

The Mousecounter

Website Hit Counter Version 0.5

User's Manual

Introducing the Mousecounter

It's amazing how many people are willing to expend a lot of time and effort developing their website, but never subsequently know who has visits it, how they found it, and what they looked at during their visit.

Web visitors usually carry with them a lot of useful information about their computer system, operating system, the browser program they use (and how it's configured), their geographical location, and more.

The Mousecounter is a hosted service that logs your website visitors and allows you to analyse their visits. By embedding a tiny piece of code in each page of your website (causing no perceptible change in website performance), The Mousecounter is able to extract vital information from each visitor and present this information to you in an easily digestible format.

When your Mousecounter account is created, you will be mailed a username (usually your email address) and a password. You need a separate Mousecounter account for each domain that you want to track.

As soon as the account has been set up, and the code snippet inserted into your website pages, then your hits will begin to be tracked automatically. You can log in at any time to view your website statistics by visiting:

<http://mousecounter.bpweb.net/users/>

You will first be presented with a login screen where you can log into the system using your email address and password:



Figure 1 - Login Screen

Once logged in, you will remain so until all instances of your browser have been closed.

The Main Screen

Most functions of Mousecounter are available from just one screen. It may take your computer a few moments to collect and process the current data before this screen can be rendered; so you might see a message like this one:

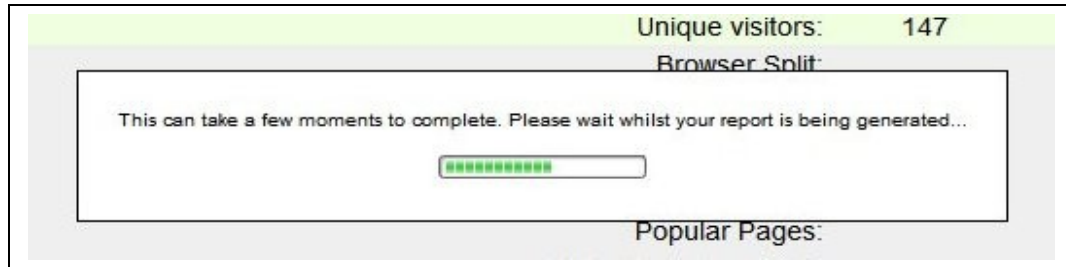


Figure 2 - Please Wait

Just be a little patient, and pretty soon you'll see a screen looking something like this one:

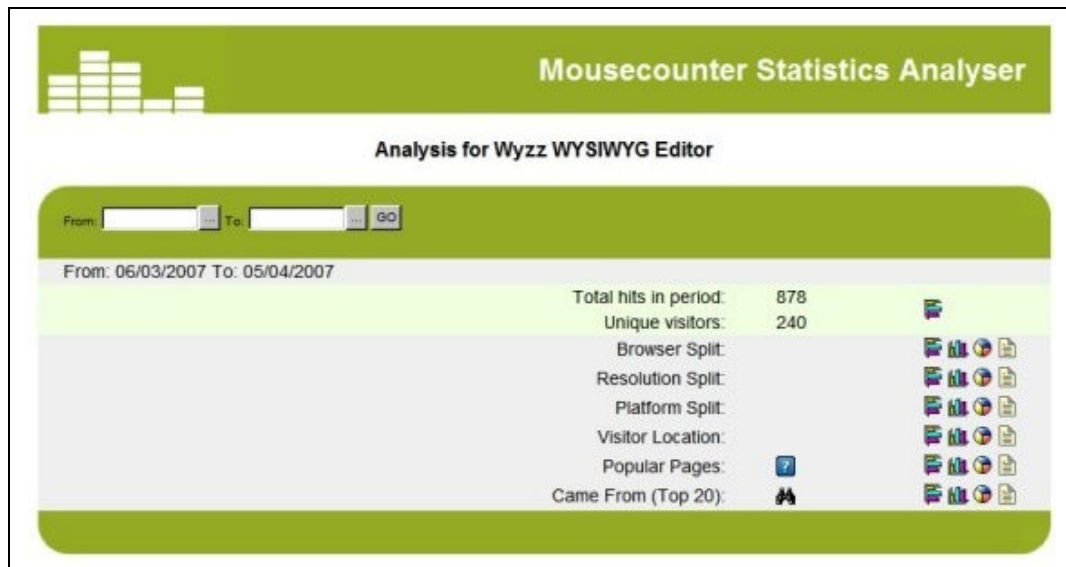


Figure 3 - The Main Screen

Mousecounter can show you website statistics for any date range you choose (your account will need to have been logging data during that time, of course). When the main page first opens, Mousecounter will default to showing data for the last 30 days.

