

Know Your Visitors

10 Ways To Better Understand The People Who Visit Your Web Site.

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HitsConnect.com

Introduction: Using The Tips In This E-book

This e-book contains 10 useful ways to use the HitsConnect Moment Stats software to better understand your web site, your visitors, and your business.

To access the Moment Stats software, create an account and login at: <http://hitsconnect.com>

The first 5 tips in this e-book can be implemented using the basic features available in the free version of the Moment Stats software.

The next 5 tips are Pro Tips, meaning they use some of the advanced features that are exclusive to Moment Stats Pro. You can activate the Pro version of the software inside your HitsConnect account.

Legal Information

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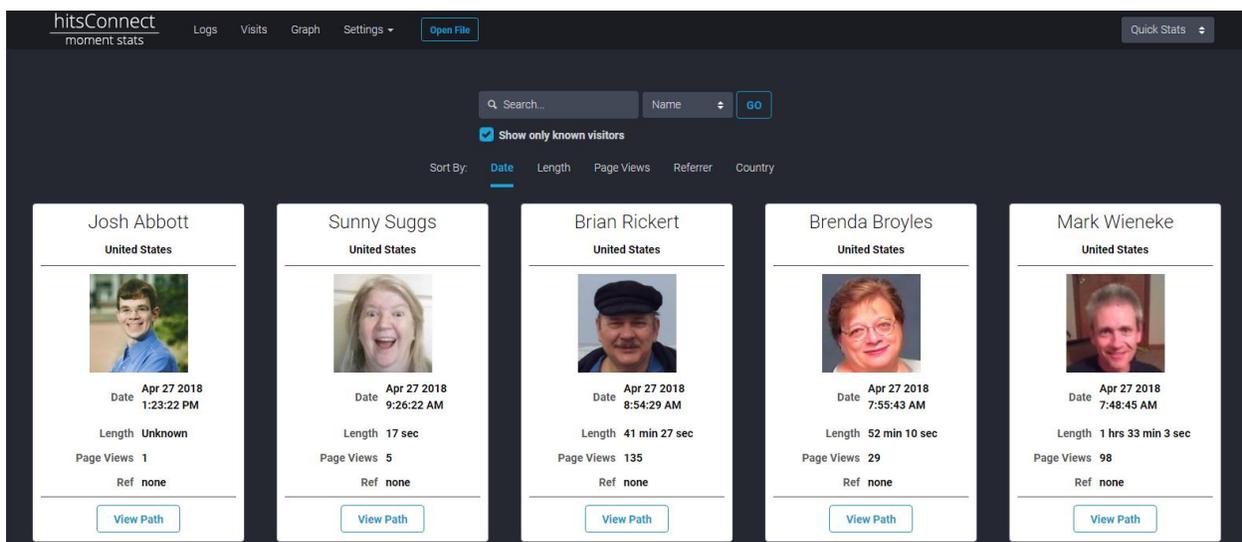
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Free Tip #1: See Your Traffic As Real People

When somebody comes to your web site, it's important to know who they are. This is true whether you're running a global social networking site, a small online shop, or just a personal blog.

Most web stats only identify your visitors by seemingly random numbers, typically IP Addresses or some other type of computer-generated identification.

By contrast, Moment Stats can tell you, and even show you, the people who visit your site. It can pull your customers and registered users out of the crowd, and turn their IP Addresses into real names and pictures.

