



# Statistics

This section will show you how to access, understand and save your web sites statistics.

## Accessing the Statistics page

To access your statistics page:

- From your home page click on **Manage your website**
- Then select **Site Statistics**
- This will give you a breakdown of the for the current month

## Understanding the Statistics

Each essexinfo.net web site contains its own set of detailed statistics which can show you how many visitors there are to your site and where they are from

### Summary

- **Unique Visitors** – This is the number single visitors to your website
- **Number of Visits** – This is the number of visits that your site has received. The average number of visits your site receives per visitor is given underneath (e.g. 1.2 visits/visitor)
- **Pages** – This is the number of pages that have been visited
- **Hits** – This is the number of files contained in a webpage which are successfully downloaded to a visitor. So for example, if a webpage has six images plus one text file and a visitor requests that page, then this would account for seven hits for the site
- **Bandwidth** – This is the total number of bytes (size) for pages, images and files downloaded by visitors browsing on your site

### Monthly History

This gives you a breakdown for the statistics throughout the course of the year, useful for comparing and contrasting between months

### Days of Month

A breakdown of the visits, pages, hits and bandwidth for each day of the month

### Days of Week

Shows the days of the week in the past month when there is the most activity on the site but only giving you pages, hits and bandwidth

### Hours

Shows the hours of the day with most activity, giving the statistics on pages, hits and bandwidth

### Visitors domains/countries (Top 10)

This shows which domain the visitors come from e.g. .com .net .co.uk. If it's from a particular country's domain it appears with the country's name and flag next to it, which can be very interesting (we've had visits in the past from Germany, Sweden, Spain, Canada, Australia and Thailand)

### Hosts

This shows the most popular hosts of visitors e.g. btopenworld.com, virgin.net

### Robots/Spiders

Robots are computer programs which search your website looking for information for search engines such as google, yahoo or msn

### Visits duration

The amount of time users spent visiting the site

### File Type

Analyses the types of files visitors have viewed

### Pages – URL top 10

This lists the most popular pages on your site

### Operating Systems

Shows which operating systems are used by people who have visited your site

### Browsers

Show which web browsers are used by people who have visited your site

### Connect to site from

This shows where your site is being linked from:

- **Direct address / Bookmarks** – visits linked into your site from visitors bookmarks/favourites or typed URL in
- **Links from a NewsGroup** – visits from news groups
- **Links from an Internet Search Engine** – links from a search engine, this lists the number of visitors you've had from different search engines
- **Links from an external page (other web sites except search engines)** – from other websites which have a link to your site (or a page on your site)
- **Unknown Origin**

### Search Keyphrases (Top 10)

The most popular phrases that people use in search engines to find your website

### Search Keywords (Top 10)

The most popular words that people use in search engines to find your website

## Miscellaneous

**Add to favourites (estimated)** – The percentage of people who visited your site and added one of your pages to their favourites/bookmarks

## Saving Statistics

In order to save your stats using Internet Explorer:

- Bring up the statistics page then using the browser toolbar select **File** then **Save as**
- This will bring up a pop up menu which will give you the option to save your file. We recommend saving the stats as Web page html only, as this saves the page as single file and reduces it in size

At the end of the year the statistics are automatically reset. We recommend that you save them sometime in December to make sure that you have a record of your stats for the year.

You can reach the Help Desk on: **01245 436559** or via email [support@essexinfo.net](mailto:support@essexinfo.net)

