

Title:

Keeping Track Of You Website's Visitor Statistics

Word Count:

801

Summary:

When it comes to Internet statistics the most important statistic at the end of the day is how

First of all, forget about ^hits~. Whenever someone requests a file it is a hit. If you visit

Keywords:

website statistics, trackers, log analysis, unique visitors, website traffic, Internet traffic

Article Body:

When it comes to Internet statistics the most important statistic at the end of the day is how

First of all, forget about ^hits~. Whenever someone requests a file it is a hit. If you visit

A more precise indicator of your traffic, and thus a more useful statistic, is the amount of u

Another important Internet statistic to keep you eye on are the referrers. A referrer is the w

Knowing where your visitors came from is very important, but it is even better if you can get

Take a look at these terms and see if you are really getting targeted traffic. If what you con

The activity of people on your site is also important. Which pages do they use to enter your s

Good tracking or analysis programs will tell you the click-path that people take through your

You can get access to these statistics in a few ways

1. Your hosting provider may have a built in traffic analysis program, such as Awstats and Web
2. You can analyze your site's access logs using programs installed on your computer. I like t
3. Paste java script tracking code to your pages. Several companies provide java script tracke
4. Google recently bought the Urchin tracking system and now offers a statistics reporting ser

Gather your website statistics using a method that is easy for you and use this data to improv

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