To change the date range of displayed data, use the date entry boxes at the top left. These fields require dates of the form YYYY-MM-DD; however, it's much easier to use the popup calendar for each entry field, which is opened by pressing the little button to the right of the field:



Figure 4 - Date Selection

Leaving the right-hand (the 'To:') date field blank will cause Mousecounter to present data up to the present day. Having changed the date fields as required, press the button marked 'GO' to rebuild the main page with the new data. The FROM and TO dates currently being used are shown beneath the two date entry boxes.

The numbers on the pale green bar show the total page views your website has received during the period, along with the number of unique users who visited.

To see those hits analysed daily, click on the small 'graph' symbol to the right of the numbers. A new window will open showing these data displayed as a horizontal bargraph, day by day. This is useful in determining whether there are certain days of the week or month when your website receives more visitors. If you advertise on particular days, for instance, this can help you in determining which ads are producing results.

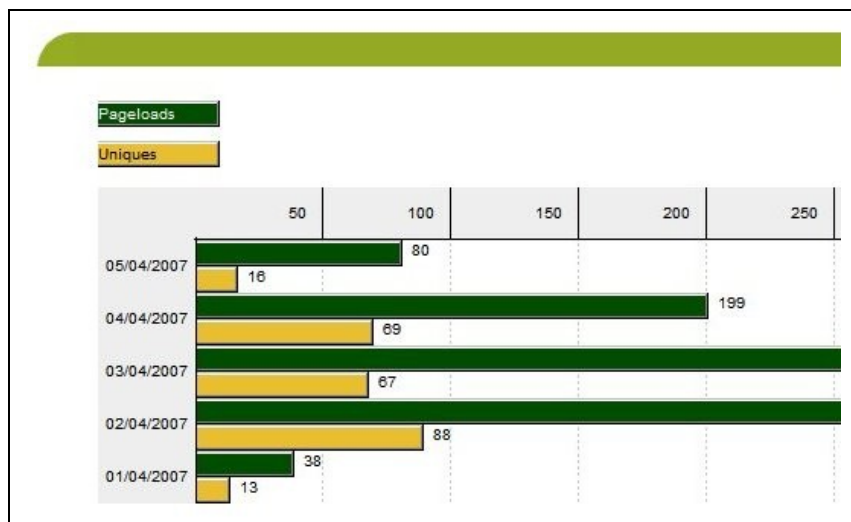


Figure 5 - Analysis by Day

You can close this window at any time and return to the main page.

The array of icons to the right of the main page allows you to analyse various aspects of your site traffic graphically and/or in tabular form. The icons refer to (respectively) a Horizontal Bargraph, a Vertical Bargraph, a Pie Chart and a Data Table.



Figure 6 - Graph and Table Icons

For example, click on the 'Horizontal Bargraph' Icon for 'Browser Split'. This will open up an area of the screen immediately below the icons, showing a graphical representation of the browser program usage of your site visitors.

Clicking on the other graph and report items will allow you to toggle between the available graph types, while clicking again on the icon corresponding to the currently-displayed graph will once again close this section of the page.

The right-hand icon displays just the tabular information, without a graph, for occasions when this is a more convenient way of viewing the information.

