

18. Statistics

Log Files

iNETstore 2003 produces W3C compliant log files which can be interpreted by most statistics packages.

The location of the log files is:

\\iNETstore 2003\logfiles\storeName

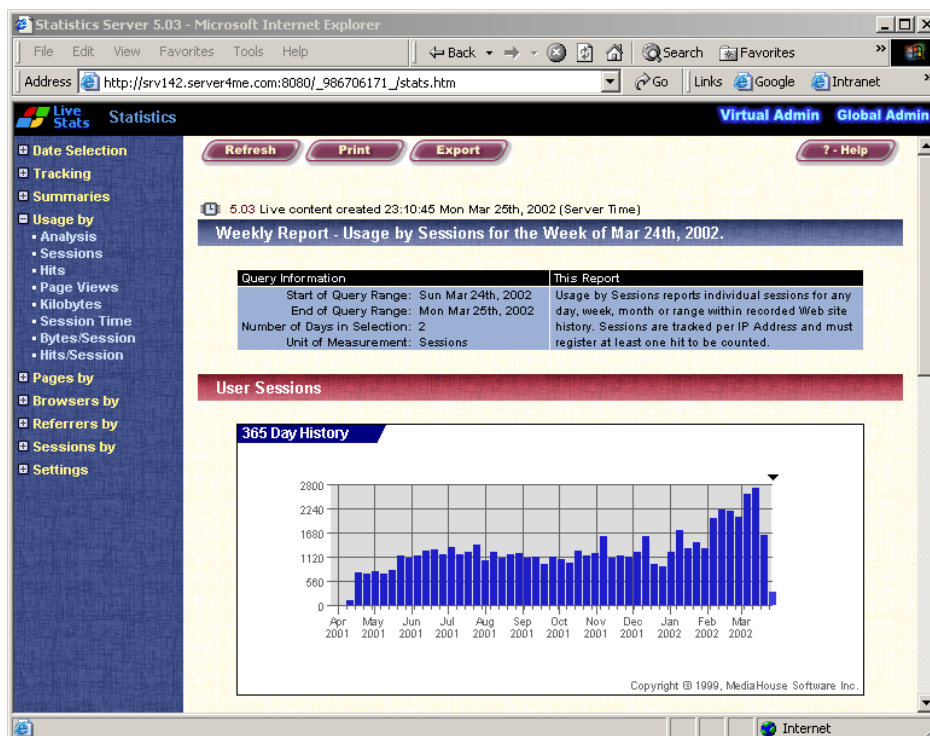
Note that this location is only relevant on the server side, i.e. where your site is being hosted. Although you will find log files on your development machine in this location they are only the logs of access on your own machine whilst you have been developing.

Graphical Analysis of Log Files

The log files do not make a whole lot of sense by viewing them in the raw text format.

However, when they are interpreted by a dedicated statistics package such as Media House Statistics Server they reveal a lot of useful information about web site usage, referrers, search engines, geographic coverage and more.

Typically a statistics package like the one displayed below will be included as part of your web hosting fee with your ISP. Refer to your ISP for more information on the services they provide.



Outsourced Statistics Services

If your ISP does not provide a statistics package or you are using the Server Edition and do not want to incur the expense of purchasing a dedicated statistics package then you should consider subscribing to an outsourced statistics service like:

<http://www.hitbox.com>

Enabling a service like HitBox is normally a case of inserting a few lines of code into your templates.

The service works by calling a single pixel image from the statistics server. The providers of this server then track who called this image and can track the user as they move through your site.