

How to Use StatCounter to Analyse your Visitors

StatCounter is a fantastic tool – I don't know what I'd do without it! You can actually “spy” on your visitors as they arrive on your website and see which pages they go to. You can also find out which countries your visitors are from, which site they were referred from, the keywords that they searched on if they came from a search engine, how long they stayed on your site for and much much more.

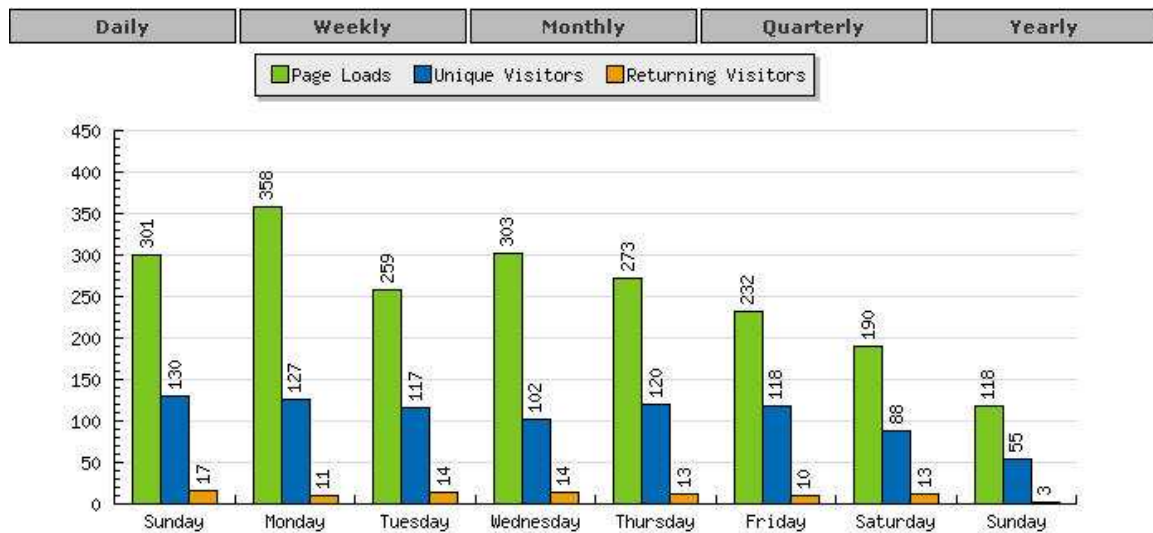
To create a StatCounter account simply visit <http://www.statcounter.com> and open a free account. Follow the instructions to create a new project and generate your javascript snippet. I recommend going for an invisible counter as it is more professional not to have a visible counter on your site.

Once you have generated the javascript code you will need to copy and paste this to every page of your website, just before the </body> tag. If you have a Plug-In Profit site and you aren't sure how to update it visit my Plug-In Profit site blog for detailed instructions <http://pluginprofit.blogspot.com/2005/06/how-to-make-changes-to-your-plug-in.html>

Once you've added the javascript to each page and uploaded the pages to your site you are all set.

All you need to do now is check your stats regularly. To do this, simply go to StatCounter account at <http://www.statcounter.com> and Log in using your username and password. Click on the name of the project that you set up earlier and you'll see a bar chart summarising the visitors to your website.

The bar chart will look something like this:



For each day you'll see up to three bars in different colors.


- **Green Bar** – this represents the number of “Page Loads”. Each time someone views a page on your website, this number will increase. If I went to your site and visited 6 pages, StatCounter would register 6 Page Loads. You can see that the total page loads for Monday on the above graph was 358.
- **Blue Bar** – this represents the number of unique Visitors to your site. This is the number of times that a unique person has visited your site. If I visited your site three times in the one day, that would only count as 1 unique visitor. However, if I visited your site from my work computer during the day, then my home computer in the evening that would count as 2 unique visitors. From the graph above I can see that the highest number of visitors to this website was 130 visitors on Sunday.
- **Orange Bar** – this represents returning visitors. This means any visitor that has visited your site sometime in the past. The higher this number is, the better, as it means that people are returning to your site again and again. If I visited your site every day of the week that would register as one returning visitor each day. You can see that there were 17 visitors on Sunday who had previously been at this website.

