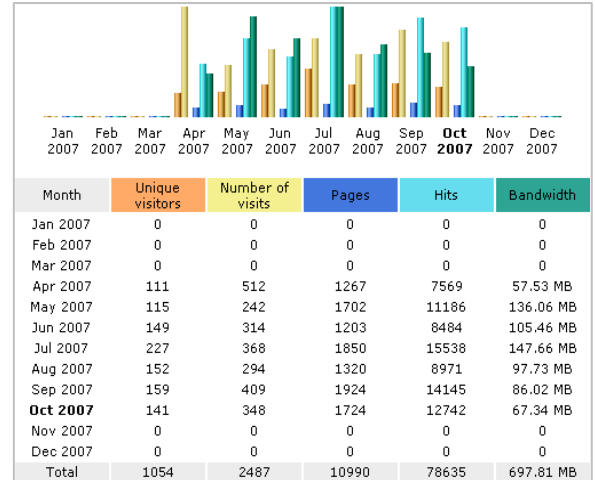


How to read your website statistics report hosted at Uwin Technologies!

Understanding your website statistics is important and you do need to keep an eye on them. They can help you direct your marketing plan and online marketing strategies such as search engine optimization, directory placement etc, alert you to which pages on your website are more popular and which ones need attention, where your traffic is coming from, which keywords people are using from your content and if you need to consider re-writing your content to include more keywords and key phrases.



The website statistics that you need to take the most notice of are:

- **Unique visitors**
- **Pages viewed**
- **Referring URLs**
- **Key phrases and keywords**

Accessing your web statistics at Uwin Technologies:

Please go to: www.yourdomain.com/plesk-stat/webstat/

If you do not have your unique username and password, please contact your service representative or e-mail us at admin@uwintech.com).

Description of the "Terms" you will find it on your web statistics report:

Unique Visitors:

Is a single, individual person that views your website within a specified time period such as a day or a month. Each person visiting your site is counted only once during that period, no matter how many times they visit your website

Number of Visits

This is the number of times that your website has been visited. When you compare it with the number of unique visitors, this gives you an idea of the number of people who are returning to your site.

Page

This is a single page of your website, it may be your home (index) page, contact us page, about us or another page within your website.

Hits

A hit is a request made to the server where your website is hosted. Each file that is requested is counted as a hit. For example your home page may be a single .html page with 5 images on it. The number of hits recorded will be 6, as your .html page is one file and each image is also counted as a file. Therefore looking at how many hits that your website has received is not a very good statistical indicator.

Bandwidth

This is the amount of data (measured in megabytes) transferred from your hosts server to an internet user's computer. E.g. Someone views your home page and on it is text and images that add up to say 2mb, if 50 people view this page then the amount of data transfer would be 100mb. Your web host will specify the amount of bandwidth (data transfer) that your hosting plan includes each month. If you exceed this you will be charged for additional bandwidth. If you have a large site with lots of traffic, keep an eye on this statistic.

Visits Duration

This statistic shows how long people are spending at your website. If they are not staying long you may need to review your content or add an attractor to have them stay longer and view more of your site.

Visits duration			
	Number of visits: 348 - Average: 302 s	Number of visits	Percent
0s-30s		262	75.2 %
30s-2mn		19	5.4 %
2mn-5mn		13	3.7 %
5mn-15mn		18	5.1 %
15mn-30mn		11	3.1 %
30mn-1h		17	4.8 %

Pages viewed or Pages URL or Page impressions

This statistic shows how many people are visiting each page. You may find you have even traffic visiting each page on your website or maybe that the majority of people are only visiting your home page and not going any further.

Referrers or referring URLs

Describes the website address where a visitor was before they came to your site. This gives you some idea of the websites or search engines that are referring traffic to your site and is also

useful when considering your marketing plan. For example, you may notice you get some good traffic via Yellow Pages Online, so it may be worth considering including extra in your marketing budget for a slightly higher profile advert.

Pages-URL (Top 10) - Full list - Entry - Exit				
321 different pages-url	Viewed	Average size	Entry	Exit
/index.html	133	12.46 KB	99	74
/advanced/dermatologist.html	72	8.38 KB	13	2
/advanced/derma/ThumbnailFrame.html	67	1.53 KB		1
/messageapplication/addedit2.htm	44	5.94 KB	19	15
/messageapplication/addedit3.htm	37	2.19 KB	13	15
/advanced/adultdermatology.html	37	7.92 KB	6	4
/advanced/derma/pages/2.html	24	1.71 KB		
/advanced/derma/pages/2a.html	24	2.34 KB		1
/index.html	22	13.76 KB	5	9
/advanced/derma/2.html	21	11.81 KB	4	2

Search key phrases and keywords

These are the words and phrases that people are using to find businesses like yours. It is important to take notice of this as it may be good to weave more of the popular words into your content.

We hope this information is helpful to you. If you have any questions please feel free to contact us. For more information on search engine optimization (ask for our brochure), or how you can improve your statistics/website visitors, please ask for our

FREE initial consultation on online marketing.

Thank you for your Business!