

Know More About Web Traffic Analysis

Wouldn't it be so great if you could know who are visiting your website, how they come to know about your website and most importantly which page of your website they prefer more and from which page these visitors are exiting the website and why? These are valuable information for any online business in order to tweak their website to meet the customer expectations. Wondering how can you get all these information about your website? Getting a website's analytical information is made easier now. There are lots of web traffic analysis softwares available today which are capable of providing wealthy information. Keep on reading to know some facts about the web traffic analysis

THE COMMON TERMS

The common term used in the web world today is the page views. A Page View refers to the total views of every page on your web site. A Unique Page View is a page view by a unique person within a twenty-four hour period. Where as page view counts are site specific, unique page views are visitor specific. Both communicate important information about visitor behavior patterns and provide valuable insights into your search engine ranking.

There is often a misconception of what is known as "Hits". Hits simply mean the number of information requests received by the server. If you think about the fact that a hit can simply equate to the number of graphics per page, you will get an idea of how overblown the concept of hits can be. For example, if your homepage has 15 graphics on it, the server records this as 15 hits, when in reality we are talking about a single visitor checking out a single page on your site. As you can see, hits are not useful in analyzing your website traffic.

WHY WEB TRAFFIC ANALYSIS?

The aim is to use the web traffic statistics systems to figure out how well or how poorly your site is working for your visitors. One way to determine this is to find out how long on average your visitors spend on your site. If the time spent is relatively brief, it usually indicates an underlying problem. Then the challenge is to figure out what that problem is. It could be that your keywords are directing the wrong type of visitors to your website, or that your graphics are confusing or intimidating, causing the visitor to exit rapidly. Use the knowledge of how much time visitors are spending on your site to pinpoint specific problems, and after you fix those problems, continue to use time spent as a gauge of how effective your fix has been.

Additionally, the conversion tracking systems can help you determine effective and ineffective areas of your website. If you have a page that you believe is important, but visitors are exiting it rapidly, that page needs attention. You could, for example, consider improving the link to this page by making the link more noticeable and enticing, or you could improve the look of the page or the ease that your visitors can access the necessary information on that page. If, on the other hand, you notice that visitors are spending a lot of time on pages that you think are less important, you might consider moving some of your sales copy and marketing focus to that particular page.

About the Author

The Author writes articles on [website analytics](#). For more information about conversion tracking, sales and [return on investment](#) please visit his site at <http://www.conversionstats.com>

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