

Web Site Traffic Stats

Aka Analytics





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Things to Look At

Who What Where When



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Who

New or Returning Visitors How Many Visits and Visitors Demographics if you're nosy What Device they are using What their domain is



What

What pages they went to What path they followed What was the last page they saw What they downloaded Hot Spot analysis



The first of the second strength in the second strength of the

Where

Where their server is – geography



Not the second second

When

Time of Day Day of Week Spot news impact Email link impact Day of month



DEMO OF GOOGLE ANALYTICS