

LiveStats 6.2.2
 Visits for: **randburg.com**
 Month of May 2003

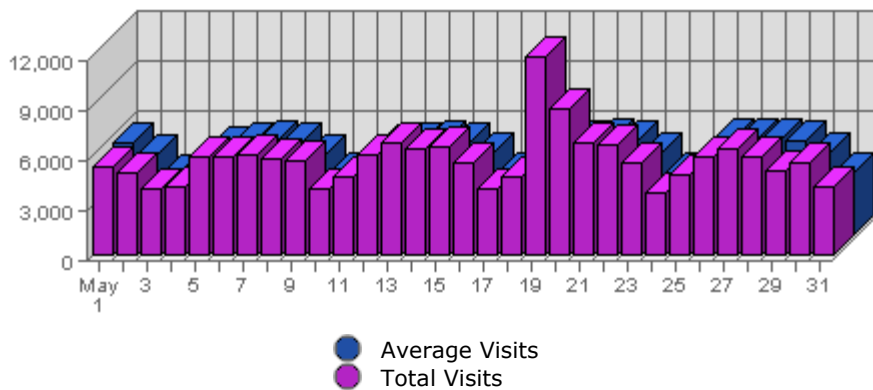
Summary Report - Visits

The total number of visits during the selected month is **178,225**.
 The average number of visits during a month is **135,633.00**.

The smallest number of visits occurred on **Sat, May 24th 2003** with **3,801** visits.
 The largest number of visits occurred on **Mon, May 19th 2003** with **11,881** visits.

On average the smallest number of visits occurs on **Saturday** with **3,779.00** visits.
 On average the largest number of visits occurs on **Tuesday** with **5,852.00** visits.

3D Column - Visits



Tabular - Visits

Date	Visits	Average	Forecast	% of Total
Thu May 01st, 2003	5,306	5,635.53	n/a ▼	2.98
Fri May 02nd, 2003	4,965	4,910.93	n/a ▼	2.79
Sat May 03rd, 2003	4,067	3,713.07	n/a ▲	2.28
Sun May 04th, 2003	4,189	4,132.07	n/a ▲	2.35
Mon May 05th, 2003	5,880	5,383.75	n/a ▼	3.30
Tue May 06th, 2003	5,931	5,571.75	n/a ▲	3.33
Wed May 07th, 2003	6,075	5,710.63	n/a ▲	3.41
Thu May 08th, 2003	5,825	5,614.94	n/a ▲	3.27
Fri May 09th, 2003	5,720	4,914.31	n/a ▲	3.21
Sat May 10th, 2003	3,977	3,735.19	n/a ▼	2.23
Sun May 11th, 2003	4,744	4,135.63	n/a ▲	2.66
Mon May 12th, 2003	6,075	5,412.94	n/a ▲	3.41
Tue May 13th, 2003	6,769	5,592.88	n/a ▲	3.80
Wed May 14th, 2003	6,444	5,732.06	n/a ▲	3.62
Thu May 15th, 2003	6,577	5,627.29	n/a ▲	3.69
Fri May 16th, 2003	5,540	4,961.71	n/a ▼	3.11
Sat May 17th, 2003	3,967	3,749.41	n/a ▼	2.23
Sun May 18th, 2003	4,763	4,171.41	n/a ▲	2.67
Mon May 19th, 2003	11,881	5,449.72	n/a ▲	6.67
Tue May 20th, 2003	8,780	5,658.22	n/a ▲	4.93
Wed May 21st, 2003	6,784	5,771.61	n/a ▲	3.81
Thu May 22nd, 2003	6,719	5,680.06	n/a ▲	3.77
Fri May 23rd, 2003	5,629	4,993.83	n/a ▲	3.16
Sat May 24th, 2003	3,801	3,761.50	n/a ▼	2.13
Sun May 25th, 2003	4,833	4,204.28	n/a ▲	2.71
Mon May 26th, 2003	5,902	5,788.21	n/a ▼	3.31
Tue May 27th, 2003	6,417	5,822.53	n/a ▼	3.60
Wed May 28th, 2003	5,886	5,824.89	n/a ▼	3.30
Thu May 29th, 2003	5,129	5,734.74	n/a ▼	2.88
Fri May 30th, 2003	5,568	5,027.26	n/a ▼	3.12

Help For: Visits

The **Visits** report shows the number of visitor sessions—or "visits"—to your site during the specified report period. A visit refers to a series of requests from a uniquely identified client. A visit starts with the first request from the client and remains active as long as the period between subsequent requests from the client does not exceed a set "time-out" period. After a visit "times out", LiveStats counts a request from the same client as the start of a new visit.

You can use the **Visits** report to help you spot trends in your web site's traffic. For example, you can use a monthly or quarterly report to see if visits have increased or decreased from the last period. This information can help you evaluate the effectiveness of your marketing effort. If an increase in visits follows the launch of an advertising campaign, you can conclude that the campaign is drawing more people to your site.

This report can also help you identify an ideal time to schedule maintenance or to update site content. For example, you can use a weekly or daily report to identify hours of high or low traffic on your site. If traffic is lowest on Sunday evenings, then you can schedule maintenance or updates for this time and ensure the least possible disruption to your customers.

This report also helps you identify potential problems on your site. For example, you may find that the **Visits** report shows an increase in visits but that the **Time Spent per Visit** report shows that visits are relatively short. This scenario indicates that your marketing effort is drawing people to your site but that the site itself is not holding their interest.

Notes:

- Clients are uniquely identified either by their IP address, or—if LiveStats has been configured to support cookies—their cookie.
- By default, the session "time out" period is 15 minutes. This period is configurable.
- This report includes visits from automated users such as search engine robots.