

WKYK / WTOE - Web Stats

Mark Media Group

	2009 January - December	2010 January	2010 February
Visits	655,909	77,116	83,207
Pages Viewed	4,716,856	566,269	594,920
Hits	77,424,031	8,176,107	8,386,136

Source = AW Stats



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 because 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 more accurate numbers we like to talk about are "Visits" and "Pages Viewed". These numbers show true activity on a web site.

