



Teleseminar Dial-In Details

- Date:** Wednesday, October 29, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – Understanding Your Statistics
- Duration:** 30 – 45 minutes
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Tips To Get The Most Out Of This Call

1. Print this Action Guide
2. Use these tips to develop your blog.
3. Take action NOW –

Quote of the Call: “Averages don't always reveal the most telling realities. You know, Shaquille O'Neal and I have an average height of 6 feet.” ~ Former U.S. Labor Secretary Robert Reich (He is 4' 10" tall whereas US basketball star Shaquille O'Neal is 7'1" tall!)

Today you will learn and discover:

- What are my statistics
- Why are they important
- Where are they
- How do I interpret them
- Where do I go from here?

What are my statistics?
AWStats - Advanced Web Statistics

Why are they important?

A crucial, if often overlooked, aspect of running a successful web site is the study of activity occurring within the site. The information gleaned provides valuable input to continuous improvement initiatives, ranging from site architecture and content enhancements to traffic generation.

Where are they?

CPANEL 10

Welcome socialconnectionstrategies.com! Last login from: 75.138.104.232

Please update your contact information here.

General account information:

Hosting package	cubecity
Shared Ip Address	74.55.189.34
Subdomains	0 / unlimited
Parked Domains	0 / 0
Addon Domains	0 / 0
MySQL Databases	1 / unlimited
Disk Space Usage	12.33 Megabytes
MySQL Disk Space	0.81 Megabytes
Disk space available	Unlimited Megabytes
Bandwidth (this month)	8.92 Megabytes
Email Accounts	0 / unlimited
Email Forwarders	0
Auto-responders	0
Mailing Lists	0 / unlimited
Email Filters	0
Ftp Accounts	0 / unlimited

General server information:

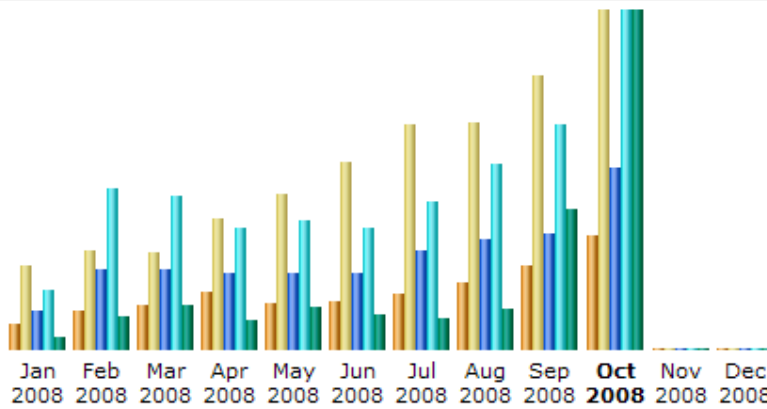
Operating system	Linux
Service Status	Click to View
Kernel version	2.6.9-67.0.15.ELsmp
Machine Type	i686
Apache version	1.3.41 (Unix)
PERL version	5.8.8
Path to PERL	/usr/bin/perl
Path to sendmail	/usr/sbin/sendmail
Installed Perl Modules	Click to View
PHP version	5.2.5
MySQL version	5.0.51a-community
cPanel Build	11.23.6-STABLE 27698
Theme	cPanel X v2.6.0
Documentation	Click to View

Grid of tools and services:

- Mail, Webmail, Change Password, Parked Domains, Addon Domains
- FTP Manager, File Manager, Disk Space Usage, Backups, Password Protect Directories
- Error pages, Subdomain, MySQL® Databases, SSH/Shell Access, Redirects
- FrontPage® Extensions, **Web/FTP Stats**, Raw Access Logs, Raw Log Manager, Error log
- Subdomain Stats, Chatroom, PhpMyChat, Bulletin Board, CGI Center
- Scripts Library, Agora Shopping Cart, Cron jobs, Network Tools, MIME Types
- Apache Handlers, Manage OpenPGP Keys, HotLink Protection, Leech Protection, Index Manager
- IP Deny Manager, Change Language, SSL Manager, Statistics Software Configuration, Fantastico De Luxe

