

- A.A. AREA WEBSITES  
FOR NOOBS



**Hello!**

## **Laura S., Area 46 Technology Chair**

Here to share personal experience regarding development and management of an A.A. Area website.

Email contact: [technology@nm-aa.org](mailto:technology@nm-aa.org)



## About me:

- Artist and musician by trade with zero professional experience building, managing or marketing websites.
- Involved in General Service since 2004 with a willingness to suit up and show up - even when the commitment is outside of my comfort zone.

- In summary...



When someone asks me to make a presentation at SWRAASA about Area Websites...



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# INTRO TO A.A. AREA WEBSITES



- INTRO TO A.A. AREA WEBSITES

- What is an Area website?

- While aa.org provides information for A.A. as a whole, an Area website functions as a more locally specific resource for A.A. information.
- Similar to inter-group sites, they address the needs of a cluster of groups/districts within a specific geographic area.



# KEY ELEMENTS

Ingredients for a useful and functional  
Area website

## ● KEY ELEMENTS

### ○ **Well-organized structure:**

Information is easy to find and doesn't require too much digging.

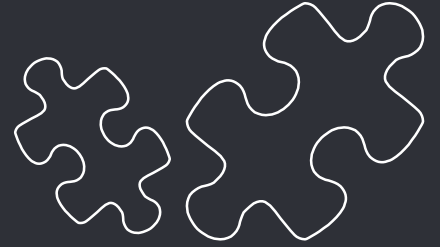
### **Easy to maintain:**

Ideally any trusted servant should be able to keep the site up to date and functional without special technical skills.

### **Is a good resource:**

Keep in mind that the site may be a landing page for newcomers, the public, and professionals, in addition to A.A. members & Area Trusted Servants.





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## IMPORTANT CONSIDERATIONS IN DEVELOPMENT

## ● TRADITIONS

### ○ **Anonymity:**

As the spiritual foundation of all our traditions, have we taken care to redact or password-protect sensitive information?

### **Non-Affiliation:**

Are we unintentionally endorsing an outside entity?

- Think twice before adding links.

### **Self-Support:**

Plan for an appropriate budget to build and maintain the site.

- Hire a professional.
- Draw from local talent pool of A.A. professionals when funds are lacking.

## ● SPIRITUAL PRINCIPLES



### **Unity:**

Ensure that the site is accessible for all.

- Including your local Accessibilities Committee in the testing process can be helpful here.

### **Rotation:**

Build your website with the spirit of rotation in mind.

- Utilize a committee
- Website cannot be anyone's baby

## ● SPIRITUAL PRINCIPLES

### ○ **More on Rotation:**

- Seek out local, dependable talent
  - Technically-inclined A.A. members are a small subset of our fellowship, but they do exist.
- Beware of personal investment when rotation seems difficult
  - Consequences of holding a website hostage
- Make a plan to rotate well
  - Provide orientation, training, tutorials, and log-in info
  - Assist with billing turnover

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## CONTENT BY AUDIENCE



## ● CONTENT BY AUDIENCE

### ○ Newcomers:

Assume someone has never heard of Alcoholics Anonymous.

- Is A.A. for me?
- Meeting Lists
- Hotline numbers
- Contact forms

### General Public:

Public Information Page

- What is A.A.?
- Resources for family and friends of the alcoholic
- FAQs
- PSAs

### Professionals:

CPC Page

- About A.A.
- Presentation Request Form
- Resources
- What A.A. does not do

## NEW TO A.A.

### Is A.A. for me?

If you can't stop drinking, A.A. might be a good idea, whether you think it can help you.

We who are in A.A. came because we finally found a way that we could never drink safely. Then we stayed for years! We discovered that many people were in the same hopelessness that we did. The feelings

**Attend an A.A. Meeting.** Not everyone who is attending a variety of meetings



NEW MEXICO AREA 46  
Alcoholics Anonymous

[New to A.A.](#)

[A.A. Meetings](#)

[Events](#)

[For Professionals](#)

[Area 46 Archives](#)

[About Area 46](#)

## Can't stop drinking?

If you can't stop drinking, you repeatedly drink more than you intend or want to, you get into trouble, or you have memory lapses when you drink, you may be an alcoholic.

Only you can decide. No one in A.A. will tell you whether or not you are an alcoholic.



### How Can I Contact A.A.?

**Call an A.A. Hotline Near You.** You can contact A.A. in New Mexico by calling one of our hotlines. An A.A. member will be on the other end of the line to talk with you. If you do not see your specific city, please call the hotline nearest you.

Contact a Central Office.

Albuquerque Central Office  
Phone: 505-266-1900  
<https://albuquerqueaa.org/>

NEW MEXICO AREA 46  
Alcoholics Anonymous

[New to A.A.](#) [A.A. Meetings](#)

### Contact the Area 46 Webmaster

First Name, Last Initial (Required)

Phone

Email (Required)

## PUBLIC INFO

### Resources for Family & Friends

➤ [Al-Anon Family Groups](#)

➤ [Al-Anon / Alateen in New Mexico](#)

### A. Events in N

### What is A.A.?

Alcoholics Anonymous® is a fellowship of men and women who share their experience, strength and hope with each other to solve their common problem and help others to recover from alcoholism.

