

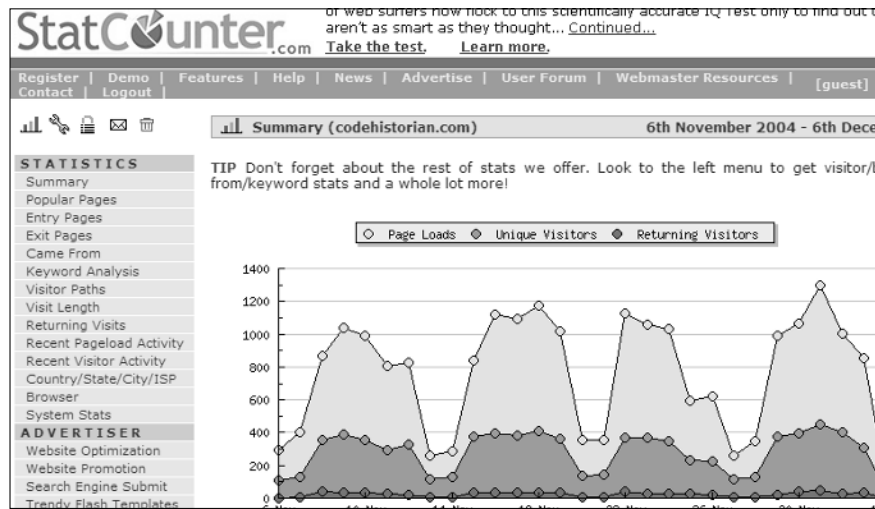
StatCounter

The nicest thing about StatCounter, better than its clear interface and simple signup, is that you don't need to display a link back to StatCounter, even for the free package. As well, it's a very robust service at a price that can't be beat. StatCounter breaks down your current unique, returning, and repeat visitors, as well as tracks statistics on browser, resolution, operating system, country, search engine, keyword, referring link, and more.

The only limitation on this service is that you must have fewer than 250,000 page views a month to escape paying. More traffic than that, and you need to get out your wallet.

Sign up for StatCounter at www.statcounter.com. There is a good demo of the service available on the site, which you can check out in Figure 7-5.

Figure 7-5: StatCounter is free for sites with fewer than 250,000 page views a month.



FastCounterPro

Microsoft's Web site traffic tool costs \$19.95 a month (as long as you're below 50,000 page views a month) and gives you stats on everything from keywords to conversions to general page view data. Downloadable reports are in CVS format (easy to import into Excel). FastCounterPro is at www.microsoft.com/smallbusiness/products/online/fs/detail.mspx.

HBX

One of the more advanced Web tools, HBX (once known as HitBox) offers an amazing cross-section of tools but is better suited for sites that have large, complex traffic analysis needs. Cost isn't mentioned anywhere on the Web site. HBX is at www.hboxondemand.com.