

Element 4 Using Web Statistics to Evaluate Your Web Site

Free programs are available that you can place on your site to find out how many visitors to the site you have had in a given period, find out where the visitors are coming from, how long they look at a page, and much more. These “Web statistics” can be very helpful in evaluating how well your Web site is meeting your goals.

There are some great tutorials on using Web stats programs at www.Webstatsgold.com/Tuts.htm

