

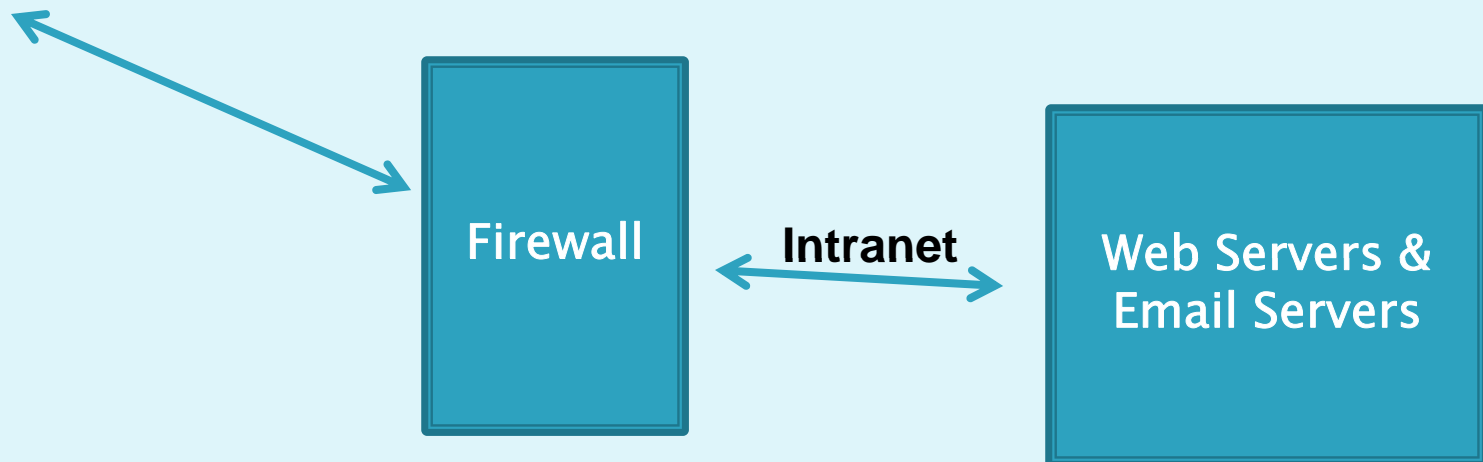
What Should You Get for Your Web Hosting Dollar?

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What is web hosting?

- ▶ Providing Computers, firewall, routers and related equipment that run 24/7 providing your website's content to the world.

World (via internet)



5 Critical things to look for in your hosting company

1. **World-Class Service**
2. Security : Hacker safe, virus safe
3. Speed
4. Stability: Hardware and the company
5. Honesty

World-Class Service

- ▶ How would you define world-class service?
 - Clearly states/defines what you get for your \$\$ and what happens if you decide to switch hosts
 - Easy to work with
 - Returns phone calls/emails
 - Isn't into "nickel-and-diming" you
 - Recognizes your needs as being real and needing to be met
 - Knows technology, employs technology and makes technology work for you

World-Class Service

In a nutshell, I define world-class service as the vendor having a motto of “thee before me”

By working towards your success, the vendor will also succeed.

What should my Host be doing for me?

- ▶ Host your site 24/7
- ▶ Host your email accounts 24/7
- ▶ Backup your site's contents every day
- ▶ Provide web traffic reports on a regular basis
- ▶ Promote your site to search engines
- ▶ Provide SEO (Search Engine Optimization) information/reports
- ▶ Provide Web ranking reports

What should my Host be doing for me?

- ▶ Provide technical information/ assistance on issues I have (or at least steer me to a knowledge source if required)

Web Traffic Reports

- ▶ Reports that show the total number of visitors to the site, which pages they viewed AND any other resources they accessed on your website
- ▶ Web traffic reports can be live, or created on a timely basis
- ▶ These reports also provide technical details about your visitors

