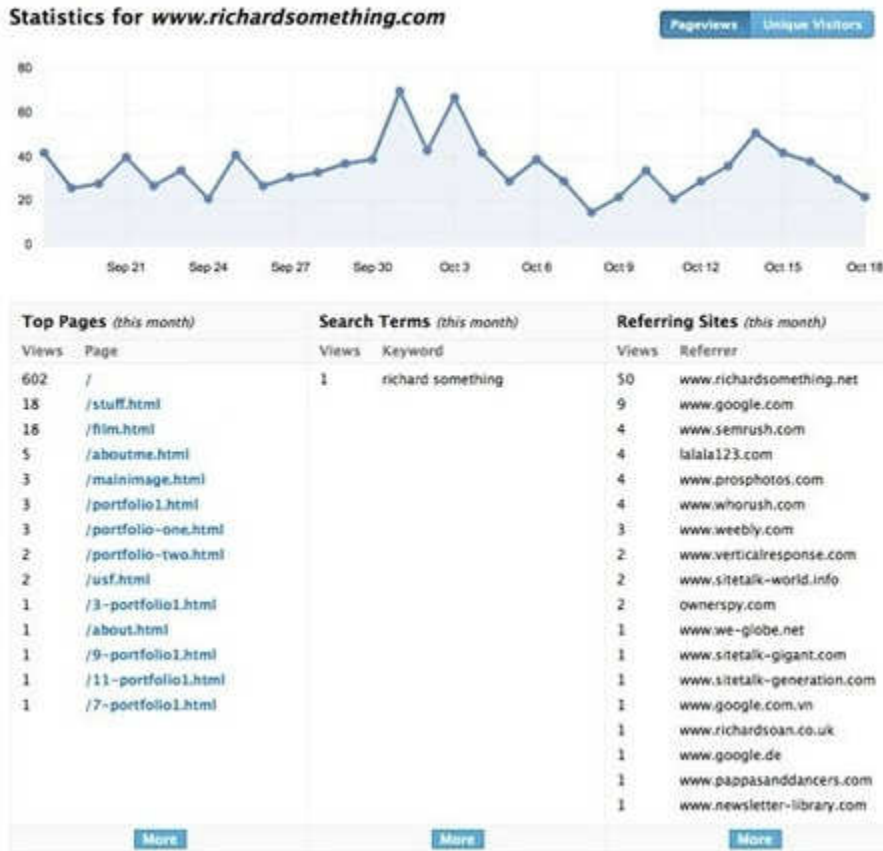


Website Stats Dashboard

Your Addison Multimedia website comes with integrated statistics. This data includes Pageviews, Unique Visitors, most visited pages, search terms that were used to find your site, and the sites which referred the most traffic to your site.



What do all these stats mean?

Pageviews: The number of pages visitors viewed on a given day. One visitor may visit three, ten, twenty, however many pages.

Unique Visitors: The number of individual visitors who came to the site. The unique visitors number should always be smaller than the pageviews number simply because one person can visit multiple pages and thereby generate a number of different pageviews.

Top Pages: The pages with the most visits. The page called "/" is the home page and it should get the most visits usually.

Search Terms: This shows which search terms visitors have entered in Google, Bing and Yahoo to find your site. The more search terms you see, the better ranked your site likely is in on the search engines.

Referring Sites: If a visitor clicked a link on another site to reach your site then they have been "referred" to your own site by this other site. The more in-bound links you have pointing to your site, the better your search rank will likely end up being.