Built-in tools

A few blogging software applications have implemented traffic tracking tools as part of their administrative interfaces. Most of these services are limited and will probably whet your appetite for more detailed information.
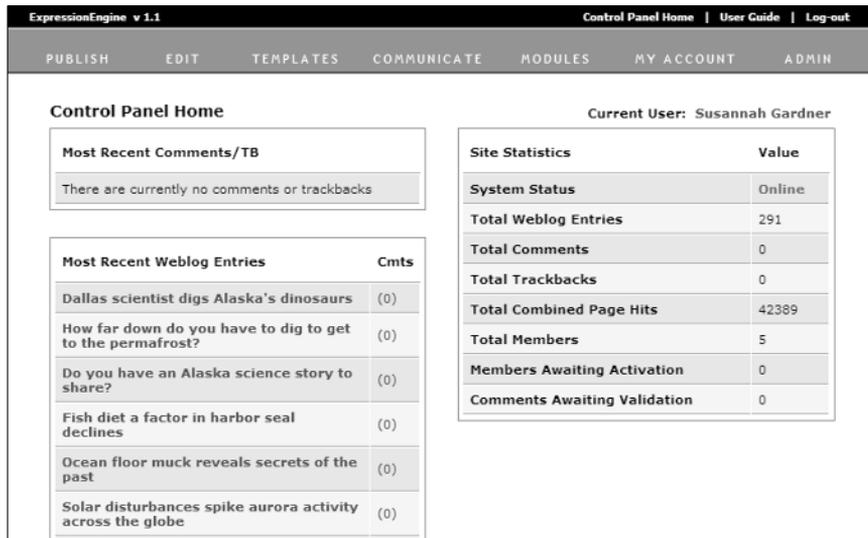
TypePad

The popular hosted blogging software TypePad does track some site statistics: basic data about how many hits (or is it pages? It's unclear.) you've ever served and how many per day; and a clunky way to see the last 20 or 40 refers, but no way to find out which sites are your best traffic generators.

ExpressionEngine

If you use the independent blog software ExpressionEngine, some built-in site statistics are available, including limited data about the templates that have been visited, the refers to your site, and the total number of visitors, as shown in Figure 7-2.

Figure 7-2: Expression Engine provides some site statistics, as shown here for Alaska Science Outreach (www. alaska science outreach. com).

Locally installed tools

If you have set up your blog on your own Web server or bought Web hosting to use, think about installing a traffic tracking tool. These packages are the most robust of the tracking software available and let you maintain control of who has access to log and statistics files.