- The only requirement for membership is a desire to stop drinking. There are no dues or fees for A.A. membership; members support the program through our own contributions.
- A.A. is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy; endorses nor opposes any causes.
- Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.

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...and, many of us have uttered the words "I have a common problem and have found a common solution."

[Learn More](#)

### Frequently Asked Questions

Several million people have probably heard or read about Alcoholics Anonymous. Some are familiar with the program of recovery from alcoholism; others have only a vague impression that A.A. is some sort of organization. [Alcoholic With Special Needs](#) [File](#) [At a Glance](#)

### A. for the Older Alcoholics

...to late. The men and women who are

### Available PSAs from A.A. World Service

View a list of available PSAs from A.A. World Service

[View List of PSAs](#)



## About A.A.

## For Professionals...

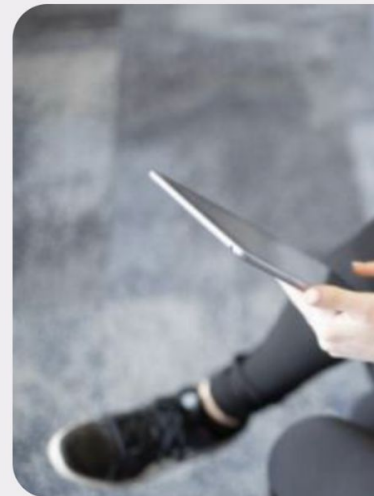
A.A.'s primary purpose, as stated in our Preamble, is to help the alcoholic become sober and help other alcoholics to achieve sobriety.

Alcoholics Anonymous is a nonprofit, self-supporting, independent fellowship — “not allied with any church, denomination, politics, organization or institution; not indebted to any position to serve as a resource to anyone; and not in a position of “cooperation but not affiliation” with the medical profession.

We can serve as a source of personal experience, strength, and hope to alcoholics as an ongoing resource.

## A Resource for the Helping Professional

Professionals who work with alcoholics share a common purpose with Alcoholics Anonymous: to help the alcoholic stop drinking and lead a healthy, productive life.



## How to Give an A.A. Presentation?

Members are available to speak in person or via an online presentation. We are freely available to convey to those who want to help the still suffering alcoholic.

Members are available to speak in person or via an online presentation. We are freely available to convey to those who want to help the still suffering alcoholic.

## Resources for the Professional

### Resources from A.A. in New Mexico

For Professionals: [How A.A. in New Mexico Can Help](#)  
 For Corrections Professionals: [How A.A. in New Mexico Can Help](#)  
 For the Professional Community (CPC) Committee: [How A.A. in New Mexico Can Help](#)  
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## What A.A. Does NOT Do

A.A. does not: Furnish initial motivation for alcoholics; join “councils” or social agencies; follow up or try to control its members; make medical services, hospitalization, drugs, or any medical or medical education about alcohol; provide housing, food, or counseling; accept any money for its services or expenses; employ lawyers, court officials, social agencies, employees, or

## ● CONTENT BY AUDIENCE

### ○ A.A. Members (Public):

- Meeting List
- Events & Service Meeting Calendar
- General District & Area Information

### A.A. Members (Service):

- Password-protected
- Assembly Information
- Detailed District and Committee Information
- Contribution Information
- Officer/Committee/DCM Reports & Communication
- Area Announcements
- Resources (links to aa.org)

## A.A. MEMBERS (PUBLIC)



### A.A. Meetings in New Mexico

#### Meeting Search Filter

Below you can filter meetings by location (city or district) or meeting type. Meeting type is especially handy when you are looking for a Big Book study, newcomers meeting, etc.

#### List Accuracy & Meeting Updates

It is critical that our Area 46 meeting list accuracy is kept up-to-date so that we can reach the still suffering. To learn more or update a meeting click on the meeting name.

October 2022 ▾

| MON   | TUE   | WED |
|---|---|-----|
| 26<br>5:00 pm - 1:00 pm<br>Fish Fry<br>7:00 pm - 8:00 pm<br>YPAA<br>Meeting | 27  | 28  |
| 3   | 4<br>7:00 pm - 8:00 pm<br>Area 46 Treatment Committee Meeting | 5   |

#### Area 46 Districts

##### Purpose

maintaining the right number of groups to ensure the member's ability to keep in touch with their problems, and to find ways to help each other.

cooperations in the manner of individual locations and the Area and District for

The purpose of districts is to carry on the work of the alcoholic. At monthly district meetings we are doing this and join together the individual groups might have having trouble, we share our for ways to support each other (Mexico) activities and services prepare for the annual

### About Alcoholics Anonymous Area 46

The state service organization for the 19 service districts of A.A. in New Mexico.

# A.A. MEMBERS (SERVICE)

your DCM, GSR or [complete this](#)

Username

Area46

Password

.....

