

5-in-15





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**5 points**

**15 minutes**

**Quick steps to success**

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**Who's Making Tracks  
to Your Website?  
Tracking Visitors**

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FeedDealer.com

# Tracking Visitors

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## 5 Key Points

1. You can not manage what you don't measure
2. How many visitors are making their way your website
3. What types of visitors are visiting your site
4. Tools available for web traffic tracking
5. Simple ways to increase web traffic

# Tracking Visitors

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## 1. You can not manage what you do not measure

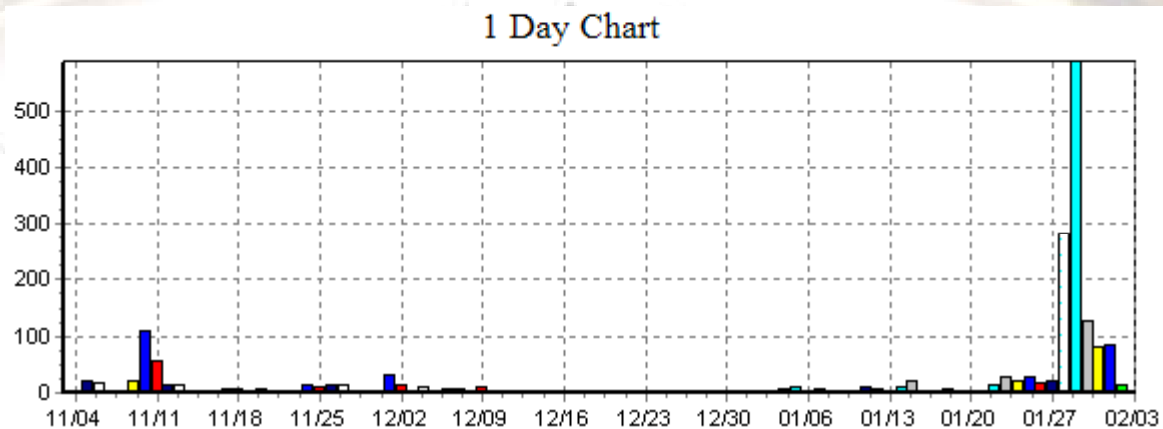
- Without measurement, how do you allocate \$ and/or time to the maintenance of your website.
- It is not only important to measure the number of visitors, but also determine the quality of their experience on your site

# Tracking Visitors

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## 2. How many visitors are making their way to your site

- Simple tools to count visitors are readily available. Should have more than a simple web counter



# Tracking Visitors

Summary 2/9/2010 2:00:36 PM					
Hits today:	14	Hits last 24 hours:	19		
Hits last 7 Days:	150	Average last 7 days:	21		
Hits last 30 Days:	1552	Average last 30 days:	51		
Hits last 365 Days:	3615	Average last 365 days:	9		
Top last 30 Days:	585 (1/29/2010)	Top last 365 days:	585 (1/29/2010)		
Last 20 Visitors					
Time	Country	Remote addr	Remote host	Browser	Referring host
1:44:41 PM	US Commercial	66.38.72.54	66-38-72-54.pool.dsl.duo-county.com	MSIE 6.0	<a href="http://www.FeedDealer.com">www.FeedDealer.com</a>
1:39:19 PM	Network	71.16.70.146	usleo-71.16.70.146.cust.usleco.net	MSIE 8.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
1:20:24 PM	Network	64.135.17.34	secroof-lexington.host.net	MSIE 7.0	<a href="mailto:webmail.aol.com">webmail.aol.com</a>
10:59:37 AM	Network	75.44.45.121	adsl-75-44-45-121.dsl.milwwi.sbcglobal.net	MSIE 8.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
10:03:08 AM	Network	71.175.122.47	pool-71-175-122-47.phlapa.east.verizon.net	MSIE 6.0	<a href="mailto:co10@w.col108.mail.live.com">co10@w.col108.mail.live.com</a>
9:59:29 AM	Network	74.5.0.198	oh-74-5-0-198.dhcp.embarqhsd.net	MSIE 8.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
9:39:59 AM		4.248.216.132	dialup-4.248.216.132.Dial1.Washington2.Level3	MSIE 8.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
9:32:22 AM	US Commercial	67.53.66.150	rrcs-67-53-66-150.sw.biz.rr.com	MSIE 8.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
9:22:29 AM	Network	74.51.8.54	host-74-51-8-54.united.net	MSIE 7.0	<a href="#">blockedReferrer</a>
8:46:22 AM	Network	99.174.64.72	99-174-64-72.lightspeed.stlsmo.sbcglobal.net	Mozilla/5.0	<a href="mailto:us.mq203.mail.yahoo.com">us.mq203.mail.yahoo.com</a>
8:02:30 AM	US Military	139.161.2.10	fsh-proxy.samhouston.army.mil		<a href="http://www.feeddealer.com">www.feeddealer.com</a>
7:58:07 AM	US Military	139.161.2.10	fsh-proxy.samhouston.army.mil	MSIE 7.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
7:25:03 AM		173.8.84.202	173-8-84-202-Chattanooga.hfc.comcastbusiness.	MSIE 8.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
<b>2/8/2010</b>					
8:18:02 PM	Network	76.120.250.126	o-76-120-250-126.hsd1.va.comcast.net	Mozilla/5.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
7:11:28 PM	US Commercial	205.188.117.8	cache-dto-ae04.proxy.aol.com	MSIE 7.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
6:11:16 PM	Network	63.248.3.171	63-248-3-171.static.ogdi001.digis.net	Mozilla/5.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
4:08:10 PM		192.168.1.8	CITRIX	MSIE 7.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
2:29:23 PM	Network	70.255.81.170	ppp-70-255-81-170.dsl.lbdtx.swbell.net	MSIE 7.0	<a href="mailto:webmail.aol.com">webmail.aol.com</a>
12:12:52 PM	Network	75.91.241.36	h36.241.91.75.dynamic.ip.windstream.net	Mozilla/5.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>
11:49:16 AM	Network	76.5.15.159	fi-76-5-15-159.dhcp.embarqhsd.net	MSIE 6.0	<a href="http://www.feeddealer.com">www.feeddealer.com</a>