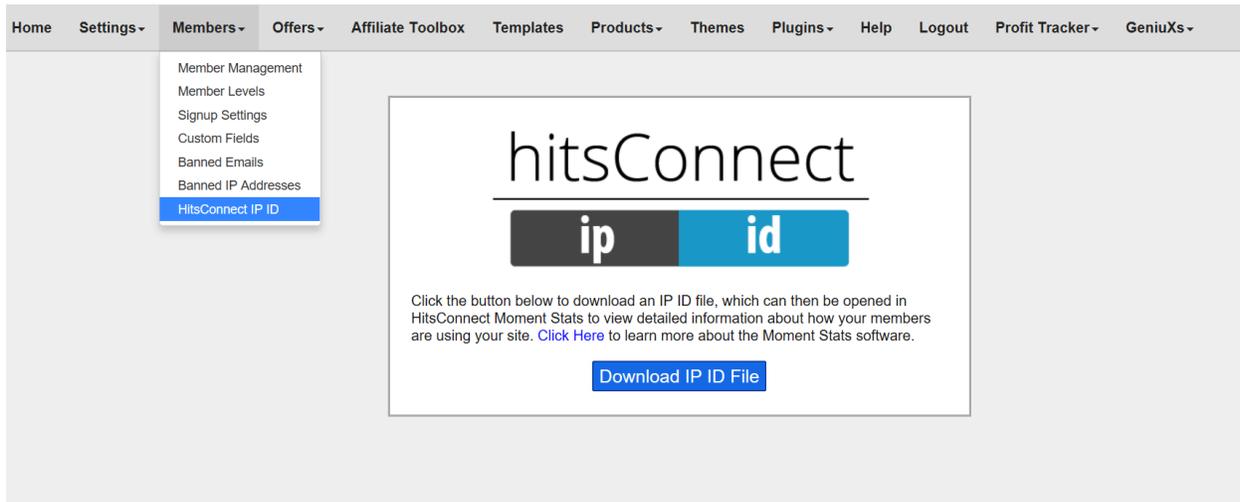


The screenshot shows the 'hitsConnect moment stats' dashboard. At the top, there are navigation links for 'Logs', 'Visits', 'Graph', 'Settings', and 'Open File'. A search bar is present with a 'GO' button. Below the search bar, there is a checkbox for 'Show only known visitors' which is checked. The 'Sort By' dropdown is set to 'Date'. The main content area displays five visitor profiles, each with a name, a photo, and visit statistics.

Name	Country	Date	Length	Page Views	Ref
Josh Abbott	United States	Apr 27 2018 1:23:22 PM	Unknown	1	none
Sunny Suggs	United States	Apr 27 2018 9:26:22 AM	17 sec	5	none
Brian Rickert	United States	Apr 27 2018 8:54:29 AM	41 min 27 sec	135	none
Brenda Broyles	United States	Apr 27 2018 7:55:43 AM	52 min 10 sec	29	none
Mark Wieneke	United States	Apr 27 2018 7:48:45 AM	1 hrs 33 min 3 sec	98	none

This technology is available on the LFM/TMS platforms as well as WordPress via a free plugin from HitsConnect.

To get started, just download the IP ID file from your site:



Then open that file inside Moment Stats by clicking the “Open File” button, choosing the IP ID option, and then selecting the file you just downloaded.

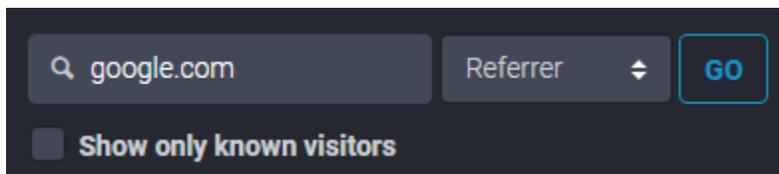
There are a few things to keep in mind when using IP ID. First, it’s possible for a visitor to be identified as a different member who is using the same IP Address. This is most likely to happen when multiple people from the same home or business are members of a site.

Second, IP Addresses may change over time. Therefore, you should occasionally redownload the IP ID file from your site and open it in Moment Stats to get the most up-to-date information.

Free Tip #2: See Each Visit From A Specific Advertising Source

The “Visits” section of the Moment Stats software can show each visit to your web site, and you can even search for visits from specific members, countries, and advertising sources.

For example, if you want to see everyone who came from Google.com, all you need to do is search for “google.com” and select “Referrer” as the search type.

