



Welcome back.

This month, we are going back to basics. It's an educational piece to help you derive a good understanding of common Internet Terminology. To make it more interesting we will unravel a typical website statistics report.

Clients who host their websites with us usually see a report like this [website statistics report](#).

Common Terms Used in Website Statistics Reports

Term	What it means
Traffic viewed	Traffic generated by actual users i.e. people who have viewed the page.
Traffic not viewed	Traffic generated by automated programs e.g. robots, spiders, worms.
Unique visitors	An estimate number of unique visitors who have come onto your site/page. This number is usually based upon cookies. If someone visits the site from the same computer 5 times, the unique visitor account is '1', and the number of visits is '5'. However, if the same person visits the website using a different computer, it will be logged as 2 visitors. There is no way the server will know that this person coming from a different computer is the same person.
Number of visits	Sometimes also called 'visitors'. This is just a count of the number of visits. A visit is defined as a user within a fixed period of time. If the visitor clicks onto 5 different pages, it is still one visit, but 5 page views.
Pages	Sometimes called 'page views'. This is a count of how many webpages have been viewed or downloaded.



Hits	This is a measure of the number of elements downloaded. An image that is broken into 4 segments will count as 4 hits. Downloading a webpage may have a varying number of hits, depending on how it is constructed. For this reason, it is a somewhat misleading measure.
Bandwidth	Measure of the amount of data, in MB, that has been transferred (uploaded to and downloaded) from your site. Every time a webpage is viewed, data is downloaded. This is an important number to monitor, as many hosting companies set bandwidth limits. If you exceed this limit, you may be charged extra.
Days of Month, Days of Week, Hours,	<p>A comprehensive report should show you the traffic by days of the month, days of the week and hours of the day to help you understand the traffic patterns on your website.</p> <p>This is particularly helpful if you are planning marketing campaigns for your site, as this information can help you decide when you want to send out your email communications, or the time you want to bid higher for search words.</p>
Countries	Shows a list of visitors' countries, ranked in descending order.
Hosts	Shows a list of visitors' hosts, ranked in descending order. The host is usually an Internet service provider's server identity.
Authenticated users	If you have a login functionality on your site, this will show the usernames that have logged on to your site.
Robots / Spiders visitors	This shows you the identity of the robots or spiders that have visited your site. In this report you will probably see a few that are familiar – Googlebot, MSNBot.
Visit duration	This is a report showing how long visitors stayed on your website. It is broken down by intervals such as 0s – 30s, 30s – 2min. The average visit duration is also reported. In this case the average duration is 395s or about 6.5 minutes.



File types	This shows the types of files that were downloaded from your website.
Pages - URL	<p>This is a report showing you which pages visitors browsed, again ranked in descending order or page downloads. This is an important report, as it gives an insight into the behaviour of the visitors to your website, telling you which pages are popular or which pages appear not to be visited.</p> <p>By analyzing this data, you will be able to determine if visitors are reading the content you intend for them to see. If not, then some rethinking of your content presentation may be required.</p>
Operating Systems	Shows you the operating systems that are used by your visitors. Use this information to ensure that the top systems are properly tested for your website to avoid losing a significant number of visitors due to technical incompatibility issues.
Browsers	This report shows the browsers that your visitors use. Again, take note of all the significant browsers and make sure your site displays perfectly on them.
Connect to site from: Direct address / bookmarks	This is a count of visitors that visit your website by typing your url, or by bookmarks to your site set in an earlier visit. A higher number for this indicates that visitors know your website address.
Connect to site from: Links from a NewsGroup.	This is the count of visitors that visited your website via a link in aNewsGroup.
Connect to site from: Links from an Internet search engine.	This is the count of visitors that visited your website via a link from a search engine. The links may be via a paid or unpaid search listing. This report is useful in helping you decide which search engine to focus on for search engine optimization and search engine marketing.
Connect to site from: Links from an external page.	This is the count of visitors that visited your website via a link from another website. If you are trading links with other sites, this will help you figure out which exchanges are yielding results and which are not.



Search Keyphrases This is a report of the number of visitors clicking through to your site after using a particular phrase in a search engine. A phrase is 2 or more distinct words.

Search Keywords This is a report of the number of visitors clicking through to your site after using a particular word in a search engine.

The above 2 reports are useful in helping you fine-tune your keyword and keyphrase strategy when executing search engine optimization or search engine marketing initiatives.

HTTP Error Codes: If you click on the 404 error, you can see a list of pages that are linked/required, but not available. It could be the page was not there by mistake, or accidentally removed.

These can also be files that spiders and robots are looking for but could not find. If that is the case, then it should not be a cause for worry as they are not necessary if you don't have specific instructions for spiders and robots.

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