Web Site Traffic Stats

Aka Analytics

Things to Look At

Who What Where When

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 pages they went to

What path they followed

What was the last page they saw

What they downloaded

Hot Spot analysis

Where their server is – geography

Time of Day

Day of Week

Spot news impact

Email link impact

Day of month

DEMO OF GOOGLE ANALYTICS