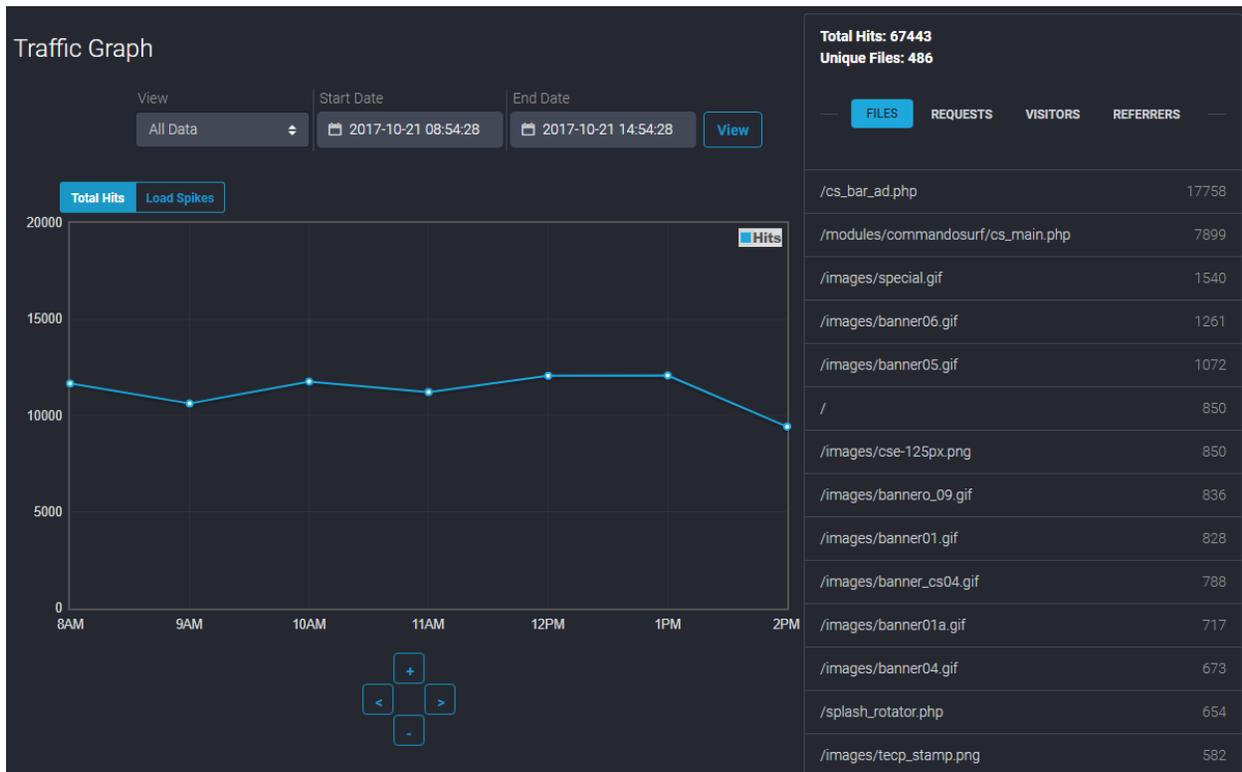


You can also check the box “Show only known visitors” to only show registered members of your site who came from that advertising source.

Free Tip #3: See What Type Of Traffic Your Site Is Getting... Any Day, Any Hour, Any Minute

Moment Stats provides a minute-by-minute look at your web site’s traffic. The “Graph” section provides a powerful, interactive graph with tons of detailed information.

Most web analytics and stats provide graphs that you can't click on or interact with. They're just there, and in my opinion, they're practically useless. The graphs provided by Moment Stats are completely different:



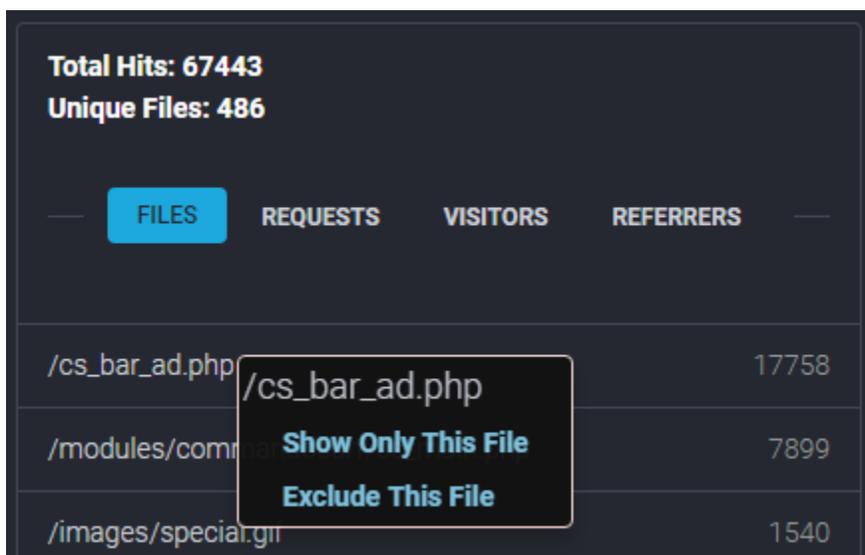
I designed this graph system to be flexible, user-friendly, and a fun and easy way for users to dig deeper into their stats to find whatever they're looking for.

Want to get a closer look at what was happening on your site at 1PM? Just click that section of the graph to zoom in. Click the arrow buttons to scroll through your traffic throughout the day, or zoom out to see daily and even monthly views of your traffic.

Free Tip #4: See The Traffic To A Specific Page, Or From A Specific Visitor Or Referrer

Moment Stats makes it possible to see minute-by-minute traffic to a specific page, and the traffic from a specific visitor or source.

From the graph, just click on any item and then choose “Show Only This File”. You can do the same for requests, visitors, and referrers.



Once you’ve set the graph to show a specific item, you can click on the “Visitors” and “Referrers” tabs to see the top visitors and referrers to just that one page.

Moment Stats Pro gives you even more flexibility by creating custom views, but I’ll get to that a bit later in this e-book.