By default the bar chart show visitors for the last week, but you can change it to show visitors over a longer time period.

You’ll also see a menu down the left hand side of the page called “Statistics”. Here you’ll find some very interesting statistics.

- **Summary** - - This shows you a bar chart summary of the visitors to your site (like the one in the above screenshot)
- **Popular pages** – find out what the most popular pages on your site are
- **Entry Pages** – this shows the name of the first page on your site that the visitor arrived at.
- **Exit Pages** – this shows the last page that your visitor looked at before leaving your site.
- **Came From** – find out which websites and search engines your visitors came from
- **Keyword Analysis** – shows the percentage of visitors that came from a search on particular keywords.
- **Recent Keyword Activity** – see the phrases that your visitors searched on in the search engines to get to your site.





STATISTICS	
Summary	
Popular Pages	
Entry Pages	
Exit Pages	
Came From	
Keyword Analysis	
Recent Keyword Activity	
Recent Came From	
Search Engine Wars	
Visitor Paths	
Visit Length	
Returning Visits	
Recent Pageload Activity	
Recent Visitor Activity	
Country/State/City/ISP	
Browser	
System Stats	
Lookup IP Address	

- **Recent Came From** – shows which websites your most recent visitors came from.
- **Search Engine Wars** – show the percentage of visitors that came from each search engine.
- **Visitor Paths** – a list of all the pages that each visitor viewed while on your site. By looking at this you can see the navigation path that the visitor took when they visited your site.
- **Visit Length** – this is amount of time that each visitor stayed on your site.
- **Returning Visits** – details about visitors who have been at your site more than once.
- **Recent PageLoad Activity** – this shows the most recently viewed pages on your website.
- **Recent Visitor Activity** – See what visitors are reading right now on your website!
- **Country/State/City/ISP** – the different countries, states, cities and ISPs that your visitors came from
- **Browser** – this shows the different types of browser that your most recent visitors are using e.g. Internet Explorer, Firefox etc.
- **System Stats** – this shows information about the computers that your visitors are using including the operating system version (e.g. Windows XP) and the screen resolution.

Here's an example of some of the most recent keyword activity on my Home Business website:

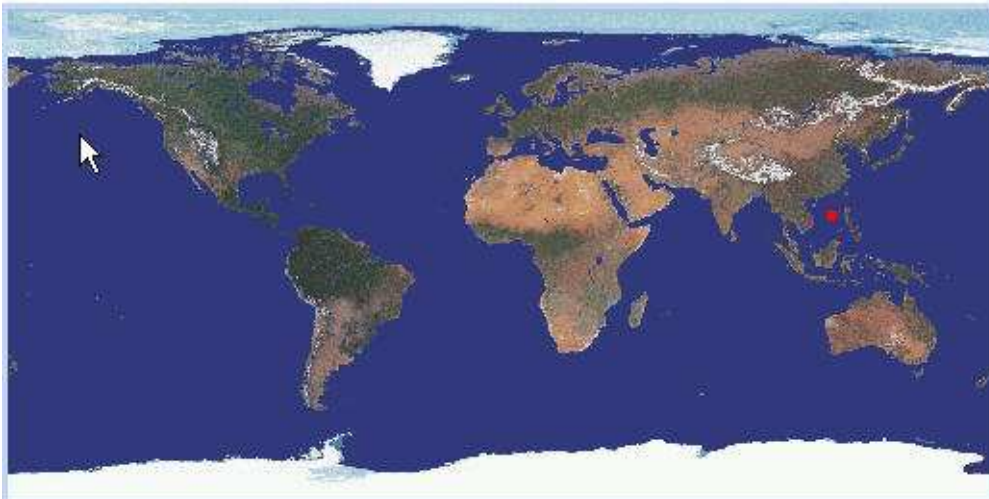
Recent Keyword Activity (How to Start an Internet Business) 11th December 2005

 This stat is based on your log of the last 100 pageloads. [Increase your log size today!](#)

TIP  Click the magnifying glass beside each user to get an in-depth, detailed report of that user!

