

CALIS Knowledge Center

Cooperative

- Free consultation
- Free Internet classes
- Live & knowledgeable support

Accountable

- 99.9% uptime
- Power back ups
- Redundant equipment & bandwidth

Local

- Independently owned & operated
- Local dial-up numbers for California

Innovative

- Seamlessly integrated services
- Easy-to-maintain solutions
- Rapid implementation
- Efficient design

Secure

- Secure access
- Client confidentiality

Web Site Statistics – What does it all mean?

Those of you that use our Web hosting service find it comes with a handy control panel that let's you undertake some important functions. One of those tasks – Web site statistics – provides you with a picture of what happens on your Web site.

Interpreting this information can be a little daunting. We thought it might be useful to take a look at what all those numbers and graphs mean. We will also tell you how to use them to make tweaks to your Web site to achieve marketing and sales goals. Most of this information comes from the developer of the software we provide to measure your statistics. We have tried to make it simpler to understand.

When you first bring up the report you will see the yearly (index) report that shows statistics for a 12-month period. This page will also have links to each month. If you click on one of those links, it brings up detailed statistics for that month.

Hits

This is a number that gets cited the most. Hits are great but they are composed of every file that is loaded on the page. So if you have a page that has two images and a style sheet that means that page represents four hits. Hits are the requests to the web server.

Files

This number is generated when the Web server sends something from the computer where the Web site sits. That request can be an html page or graphic image.

When this happens, it is considered a 'file' and the files total is incremented. The difference between 'hits' and 'files' tells you the efficiency of browser caching for your site. Files are requests that results in a file being sent.

Pages

This is defined as a single file delivered by a web server that contains HTML or similar content. Any file that is not specifically a GIF, JPEG, PNG, JS (javascript), or CSS (style sheet) is considered a page. Some people consider this number as the number of 'pure' hits, therefore an important number to consider.

Visits

This can be thought of as the number of visitors who come to your Web site. Whenever a request is made to the server from a given IP address (site), the amount of time since a previous request by the address is calculated (if any). If the time difference is greater than a pre-configured 'visit timeout' value (or has never made a request before), it is considered a 'new visit', and this total is incremented (both for the site, and the IP address).

Sites

Each request made to the server comes from a unique 'site', which can be referenced by a name or ultimately, an IP address. The 'sites' number shows how many unique IP addresses made requests to the server during the reporting time period. This DOES NOT mean the number of unique individual users (real people) that visited, which is impossible to determine using just logs and the HTTP protocol (however, this number might be about as close as you will get).



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KBytes

KBytes (kilobytes) value shows the amount of data, in KB, which was sent out by the server during the specified reporting period. In general, this should be a fairly accurate representation of the amount of outgoing traffic (files).

Top Entry and Exit Pages

The top entry and exit pages sections give rough estimates of what URL's (web addresses) are used to enter your site and through what pages they exit. Typically, the home page will have a very high count, if not highest, on the list of entry pages. We use these pages in tandem with the "total URL" section to help determine the effectiveness of campaigns AND to see what may need to be tweaked to get a visitor to move to the next action.

User Agent

A user agent is a generic term for any program used for accessing a Web site. This includes browsers (such as Internet Explorer or Netscape), robots and spiders (used by search engines), and any other software program that acts as an "agent" for someone or something seeking information from your Web site. This is especially useful when looking to see search engine activity.

Referrals

A referral occurs when any hyperlink is clicked on that takes a web surfer to any page or file in another Web site; it could be text, an image or any other type of link. If a search engine was used to obtain the link, the search engine name and any keywords used are recorded as well.

We hope this information helps you better understand your Web site statistics and makes it easier to adjust your Web site to better meet your sales and marketing goals. Please let us know if you need further clarification on these terms.

