

The best free web statistics

To manage a website or blog, it is not simply about updating the content and the interface, webmasters or bloggers also need to pay attention to statistics.

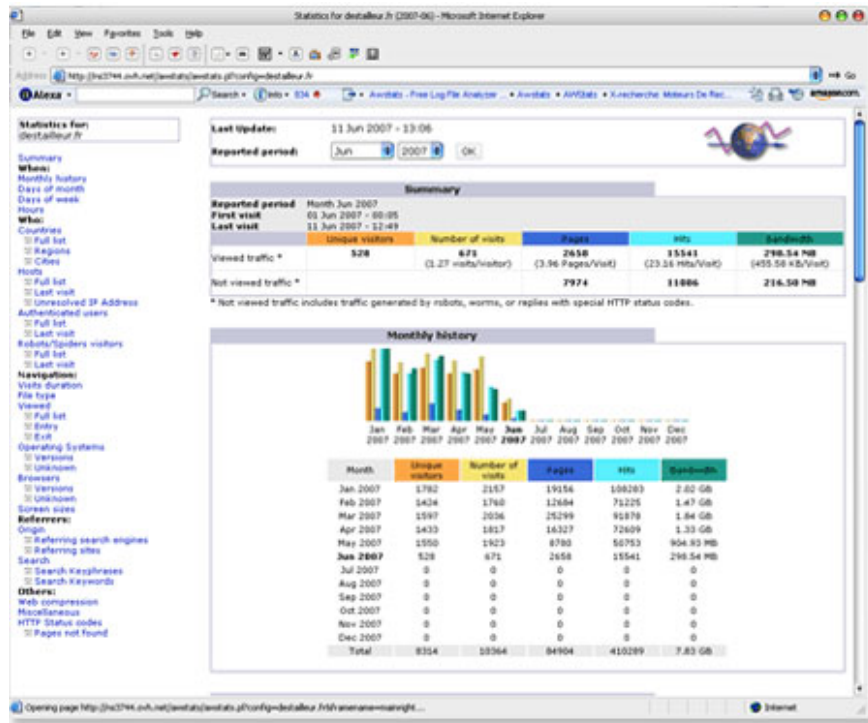
To manage a website or blog, it is not simply about updating the content and the interface, webmasters or bloggers also need to pay attention to statistics. Some free statistics will help manage your website more effectively.

The main function of a set of statistics (counters) is to monitor and record traffic (traffic) to a website or blog. Depending on the support of each statistic, the webmaster or blogger can get detailed statistics about pageview, hit, visitor, visit, traffic, browser . (refer to "*Pageview, what is the hit?*").).

The professional statistics set also allows specific analysis of meta tags, keywords (keywords) . to perform website optimization with search engines (SEO) to help the website or blog can stand TOP found in the results table from top search engines like Google, Bing or Yahoo.

There are quite a number of free statistics sets with many different specialized features, here are the best free statistics sets that webmasters / bloggers should try:

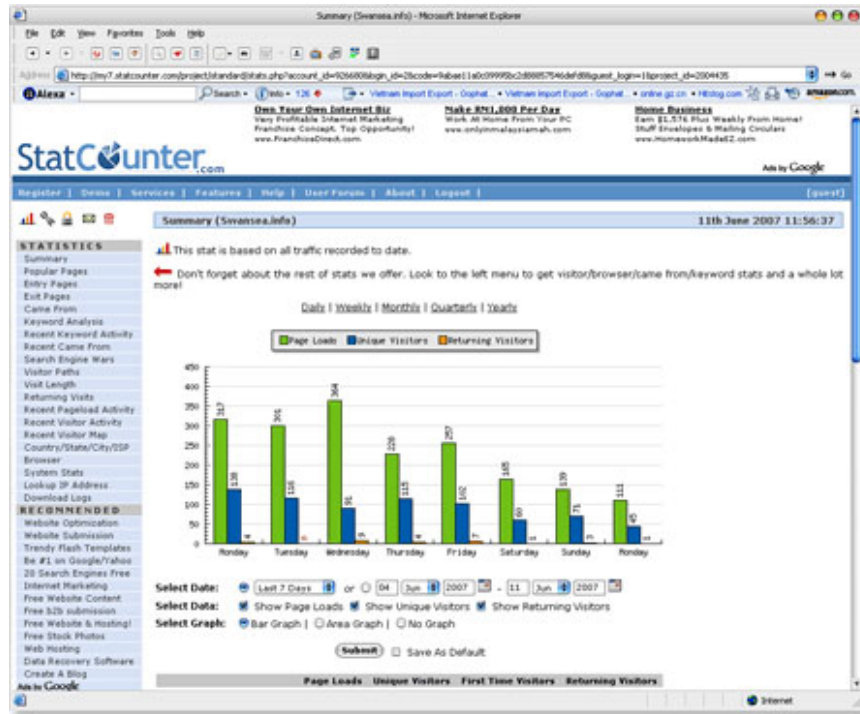
AWStats



AWStats is a relatively good statistic and is widely used thanks to the advantage of not needing to install from the client (client) but only need to install on the server (server). AWStats provides comprehensive traffic information, displaying them in graphical charts with data including: visit, visitor, authenticated user, domain / country, IP, operating system, robot, attack worm, HTTP error and many other functions.

If you are using shared web hosting (shared), you can ask the hosting service provider to install AWStats without any statistics, the operation is very simple and fast.