Web Traffic Reports

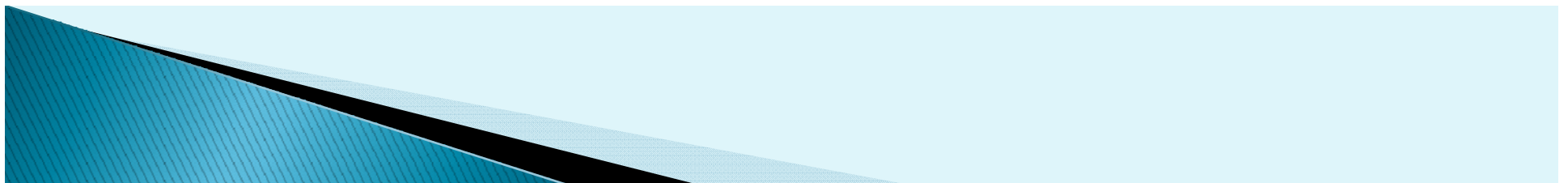
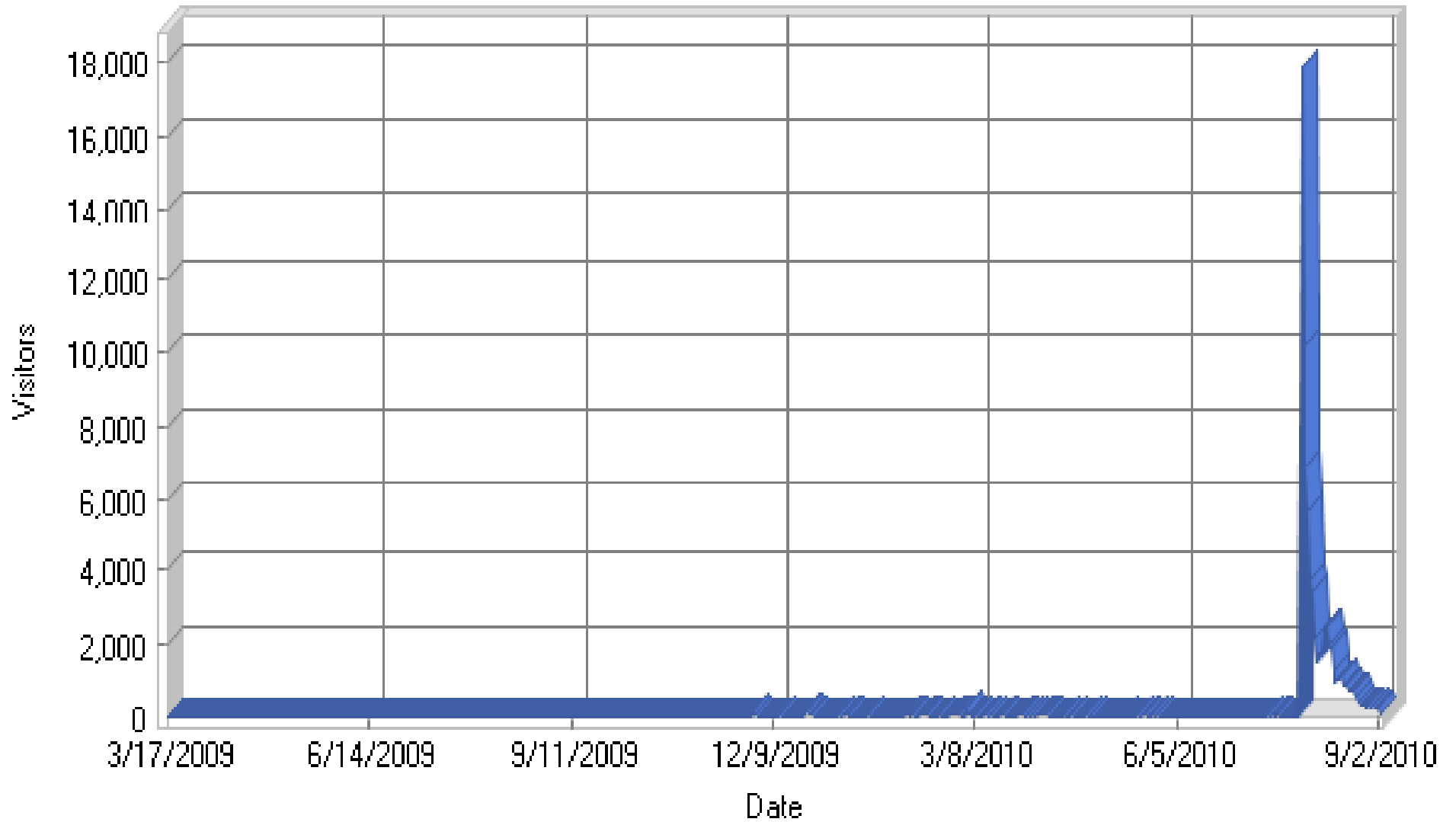
- ▶ Some common web traffic reports are:
 - WebTrends: Server based reporting
 - Web Stat: Page based reporting
 - Google Analytics: Page visit based reporting
- ▶ Web Reports should not be confused with web counters, which only indicate total visits to your website

