

## Understanding web statistics

Learning to read your web statistics can help drive your website performance.

### **Unique Visitors**

Unique Visitors refers to a unique Internet user who views your website. This person is only counted once regardless of repeated visits in the future.

### **Number of visits**

Number of visits usually refers to the total number of times your website has been visited. By comparing it with the number of unique visitors, this gives you an indication of the volume of repeat visits your website has been getting.

### **Page**

Page when used in context with a website has a similar meaning as when referred to in a book. The website entry page or homepage is considered a page, so are the other sections that you go to within the website that fall under different buttons or headings.

### **Visits duration**

Visit duration refers to the time that people take to browse your website. It is useful as an indication of the relevance of your web content to your target users. If many users are going for the quick exit, that's a sign your website may require an update such as stronger visual appeal, tighter editing of content or just more substantial information in general.

### **Hits**

A hit has often been confused with a visit, but they're far from the same. A hit corresponds with each file on a single webpage that is being brought up when viewed by someone. A particular page of a website may bring up 10 hits when it's being viewed because of the numerous images on it. Never make the error of thinking it's a reflection of the page's popularity.