

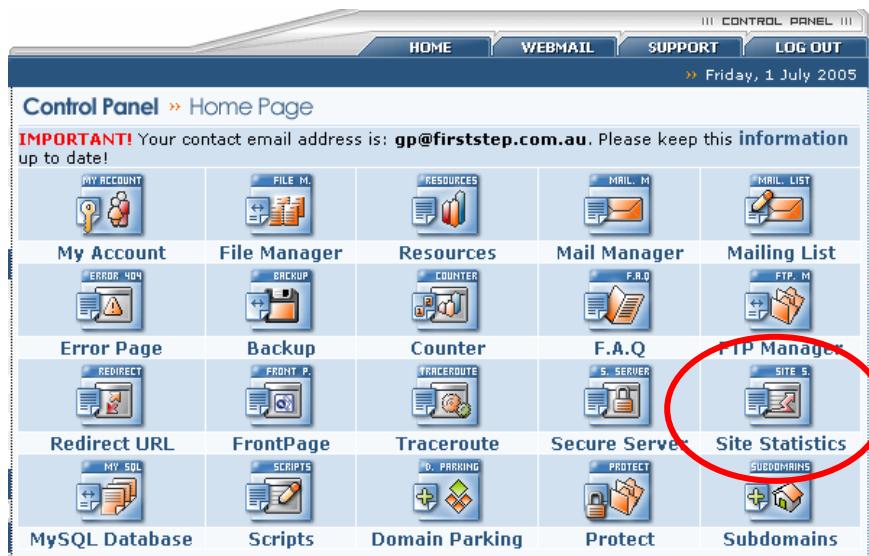


Web Site Mini-Guide: Web Site Statistics

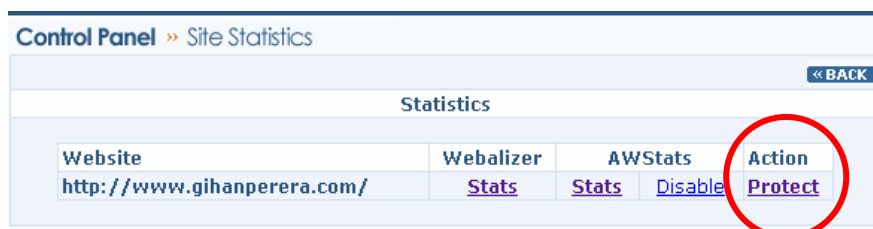
Your Web host ICDHost gives you access to Web statistics so that you can see how many people visit your site. This brief guide describes how to view and interpret the statistics.

Initialisation

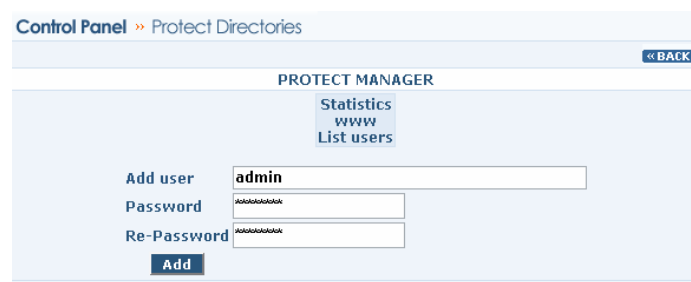
Log in to the ICDHost Control Panel and click Site Statistics:



Before looking at the statistics for the first time, click the "Protect" link on the right:

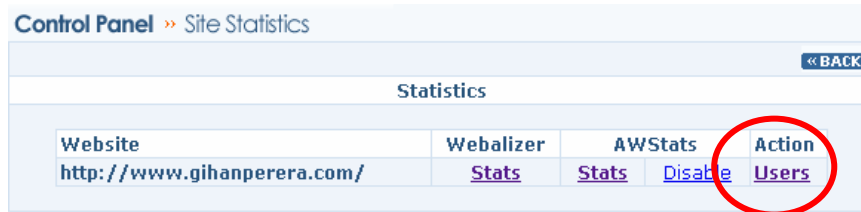


This takes you to a page where you can add a user name and password:



By adding the protection, you ensure that only you can see the statistics for your Web site. This is optional, but recommended. You only have to do it once.

