

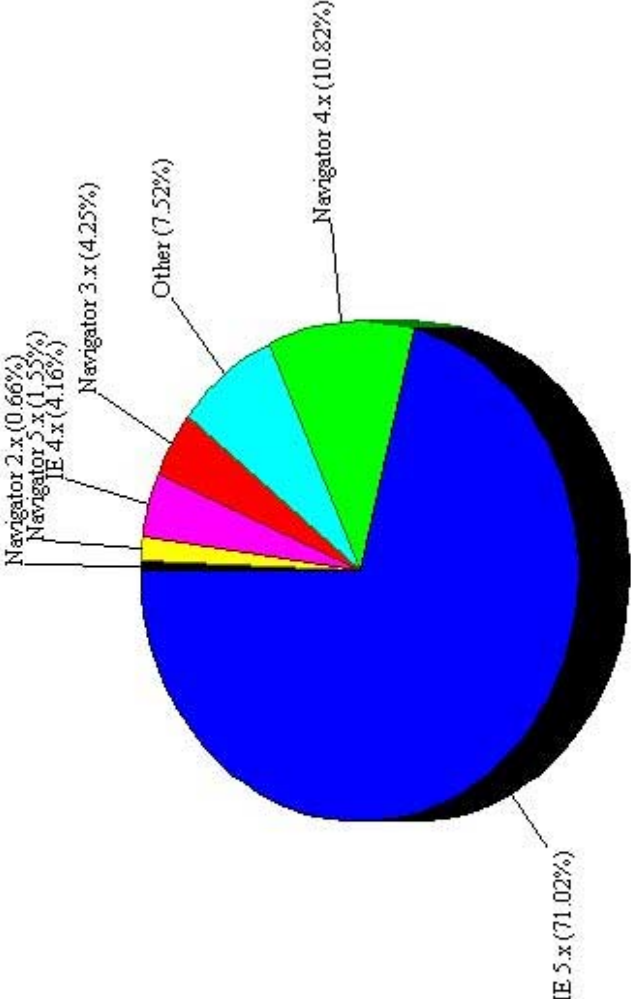
# Analysing hits on your website

- Why?
- You need to know which pages are being hit, and by whom
- You need to know which search engines are bringing traffic to your site
- It gives you the tools to “tweak” your website

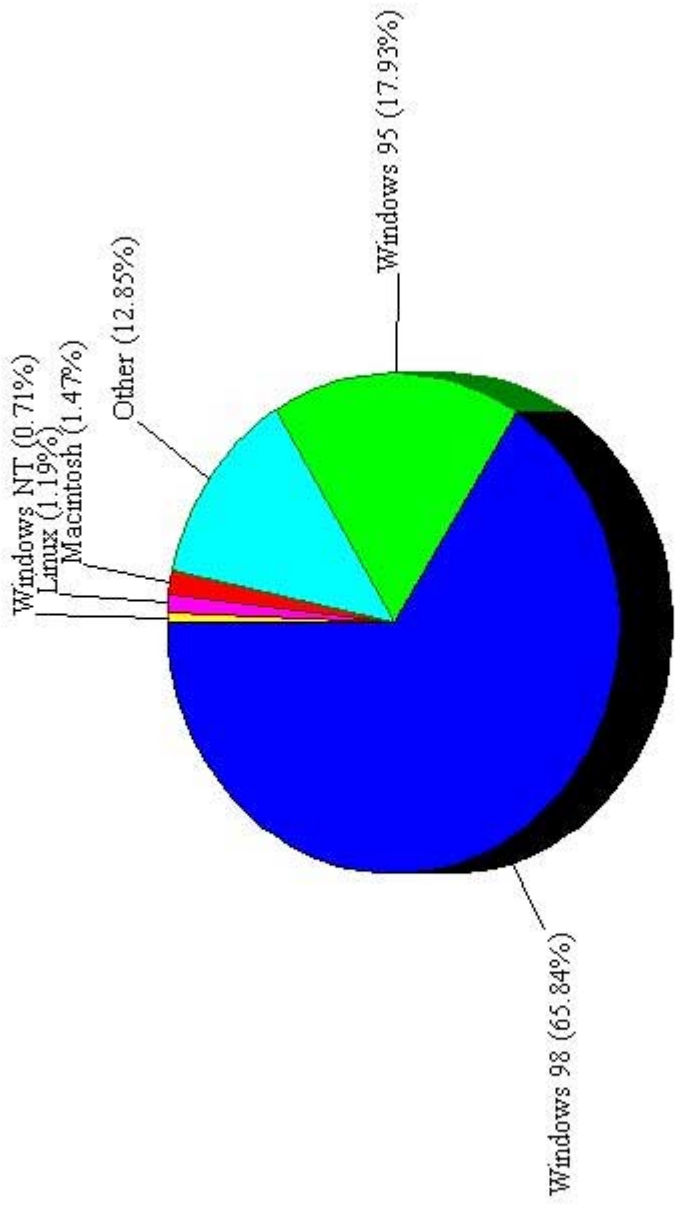
# Analysing hits on your website

- How?
- Log files are produced by any server
- Software is available to analyse these log files
- Eg Faststats [www.mach5.com/fast](http://www.mach5.com/fast)

