```php
<?php
if(isset($_COOKIE["user"])) {
    echo "Welcome back, " . $_COOKIE["user"] . "!<br>";
} else {
    echo "Welcome, new user!<br>";
    setcookie("user", "John Doe", time() + (86400 * 30), "/");
}


if(isset($_COOKIE["visit_count"])) {
    $visit_count = $_COOKIE["visit_count"] + 1;
    setcookie("visit_count", $visit_count, time() + (86400 * 30), "/");
    echo "This is visit number: $visit_count<br>";
} else {
    setcookie("visit_count", 1, time() + (86400 * 30), "/");
    echo "This is your first visit!<br>";
}


?>
```

Output (on first visit):

Welcome, new user!

This is your first visit!

Output (on subsequent visits):

Welcome back, John Doe!

This is visit number: 2