

Support Center

[Return to article list](#)

Website Stats Dashboard

You can view Stats for any of your sites via the Stats button associated with that site on the main page of your account.

Free users can see their Pageviews and Unique Visitors from the past 30 days. Pro users can see this information as well as their most visited pages, search terms that were used to find their site and the sites which referred the most traffic to their site.



What do all these stats mean?

Pageviews: The number of pages visitors viewed on a given day. One visitor may visit three, ten, twenty, however many pages.

Unique Visitors: The number of individual visitors who came to the site. The unique visitors number should

always be smaller than the pageviews number simply because one person can visit multiple pages and thereby generate a number of different pageviews.

Top Pages: The pages with the most visits. The page called "/" is the home page and it should get the most visits usually.

Search Terms: This shows which search terms visitors have entered in Google, Bing and Yahoo to find your site. The more search terms you see, the better ranked your site likely is in on the search engines.

Referring Sites: If a visitor clicked a link on another site to reach your site then they have been "referred" to your own site by this other site. The more in-bound links you have pointing to your site, the better your search rank will likely end up being.