

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

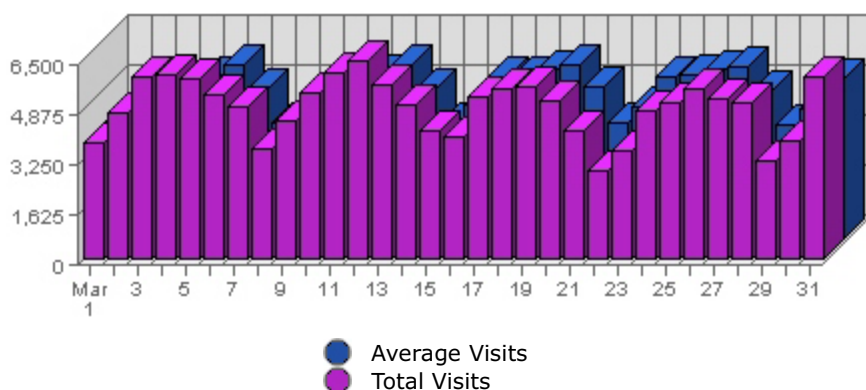
Summary Report - Visits

The total number of visits during the selected month is **152,887**.
 The average number of visits during a month is **146,140.00**.

The smallest number of visits occurred on **Sat, Mar 22nd 2003** with **2,891** visits.
 The largest number of visits occurred on **Wed, Mar 12th 2003** with **6,470** visits.

On average the smallest number of visits occurs on **Saturday** with **3,693.00** visits.
 On average the largest number of visits occurs on **Wednesday** with **5,704.00** visits.

3D Column - Visits



Tabular - Visits

Date	Visits	Average	Forecast	% of Total
Sat Mar 01st, 2003	3,804	3,805.33	n/a ▼	2.49
Sun Mar 02nd, 2003	4,797	4,279.67	n/a ▲	3.14
Mon Mar 03rd, 2003	5,929	5,196.57	n/a ▲	3.88
Tue Mar 04th, 2003	6,043	5,107.00	n/a ▼	3.95
Wed Mar 05th, 2003	5,896	5,308.57	n/a ▲	3.86
Thu Mar 06th, 2003	5,336	5,715.86	n/a ▼	3.49
Fri Mar 07th, 2003	4,969	4,924.86	n/a ▼	3.25
Sat Mar 08th, 2003	3,577	3,805.14	n/a ▼	2.34
Sun Mar 09th, 2003	4,517	4,353.57	n/a ▼	2.95
Mon Mar 10th, 2003	5,459	5,288.13	n/a ▼	3.57
Tue Mar 11th, 2003	6,075	5,224.00	n/a ▲	3.97
Wed Mar 12th, 2003	6,470	5,382.00	n/a ▲	4.23
Thu Mar 13th, 2003	5,695	5,668.38	n/a ▲	3.73
Fri Mar 14th, 2003	5,027	4,930.38	n/a ▲	3.29
Sat Mar 15th, 2003	4,168	3,776.63	n/a ▲	2.73
Sun Mar 16th, 2003	3,977	4,374.00	n/a ▼	2.60
Mon Mar 17th, 2003	5,284	5,307.11	n/a ▼	3.46
Tue Mar 18th, 2003	5,572	5,318.56	n/a ▼	3.64
Wed Mar 19th, 2003	5,612	5,502.89	n/a ▼	3.67
Thu Mar 20th, 2003	5,183	5,671.33	n/a ▼	3.39
Fri Mar 21st, 2003	4,193	4,941.11	n/a ▼	2.74
Sat Mar 22nd, 2003	2,891	3,820.11	n/a ▼	1.89
Sun Mar 23rd, 2003	3,528	4,329.89	n/a ▼	2.31
Mon Mar 24th, 2003	4,844	5,304.80	n/a ▼	3.17
Tue Mar 25th, 2003	5,108	5,343.90	n/a ▼	3.34
Wed Mar 26th, 2003	5,536	5,513.80	n/a ▼	3.62
Thu Mar 27th, 2003	5,239	5,622.50	n/a ▲	3.43
Fri Mar 28th, 2003	5,078	4,866.30	n/a ▲	3.32
Sat Mar 29th, 2003	3,249	3,727.20	n/a ▲	2.13
Sun Mar 30th, 2003	3,854	4,249.70	n/a ▲	2.52
Mon Mar 31st, 2003	5,977	5,262.91	n/a ▲	3.91

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.

LiveStats Service Provider Edition 6.2.2: Content created Thu Apr 24 13:22:29 2003 (Server Time)



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