After adding the user name and password, go back to the statistics page and you'll see that the "Protect" link has changed to "Users":



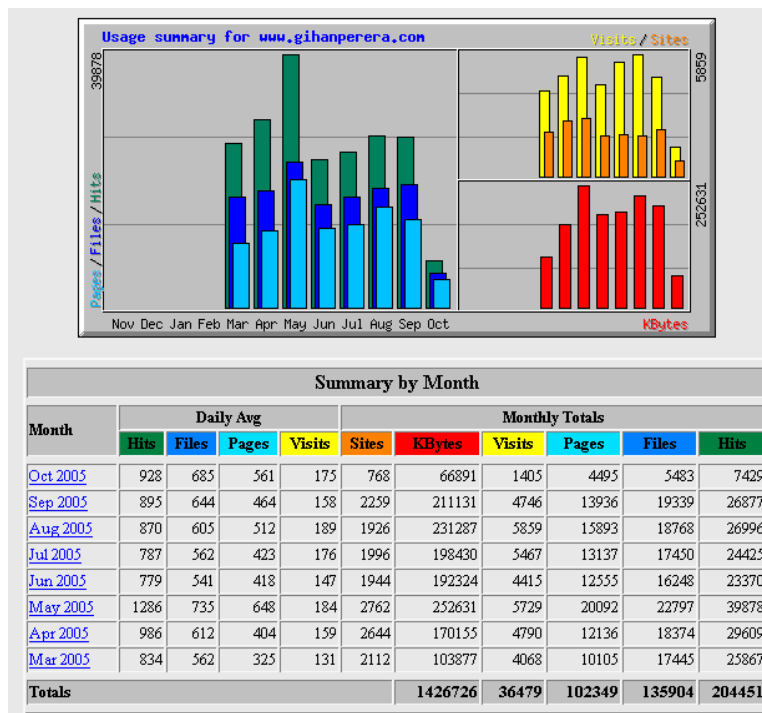
If you ever forget the name and password, click "Users", delete the existing entry, and add it again.

Summary statistics

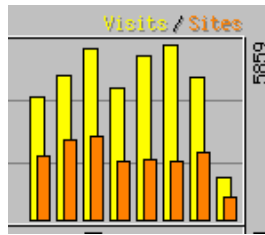
To view your Web site statistics, log in to the Control Panel and click "Site Statistics", as described above. Then click the Webalizer "Stats" link:



This gives you a summary page for the last 12 months, with a graph and a table:



In this display, the most meaningful indicator is the yellow graph in the top right corner, which shows the number of visits to your site:



You should look for this trend to be increasing, or at least staying stable. If the very last month looks abnormally low, it could be because the month is not yet complete.

The other indicators on this page are as follows:

- Hits (green): Some Web site owners boast about the number of hits they get, but this is a meaningless measure (In fact, some Internet marketers say "HITS = How Idiots Track Success"). Every time somebody's Web browser requests something from your Web site, that's counted as a "hit". The catch is that every graphic on a page is requested separately, so a Web page with text and 10 graphics registers as 11 hits. A Web page with text and 20 graphics registers as 21 hits. But obviously that doesn't mean that the second page is twice as good!

So counting hits is virtually useless. The only time you can use it in a reasonable way is if you run a new marketing campaign while keeping your Web site the same. Then, if the number of hits increases, you can conclude that the marketing campaign has worked.

- Files (dark blue) and Pages (light blue): When a visitor looks at a page on your site, this counts as one "page view". When they move to another page, that's another page view. This is a better measure than hits because it's not distorted by the number of graphics on a page.

Many Web sites count page views, and use this as an indication of how well their marketing campaigns are working. This is valid (to a certain extent), because if this number is increasing, it means that either you're getting more visitors, or the visitors are looking at more pages. Both of these are good for you.

- Kbytes (red): This simply measures the volume of data being delivered from your site. Again, this is meaningless because a large graphic counts for more than a short page of text.
- Sites (orange): This also shows the number of visits, but grouped by the referring site (in other words, the site the Web user came **from** to reach your site).

In summary, although the other figures might offer value in limited circumstances, **the most useful indicator is the yellow "Visits" indicator.**

Measuring success

In fact, **all** the measures above have an obvious limitation: They just count how many people visit the site, not how many buy what you've got to offer. There's not much point having thousands of visitors if they are the wrong sort of visitors – in other words, they don't eventually become customers.

So now we'll look at three other measures – all of which more accurately help you determine your bottom line. These measures are **not** available on the statistics page; you have to manage them yourself.

Conversion rate

The first of these is "conversion rate", which is simply the percentage of site visitors who become customers. If 1 in 10 site visitors buys from you (a very high conversion rate, by the way!), that's a 10% conversion rate. If it's only 1 in 50, that's 2%.