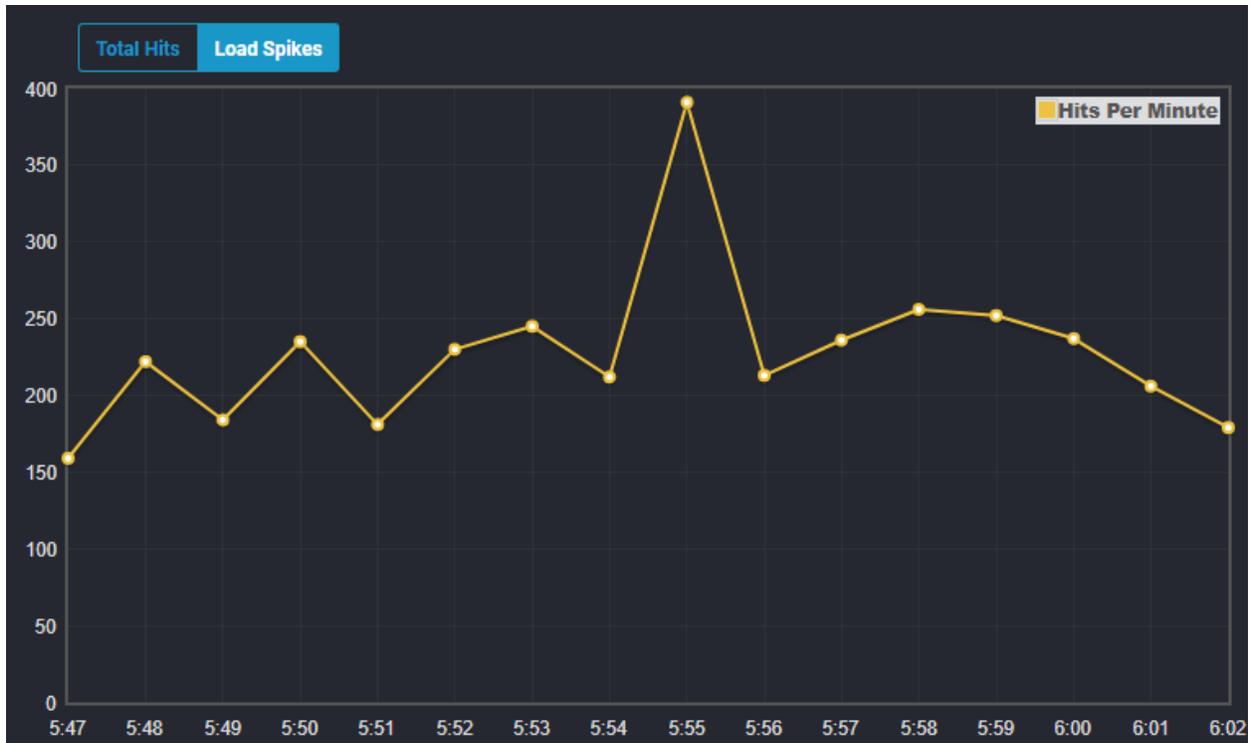
Free Tip #5: Identify potential attacks on your site, and high volumes of unexpected traffic

This is an important one, and it's the reason I started developing the Moment Stats software. Several of my sites kept going down several times a day due to sudden spikes in traffic. The biggest frustration was that once the sites came back online, there was no way to see what had happened at that exact moment the site went down.

A sudden spike in traffic to your web site could mean several different things. You might have just announced a new product launch that's driving interest to your site. Or, it could be a hacker launching a denial-of-service or brute force attack on your site.

Regardless of the cause, these spikes in traffic can crash your site, and you need to be aware of them to keep things running smoothly for all your visitors.

You can toggle the Moment Stats graph to “Load Spikes” to find any sudden increases in traffic to your site:



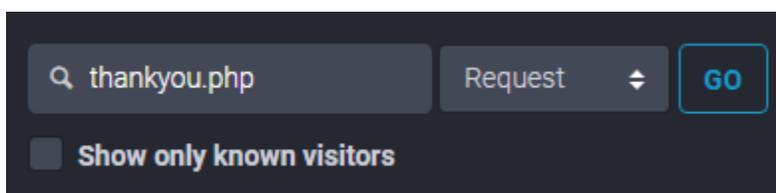
If you see any spikes in the graph, you can zoom in to see which files were getting the most traffic at that specific moment. Or you can switch to the “Visitors” tab to see if that traffic came from a specific visitor, or if there were just a lot of different people visiting your site at the time.

Pro Tip #1: Retrace the steps of your buyers, subscribers, and other action-takers

The Pro version of the Moment Stats software can retrace the steps of each visit that resulted in a purchase, signup, or other goal/action on your site.

Did a buyer go to a particular page on your site before making their purchase? How much time did they spend on that page? Did they carefully read through the details, or go right for the Buy button? These are the types of questions Moment Stats Pro can help answer.

Let's say you've setup your site so customers are taken to the page `thankyou.php` after they complete their purchase. On the "Visits" section, just do a search for "`thankyou.php`" and select Request as the search type.



