



Site Stats tracking

You built it... but did they
come?

Why use them?

- Most hosts will provide site statistics, but they can be hard to find and decipher. Free counters offer clearer interfaces, and are simple to install - usually with a small piece of JavaScript code inserted into the html of the page.



www.sitemeter.com

- Free counter
- Requires small logo on page, has several choices
- Tracks last 100 visits
- Upgrade is \$59/year which gives many more stats
- Easy to install and use – simple code to add to html of page

“Hits”

- A visit to a page generates a “hit” for EVERY piece of content that is downloaded. Viewing a single webpage will generate one “hit” for the page, and one “hit” for every individual graphics file that is on the page. A single page can generate many “hits”.

“Page Views”

- When a visitor opens a page, it is considered a “Page view”.
- A SiteMeter “Visit” is a series of page views by one person with no more than 30 minutes between page views



www.StatCounter.com

- Free – will track last 500 page loads
- To increase log quota, prices start at at \$9/month and up
- Invisible counter on pages
- Free version meant for sites with less than 250.000 page loads per month.
- Can add different projects to same account
- More information but harder to use



StatCounter lingo

- “Page loads” is the number of times a page has been visited
- “Returning visitors” based on cookie, viewer returning to page 1hr or more later
- “First time visitor” no cookie, so first time to the site



Things to track..

- Entry, exit, popular pages
- Referral page (helpful for SEO)
- Keyword analysis
- Visit length
- Visitor location, country, time zone..
- Browser & versions, OS, screen resolution, colors, JavaScript on/off,

Google Analytics - *information shared by Frank Scott.*

- Free, *but Google registration needed*
- <http://www.google.com/analytics/>
- Comprehensive options for page tracking
- A small piece of code on every page calls the JavaScript on Google's servers



Google Analytics

- Track how visitors interact with the site.
- Links can be tagged
- <https://www.google.com/support/googleanalytics/bin/answer.py?answer=55518&ctx=sibling>
- Up to 5M page views per month for non AdWords advertisers.