Calculating your conversion rate is easy. Just divide the number of sales you get in a month by the number of unique visitors you had that month.

Many Web site owners focus on increasing the amount of unique visitors, and forget about improving their conversion rate. But that could be a mistake. It's often easier to improve a 1% conversion rate to 2% than to double the number of visitors – and they both have the same effect!

Profit per visitor

All other things being equal, a simple – but stupid – way to improve your conversion rate is to drop your prices. If everybody else is selling music CDs at \$29.95, and you sell yours for \$9.95, then there's a good chance that you'll get a high conversion rate. But that's also gouging a huge hole in your profits, so that's a good way of going broke fast.

That's the problem with conversion rate alone. A better measure is the "profit per visitor", which is the conversion rate multiplied by the profit you make on each sale.

For example, if you have a 10% conversion rate and make \$20 on each sale, your profit per visitor is \$2.

Notice that we're talking about profit per visitor, not profit per sale. Most businesses know their profit margin on each sale (\$20 in the example), but very few of them know their profit per visitor (\$2).

Why is it useful to know the profit per visitor? Because now you know how much you can afford to spend in advertising. If you know that each visitor to your Web site is worth \$2 in profit, then you can spend up to \$2 to bring each visitor to your site. For example, you might buy pay-per-click advertising for \$1 per click, which is usually considered high, but you know that you'll double your dough.

Lifetime value per visitor

There's one measure that's even better than profit per visitor: It's the "lifetime value per visitor". In other words, instead of looking at each site visitor as a single one-time transaction, consider how much they are worth to you as a customer over their entire lifetime of dealing with you.

Most businesses spend all their advertising money on getting new customers, and forget all about marketing to their existing customer. And yet it's much easier – and more profitable – to sell more to your existing customers: They trust you, it's easier to reach them, you can offer them additional services, you know more about them, and so on.

This means that even if your Internet marketing campaign costs more than the profit per visitor, it can still be worthwhile if you know that it will bring you a customer for life. You can afford to **lose** money on the first sale, knowing that you will make it up in future sales.

Detailed statistics

To see more detailed statistics for a month, click the month name in the table:

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2005	928	685	561	175	768	66891	1405	4495	5483	7429
Sep 2005	895	644	464	158	2259	211131	4746	13936	19339	26877
Aug 2005	870	605	512	189	1926	231287	5859	15893	18768	26996
Jul 2005	787	562	423	176	1996	198430	5467	13137	17450	24425
Jun 2005	779	541	418	147	1944	192324	4415	12555	16248	23370
May 2005	1286	735	648	184	2762	252631	5729	20092	22797	39878
Apr 2005	986	612	404	159	2644	170155	4790	12136	18374	29609
Mar 2005	834	562	325	131	2112	103877	4068	10105	17445	25867
Totals						1426726	36479	102349	135904	204451

This produces a long page of statistics, which we will explain here in detail.

Monthly summary

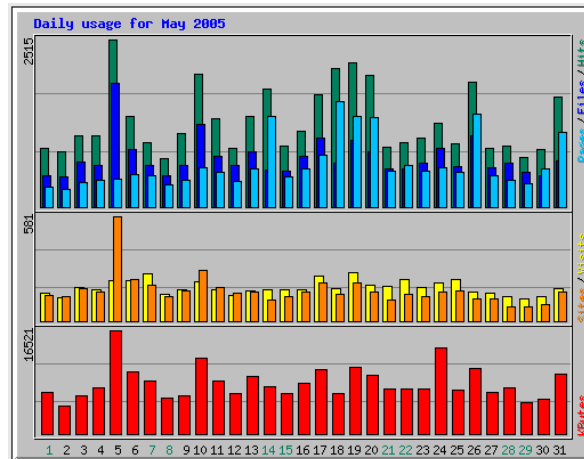
This is an overall summary, but probably not very useful in itself.