The screenshot shows a search interface with a dark background. On the left, there is a search input field containing the text "thankyou.php". To the right of the input field is a dropdown menu currently showing "Request". Further right is a blue button with the text "GO". Below these elements is a checkbox with the label "Show only known visitors", which is currently unchecked.

This will show you all the visits in which the person went to `thankyou.php` at some point during their visit, which in this case would be everyone who made a purchase.

To see the exact steps that one of the buyers made, just click on the “View Path” button.

Eva Mah
United States



Date Apr 8 2018
10:40:46 AM

Length 9 min 17 sec

Page Views 22

Ref traffic-splash.com

[View Path](#)

This will show you each page they visited before and after their purchase, along with how much time they spent on each page.

traffic-splash.com http://traffic-splash.com/mysites.php	>	/?rid=2 🕒 24 sec Apr 8 2018 12:27:04 AM	>	/signup.php?rid=2 🕒 1 min 4 sec Apr 8 2018 12:27:28 AM	>	/thank_you.php 🕒 7 sec Apr 8 2018 12:28:32 AM
/login.php?s=noauth 🕒 4 sec Apr 8 2018 12:28:39 AM	>	/showoto.php 🕒 13 sec Apr 8 2018 12:28:43 AM	>	/members.php 🕒 10 min 15 sec Apr 8 2018 12:28:56 AM	>	/member/campaigns.php 🕒 8 min 30 sec Apr 8 2018 12:39:11 AM

You can see this visitor came from a page on traffic-splash.com and then spent 24 seconds on the salespage. The visitor then spent about a minute filling out the signup form, and then went to the thank you page and logged into their account.

Then they spent 13 seconds reading the One Time Offer, and about 10 minutes browsing the main members area before setting up their first campaign.

This feature takes you directly into the mindset of your buyers, both before and after they've made their purchase. So, you can see what got them interested in buying, and also understand the first things they wanted to do in your site after making their purchase.

This allows you to optimize your site's flow, to attract new buyers and improve customer satisfaction after a purchase is made.

A Few Important Things To Keep In Mind

It's important to note that the times spent on each page are estimated, and there are some factors that could make them inaccurate. For example, a visitor might be multi-tasking in another browsing tab, or they might walk away from their computer for a moment while browsing your site. This time would be counted in the stats, even though they are not actually looking at your site.

Also, some files and coding on your site could interfere with the path data. For example, an Ajax file or a page that redirects to another page could be counted in the path.

If you find that an unwanted page keeps appearing in the path data, you can exclude it from Moment Stats Pro by creating a custom view.

Just go to “Settings” -> “My Views” and enter any files you want excluded in the “File Exclude” field. You can even exclude an entire file type if it’s causing an issue. For example, you could enter:

```
redirect.php,ajax.php,.css
```

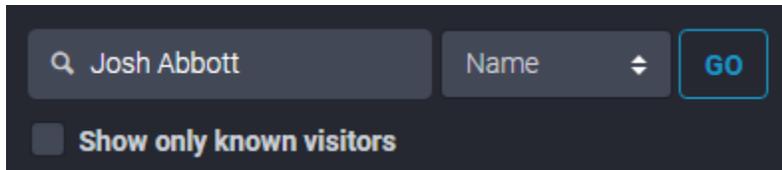
And this would exclude the files `redirect.php`, `ajax.php`, plus all `.css` files. Then just select that custom view when opening a server log file, or you can run the Log Cleanup to remove those files from your existing stats.

Pro Tip #2: Resolve A Customer Support Issue By Retracing That Customer’s Steps

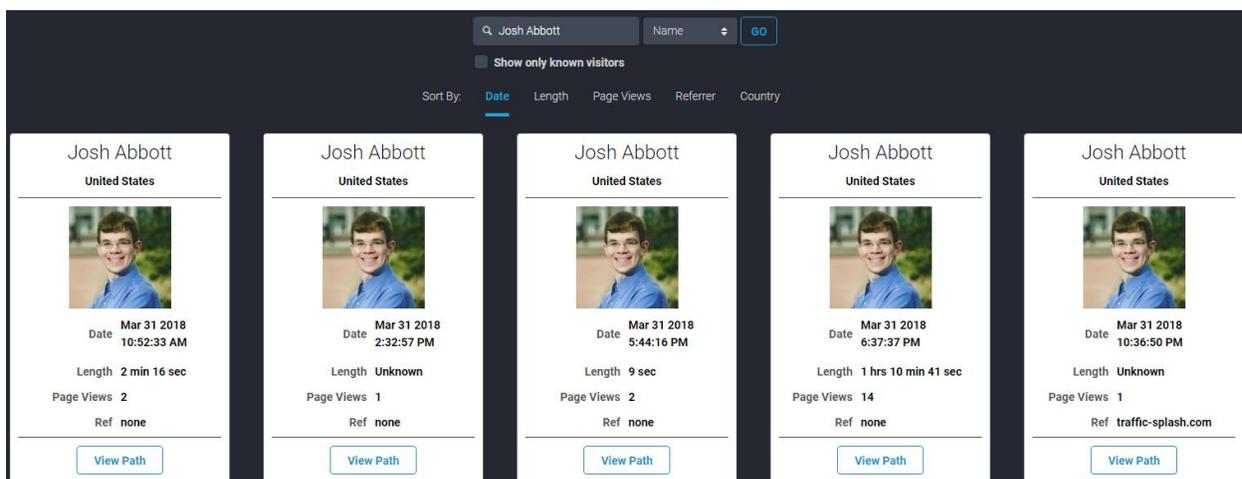
This tip is very similar to the previous tip, but it serves a completely different purpose. Let’s say that a customer sends you a support ticket to report an error message on your site, or they’re experiencing some other issue with their account.