Summary

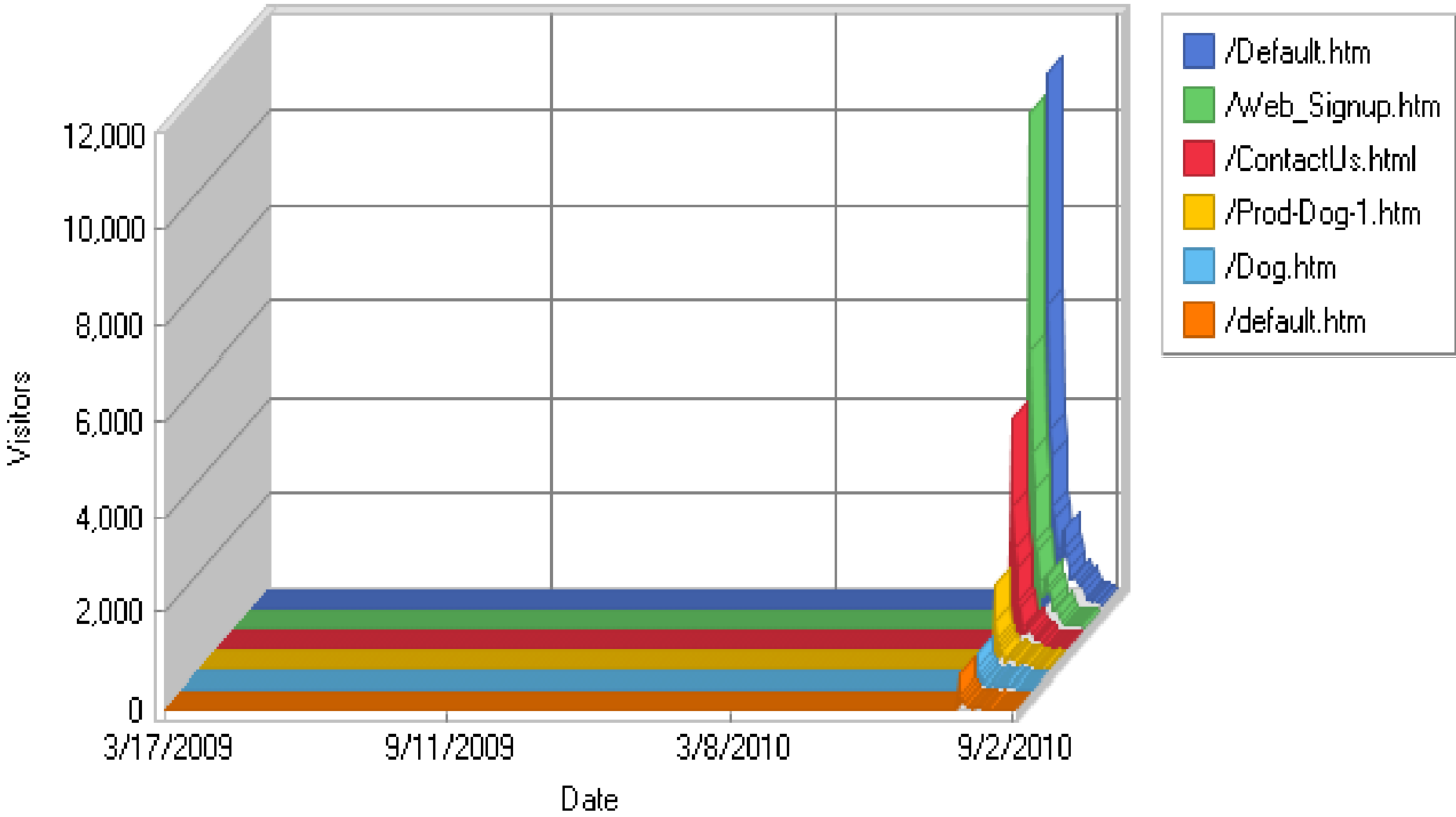
Summary

Hits	
Total Hits	1,818,480
Visitor Hits	1,794,856
Spider Hits	23,624
Average Hits per Day	3,392
Average Hits per Visitor	19.21
Cached Requests	112,648
Failed Requests	52,828
Page Views	
Total Page Views	173,096
Average Page Views per Day	322
Average Page Views per Visitor	1.85
Visitors	
Total Visitors	93,428
Average Visitors per Day	174
Total Unique IPs	61,379