Monthly Statistics for May 2005	
Total Hits	39878
Total Files	22797
Total Pages	20092
Total Visits	5729
Total KBytes	252631

Daily usage over the month

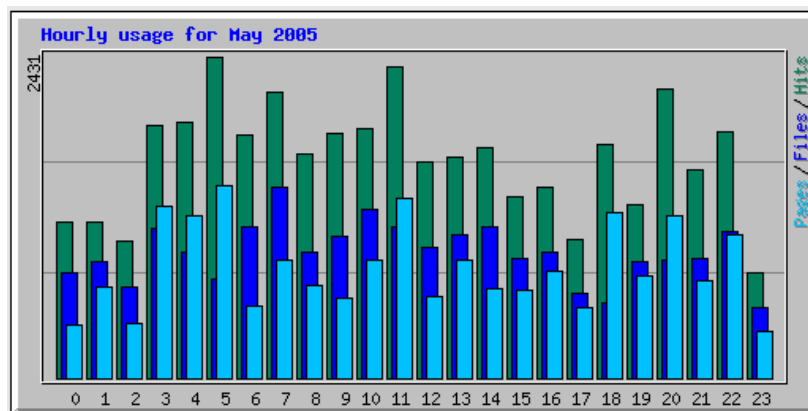
This shows the number of visits each day over the month (Again, remember that the most useful indicator is the yellow graph). This sometimes indicates a spike when something significant happened – e.g. a new marketing campaign.

This information is presented as a graph and then a table.



Hourly statistics

This shows how your site is visited during different parts of the day. It's rare that you would use this information in any meaningful way!



Individual pages

The next table shows the most frequently accessed Web pages on your site:

Top 20 of 279 Total URLs					
#	Hits		KBytes		URL
1	5110	12.81%	39636	15.69%	/missing.html
2	2024	5.08%	5336	2.11%	/images/mum-header_01.gif
3	2018	5.06%	4373	1.73%	/images/mum-header_02.jpg
4	1883	4.72%	1542	0.61%	/images/bg.gif
5	1327	3.33%	6320	2.50%	/docs/covers/tn-GetFreeTraffic.jpg
6	1318	3.31%	5484	2.17%	/docs/covers/tn-GetTrafficFast.jpg
7	925	2.32%	576	0.23%	/images/filler.gif
8	882	2.21%	590	0.23%	/images/bgstrip.gif
9	875	2.19%	8730	3.46%	/
10	608	1.52%	43992	17.41%	/make-more-money/
11	596	1.49%	3688	1.46%	/docs/covers/GetTrafficFast.jpg
12	518	1.30%	2501	0.99%	/upload/db_pages_pic_4.gif
13	426	1.07%	1689	0.67%	/docs/covers/tn-FindYourMarket.jpg
14	396	0.99%	5629	2.23%	/reports.html
15	373	0.94%	4358	1.72%	/products.html
16	358	0.90%	3242	1.28%	/tools.html

More correctly, it shows the most frequently accessed Web **addresses**, so it often includes graphics files.

To find the most popular Web pages, look for URLs ending in ".html".

The special URL "/" refers to the home page.

NOTE: Ignore anything for "missing.html", "styles.css" and "/cgi-bin/allegro.pl" – these are not relevant.

Biggest pages

The next table shows the most popular Web addresses, sorted by "weight":

Top 10 of 279 Total URLs By KBytes					
#	Hits		KBytes		URL
1	608	1.52%	43992	17.41%	/make-more-money/
2	5110	12.81%	39636	15.69%	/missing.html
3	271	0.68%	8951	3.54%	/cgi-bin/allegro.pl
4	875	2.19%	8730	3.46%	/
5	1327	3.33%	6320	2.50%	/docs/covers/tn-GetFreeTraffic.jpg
6	396	0.99%	5629	2.23%	/reports.html
7	254	0.64%	5519	2.18%	/magnetic-salesletters.html
8	1318	3.31%	5484	2.17%	/docs/covers/tn-GetTrafficFast.jpg
9	2024	5.08%	5336	2.11%	/images/mum-header_01.gif
10	199	0.50%	4895	1.94%	/events.html

This is a combination of the file size and the frequency of download. For example, a big page downloaded 10 times ranks the same as a page half its size downloaded 20 times.

You probably won't use this information!

Entry pages

The next table is useful, because it shows which pages people saw first on your Web site:

Top 20 of 111 Total Entry Pages					
#	Hits		Visits		URL
1	5110	12.81%	1598	36.63%	/missing.html
2	875	2.19%	492	11.28%	/
3	608	1.52%	229	5.25%	/make-more-money/
4	254	0.64%	173	3.97%	/magnetic-salesletters.html
5	175	0.44%	111	2.54%	/write-profitable-ebooks.html
6	215	0.54%	109	2.50%	/get-traffic-fast.html
7	151	0.38%	93	2.13%	/secrets-internet-business.html

The home page (indicated “/”) will probably feature very high on this list. However, remember that not everybody visits your home page directly. For example, you might send an e-mail message directing people to another page; or a search engine might return one of the internal pages in its search results.

