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Web Site Analysis 101

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Article Body:
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Virtually all web-hosting services provide rudimentary analytics that can help you begin to ur

There are free packages you can use from ClickTracks or Google but you must apply to Google ar

But once you have a web analytics tool what do you do with it? To many people statistics can b

The first thing you need to understand is some basic terms:

Hit: a request for a file from your web server noted in the log.

Page view: a request for a file whose type is defined as a page in log analysis or an occurren

Visitor session: a series of requests from the same unique visitor with in a single visit. A v

Unique visitor: the uniquely identified client generating requests on your web server (log ana

Repeat visitor: a visitor that has made at least one previous visit.

New visitor: a visitor that has not made any previous visits.

Referring search terms: the search phrases people are using to find your site.

Referring URLs: tell you which web sites are sending you traffic.

Content popularity: the list of most popular pages on your site.

Site overlay: displays your actual pages with a click level indicator next to each link showir

Bounce rate: reveals the number of visitors who left the site from a particular page.

OK most of those are obvious but they are still worth laying out. In future articles I´ll expa