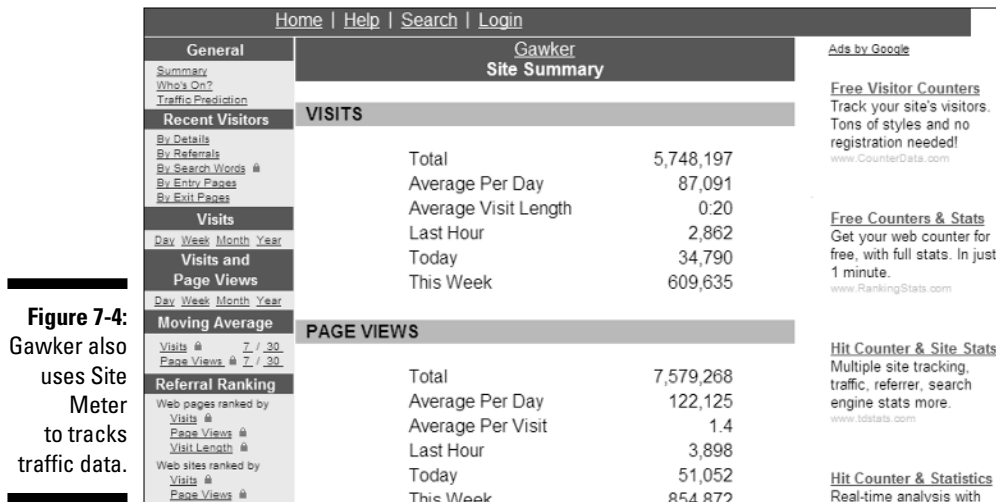


basic information about visits and visitors, types of browsers, and referring URLs. It's updated constantly as people come to the site. In exchange, Gawker must display a relatively unobtrusive Site Meter graphic on every page of the site. Figure 7-4 shows Gawker's Site Meter stats. Site Meter's oddly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



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.