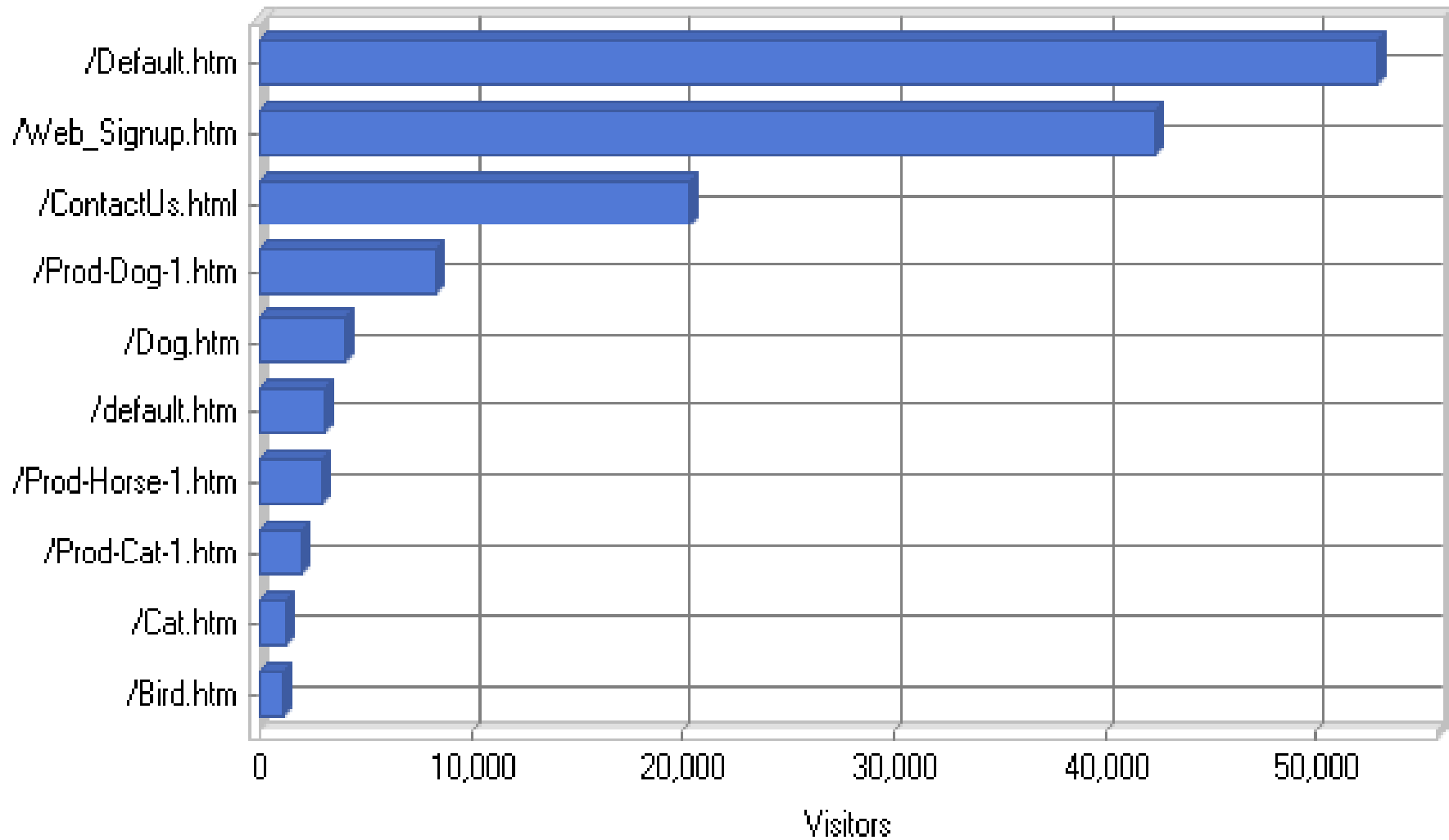
Daily Visitors



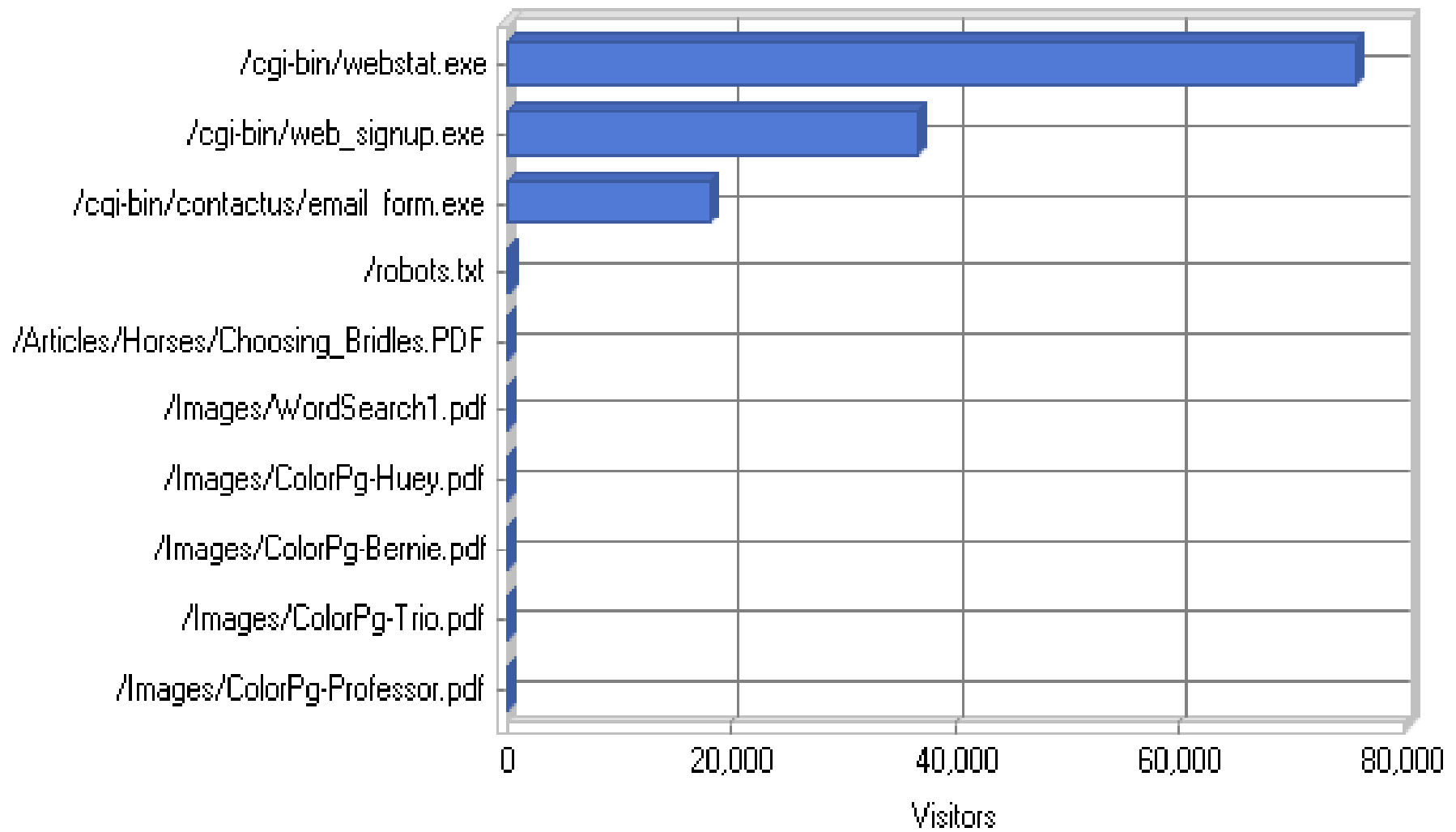
Daily Page Access



Most Popular Pages



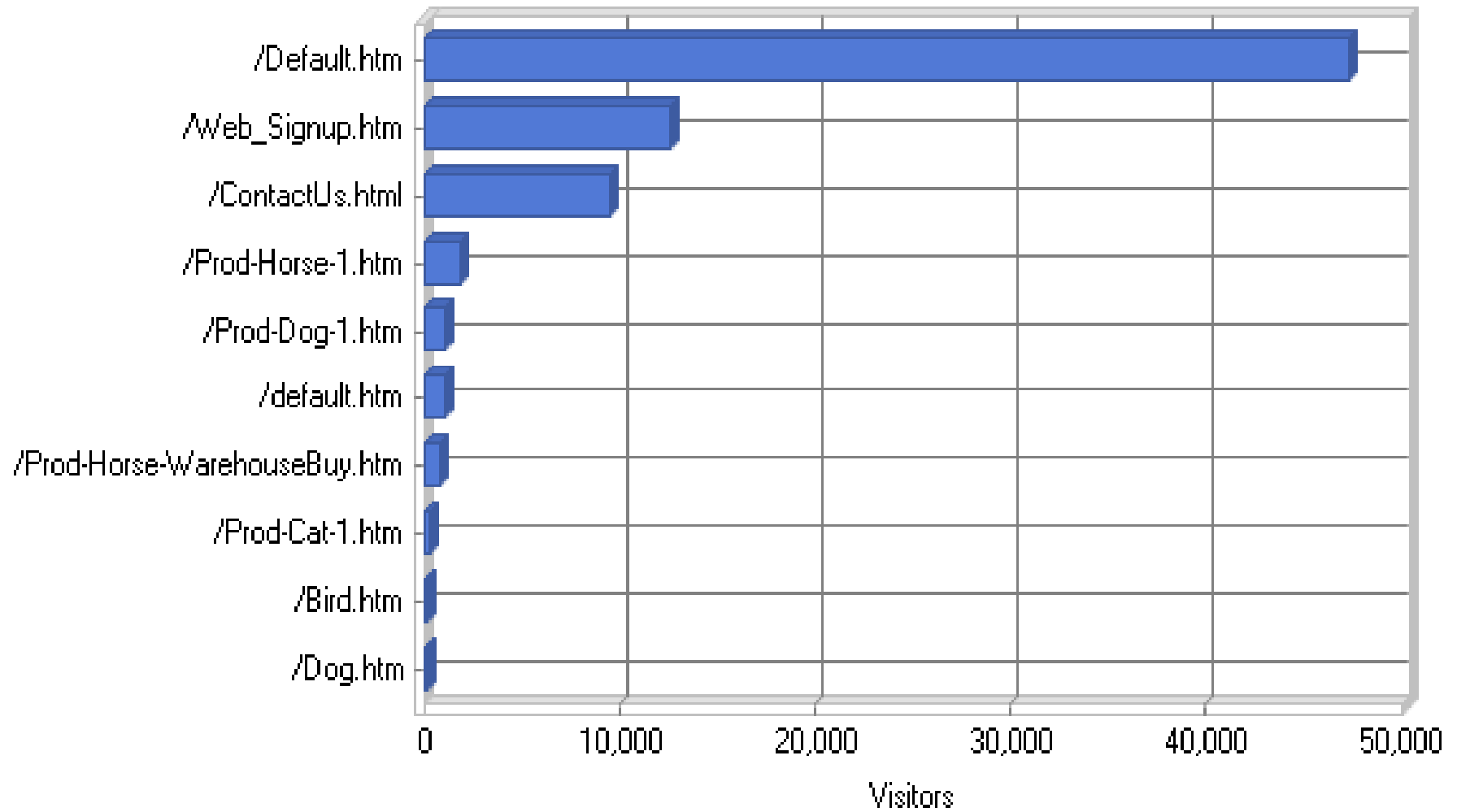
Most Downloaded Files



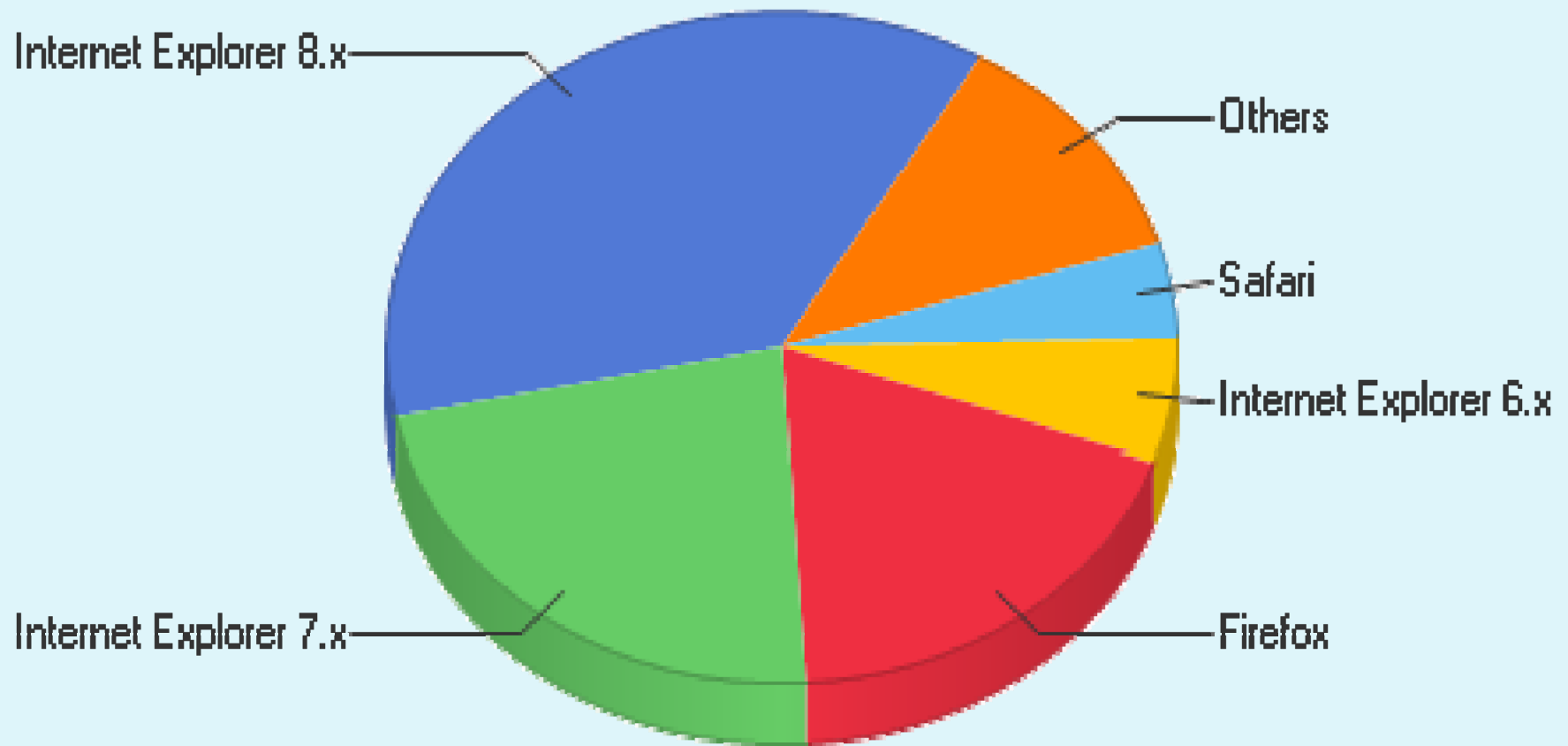
Most Downloaded Files

	File	Hits	Incomplete Requests	Visitors	Bandwidth (KB)
1	http://www.AnimalNibbles.com/cgi-bin/webstat.exe	181,814	0	75,979	0
2	http://www.AnimalNibbles.com/cgi-bin/web_signup.exe	41,541	0	36,817	0
3	http://www.AnimalNibbles.com/cgi-bin/contactus/email_form.exe	20,050	0	18,214	0
4	http://www.AnimalNibbles.com/robots.txt	408	1	316	0
5	http://www.AnimalNibbles.com/Articles/Horses/Choosing_Bridles.PDF	121	20	98	0
