

# WKYK / WTOE - Web Stats

Mark Media Group

<b>Web Numbers</b>	<b>2008 Totals</b>	<b>2009 Jan – Feb</b>	<b>2009 Projected</b>
<b>Hits</b>	63,497,526	14,549,149	87,294,894
<b>Visits</b>	549,809	118,381	710,286
<b>Pages Viewed</b>	3,858,048	860,149	23,148,288

The 2009 Projected Numbers are very conservative. The totals represent average projected numbers. History indicates that the real numbers continue to grow each month.

How many hits are you getting on your web site? If you have a web site I'm sure you've had people ask you that before. Most of the "Web Site Counter" programs give lots of details about web site traffic but the number most people talk about is "Web Hits". The reason you hear about Web Hits is that is always the biggest number. The problem with talking about Web Hits is that number is never completely accurate. Web Hits can be created by other computers accessing web sites and depending on how a web site is designed multiple hits can be created by one access. The only reason we ever talk about web hits is to compare apples for apples when everyone else is comparing web hits. Some of the accurate numbers we like to talk about are "Visits" and "Pages Viewed". These numbers show true activity on a web site.

Source = aw stats 2009