☐ Remember Me

Log In

## Area 46 Assembly Information



### Upcoming Assembly

on the upcoming assembly including agenda, registration and location in

three (3) times a year. A fourth Assembly may be held during the month of December) and place for the three (3) Assemblies has in the past been taken when setting Assembly dates that conflict with the date taken from the [Area Information Pamphlet](#).

## Technology Committee Service Page

### Our Purpose

The purpose of the Area 46 Technology Committee is to identify and address the changing technology needs of the area.

## District 13 Service

District 13 is located in central New Mexico and includes the following cities:

SW Albuquerque | Corona | McIntosh | Moriarty | Mountainair | Tijeras | Willard

[View AA Meetings in District 13](#)



NM AREA 46 AA Service

News ▾

Assembly Info ▾

Districts ▾

Area Committees ▾

Area Officers ▾



## Welcome to Area 46 Service

News ▾

Assembly Info ▾

Districts ▾

## Contribute to Area 46

News ▾

Area Committees ▾

Area ▾

supported by the voluntary

is ideal; that any public Anonymous is highly for other outside agencies; that contributions carrying any

## News

Mo

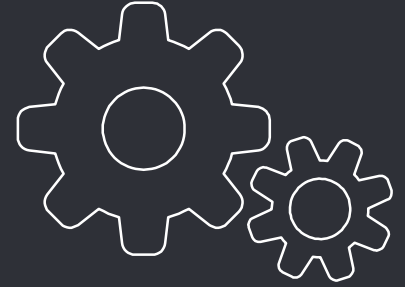
### District 13 Report - October 2022

Greetings from District 13! We meet on the 2nd Saturday of each month at 10:00 AM. Our next hybrid meeting will be on Saturday, October 8, 2022 at Metropolitan Community

[READ MORE >](#)

## Resources on AA.ORG

- [G.S.R Kit](#)
- [G.S.R.General Service Representative](#)
- [The A.A. Group \(Pamphlet\)](#)
- [Is Your Group Linked to A.A. or Not?](#)
- [A.A. Service Manual](#)
- [Inside A.A. Understanding the Fellowship \(Pamphlet\)](#)
- [Circles of Love and Service](#)
- [The Twelve Traditions Illustrated](#)
- [The Twelve Concepts for World Peace](#)
- [A.A. Grapevine: Our Meeting in the Grapevine](#)
- [Your A.A. General Service Office](#)
- [Self Support: Where Money & Time Go](#)
- [Concepts Checklist](#)
- [Traditions Checklist from the AA.ORG](#)
- [The A.A. Group Treasurer](#)



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## USEFUL TOOLS

## ● OPTIMAL SITE FUNCTION

### ○ **Primary Purpose:**

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

### **Technical Mechanics:**

Third-party plugins may be necessary to achieve desired functionality.

- This is often applicable to sites built with WordPress.
- Security, forms, calendar, backup tool, accessibility features, media library organization, SEO Tool for specific pages, & analytics

## AUDIENCE REACH

### SEO Considerations:

- SEO = Search Engine Optimization
- "When anyone, anywhere reaches out for help, I want the hand of A.A. always to be there, and for that I am responsible."
  - Anywhere includes search engine results.
  - We cannot attract newcomers if Alcoholics Anonymous is not visible/searchable online.
- Search engines are online tools that index content from websites and provide a list of relevant matches when someone searches for something online.



## ● AUDIENCE REACH

### ○ SEO Considerations:

- SEO is an entire professional field that is outside the scope of this presentation, but there are a few key pieces of information worth sharing:
  - Public content should be indexable by search engines.
  - Search engines prefer websites where content is coded and structured in a very specific way.
  - Quality links pointing to your website are an important aspect of SEO.
    - A.A. websites benefit from other official A.A. websites linking to them.
  - Having new content on a regular basis is good for SEO.



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## WEBSITE DEMO



## ● WEBSITE DEMO

### ○ **Area 46 Public Website: <https://www.nm-aa.org>**

- Two sites in one
- Optimized for SEO
- Meeting List for entire Area
  - Synched to receive updated information from Central Offices in NM
  - Synched to deliver updated information to the Meeting Guide App

## ● WEBSITE DEMO

○ **Area 46 Service Website: <https://www.nm-aa.org/service>**

- Password protected
  - Username: Area46
  - Password: unity
- Area Business
- Resources for Area Trusted Servants



## CONCLUSION

A.A. Area Websites can be used as an indispensable service tool; providing information and education to A.A. members, the public, professionals, and most importantly, people who desperately need A.A. but are not familiar with our program.

Making this tool manageable and sustainable by the average trusted servant should be as much of a priority as creating the site in the first place.



Thanks for listening!

**ANY QUESTIONS?**

Email contact: [technology@nm-aa.org](mailto:technology@nm-aa.org)

- CREDITS & RESOURCES

- - New Mexico Area 46 Public Website
  - New Mexico Area 46 Service Website
    - Username: Area46
    - Password: unity
  - Key Elements & Spiritual Ingredients of an A.A. Website by Kerri K.
  - My husband, Daniel, who knows much more about websites than I ever will.