6	http://www.AnimalNibbles.com/Images/WordSearch1.pdf	104	13	86	0
7	http://www.AnimalNibbles.com/Images/ColorPg-Huey.pdf	108	36	68	0
8	http://www.AnimalNibbles.com/Images/ColorPg-Bernie.pdf	72	22	45	0
9	http://www.AnimalNibbles.com/Images/ColorPg-Trio.pdf	50	1	42	0
10	http://www.AnimalNibbles.com/Images/ColorPg-Professor.pdf	48	5	39	0
11	http://www.AnimalNibbles.com/Images/ColorPg-Duke.pdf	42	1	37	0
12	http://www.AnimalNibbles.com/Images/ColorPg-Betsy.pdf	41	1	36	0
13	http://www.AnimalNibbles.com/Images/ColorPg-Chloe.pdf	42	2	36	0
14	http://www.AnimalNibbles.com/Images/Christmas-ColorPg.pdf	49	12	35	0
15	http://www.AnimalNibbles.com/Images/ColorPg-BradyBee..pdf	38	1	33	0
16	http://www.AnimalNibbles.com/Articles/Horses/Horse_Feeding_Mngmt.pdf	18	1	17	0
17	http://www.AnimalNibbles.com/Articles/Horses/Buying_a_Horse.PDF	15	0	15	0
18	http://www.AnimalNibbles.com/Articles/Horses/Horse_Foot_Anatomy.pdf	13	0	13	0
19	http://www.AnimalNibbles.com/Articles/Birds/Top Ten Ways to Keep Your Bird Safe from Kitchen Dangers.pdf	13	1	12	0
20	http://www.AnimalNibbles.com/Articles/Horses/Horse_Health_Hints.PDF	11	0	11	0
21	http://www.AnimalNibbles.com/Articles/Horses/Selecting_a_Riding_Horse.PDF	10	0	10	0
22	http://www.AnimalNibbles.com/Articles/Dogs/Dog_Skin_Problems.pdf	11	0	10	0
23	http://www.AnimalNibbles.com/Articles/Dogs/Dog_Backyard_Etiquette.pdf	11	1	10	0
24	http://www.AnimalNibbles.com/Articles/SmAnimals/Guinea_Pig_Care.pdf	13	1	10	0