Graphical and tabular information is available for the following aspects of your website traffic:

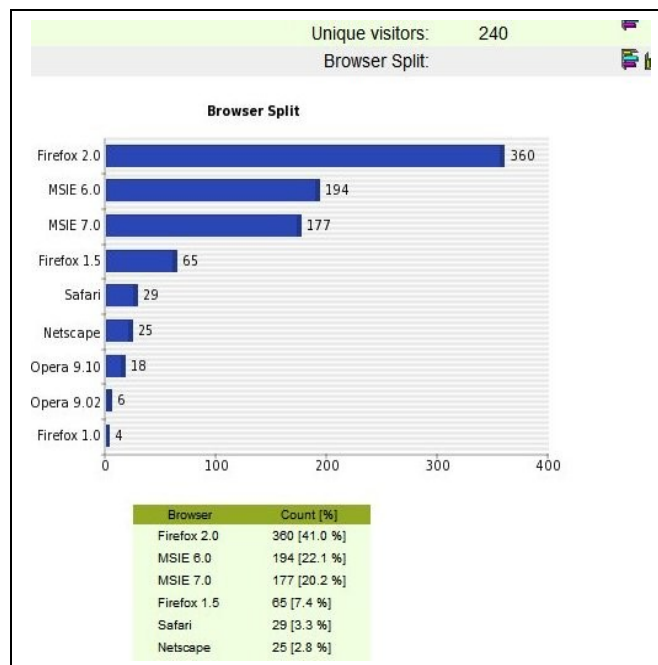


Figure 7 - An Example Graph

Browser

Find out which browser program (and, in most cases, version) your visitors use. This can be important since browsers often render pages slightly differently, and offer different facilities. Should you want to change your website design, you can use this information to ensure that the browsers used by your visitors are supported the best.

Resolution

The screen resolution at which your visitors view your pages may be different to the one you habitually use. The data in this section allows you to see what screen resolutions are in popular use by your visitors.

Platform

The type of computer and operating system your visitor is using.

Visitor Location

While there is no reliable way to detect the true location of your visitor, we can at least do our best to locate his or her Internet Service Provider. This section locates and logs your visitors by country.

Popular Pages

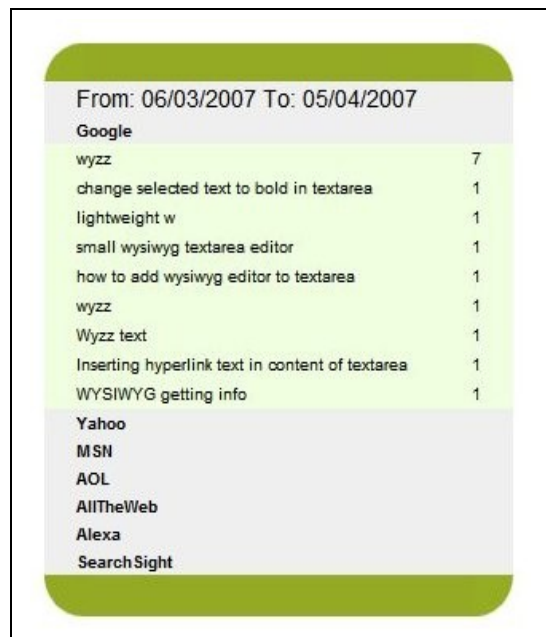
Statistical data about the pages of your site most often visited by users of your website.

You will also see on the main screen, a small button with a question mark logo. In most cases you can safely ignore this, leaving it in its default mode. When clicked, it allows your 'popular pages' to be selected and analysed not just by the page itself (the default mode) but also by the parameter list sent with it.

Came From

Not all users type in the address of your website; many get to you by following links, carrying out searches, or similar. This section lists the pages from which users were referred to your site.

You will also see a small icon of a pair of binoculars; clicking here opens a new window, displaying data about the searches that people have carried out, from which they have subsequently found your website. You can use this information to determine what 'keywords' are being picked up from your site by the search engine indexers.



From: 06/03/2007 To: 05/04/2007	
Google	
wyzz	7
change selected text to bold in textarea	1
lightweight w	1
small wysiwyg textarea editor	1
how to add wysiwyg editor to textarea	1
wyzz	1
Wyzz text	1
Inserting hyperlink text in content of textarea	1
WYSIWYG getting info	1
Yahoo	
MSN	
AOL	
AllTheWeb	
Alexa	
SearchSight	

Figure 8 - Search Engine Results

Still To Come

This software is still in development and more features are planned including report printing, output to spreadsheets and more.

Your feedback, comments, bug reports and suggestions are welcome.

Phil 5/4/2007