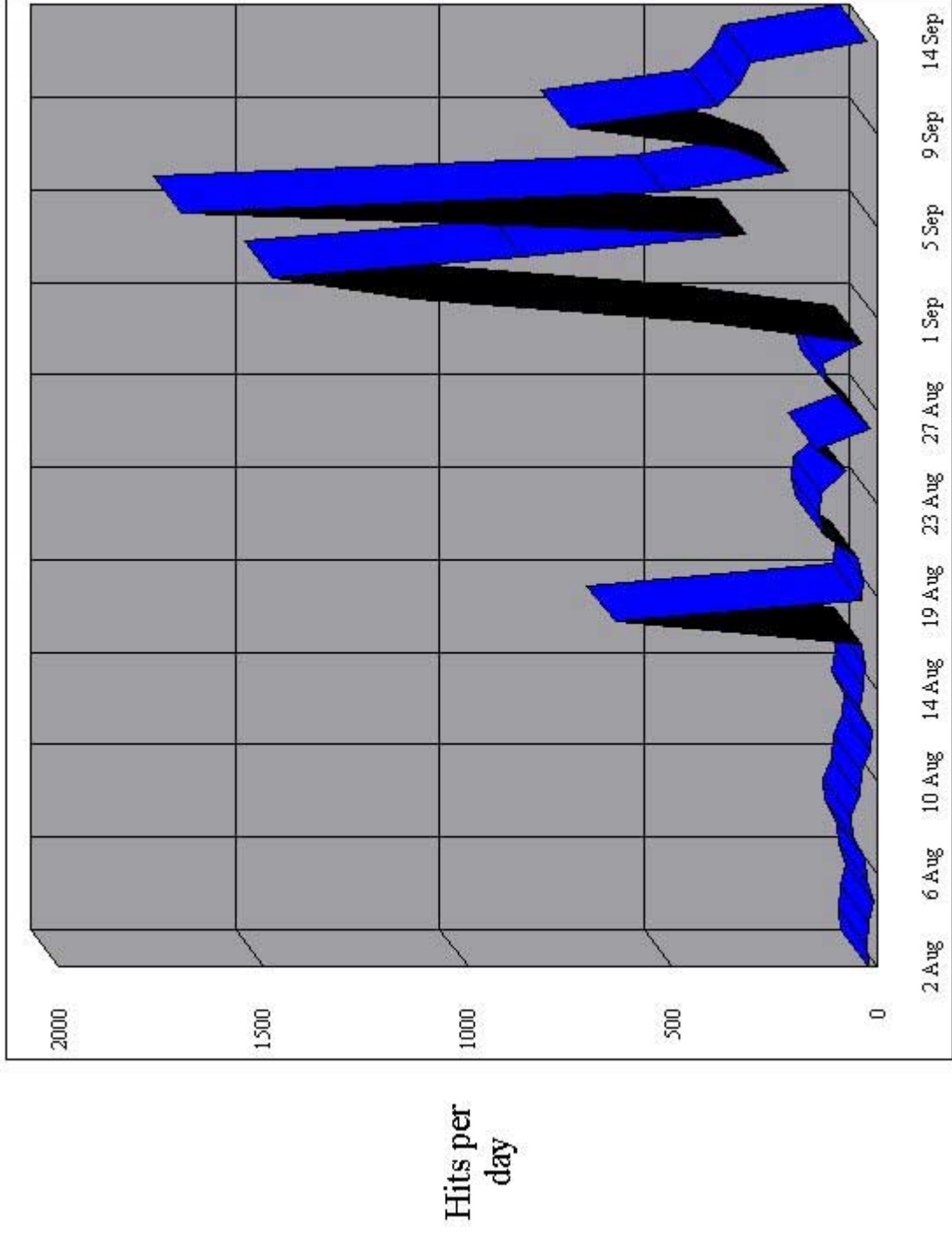
# Browser



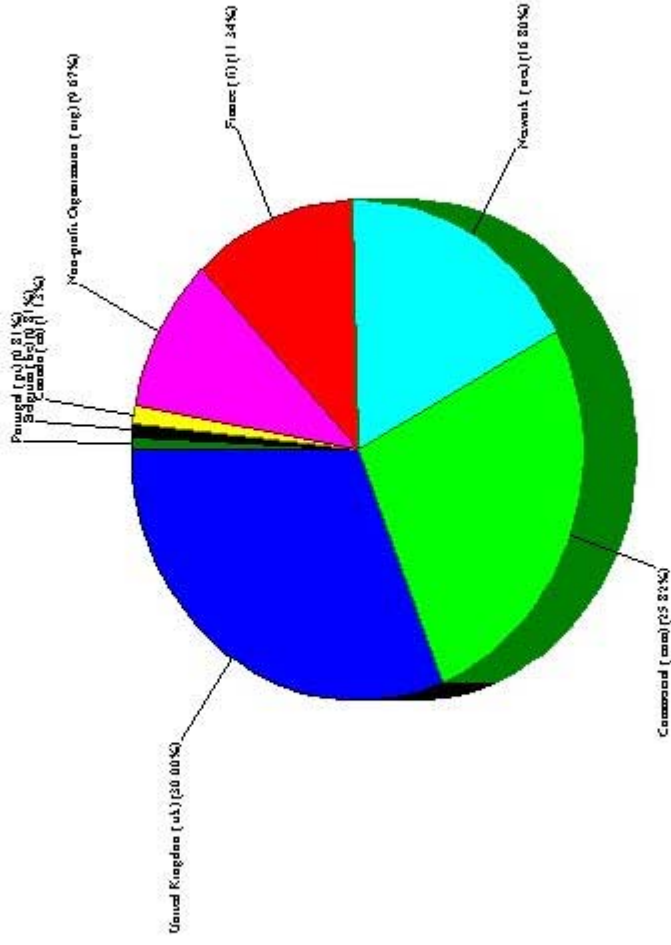
# Visiting Operating Systems



# Hits over Time Period



# Geographical Location



# Search Engine Performance