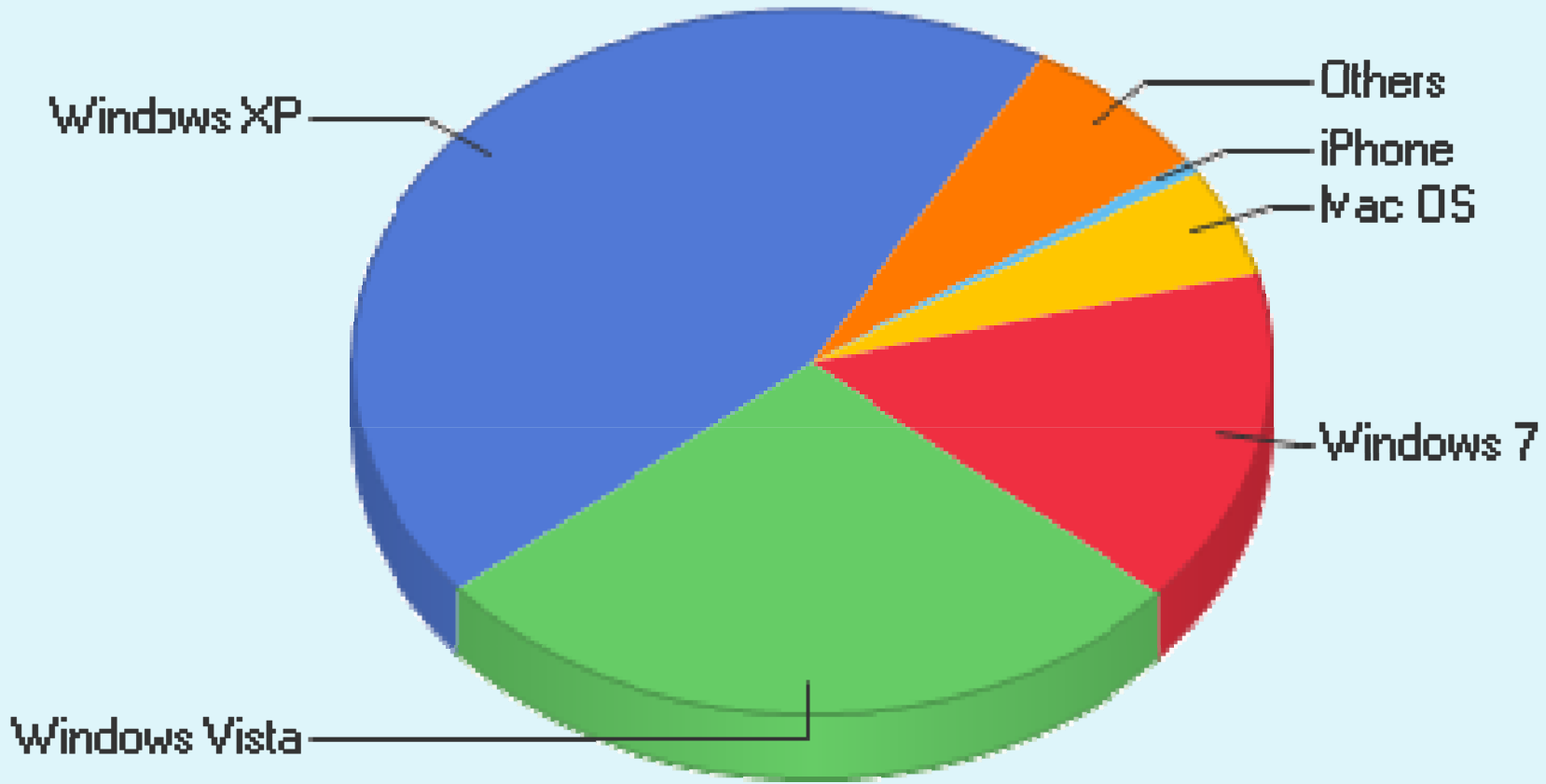
Top Entry Pages



Most Used Browsers



Most Used Operating Systems

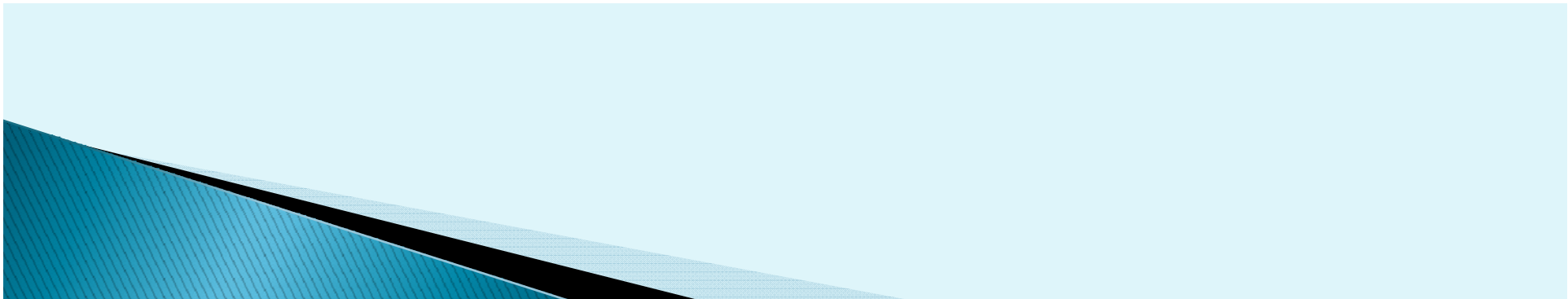
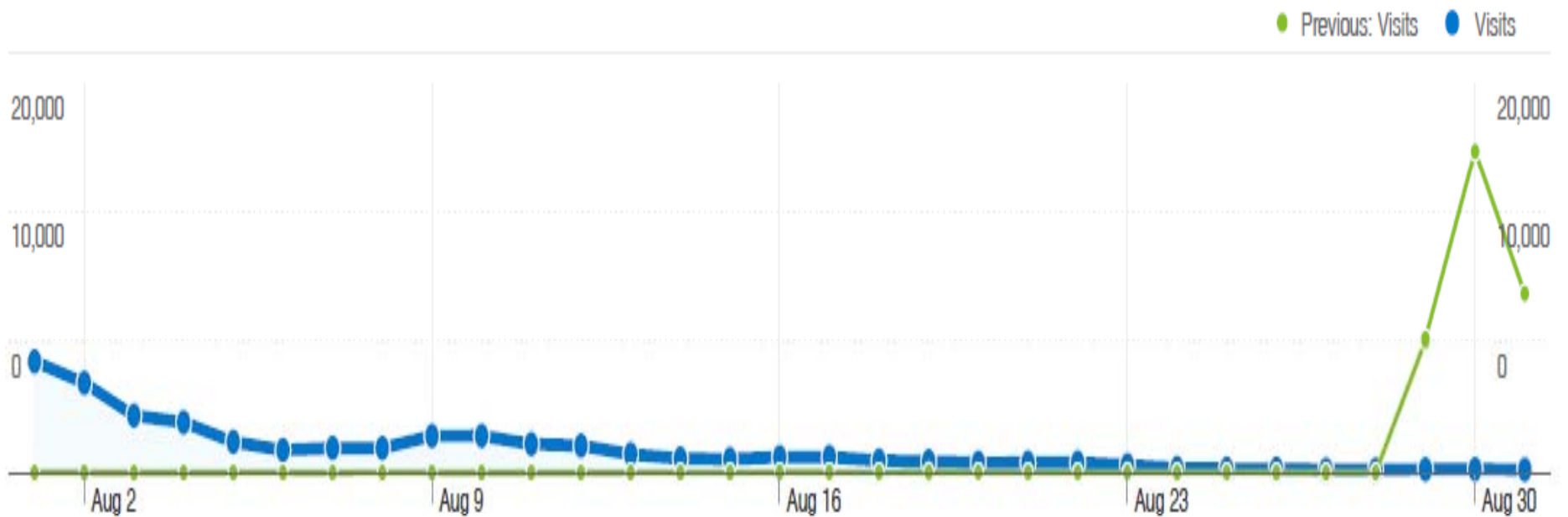


Web Statistics

Statistics started: 9/6/2009

Summary 9/11/2010 12:29:47 PM


Hits today:	50	Hits last 24 hours:	148
Hits last 7 Days:	1116	Average last 7 days:	159
Hits last 30 Days:	11816	Average last 30 days:	393
Hits last 365 Days:	83512	Average last 365 days:	228
Top last 30 Days:	1511 (8/12/2010)	Top last 365 days:	19229 (7/30/2010)




Site Usage

 **36,328** Visits

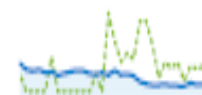
Previous: 32,655 (11.25%)

 **40.45%** Bounce Rate


Previous: 29.17% (38.65%)

 **105,009** Pageviews

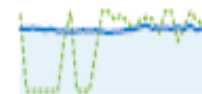
Previous: 107,057 (-1.91%)

 **00:01:47** Avg. Time on Site

Previous: 00:02:17 (-21.76%)

 **2.89** Pages/Visit

Previous: 3.28 (-11.83%)

 **77.15%** % New Visits

Previous: 84.17% (-8.33%)

Web Ranking Reports

- ▶ Usually a series of reports on your site's ranking on various search engines, reciprocal links and comparison to competitors rankings


























Inbound Link Sources

Description:

This report lists all web pages that links to yours

For: Boy Scout Troop 680
(<http://www.bsatroop680.org/>)