	Date	Time	Name	Query	Landing Page
	11 Dec	14:31:44	search.yahoo.com	start an internet business	/
	11 Dec	14:30:58	www.google.com	article directories	/articleWriting.html
	11 Dec	14:30:49	www.google.com	article submission directories	/articleWriting.html
	11 Dec	14:30:35	www.google.com	internet business ideas	/
	11 Dec	14:29:48	www.google.com	30 days to success ebook	/30daystosuccess.html
	11 Dec	14:29:26	www.google.com	internet business ideas	/
	11 Dec	14:28:35	search.msn.com	start an internet business	/
	11 Dec	14:28:01	www.google.com	article announcer review	/blog/2005/07/article-announcer-review.html
	11 Dec	14:27:26	www.google.com	suzanne morrison	/
	11 Dec	14:26:25	search.msn.com	internet business	/
	11 Dec	14:26:06	search.yahoo.com	how to start an internet business	/
	11 Dec	14:25:42	www.google.com	article directories	/articleWriting.html
	11 Dec	14:25:23	www.google.com	internet business ideas	/
	11 Dec	14:25:09	www.google.com	plug in profit	/pluginprofitsite.html
	11 Dec	14:24:47	www.google.co.uk	how to start an internet business	/
	11 Dec	14:24:19	www.google.co.uk	internet business ideas	/
	11 Dec	13:54:49	search.msn.com	internet business	/
	11 Dec	13:21:28	www.google.com	100% fully automated online business	/
	11 Dec	13:16:58	www.google.com	100% fully automated online business	/
	11 Dec	12:36:22	search.yahoo.com	how to start business	/

I find that this is one of the most interesting statistics provided by StatCounter. You can see the exact keywords that visitors typed in to get to your site, the search engines they came from and the page they arrived at first. From the above stats you can see that most of the visitors arrived on my index page, but some of them arrived on sub pages within my site e.g. the article announcer review that I wrote on my blog and the article writing tips page. If I click on the magnifying glass on the left hand side StatCounter lets me drill down and actually see what that visitor did when they arrived on my site.



VISITOR ANALYSIS	
Referring Link	No referring link
Host Name	icable-docsis-201-19.belltel.ph
IP Address	202.86.201.19
Country	Philippines
Region	-
City	-
ISP	Bell Telecommunications Philippines Inc
Returning Visits	0
Visit Length	3 mins 41 secs
VISITOR SYSTEM SPECS	
Browser	MSIE 6.0
Operating System	Windows XP
Resolution	1024x768
Javascript	Enabled

I can see from the above map and table that this visitor came from the Philippines and stayed on my site for 3 minutes and 41 seconds. They were using Internet Explorer version 6.0 and Windows XP. The screenshot below allows me to see the exact pages that they visited while they were on my site:

Navigation Path

Date	Time	WebPage
11th December 2005	10:48:10	www.homebiz-direct.com/ No referring link
11th December 2005	10:48:22	www.homebiz-direct.com/internetMarketing.html www.homebiz-direct.com
11th December 2005	10:50:46	www.homebiz-direct.com/articles.html www.homebiz-direct.com/internetMarketing.html
11th December 2005	10:51:18	www.homebiz-direct.com/articles/starting-a-home-business-on-a-budget.html www.homebiz-direct.com/articles.html
11th December 2005	10:51:34	www.homebiz-direct.com/30daystosuccess.html www.homebiz-direct.com/articles/starting-a-home-business-on-a-budget.html
11th December 2005	10:51:51	www.homebiz-direct.com/articles.html www.homebiz-direct.com/internetMarketing.html

StatCounter's free account allows you to view the statistics from the last one hundred page loads as well as a summary of visitors over the last month. This is usually enough for a small website, but if you are lucky enough to get thousands of visitors a day you can upgrade your StatCounter account to store more than the last 100 page loads.

That's just an introduction to StatCounter – you can find out everything you need to know in the Knowledge base and the getting Started Guides:

http://www.statcounter.com/help/knowledge_base/
http://www.statcounter.com/help/getting_started/

Make sure you log in to StatCounter a few times each week and see how many people are visiting your site. If there isn't much activity then you need to do some website promotion!

For some low cost tips on Promotion visit
<http://www.homebiz-direct.com/internetMarketing.html>

Good Luck!

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<http://www.homebiz-direct.com>