index.html

```java
package com.myservletapp;

import java.io.*;
import javax.servlet.*;
import javax.servlet.http.*;

public class VisitServlet extends HttpServlet {
    private static final long serialVersionUID = 1L;  // Added serialVersionUID

    public void doGet(HttpServletRequest request, HttpServletResponse response)
            throws IOException, ServletException {
        response.setContentType("text/html");
        PrintWriter out = response.getWriter();

        // Get the existing visit count from the cookies
        Cookie[] cookies = request.getCookies();
        int visitCount = 1; // Default if no cookie found

        if (cookies != null) {
            for (Cookie cookie : cookies) {
                if (cookie.getName().equals("visit")) {
                    visitCount = Integer.parseInt(cookie.getValue()) + 1;
                    break;
                }
            }
        }

        // Update the cookie with the new visit count
        Cookie c = new Cookie("visit", String.valueOf(visitCount));
        response.addCookie(c);

        // Output based on visit count
        if (visitCount == 1) {
            out.println("Welcome, this is your first visit!");
        } else {
            out.println("You have visited " + visitCount + " times");
        }
    }
}
```

web.xml

```xml
<?xml version="1.0" encoding="ISO-8859-1"?>
<web-app xmlns="http://xmlns.jcp.org/xml/ns/javaee"
      xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
      xsi:schemaLocation="http://xmlns.jcp.org/xml/ns/javaee
      http://xmlns.jcp.org/xml/ns/javaee/web-app_3_1.xsd"
      version="3.1">

  <servlet>
    <servlet-name>VisitServlet</servlet-name>
    <servlet-class>com.myservletapp.VisitServlet</servlet-class> <!-- Fully qualified class name -->
  </servlet>

  <servlet-mapping>
    <servlet-name>VisitServlet</servlet-name>
    <url-pattern>/visit</url-pattern> <!-- Simplified URL pattern -->
  </servlet-mapping>

</web-app>
```