Finding an error can be extremely difficult, especially if a customer doesn’t remember exactly what they were doing when the error occurred. Fortunately, Moment Stats Pro gives you the ability to retrace a customer’s steps through your site.

Just go to the Visits section, and then search for that customer's name (You can also search by IP address).



This will show you all the times the customer has visited your site. You can then find the time closest to when they submitted the support ticket to determine the visit in which they encountered the problem.



Now you can click “View Path” to see exactly what the customer was doing when they encountered the problem, so you can try to duplicate it. You can also provide a helpful response if you notice the customer did something incorrectly, such as “After clicking that link, you need to click on Button A instead of Button B”.

Pro Tip #3: Find Broken Links To Your Site

Broken links to your site can be a major source of frustration for your visitors, and they're also missed opportunities for your business.

A major advantage of Moment Stats over many other web analytics programs is that Moment Stats can see everything that happens on your site, and not just specific pages you're tracking. This includes links to pages that don't even exist.

To find these broken links, you can create a Custom View in Moment Stats. Just go to "Settings" and then "My Views". Broken links are usually identified by a 404 status, so just enter 404 in the Status Include field to create a view that only includes traffic with that status.

My Views ×

My Views

Views are customized ways to organize your stats. You can create views of specific IP addresses, file types, and referrers to find the information that is most important to you.

Create A New View

View Name:

IP Addresses:

File Include:

File Exclude:

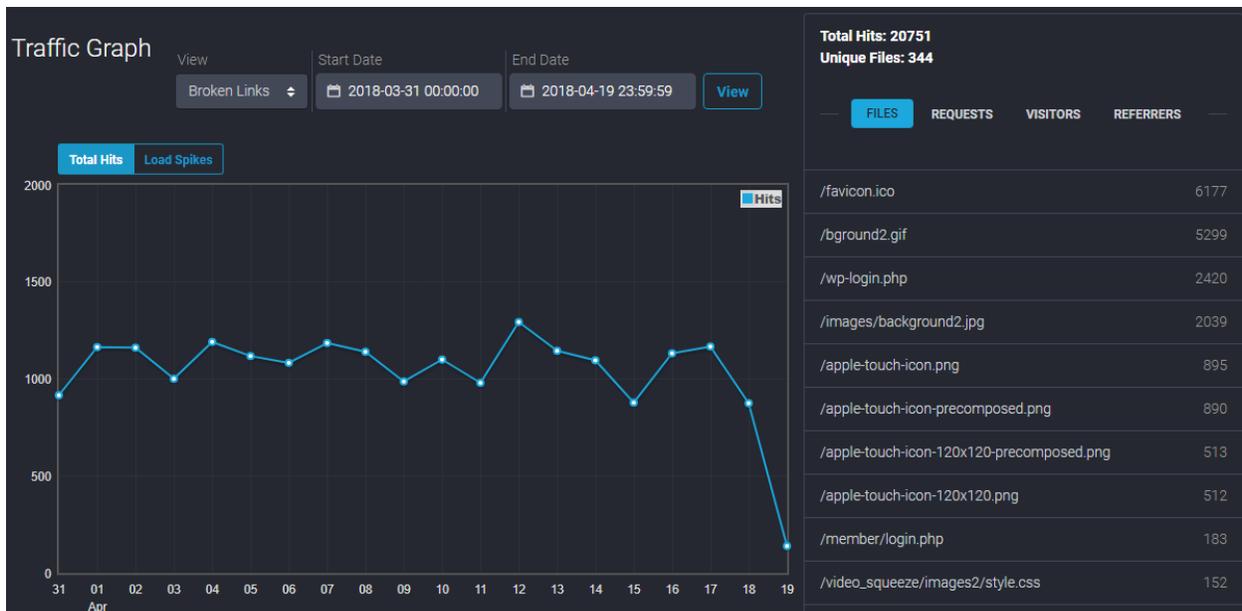
Ref Include:

Ref Exclude:

Status Include:

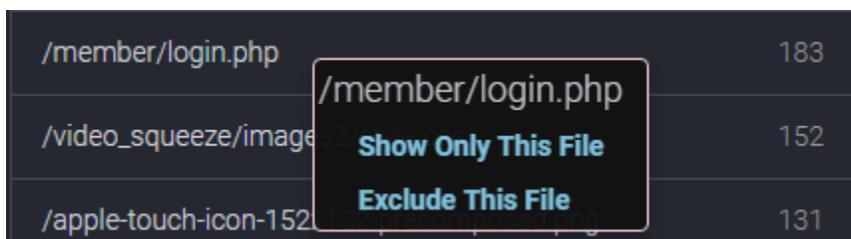
Status Exclude:

After you've saved your view, you can go to the Graph and then change the "All Data" view to the one you just created for broken links.



The graph will now show all the traffic to broken links, while the chart will show each of the invalid files that visitors have tried to access.

If you want more details about a specific broken link, you can click on a file and then select “Show Only This File”.



Then you can click to the “Visitors” tab to see each visitor who attempted to access that file, or go to “Referrers” to see which sites are linking to that missing file.

The screenshot shows a dark-themed analytics dashboard. At the top, it displays 'Total Hits: 294' and 'Unique Referrers: 21'. Below this is a navigation bar with four tabs: 'FILES', 'REQUESTS', 'VISITORS', and 'REFERRERS'. The 'REFERRERS' tab is highlighted in blue. Below the navigation bar is a table with three rows of data:

Referrer	Count
easyhits4u.com	105
target-safelist.com	103
google.com	50

If you see that a few sites are sending a lot of traffic to a missing file, you may be able to contact those sites to get the link fixed. Alternatively, you could create that file on your site and have it redirect to a valid page.

Pro Tip #4: See Where An Affiliate Is Promoting Your Site

Do you have an affiliate who is bringing in an amazing number of signups and sales? Or perhaps you just want to take a close look at how a particular affiliate is promoting your site? If your site has a built-in affiliate program, you can use Moment Stats Pro to create a custom view of a specific affiliate's links.

As an example, let's say you want to know where User #7296 is promoting your site. If your site's affiliate links are in the format of "rid=7296" then you can create a custom view using the File Include field.

My Views ×

My Views

Views are customized ways to organize your stats. You can create views of specific IP addresses, file types, and referrers to find the information that is most important to you.

Create A New View

View Name:

IP Addresses:

File Include:

File Exclude:

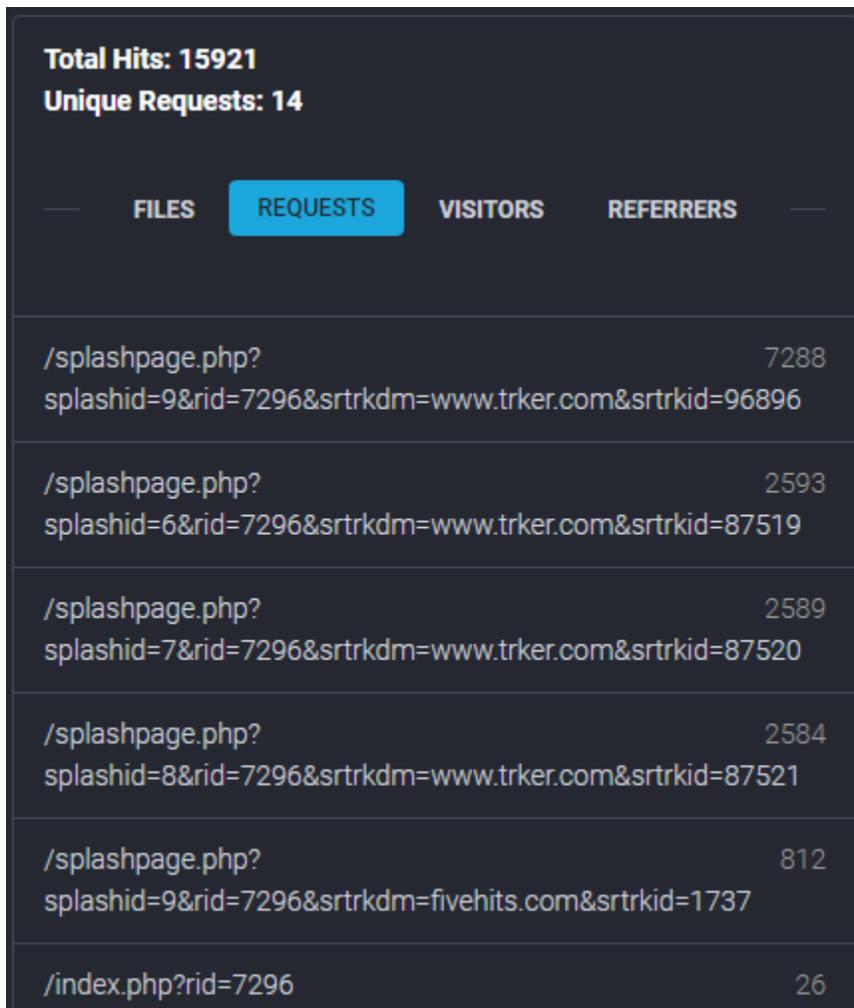
Ref Include:

