



Website Analysis

www.sampleweb.com.au

Sep 2010

SANCOM

www.sancom.com.au

Scope

This website analysis was carried out by Sancom to show the trend on pages and hits for sampleweb.com.au.

This document should only be used as a guide only to assist website optimisation. The views presented here does not guarantee top rankings in search engines.

However if carefully planned and monitored every month, your website will gain page ranking.

Summary

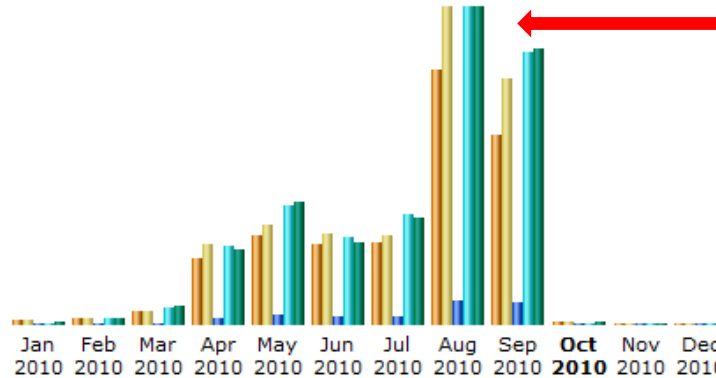
Summary					
Reported period	Month Sep 2010				
First visit	01 Sep 2010 - 00:02				
Last visit	29 Sep 2010 - 20:25				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	88	114 (1.29 visits/visitor)	425 (3.72 Pages/Visit)	5416 (47.5 Hits/Visit)	68.45 MB (614.83 KB/Visit)
Not viewed traffic *			97	517	1003.15 KB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

- On average each visitor visited 3.72 pages. You have 11 html pages. Visitors are leaving website too quickly.
- Total hits includes users from Australia, NZ, Fiji ... See country breakdown

Monthly History

Monthly history



Aug 2010 was peak month.

Aug 2010 had highest unique visitors.

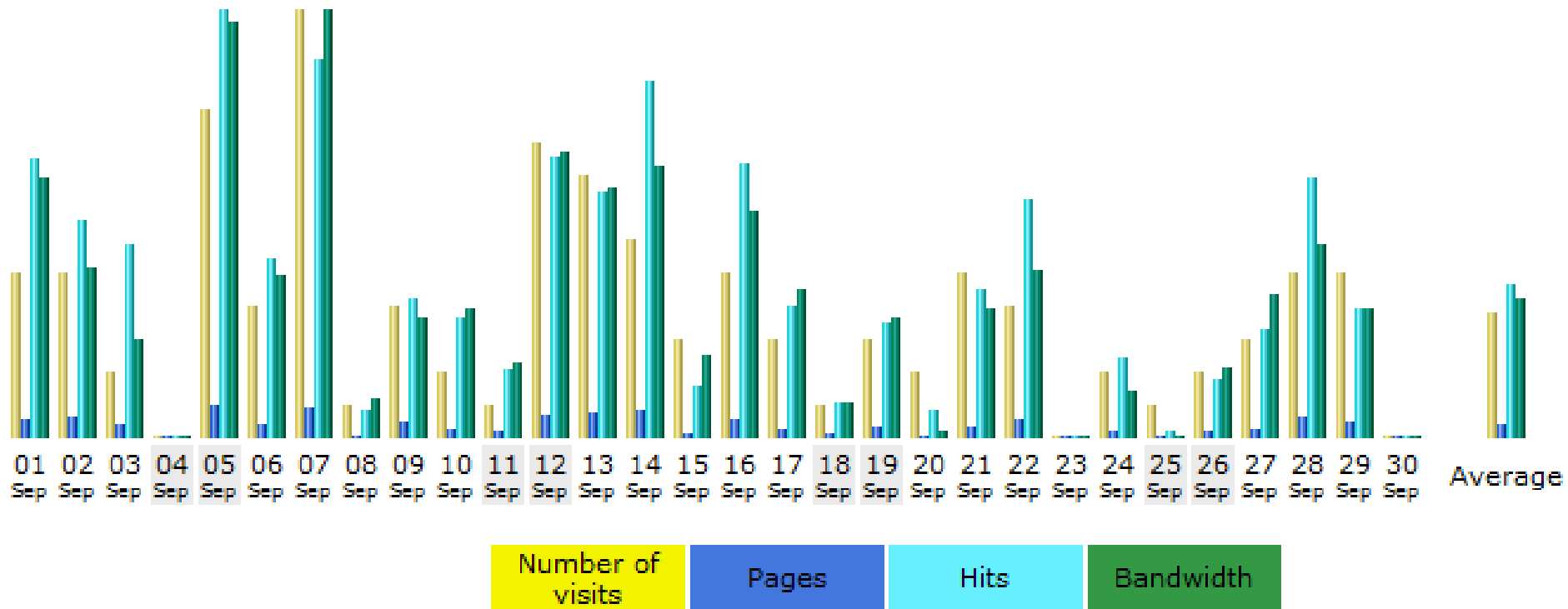
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	2	2	2	22	480.35 KB
Feb 2010	3	3	9	125	1.51 MB
Mar 2010	6	6	26	338	4.50 MB
Apr 2010	31	37	133	1564	18.52 MB
May 2010	41	46	185	2357	30.18 MB
Jun 2010	37	42	153	1724	20.33 MB
Jul 2010	38	41	175	2209	26.28 MB
Aug 2010	118	147	485	6319	78.70 MB
Sep 2010	88	114	425	5416	68.45 MB
Oct 2010	1	1	2	27	564.68 KB
Nov 2010	0	0	0	0	0
Dec 2010	0	0	0	0	0
Total	365	439	1595	20101	249.48 MB

