



# Do you know if your website marketing is making an impact?

If you're intent on improving the response you get from your website, AWStats can help.

AWStats is the most comprehensive set of website statistics you're likely to come across. By analysing the statistics you can establish the following key benefits:

## KEY BENEFITS

- When pages have been accessed
- What keywords and phrases have been used to find your website
- The nature and length of visits to your website
- Whether specific marketing campaigns or advertising is working
- Where enquiries have come from

and much more...

## WHAT IT COSTS

The AWStats software is available free of charge, although there is a charge of **£50 + VAT per year** for hosting the software on our server.

## REQUIREMENTS

Due to the level of access required to configure this software, we are only able to offer our statistics service to customers who host their website with us.

Full details of our hosting services are available on request.

**INTERESTED?**  
**CALL 01985 218777**

To place your order or request a full statistics example

The 3 screen examples below, are among many more which show the level of detail available from AWStats.

Robots/Spiders visitors (Top 10)			
- Full list - Last visit			
10 different robots	Hits	Bandwidth	Last visit
Googlebot (Google)	64	790.66 KB	30 May 2003 - 17:38
Turn It In	58	1.17 MB	23 May 2003 - 20:34
Unknown robot (identified by 'crawl')	34	761.59 KB	31 May 2003 - 05:18
BM_Planetwide	29	599.71 KB	31 May 2003 - 23:25
Inkboti Slurp	23	806.64 KB	30 May 2003 - 18:31
Scooter (AltaVista)	20	414.74 KB	26 May 2003 - 16:18
Jeeves	12	263.53 KB	17 May 2003 - 18:20
Alexa (IA Archiver)	8	150.48 KB	30 May 2003 - 09:46
Fast-Webcrawler (AllTheWeb)	6	45.19 KB	15 May 2003 - 09:11
NorthernLight Web Server Survey	1	0	14 May 2003 - 09:43

The information shown in the example above, relates to the robots and spiders visiting your website. This includes the number of hits sustained, bandwidth used, and the date and time of their last visit.

The 2 examples below, relate to the top 10 keyphrases and keywords searched for using the robots/spiders who have hit your website. A full listing is available by clicking 'Full list'.

Search Keyphrases (Top 10)		
Full list		
95 different keyphrases	Search	Percent
engineering vacancies by company	27	15.1 %
railway vacancies	10	5.6 %
railway engineering	8	4.4 %
thameslink project	7	3.9 %
engineering company	5	2.8 %
tesim	4	2.2 %
the railway engineering company	4	2.2 %
railway engineering agencies	4	2.2 %
railway engineering company	4	2.2 %
railway signalling vacancies	3	1.6 %
Other phrases	102	57.3 %

Search Keywords (Top 10)		
Full list		
111 different keywords	Search	Percent
railway	73	13.9 %
engineering	65	12.4 %
vacancies	49	9.3 %
company	44	8.4 %
signalling	28	5.3 %
by	27	5.1 %
lecc	20	3.8 %
project	9	1.7 %
the	8	1.5 %
thameslink	7	1.3 %
Other words	192	36.7 %