

Developer's Corner

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Understanding Your Site Statistics

Managing a website often involves working behind the scenes including analyzing traffic patterns such as how many visitors the site received, which pages visited most frequently, and what days and times are busiest. Because we understand the importance of this information, ValueWeb provides each of our customers with **Site Statistics**, a simple and effective tool in the Control Panel to make this job easier

Site Statistics will let you know how many **hits** your site receives each month. A **hit** is any response from the server on behalf of a request sent from a browser, including images and documents. For example, if an HTML page has two images embedded, the server generates three **hits** when this page is requested: one **hit** for the HTML page itself and one **hit** for each image.

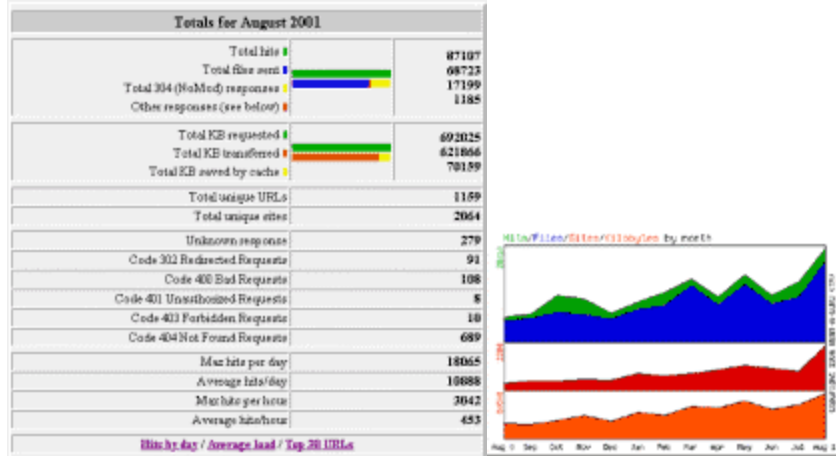
Current statistic for August 01 (updated more frequently)				
Month	Hits	Files	Sizes	KBytes sent
August 01	15500	13537	1254	44150
July 01	18353	13961	1011	61405
June 01	14291	11902	1130	53354
May 01	20531	18026	1301	68417
April 01	13940	11663	1055	55961
March 01	19271	17426	872	58754
February 01	15272	11368	785	43545
January 01	12283	10276	892	47789
December 00	8801	7421	547	32575
November 00	13121	8780	587	42589
October 00	14429	9397	589	33331
September 00	8703	7660	589	26422
Total	174575	141417	10460	568292

Site Statistics also logs the number of **files** requested of your site. It is important to understand that a **hit** and a **file** are not the same thing. A **file** is logged if the user requests a document and the server successfully fulfill this request (i.e. presenting a web page). If a visitor to your website requests two pages, each with two images, they would have generated two **files** and six **hits** in your **Site Statistics**. The two pages would count as **files**, while

the two pages and four images would add up to the six **hits**.

Site Statistics will also show how many unique URL's (different, valid web pages) have been requested from your site in a given summary period (a summary period refers to one month). This information is helpful when deciphering which pages need to be changed to increase traffic or which ones should be updated on a more regular basis to keep your visitors interested.

Another helpful function of **Site Statistics** is that it alerts you to the number of browser errors generated by your site within a given summary period. Browser errors can be due to a number of causes, and are associates with numeric codes such as 400, 401, 403, 404, and 500 (for more information on error codes please visit, <http://docs.yahoo.com/docs/writeus/error.html>). An important code to remember is 404 errors, which occur when a URL, or page address, cannot be found, or when the page requested does not exist. Cataloging these errors can assist with troubleshooting your site by letting you see where there may be an incorrect or broken hyperlink, or if an advertisement refers to an incorrect URL on your site.



Site Statistics presents all of this often-complicated information clearly in easy to read graphs so you can see the progress of your site over the course of a month, or for the entire year. If you have any questions, or need some help understanding the summaries, you can visit <http://www.netstore.de/Supply/http-analyze/results.html> for an interpretation of your results.

However, although **Site Statistics** presents a great deal of information, it doesn't show you everything. For instance, it won't provide data regarding the number of impressions (the number of actual visits to your site) incurred. To retrieve this information, ValueWeb offers a utility called **WebTrends**, which is included with all of our Commerce, Merchant, and Professional hosting accounts, and which is available to our Standard Account holders for a one-time fee of \$10. **WebTrends** is a strong complement to **Site Statistics**, and will provide further in-depth data in the same clear, concise graphical format.

This month's *For Your e-business* section provides a comprehensive look at the features of **WebTrends** – [Check it out](#).