



**DUMAS WEB DESIGN**

Office: 619-741-2469  
Cell: 619-248-3194  
kim@dumaswebdesign.com

## **PREMIUM TRAFFIC ANALYSIS \$36 ANNUALLY**

Not every visit to your site results in a positive action or sale. But that doesn't mean you can't profit anyway! How? By learning about your visitors.

Premium Traffic Analysis gives you vital data about your visitors, which is data you can use to your advantage. More than 30 reports tell you everything from how many people visit and what paths they take through your site to where in the world they live. You can use this information to eliminate costly errors, focus your offerings and target new customers with laser-like accuracy.

Whether you are a small business or a larger organization with a Board of Directors and shareholders, a traffic analysis report is an impressive and easy way to generate professional reports that show whether or not your company's web site is working for your business and bringing you the traffic required to keep your business a successful one.

### **What is Traffic Analysis?**

Traffic analysis adds a new dimension to how you develop and manage your hosted web site. Premium Traffic Analysis is a comprehensive reporting tool that analyzes traffic coming to and moving through your site. With the knowledge of exactly how visitors find your site and their behavior once they get there, it's easy to target your audience and ensure their experience is a positive one. When your web site is visited, the hosting web server creates a log of all requests made during a particular browsing session or visit. This log file of site activity is generated daily. Premium Traffic Analysis turns this raw data into relevant, meaningful reports you can use to improve your site.

### **Premium Traffic Analysis Report Features:**

- **Calendar:** The Premium Traffic Analysis calendar lets you select a specific month, day and year to use as the report start and end dates. Click the calendar icon to open a monthly calendar where you can quickly select a date.
- **Views:** You can view each report in hourly, daily or monthly views.
- **Graphs:** You can view reports in a variety of graph formats. Available graph formats include bar, area and line.
- **Display:** Specify how many items to display on a page using the display list. You can list 25, 50, 100, 150, 250 or 500 items in the report. The display option is available for all reports that do not contain a graph.
- **Sorting Results:** Some reports are generated as lists and do not include an accompanying graph. To sort report data, simply click the column headings. Data is sorted by ascending and descending order. Clicking the heading again reverses the order.
- **Exporting Results:** In the header of any generated report are options to export the report and print a hard copy, download to an Excel file or create a .pdf file with ease.