

Title:

Alexa traffic rank: what it is and why you should care (or not)

Word Count:

882

Summary:

Alexa is an Amazon owned company that is famous for its public traffic ranking service via its

Keywords:

Alexa rank, traffic estimate, page views, reach per million

Article Body:

Alexa is an Amazon owned company that is famous for its public traffic ranking service via its

There are three numbers that Alexa reports, reach, page views and overall rank. Reach refers to

On a daily basis, Alexa collects statistics about the number of visitors and page views for ev

To make matters worse, the toolbar is only available for Internet Explorer. Of course, IE is t

From a statistics point of view, Alexa's rank cannot be thought of as an unbiased statistical

So, if you really want accuracy in terms of your site's number of users and page views then yo

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