

## Web - Site Statistics

Once your site is up and running, it is important that you track your visitors and analyze what they are using. You should have a detailed information on the following –

- **Who is your visitor?** – You should have your site visitor IP address available with you to know the geographical location and identity of that visitor.
- **Visitors' Timestamp** – You should be aware of the time when your site gets the most number of visitors so that you can plan a server down easily. Secondly, timestamp and IP address will help you identify your site visitors in case an investigation is required against a site visitor.
- **What the visitors prefer?** – What pages did the site visitor view on your website will give you an idea about the importance of various sections of your website.
- **How visitors came?** – This is another important information you should be aware of. How are you getting your site visitors? Are they coming directly or coming through some other website or advertising program.
- **How long do they stay?** – How much time a visitor spends on your site? If visitors are leaving your site just after browsing 1 or 2 pages, then you should come up with some innovative ways to retain them for a longer duration.
- **Visitors' Browser** – This information is important to improve your website for that type of web browsers.

### Statistics Programs

There are many websites that help you to find out all the information discussed in the previous section. You just need to keep a small piece of code in the <head<....</head> section of your web pages and you will have not only all the above mentioned information but also a complete analysis of your site.

- You can try Google Analytics Program to capture your website statistics.
- Another good program is Webalizer . This will give you all the basic site statistics you need.
- There is a site from sourceforge which gives you opportunity to collect your website statistics. So you can try it as well AWStats .

### Site Statistics Terminology

Go through the following terms so that become more comfortable with your site statistics report and analysis.

- **Unique Visits** – The number of unique visitors you had in a given time period. Example – if there was only a single person who visited your website, and visited 1,000 separate times in a day, the unique visits would just be one. The uniqueness is counted based on the IP address of the visitor.
- **Total Visits** – The total number of visits including duplicate visits that a website receives in a given time period. Each time a site visitor reaches your site, it is counted as one visit.
- **Page Views or Page Impressions** – Each time a web page is loaded, it is referred to as a page view. If you are counting a website link available on this page, then it will be counted as a page impression.
- **Hits** – Hits are very similar to page views and will be counted every time a visitor clicks any link related to your website.
- **Direct Access** – It refers to the people who accessed your website through their bookmarks or typed in your URL manually in the URL box of the browser.
- **Referrer & Referral URL** – The web address where the visitor followed a link to reach your website. For example, if someone finds your website in google search and clicks over the link to reach your site, then google will be the referrer.

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