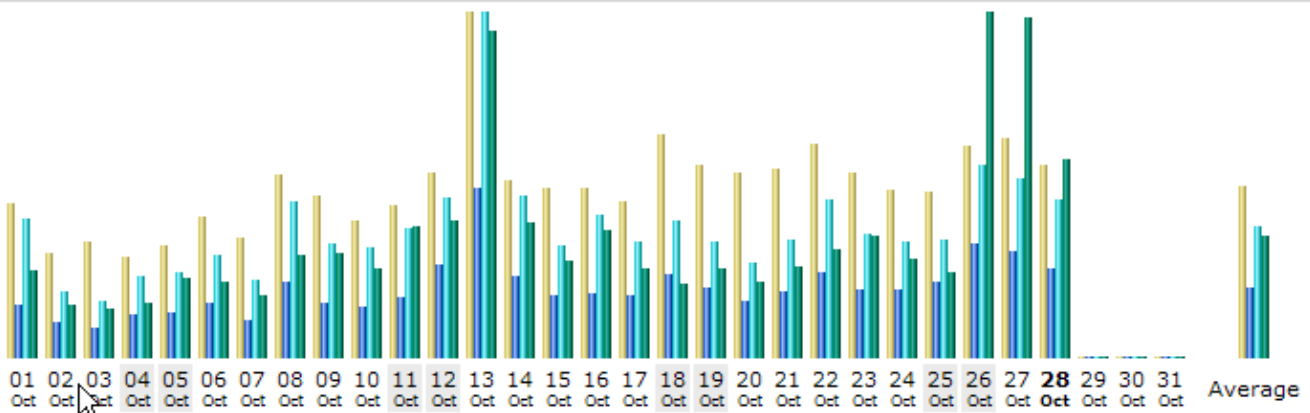
How do I interpret them?

Monthly history



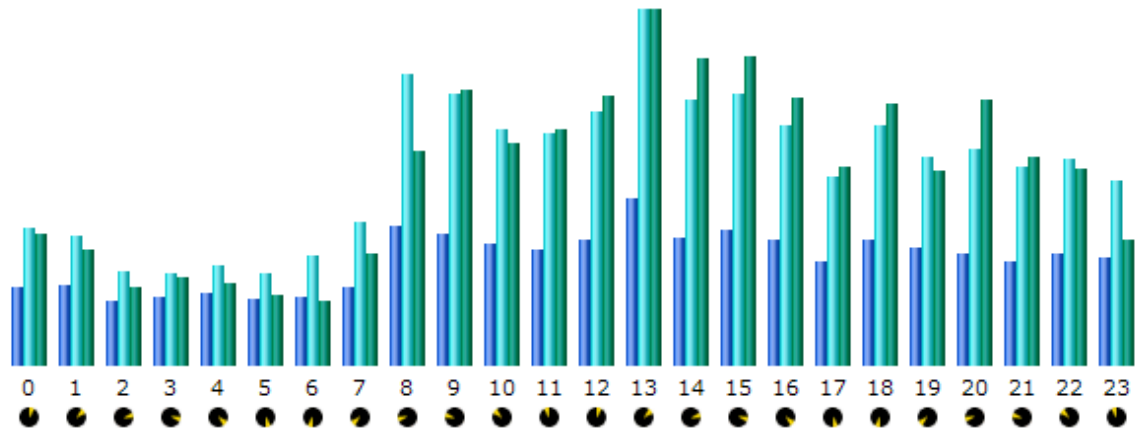
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2008	489	1684	7160	10641	207.82 MB
Feb 2008	780	1959	14409	29094	596.17 MB
Mar 2008	900	1939	14464	27762	796.60 MB
Apr 2008	1150	2629	13918	22097	521.06 MB
May 2008	933	3093	13903	23345	776.40 MB
Jun 2008	959	3719	13811	22096	646.14 MB
Jul 2008	1110	4486	17950	26716	548.22 MB
Aug 2008	1345	4516	19996	33590	731.45 MB
Sep 2008	1653	5480	21146	40888	2.51 GB
Oct 2008	2254	6761	32906	61557	6.02 GB
Nov 2008	0	0	0	0	0
Dec 2008	0	0	0	0	0
Total	11573	36266	169663	297786	13.24 GB

Days of month



Day	Number of visits	Pages	Hits	Bandwidth
01 Oct 2008	217	888	2318	156.26 MB
02 Oct 2008	145	600	1112	93.47 MB
03 Oct 2008	161	514	956	86.53 MB
04 Oct 2008	140	712	1364	98.57 MB
05 Oct 2008	156	751	1424	143.91 MB
06 Oct 2008	198	911	1736	136.46 MB
07 Oct 2008	169	640	1295	111.86 MB
08 Oct 2008	256	1281	2617	184.65 MB
09 Oct 2008	227	916	1904	188.27 MB
10 Oct 2008	191	863	1847	161.26 MB
11 Oct 2008	213	1028	2173	237.89 MB
12 Oct 2008	259	1551	2699	245.13 MB
13 Oct 2008	483	2843	5793	588.50 MB
14 Oct 2008	248	1382	2729	243.69 MB
15 Oct 2008	238	1044	1897	173.92 MB
16 Oct 2008	238	1077	2384	229.09 MB
17 Oct 2008	220	1055	1948	159.11 MB
18 Oct 2008	312	1392	2306	133.37 MB
19 Oct 2008	271	1169	1950	158.89 MB
20 Oct 2008	260	964	1584	137.94 MB
21 Oct 2008	264	1115	1988	164.05 MB
22 Oct 2008	298	1446	2655	193.93 MB
23 Oct 2008	258	1152	2082	217.58 MB
24 Oct 2008	234	1139	1946	178.28 MB
25 Oct 2008	232	1256	1965	153.47 MB
26 Oct 2008	297	1919	3224	621.23 MB
27 Oct 2008	307	1800	2998	612.11 MB
28 Oct 2008	269	1498	2663	356.44 MB
29 Oct 2008	0	0	0	0
30 Oct 2008	0	0	0	0