Exit pages

The next table is also useful, because it shows which pages people saw **last** on your site:

Top 20 of 113 Total Exit Pages					
#	Hits		Visits		URL
1	5110	12.81%	2650	49.81%	/missing.html
2	608	1.52%	257	4.83%	/make-more-money/
3	875	2.19%	244	4.59%	/
4	307	0.77%	192	3.61%	/privacy.html
5	254	0.64%	177	3.33%	/magnetic-salesletters.html
6	396	0.99%	117	2.20%	/reports.html
7	199	0.50%	107	2.01%	/events.html

Look at these results carefully, because it might indicate some marketing opportunities for you. For example:

- If you're testing two sales letters for the same product, the weaker letter will usually have more people leaving the site from that page. So improve it or discard it!
- If many people are leaving the site from a certain page, consider adding an exit pop-up window to that page to offer them something else.

Visits from certain sites

The next three tables give you information about where the site visitor was before they came to your site. The most useful of these tables is the referrer table:

Top 20 of 452 Total Referrers			
#	Hits		Referrer
1	23255	58.32%	-(Direct Request)
2	3743	9.39%	http://www.leveragematters.com/missing.html
3	420	1.05%	http://www.firststep.com.au/products.html
4	291	0.73%	http://www.aequero.com/services.html
5	227	0.57%	http://www.google.com/search
6	191	0.48%	http://www.leveragematters.com/make-more-money/
7	155	0.39%	mhtmlmain:
8	112	0.28%	http://www.leveragematters.com/find-your-market.html
9	107	0.27%	http://www.leveragematters.com/get-traffic-fast.html
10	103	0.26%	http://www.adwordsmarketing.com/gettrafficfast.htm

This can be extremely valuable information. For example, if some other site is referring a lot of traffic to your site, you might consider forming a closer relationship with them.

Search engine searches

The next table, which is also interesting, shows the search strings that people used when they found your site in search engines:

Top 20 of 254 Total Search Strings			
#	Hits		Search String
1	116	23.39%	mind games
2	37	7.46%	allan border
3	32	6.45%	say games
4	14	2.82%	internet business
5	10	2.02%	gihan perera
6	7	1.41%	jasbindar singh
7	4	0.81%	gihan
8	3	0.60%	business success
9	3	0.60%	gary halbert

Note: This only tells you about the searchers who actually clicked through to your site. It doesn't tell you whether these search phrases are the best to use – only that they were used by people who came to your site.

Web browsers

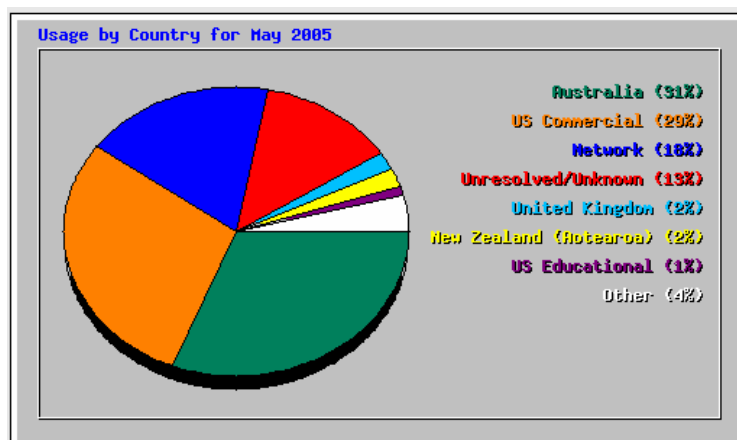
The next table shows which Web browsers your site visitors are using:

Top 20 of 545 Total User Agents		
#	Hits	User Agent
1	3677	9.22% Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1)
2	3412	8.56% Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; NET
3	2903	7.28% Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.co
4	2879	7.22% Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)
5	2397	6.01% Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; NET CLR 1
6	2215	5.55% Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.6) Gecko

(Note that "MSIE" stands for Internet Explorer).

Country of origin

Next you see a pie chart and a table showing user breakdown by country:



It uses the domain name of the site visitor's ISP to determine the country. Unfortunately, it treats every .com name as "US Commercial", which isn't always the case (Take bigpond.com, for example). This tends to skew the results.