Created on: 9/11/2010 1:13:56 PM

Web pages/sites	Exalead	Altavista	Google	Goo	All The Web	Yahoo!
/						
aboutus.org		1			1	1
albanner.net		- ()			- ()	- ()
books.dreambook.com	1	1			1	1
bsatroop680.org		2			2	297 ( 2)
bsatroop813.org		1			1	1
chapu.net		- ()			- ()	- ()
choosing-natural-health.com	1					
dmoz.org		1			1	1
dogbreedz.com	- ()					
e-nerguweb.com	- ()					
ewebpromote.com	1	1 ()			1 ()	1 ()
familyfriendlysites.com		1			1	1
funrecreation.com		- ()			- ()	- ()
iaswww.com		1			1	1
mysite.verizon.net	1					
outdoordutchovencooking.blogspot.com		2			2	2
petdir.info	1					
polsearch.com		1			1	1
recreation-0228alwsv.info		- ()			- ()	- ()
rt492.org		1			1	1
scoutingthenet.com		1			1	1
sm-and-ds.com	1	1		1	1	1
stlouisbusinesslist.com		1			1	1
surfandbiz.com	- ()	- ()			- ()	- ()
surfsafely.com	1	1			1	1
sygol.com		- ()			- ()	- ()
t88sf.org	1					
tevu.fr		1				1
troop14marlton.gofreeserve.com	1					
zaz.com	1					

Links change summary: Up 1 Added 3 Removed 21

Common Questions

- ▶ Who owns my domain name?
- ▶ Who owns my web site (the content of my site)?
- ▶ What is involved in switching web hosts (and email hosting)?
- ▶ My hosting company doesn't provide _____, can I get that service elsewhere?

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