Days of Month

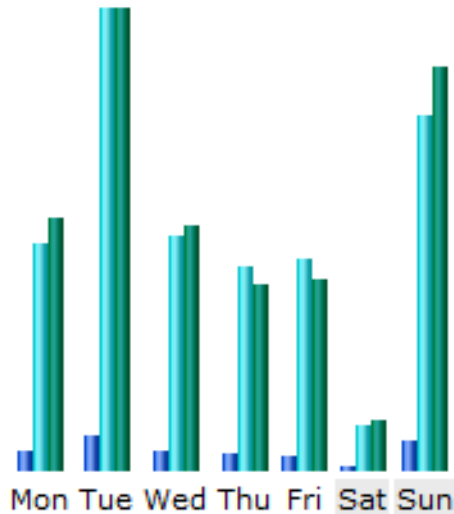
Day	Number of visits	Pages	Hits	Bandwidth
01 Sep 2010	5	22	329	4.23 MB
02 Sep 2010	5	23	258	2.76 MB
03 Sep 2010	2	15	229	1.61 MB
04 Sep 2010	0	0	0	0
05 Sep 2010	10	37	506	6.79 MB
06 Sep 2010	4	16	213	2.64 MB
07 Sep 2010	13	35	447	6.96 MB
08 Sep 2010	1	1	33	646.20 KB
09 Sep 2010	4	18	164	1.95 MB
10 Sep 2010	2	10	143	2.10 MB
11 Sep 2010	1	6	80	1.22 MB
12 Sep 2010	9	28	333	4.68 MB
13 Sep 2010	8	30	290	4.07 MB
14 Sep 2010	6	32	424	4.44 MB
15 Sep 2010	3	5	60	1.32 MB
16 Sep 2010	5	21	325	3.71 MB
17 Sep 2010	3	11	155	2.43 MB
18 Sep 2010	1	3	42	593.09 KB
19 Sep 2010	3	12	136	1.97 MB
20 Sep 2010	2	2	33	108.71 KB
21 Sep 2010	5	12	176	2.11 MB
22 Sep 2010	4	21	282	2.71 MB
23 Sep 2010	0	0	0	0
24 Sep 2010	2	7	93	775.03 KB
25 Sep 2010	1	1	7	0
26 Sep 2010	2	6	68	1.12 MB
27 Sep 2010	3	9	127	2.33 MB
28 Sep 2010	5	25	309	3.13 MB
29 Sep 2010	5	17	154	2.10 MB
30 Sep 2010	0	0	0	0
Average	3.80	14.17	180.53	2.28 MB
Total	114	425	5416	68.45 MB

- Tuesdays had highest number of visitors.
- Tuesday was the day when most pages were visited with few exceptions.

