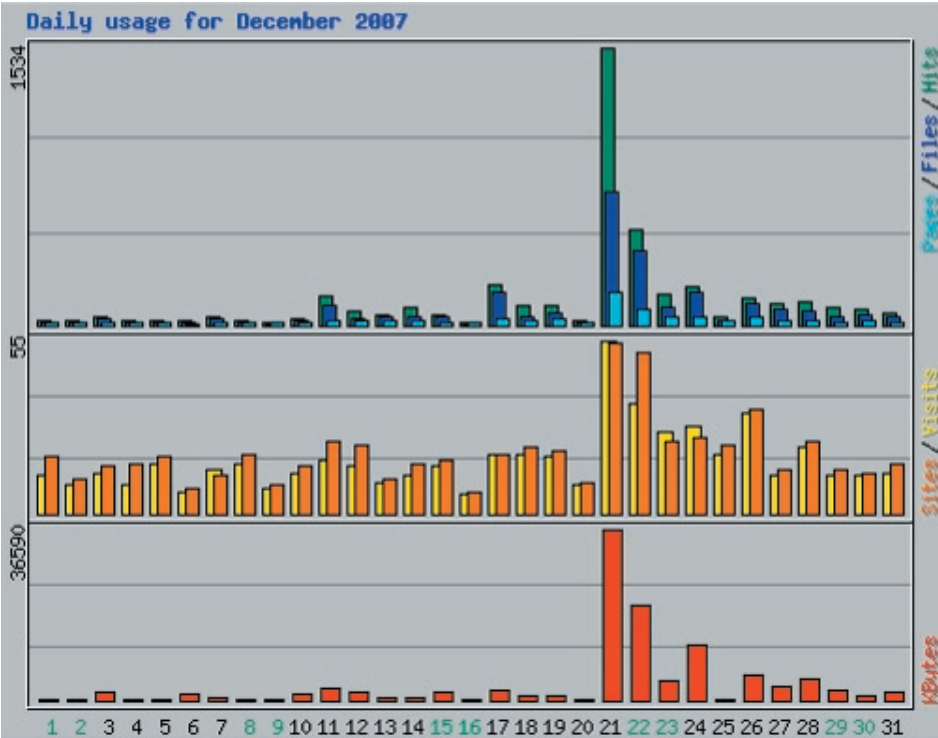


## Monthly Statistics for December 2007

|                          |        |       |
|--------------------------|--------|-------|
| Total Hits               | 4368   |       |
| Total Files              | 2681   |       |
| Total Pages              | 918    |       |
| Total Visits             | 522    |       |
| Total KBytes             | 108680 |       |
| Total Unique Sites       | 296    |       |
| Total Unique URLs        | 111    |       |
| Total Unique Referrers   | 70     |       |
| Total Unique User Agents | 147    |       |
|                          | Avg    | Max   |
| Hits per Hour            | 5      | 433   |
| Hits per Day             | 140    | 1534  |
| Files per Day            | 86     | 734   |
| Pages per Day            | 29     | 184   |
| Visits per Day           | 16     | 55    |
| KBytes per Day           | 3506   | 36590 |

### Hits by Response Code

|                            |      |
|----------------------------|------|
| Code 200 - OK              | 2681 |
| Code 206 - Partial Content | 17   |
| Code 302 - Found           | 5    |
| Code 304 - Not Modified    | 927  |
| Code 400 - Bad Request     | 2    |
| Code 401 - Unauthorized    | 1    |
| Code 404 - Not Found       | 735  |



Here you can see that Daily Usage shot up on December 21st and the days right afterwards. On December 21st I sent out an e-Newsletter with my holiday greeting and a link back to my site inviting people to view my interactive holiday card. This is a good illustration of the power of e-Newsletters to drive traffic to your site!

## interpreting your Webalizer Website Statistics

By logging in to your website control panel, you can access statistical data down to an hourly level if you like. Here are a few screenshots from my website stats for Decembr 2007.

### Definitions:

**Hits** = The total number of requests made to the server during the given time period Includes graphics, pages, scripts, everything.

**Files** = The total number of requests that resulted in something being sent back to the user. Not all hits will send data, such as 404-Not Found requests and requests for pages that are already in the browsers cache.

**Sites** = The number of unique computers that made requests to the server. Care should be taken when using this as many users can appear to come from a single site. It should be used simply as a rough gauge as to the number of visitors.

**Visits** = Number of visitors making requests for pages. As long as the same user keeps making requests within a given timeout period, they will all be considered part of the same Visit. If the user leaves and returns 30 minutes or more later, a new Visit is counted.

**This is your basic answer to "How many people visited the site last month?"**

**Pages** = Number of actual pages being requested (not all of the individual items that make it up such as graphics).

**KByte** = The amount of data that was transferred between the server and visitors including graphics.

**The Overview** is a summary of all your monthly stats.

**The Chart** shows a prettier version of the same thing and is useful in showing trends. For example, if you published an ad you might see a spike in visitors in the days afterwards.

**The Top Search Strings** shows what users are typing in to search engines to find your site.

For more information, email Ame Stanko at ame@pixellava.com or call (619) 507-6176. More information about interpreting website statistics can be found online at www.pixellava.com.