- Q&A --

Thank you

I am grateful to serve!

Kerri K.

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