

Web site stats in a nutshell.

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Available to
all clients are web stat programs that will help determine the web traffic to your site.

From this
information website owners can get an understanding as to how many people are visiting the website, where the visitors are coming from, where they are entering and exiting the website, the average number of page views per visit, and many more interesting facts. These statistics will allow you to better analyze the effectiveness of promotional campaigns and give you some insight as to how you can tweak your website to increase your return on investment.

Though there
are a few ways to determine the amount of traffic coming into your site, “hits” is normally not accurate. What you want to look for is the unique visitors, and a trend in the average number of unique visitors. On a day to day basis, there may be a good amount of volatility in the number of unique visitors, but we want to pay attention to the trend of the average number of visitors per month. Optimally, we'd like to have the number increase on a monthly basis.

Also check for
top search words and phrases. Knowing this type of information will let you know which keywords and phrases visitors are searching for in Google and the other search engines in order to find your website. With this information you can gauge the effectiveness of a search engine optimization campaign, or get an idea of how your website's keyword density should be altered to position it for the keywords and phrases that you're targeting.

The ultimate
goal when using these stats is to gauge how poorly or how effective your web sites SEO, structure, layout and design is and if it’s working for your visitors or not. Often times, the key to retaining visitors and increasing the number of page views is to have relevant and interesting information on your website. Remember – content is king!

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