



T79 Tools for Tracking Internet Statistics

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TYPES OF WEB SITE STATISTICS TRACKERS

Free / Low Cost Off Server Trackers

- Extreme Tracker

Pros

- Cost is low (none)
- Offers basic Statistics

Cons

- Off Server Tracking can miss tracking calls.
- Offers basic Statistics
- Cumulative Tracking isn't as useful as Monthly, Weekly, and Date Range searchable tracking.

Paid Off Server Trackers

- Web Trends Live
- SuperStatZ
- Extreme Tracker (Paid Version)

Pros

- When you move your hosting provisions, off server trackers move with you.
- They offer a more robust amount of tracking data. (Not just cumulative)

Cons

- Off Server Tracking can miss tracking calls.
- May be cost prohibitive for small to midsize users.

Server Side Trackers

- Webalizer
- Urchin
- Sawmill

Pros

- These trackers are usually on the same server as your web site. Your statistics will be very accurate.
- Usually these trackers offer data Monthly, Weekly, and by Date Range statistics.
- Data can be tracked for all pages from all referral companies.

Cons

- Host company MAY charge for this service.
- If you change hosting companies, they may not offer the same tracking tool and you will not have access to the past statistics.

WHAT YOU SHOULD TRACK (on a monthly basis)

- **Total Visitors** - Human vs. Spider and Repeat.
- **Referrals** - The referring URLs (external web pages) that brought traffic to your site. (Paid Listings, Free Listings, etc)
- **Search Terms** - The actual keywords/phrases people typed into search engines to find your site.
- **Bounce Rates** - The pages on which visitors entered and then exited without viewing any other pages on the site.
- **Entrance Pages** - The first Page viewed by each Visitor. This is where Visitors entered your web site.
- **Average Pages Viewed / Time Spent Per Human Visitor**

RESERVATION TRACKING

- By Hand and storing in your Guest Management system.
- SuperStatZ™ ~ Webervations link method
- Online Reservations calling Conversion Tracking code for PPC (Pay Per Click)
 - Google Adwords
 - Overture
- Intell-a-Keeper™

INTELL-A-KEEPER™ BASICS (www.intellakeeper.com)

Intell-a-Keeper™ will track where your guests found your web-site for the following types of Reservations. It will generate an e-mail with the referral information to the Innkeeper and also permanently log the data in the Intell-a-Keeper™ Reporting System for future review and decision making.

Online Reservations

(Is automated – guest simply completes Reservation form. This has been successfully tested with Webervations and Availability Online.)

Probability of recording reservation information: ALMOST ALWAYS

Reason: *An Online Reservation is almost always completed on the same PC that the guest was surfing on to find you. When they make the reservation from the same PC the data **CAN** be matched.*

Phone Reservations when guest is at the PC

(Guest must assist by clicking Intell-a-Keeper™ button on the web site)

Probability of recording reservation information: HIGH

Reason: *A guest usually phones to make a reservation while sitting at the same PC they did their surfing on. When they click the button from this PC the reservation data **CAN** be matched.*

Phone Reservations when guest IS NOT ONLINE or Sends an E-mail Request

(Guest must assist by clicking the Confirmation Link in the Confirmation E-mail)

Probability of recording reservation information: LOW

Reason: Many times the guest will receive the reservation e-mail at a different PC than where they did their surfing. Thus, no data is available to match back and record.