

## CHECKING YOUR WEBSITE STATISTICS

### IMPORTANT

Although your website is constantly monitored (24/7/365), the logs are only saved if you access your statistics **regularly**. If you only check your websites from time to time, maybe once or twice a year, *the logs will only give you the last 5 to 6 weeks' activity*. If you are interested in longer-term records, I would recommend you set yourself a routine of checking your website statistics every month on a set day (1<sup>st</sup> or last day of each month, for instance).

Checking your website statistics can be helpful to ensure your website is working for you:

- Are your website visitors staying long enough to access your information?
- Are some of your pages hardly visited?
- Is there a particular time or the day or of the month when you receive more visits?
- Where are your visitors from?

To find out about your website use, you need to go to your website and add 'Website-Statistics-2', ie

<http://www.your-domain-name.co.uk/Website-Statistics2>

You will need to replace 'your-domain-name.co.uk' with your own Domain Name. Please make sure you use capital letters for '**W**' of 'Website' and for '**S**' of 'Statistics'.