Days of Month



Days of Week

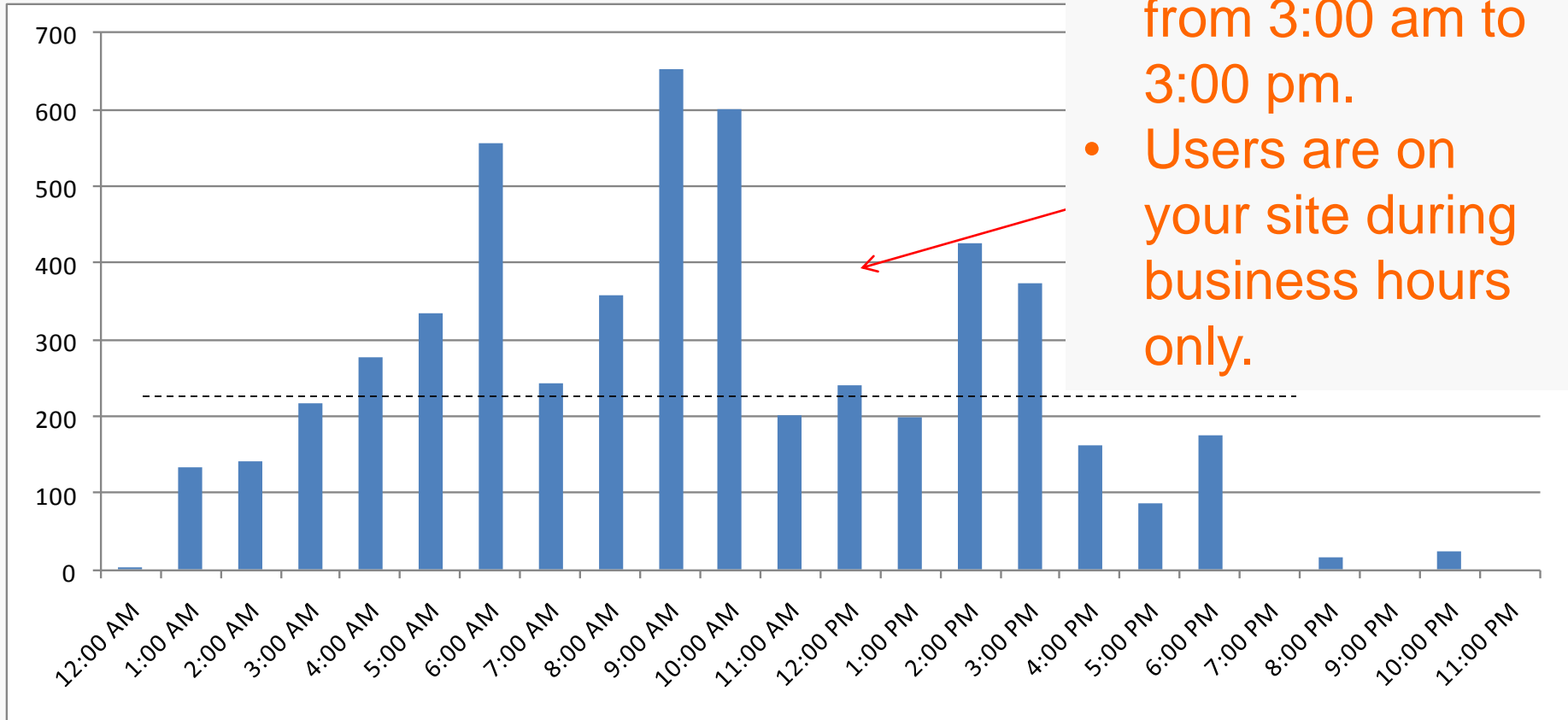


- Sunday had second highest Hits.
- With Tue and Sun bandwidth were also high. This can be that users were browsing the pictures. See slides.



















Day	Pages	Hits	Bandwidth
Mon	14.25	165.75	2.29 MB
Tue	26	339	4.16 MB
Wed	13.20	171.60	2.20 MB
Thu	12.40	149.40	1.68 MB
Fri	10.75	155	1.73 MB
Sat	2.50	32.25	460.61 KB
Sun	20.75	260.75	3.64 MB

Peak hour traffic

- Most hits were from 3:00 am to 3:00 pm.
- Users are on your site during business hours only.



