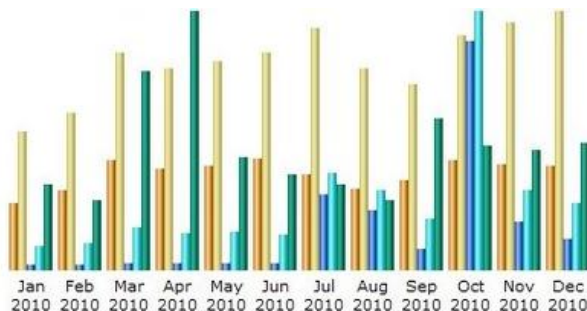


RECORD KEGHART.COM HITS IN 2010

Posted on January 3, 2011 by Keghart



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	6549	13487	93295	468661	9.28 GB
Feb 2010	7720	15261	89227	516815	7.62 GB
Mar 2010	10752	21170	132147	811178	21.63 GB
Apr 2010	9927	19691	131385	722946	28.14 GB
May 2010	10168	20347	135723	738482	12.24 GB
Jun 2010	10807	21116	133694	692743	10.37 GB
Jul 2010	9254	23498	1454022	1886368	9.34 GB
Aug 2010	7955	19701	1169976	1535929	7.52 GB
Sep 2010	8706	18152	418393	981703	16.42 GB
Oct 2010	10644	22855	4456548	5023238	13.45 GB
Nov 2010	10343	24098	944902	1537242	13.04 GB
Dec 2010	10109	25170	600449	1294025	13.84 GB
Total	112934	244546	9759761	16209330	162.89 GB

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Web Analytics Terminology (a brief explanation)

Unique Visitors – The number of individuals who visit the website within 24 hours. If someone visits the site several times in a single day, that will be counted as a single visit.

Number of Visits – A single unique visitor could be responsible for many page visits when re-visiting the site several times in a single day.

Page Views – The number of web pages the website serves a visitor. A single visitor may view several pages upon his visit. Example: if a visitor views 5 articles, then the Page Views counter will be incremented by 5 for that single user.

Hits – The number of items the website serves. A web page is composed of several items (images, videos, logo, text, etc.). If a page is composed of 5 images, 2 videos, 4 scripts and text, then each time a user lands on it, hits will be incremented by $5+2+4+1=12$. So 1000 visitors to that specific page can easily generate 12,000 or more hits.

"Hits" is a term that's a hangover from the early days of the web, when visitor statistics were primitive compared to the sophisticated data collection tools available today. Hits is not a meaningful metric to most professionals in web analytics. We need to count the **Unique Visitors** and **Number of visits** (Pages served) only.

So the next time someone says to you "my website is so cool, I get 1000 hits a day", you may ask; "How many Unique Visitors do you get a day? "That's the number that really matters!".

