



Many Web hosting companies build a tracking program into their hosting package, so check to see if you already have one available to you.

The Webalizer

Unix-based hosts often have The Webalizer preinstalled, and it is a very functional program — and free. The Webalizer generates reports on a monthly basis, breaks the numbers down further to show you daily and hourly usage, top URLs accessed, top entry pages, top exit pages, top refers, top search strings, and country numbers. The last significant update to The Webalizer was in 2000; there have been some bug fixes since then.

Visit www.mrunix.net/webalizer/ to find out more and download the program. You can see a sample of the data The Webalizer produces in Figure 7-3.

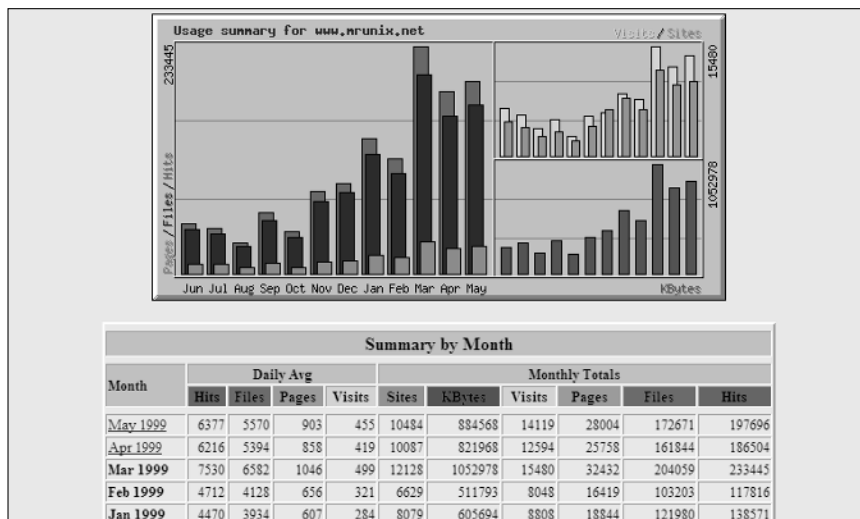


Figure 7-3:
The Webalizer is a good traffic tracking program and is free to use.

Urchin

Another frequently used traffic tool is Urchin, available for Windows and Unix Web servers or as a Web service. There are both free and paid versions. The free version of Urchin is very hobbled. The pay version is gratifyingly robust. Neither the hosted nor the installable package comes cheap. Urchin On Demand, the Web-based service, is \$495 a month. Urchin Software is \$895.

The most recent version of the Urchin software features visitor tracking, support for tracking Flash, banner ads, and e-mail campaigns. Urchin's Web site is at www.urchin.com.