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Tailored Website Solutions
Domains | Hosting | Support

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How can I see how many people visit my website?

It is important to know how many people are viewing your website both for marketing purposes and out of interest.

Webalizer

If your site is hosted with WWW.ART Design Services our hosting accounts come with Webalizer statistics enabled by default. If you don't know how to access these statistics for your website, please contact us and we will send you the details.

Google Analytics

Webalizer offers basic information while Google analytics offers powerful statistics in easy to understand graphics therefore we recommend you get set up with Google Analytics on your website. Google Analytics is a free to use service provided by Google.

Contact us for further help getting this setup for your website or if you have any other specific questions about website statistics.

Explanation of Weberlizer terms

Unique Visitors - exactly that how many unique/different people visited the site.

Number of Visits is how many people visited your site completely, meaning some came back more than once.

Unique Visitors - this is the important one, it's good for Number of Visits to be high, because it means people like your site and are coming back.

Pages - how many different pages of the site were looked at. If this number is much higher than your visitor numbers it means people are having a good look around and not just landing on a page and leaving again.

Hits - how many files were requested, how many requests the server received. So each time a picture loads on your website, that's a hit. So on your home page, you might have a logo, a couple of other photos, the home page itself, the style sheet that tells it how to look.... So for 1 person visiting your home page you'll get several hits. Therefore hits really aren't worth counting - it's the expression everyone used to use, but now it's about Unique Visitors.