basic information about visits and visitors, types of browsers, and referring URLs. It's updated constantly as people come to the site. In exchange, Gawker must display a relatively unobtrusive Site Meter graphic on every page of the site. Figure 7-4 shows Gawker's Site Meter stats. Site Meter's oddly colored tools and cluttered site interface aren't all that appealing to use, unfortunately.

	Ho			
	General Summary	<u>Gawker</u> Site Summary	Ads by Google Free Visitor Counters Track your site's visitors. Tons of styles and no	
	Who's On? Traffic Prediction Recent Visitors	VISITS		
	By Details By Referrals By Search Words By Entry Pages By Exit Pages	Total Average Per Day Average Visit Length	5,748,197 87,091 0:20	registration needed! www.CounterData.com
	Visits <u>Day Week Month Year</u> Visits and Page Views Day Week Month Year	Last Hour Today This Week	2,862 34,790 609,635	Free Counters & Stats Get your web counter for free, with full stats. In just 1 minute. www.RankingStats.com
<b>7-4:</b> also	Moving Average	Ioving Average PAGE VIEWS		
Site Aeter acks	Page Views ≜ 7 / 30 Referral Ranking Web pages ranked by <u>Visits</u> ≜ Page Views ≜	Total Average Per Day Average Per Visit	7,579,268 122,125 1.4	Hit Counter & Site Stats Multiple site tracking, traffic, referrer, search engine stats more. www.tdstats.com
data.	Visit Length Web sites ranked by <u>Visits</u> <u>Page Views</u>	Last Hour Today This Week	3,898 51,052 854 872	<u>Hit Counter &amp; Statistics</u> Real-time analysis with

Figure 7-4: Gawker also uses Site Meter to tracks traffic data.



As a Site Meter user, you have the option of making your stats public or private. Many blogs have taken to making their stats public; if you're trying to attract advertising and have good traffic, you should consider making these statistics public. For most blogs, there is little point in making this information public.

## Bravenet

Counters are only one of the Web tools offered by Bravenet — it also offers hosting, classifieds, chat, site search, and more (but not blog software, unfortunately). It's all free, at least for the basic level of service.

Bravenet offers one stat that isn't always available elsewhere: first-time versus returning visitors. Though it's a suspect number that hits the same limits as other visitor-counting tools, it's still a nice metric to watch change over time.

For an example of this in action, visit counter2.bravenet.com/index. php?id=370586&usernum=137405393. Sign up for Bravenet services at www.bravenet.com.