Country Breakdown

Countries					
Countries		Pages	Hits	Bandwidth	
 Australia	au	293	3926	50.04 MB	
 Fiji	fj	40	546	6.49 MB	
 New Zealand	nz	31	455	5.86 MB	
 United States	us	18	164	1.85 MB	
 Hong Kong	hk	18	133	2.07 MB	
 Samoa Islands	ws	11	159	1.56 MB	
 China	cn	10	10	84.26 KB	
 Japan	jp	3	4	28.53 KB	
 Great Britain	gb	1	19	473.81 KB	
Others		0	0	0	

Highest visitors were from;

- Australia
- Fiji and
- New Zealand

Although Hong Kong was 5th, bandwidth was higher than USA. This could be due to browsing pictures in detail vs USA.

Top 25 of 88 Visitors IP

Hosts : 0 Known, 101 Unknown (unresolved ip) 88 Unique visitors		Pages	Hits	Bandwidth	Last visit
114.78.111.138		18	305	4.58 MB	15 Sep 2010 - 01:11
220.246.137.250		18	133	2.07 MB	15 Sep 2010 - 05:10
114.78.110.119		16	197	1.68 MB	28 Sep 2010 - 20:22
114.78.109.100		14	187	2.21 MB	26 Sep 2010 - 23:37
202.4.56.78		11	159	1.56 MB	06 Sep 2010 - 18:10
119.225.172.97		11	180	1022.10 KB	03 Sep 2010 - 20:09
203.210.68.145		10	106	1.03 MB	14 Sep 2010 - 02:50
121.44.157.139		10	136	2.75 MB	07 Sep 2010 - 07:23
202.7.243.182		9	72	909.15 KB	07 Sep 2010 - 03:46
119.235.89.192		9	141	952.28 KB	16 Sep 2010 - 23:03
144.120.8.37		9	109	1.07 MB	09 Sep 2010 - 00:39
121.91.95.194		9	140	1.36 MB	14 Sep 2010 - 04:21
121.217.54.111		9	80	860.09 KB	12 Sep 2010 - 01:24
125.239.126.166		8	163	2.03 MB	14 Sep 2010 - 03:42
203.56.233.124		8	96	1.08 MB	22 Sep 2010 - 19:06
121.220.52.1		7	69	810.14 KB	07 Sep 2010 - 21:27
121.217.232.13		7	133	1.90 MB	05 Sep 2010 - 22:38
122.57.57.189		7	96	557.19 KB	02 Sep 2010 - 17:08
64.255.180.51		7	73	1.26 MB	10 Sep 2010 - 17:41
60.240.53.242		7	100	1.07 MB	01 Sep 2010 - 08:05
58.110.240.223		7	116	1.03 MB	05 Sep 2010 - 23:45
202.172.103.155		6	76	921.05 KB	01 Sep 2010 - 15:08
122.108.131.40		6	58	779.35 KB	02 Sep 2010 - 22:06
58.165.138.14		6	82	944.87 KB	02 Sep 2010 - 17:58
124.148.222.140		6	52	759.31 KB	19 Sep 2010 - 01:18
Others		190	2357	33.45 MB	

IP Address is useful.
Identify your IP address
and deduct the numbers.
You can then work out
“true” visitors.

Also useful to see returning
visitors if analysed further.

Duration of Stay

	Number of visits	Percent
0s-30s	50	43.8 %
30s-2mn	23	20.1 %
2mn-5mn	20	17.5 %
5mn-15mn	10	8.7 %
15mn-30mn	5	4.3 %
30mn-1h	5	4.3 %
1h+	1	0.8 %

Number of visits: 114 - Average: 320 s

43.8% of your users stay less than 30s on your website. You need to identify what changes to make to the home page.

Further Analysis

We can analyse further reports to help your ranking in search engines. These reports are;

- Where are you visitors coming from? Google? Yahoo... or any other website.
- Which pages do your visitors go on? You had 88 visitors to your home page – how many went to see your products? How many went to contact page? How many actually contacted you?

Further Analysis

- What did the user search in Google to come to your website?
- Other technical info such as which operating system the user has (windows, Unix...) and which web browser was used e.g. Internet Explorer, Firefox, Chrome, Opera...

Further Analysis

- What page was the visitor on when they exit your website. This is important as the webpage may not be doing so well.
- Which pictures did the visitors click on? How many times was it viewed? This will be ideal way to find out *which pictures did the visitors NOT click on.*