



Serving business by putting it all together.

Web Traffic Measurement – Wise Tip #1

Topic. Basic web traffic terminology for measuring bottom line results.

Who can benefit. Professionals measuring web site visitors. CEOs, CIOs, marketing professionals, project managers, and I.T. professionals.

Putting it all together. Generally, the best measurements of number of visitors is 'sessions' or 'visitors' The worst measurement of number of visitors is 'hits'.

Cautions. These measurement methods in themselves are not exact and there is a margin of error, due to server technologies. Care should be taken when interpreting them, so that misleading conclusions are not presented. For precise measurements, certain tools such as Urchin Traffic Monitor (UTM) and others should be used. These types of methods require programming code to be inserted into the web site structure.

Recommendations. Consider using an SEO / SEM* professional for advanced web traffic assessment and to apply data effectively to marketing initiatives and business goals.

Term	Description	Item Measured
Byte	The total size of the item (image, text file, sound file, video file, etc.) being measured, usually measured in megabytes (MB).	Size of items downloaded
Hit	A request to the web server for any type of file – an image, HTML page, sound file, etc. A single web page can cause many Hits - one for each type of file included on the page. This is <u>not</u> a good measurement of visitor traffic.	Items requested from the web server
Pageview	A request to the web server for a displayable web page, usually an HTML file.	Pages viewed
Referral or Reference	A visit initiated via a link from a different site, usually a search engine, index, or directory where your site is listed.	Incoming visits from another site
Search Term or Query term	A word or phrase used in a search engine to find your site. NOTE – Query term may also refer to a request for dynamic content including database driven, ASP, and PHP pages.	Search terms used to locate site
Session	A series of clicks by a visitor during a specific period of time. A Session is started when the visitor arrives and ends when the browser is closed or when there is a period of inactivity.	Visitors
Visitor	An individual visitor. A Visitor measurement is started when the visitor arrives and ends when the browser is closed or when there is a period of inactivity.	Visitors

* Search Engine Optimization / Search Engine Marketing

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