Hours



Hours	Pages	Hits	Bandwidth	Hours	Pages	Hits	Bandwidth
00	1017	1779	174.57 MB	12	1611	3287	358.60 MB
01	1026	1679	154.50 MB	13	2153	4600	471.63 MB
02	834	1216	103.80 MB	14	1660	3427	407.55 MB
03	889	1179	116.28 MB	15	1762	3519	408.93 MB
04	930	1291	107.65 MB	16	1635	3106	355.86 MB
05	845	1200	92.70 MB	17	1341	2448	264.54 MB
06	871	1423	84.74 MB	18	1624	3113	346.84 MB
07	1012	1847	147.61 MB	19	1508	2699	257.77 MB
08	1793	3777	283.34 MB	20	1451	2787	353.66 MB
09	1712	3508	365.29 MB	21	1343	2561	275.58 MB
10	1564	3051	294.12 MB	22	1441	2666	260.33 MB
11	1485	3006	312.49 MB	23	1399	2388	167.46 MB

Robots/Spiders visitors (Top 25) - [Full list](#) - [Last visit](#)

14 different robots*	Hits	Bandwidth	Last visit
MSNBot	2008+547	52.71 MB	28 Oct 2008 - 21:16
Yahoo Slurp	1780+301	61.79 MB	28 Oct 2008 - 21:08
Googlebot	1116+53	52.71 MB	28 Oct 2008 - 21:11
Unknown robot (identified by 'robot')	679+82	29.87 MB	28 Oct 2008 - 21:37
Unknown robot (identified by hit on 'robots.txt')	0+451	46.58 KB	28 Oct 2008 - 21:03
Unknown robot (identified by 'crawl')	386+53	11.28 MB	28 Oct 2008 - 19:49
Unknown robot (identified by 'bot/' or 'bot-')	340+45	9.26 MB	28 Oct 2008 - 13:50
Alexa (IA Archiver)	277+81	7.49 MB	28 Oct 2008 - 20:07
Unknown robot (identified by 'spider')	104+103	4.35 MB	27 Oct 2008 - 07:19
MSNBot-media	130+52	4.36 MB	28 Oct 2008 - 18:09
Ask	53+20	1.19 MB	27 Oct 2008 - 11:41
The web archive (IA Archiver)	0+31	3.21 KB	28 Oct 2008 - 13:36
Voila	21+8	707.68 KB	28 Oct 2008 - 17:51
ht://Dig	0+1	106 Bytes	07 Oct 2008 - 03:05

* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts. Numbers after + are successful hits on "robots.txt" files

Pages-URL (Top 10) - [Full list](#) - [Entry](#) - [Exit](#)

535 different pages-url	Viewed	Average size	Entry	Exit
/unlikely/obsequiousness/reached/disadvantages/unreserved.php	12	11.49 KB	1	2
/unlikely/obsequiousness/reached/brown/varying/news.php	6	7.27 KB	1	
/unlikely/obsequiousness/reached/disadvantages/theatres/themselv...	6	12.20 KB	1	
/unlikely/obsequiousness/reached/brown/varying/latest.htm	5	3.79 KB		
/unlikely/obsequiousness/reached/brown/varying/swelled.css	5	610 Bytes		
/unlikely/obsequiousness/reached/brown/varying/wonderful.php	5	9.50 KB		
/unlikely/obsequiousness/reached/brown/varying/hurrying.htm	4	11.86 KB		1
/unlikely/obsequiousness/reached/brown/varying/spacious.htm	4	2.93 KB	1	
/unlikely/nicest/anxious/instrument.php	4	20.21 KB		1
/unlikely/obsequiousness/reached/distracted/seasonable.htm	4	5.95 KB	1	1
Others	584	220.17 KB	20	19

Where do I go from here?

1. Look at your statistics at least once a week.
2. Look for trends - up and down.
3. Note special promotions/blog posts/social networking events.
4. See what works and do more of it.
5. See what doesn't work and drop it.