Ref Exclude:

Status Include:

Status Exclude:

Now you can select that view in the Graph section to view all the requests that contained “rid=7296”.



The screenshot shows a dark-themed analytics dashboard. At the top, it displays 'Total Hits: 15921' and 'Unique Requests: 14'. Below this is a navigation bar with four tabs: 'FILES', 'REQUESTS' (which is highlighted in blue), 'VISITORS', and 'REFERRERS'. The main content area is a table with two columns: the first column contains the request paths and the second column contains the number of hits. The data is as follows:

Request Path	Hits
/splashpage.php? splashid=9&rid=7296&srtrkdm=www.trker.com&srtrkid=96896	7288
/splashpage.php? splashid=6&rid=7296&srtrkdm=www.trker.com&srtrkid=87519	2593
/splashpage.php? splashid=7&rid=7296&srtrkdm=www.trker.com&srtrkid=87520	2589
/splashpage.php? splashid=8&rid=7296&srtrkdm=www.trker.com&srtrkid=87521	2584
/splashpage.php? splashid=9&rid=7296&srtrkdm=fivehits.com&srtrkid=1737	812
/index.php?rid=7296	26

You can see that this affiliate has sent 7,288 hits to Splash Page #9, and also promoted some other splash pages along with the main sales page.

Be aware that this might also include a request such as “rid=72960” which would be the affiliate link of a different member. You can click on any unwanted

requests, and then select “Exclude This Request” to remove them from the graph.

You can switch to the “Visitors” tab to see how many total hits and unique hits this affiliate has sent to your site. And you can go to “Referrers” to see the different sites where this affiliate is promoting your site.



The screenshot shows a dashboard with a dark background. At the top, it displays 'Total Hits: 15921' and 'Unique Referrers: 127'. Below this are four tabs: 'FILES', 'REQUESTS', 'VISITORS', and 'REFERRERS'. The 'REFERRERS' tab is highlighted in blue. Below the tabs is a table listing the top referrers and their corresponding hit counts.

Referrer	Hits
krazyexchange.com	3487
swattraffic.com	2779
farmtraffic.com	2597
ts25.com	1616
seastarhits.com	1171
trafficera.com	1084
hungryforhits.com	860

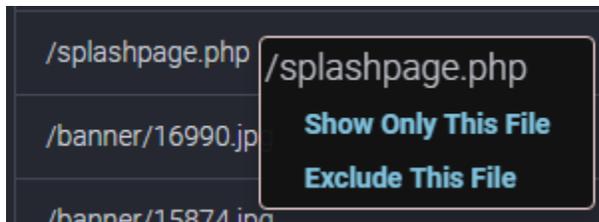
This gives you valuable insight into how your top affiliates are promoting your site, and can also help you identify those who may be spamming or abusing the affiliate program.

Pro Tip #5: Take Control Of Your Web Stats

Your web stats contain priceless information about your customers and your business. Moment Stats Pro gives you the control you need to organize and view them in a meaningful way.

I've already mentioned custom views in the previous tips, but it's worth mentioning how easily you can create and combine these views to get the information you need.

While viewing the graph, you can click any file, request, visitor, or referrer to include or exclude them from the graph.



As you add items to these lists, Moment Stats will automatically build a custom view that you can save for future use. Just go to "Settings" and then "My Views" and then click the pencil icon next to "Custom View".

My Views ×

My Views

Views are customized ways to organize your stats. You can create views of specific IP addresses, file types, and referrers to find the information that is most important to you.

Custom View  

Edit Custom View [Save As New](#)

View Name:

IP Addresses:

File Include:

File Exclude:

Ref Include:

Ref Exclude:

Status Include:

Status Exclude:

Then you can click “Save As New” and enter a View Name to save that view. You can edit a view at any time, and you can also expand and save them as new views.

Conclusion

These are just a few of the things that you can do with the Moment Stats software to improve your understanding of your web site, your visitors, and your business.

The next step is to begin using Moment Stats yourself, and freely explore your stats. You'll likely discover things that you weren't expecting, which you can then use to improve your sites and boost your results.

Download the Moment Stats software today from <http://hitsconnect.com>