



Accessing your Statistics

Version 1.0

Overview

Your website statistics are a user-friendly package provided to enable you to track the amount of traffic to your website.

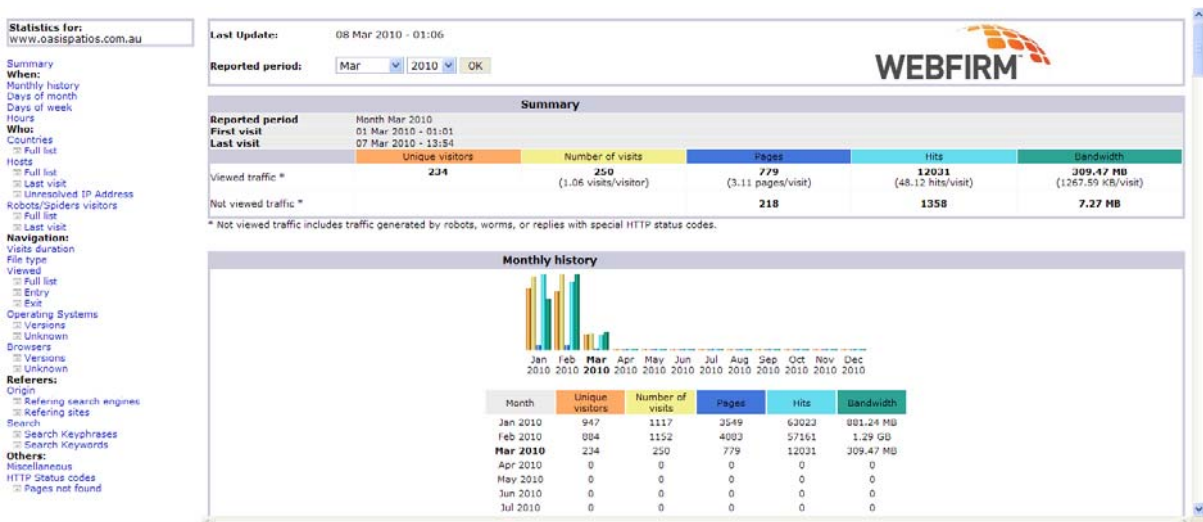
How to access the statistics

Access the statistics page by typing the URL that you have been provided in your site live email into the address bar of your browser and pressing the 'go' button (or 'enter' key on the keyboard).

At the login prompt enter your username & password (also provided in your site live email)

The default page is set to show the current month's statistics. You can choose to view the stats by year, or by month, simply by clicking in the drop down menu at the top of the screen, labelled 'Reported Period'. To view the statistics for a whole year choose the month option '- - -' and then the year you wish to view.

For more information on the stats breakdown hold your mouse over the area (e.g. over Number of Visits) and a popup will provide you with information about that statistic.



Summary Data

Unique Visitors*

The number of unique visits to your site during the time period.

Number of visits*

The total number of visits to your site. The ratio underneath tells you how often each visitor returns to the site (on average).

Pages*

The total number of pages viewed, and the average number of pages viewed each visit. E.g. If you have a 5 page website you can tell, on average, how many pages they view. If people are viewing all the pages on your website, it is a good indication that they may be looking for more information, and you can add more content to the website.

Hits

The total number of items viewed on your webpage (this includes graphics etc, so it is best to look at unique & total number of visits for a more accurate tally).

Bytes

The amount of data downloaded from your site.

Monthly breakdown graph*

At a glance see how your site is performing in relation to the above categories. They are colour coded to match. Hold your mouse over a bar graph and the number will pop up.

Days of the month breakdown*

Here you can see what days of the month people are visiting the site. This can be useful for assessing the outcome of advertising. E.g. Advertise in the newspaper on Wednesday and see if people visit the site on Wednesday or Thursday.

Hours

This shows what hours of the day people are visiting the site (displayed in Greenwich Mean Time).

Visitors Domains/Countries

A breakdown of where your visitors are coming from. It is not possible to track all visitors, hence the 'Unknown' category. It is also common to have international traffic, simply because of the international nature of the internet. To view the full list of countries click on the blue text link labelled 'full list'.

Hosts (Top 10)

The IP address of the visitors to your site. An IP address is the unique numerical identifier given to each Internet connection. The IP address is how data finds its way from a web site back to your computer. To view more IP addresses click on the blue text link labelled 'full list'.

Robots/Spiders visitors (Top 10)

Refers to the number of visits by an Internet search engine. Search engines periodically visit your site to collect new data so that your site can be listed on search engines.

Pages - URL (Top 10)

Displays how many times each page has been visited, so you can see which pages are popular.

Operating System (Top 10)

Displays the operating system visitors are using.

Browsers (Top 10)

Displays which browsers visitors are using.