# Tracking Visitors

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## 3. What types of visitors are visiting your site

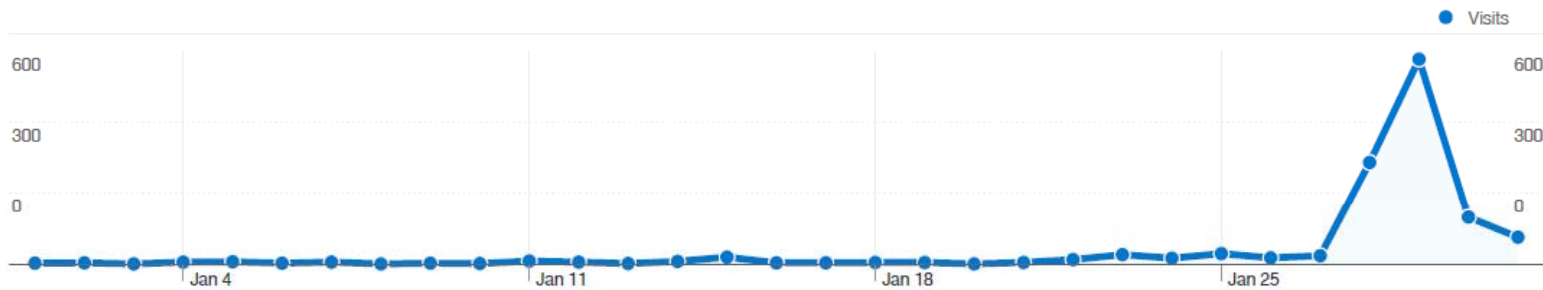
- Local vs. international
- Repeat vs. first time visitors
- Technical details on visitors – helps with web design



# Tracking Visitors


www.feeddealer.com  
Dashboard


Jan 1, 2010 - Jan 31, 2010  
Comparing to: Site





## Site Usage


 **1,280** Visits

 **1,508** Pageviews

 **1.18** Pages/Visit

 **90.78%** Bounce Rate

 **00:00:24** Avg. Time on Site

 **91.80%** % New Visits

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# Tracking Visitors

## Top Continents



## Traffic Sources Overview



Direct Traffic	221.00 (17.27%)
Referring Sites	78.00 (6.09%)
Search Engines	7.00 (0.55%)
Other	974 (76.09%)

# Tracking Visitors

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## 4. Tools available for web traffic tracking

- Simple web counters (usually free from on-line sources)
- WebStat
- WebTrends – Considered the Cadillac of web hosting server applications
- Google Analytics – Best overall tool

# Tracking Visitors

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## 5. Simple ways to increase web traffic

- Place your web addresss on all correspondence, including bills of lading, receipts, bills etc
- Use a Search Engine Optimization service on your site to make sure its search engine friendly
- Use a web promotion service
- Purchase web advertising like Google AdWords

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## Conclusion:

- Web sites offer a great ROI
- To accurately allocate \$/time on your website you must be able to measure web traffic
- Methods of measuring web traffic need not be expensive