StatsCounter

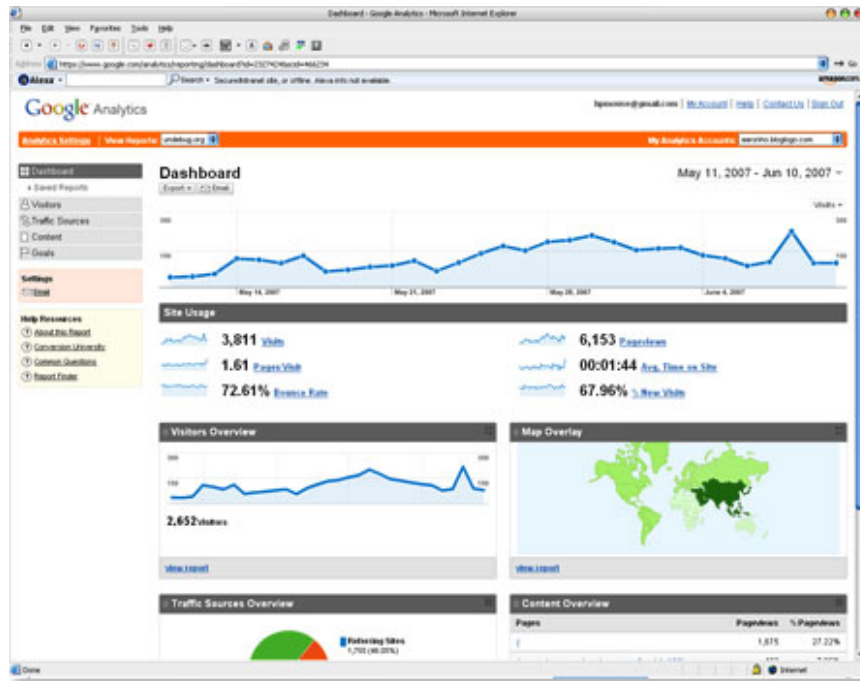


StatCounter has a wide range of webmasters at a popular rate. It provides a real-time statistics set with dozens of statistical components such as Invisible Counter Option (hidden counting options), Configurable Counter (Counting configuration), Popular Pages (heavily visited pages), Entry Pages (open pages), Exit Pages (exit pages while viewing), Came From (from), Keyword Analysis (keyword analysis), Recent Keyword Activity (Visitor Keywords), Visitor Paths, Visit Length (time of visitors staying at the website), Returning Visits (number of visitors coming back), Recent Pageload Activity, Recent Visitor Activity (visitor activities), ISP Stats, Browser Stats, OS Stats, Resolution Stats, JavaScript Stats, Email Reports, Multiple Site Management (multiple site management), Public Stats, Blocking Cookies (locking cookies).

Create an account using StatCounter for free [here](#), then simply insert the exported HTML and Javascript code corresponding to the account on the website or blog for traffic statistics.

The downside of StatCounter is that it is not completely free. If the number of pageviews of the website / blog exceeds 1,500,000 VND / month, there must be an additional usage fee (162,000 VND).

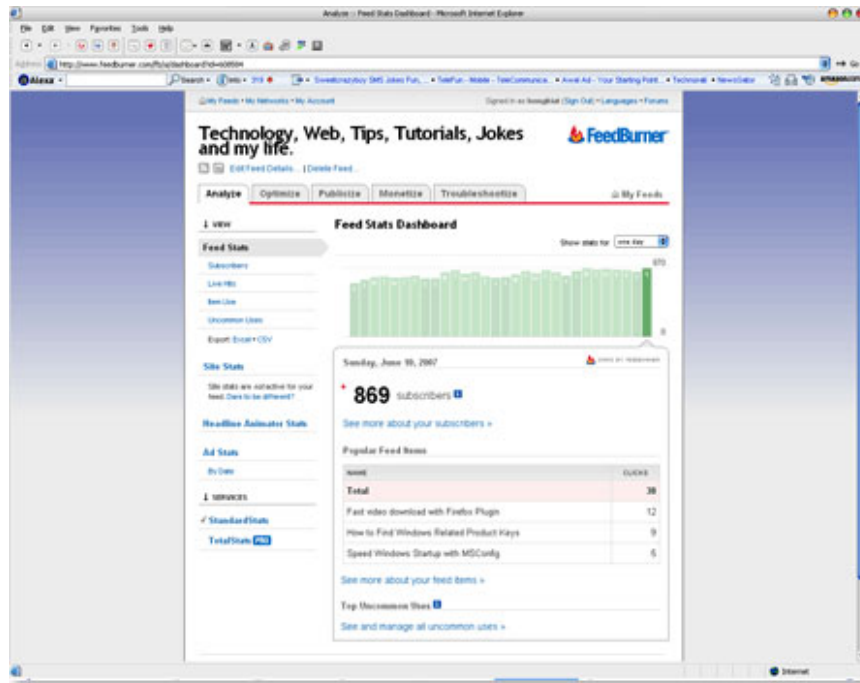
Google Analytics



Google Analytics is no stranger to webmasters and even Vietnamese bloggers since this statistic officially supports the blog. Since its inception, Google Analytics has gradually surpassed Alexa (the counter of popular usage on Vietnamese websites) thanks to the ability to accurately record data, store all information of a cookie that can be saved. like the browser, operating system version . of each visitor to the website.

The Google Analytics interface is intuitive, vivid and clear in the "Google" style. With just one Google account like Gmail and GTalk . Google Analytics can be used. Add domain names to your account and then enter the output code in the web code for Analytics to track traffic. This service is completely free.

FeedBurner

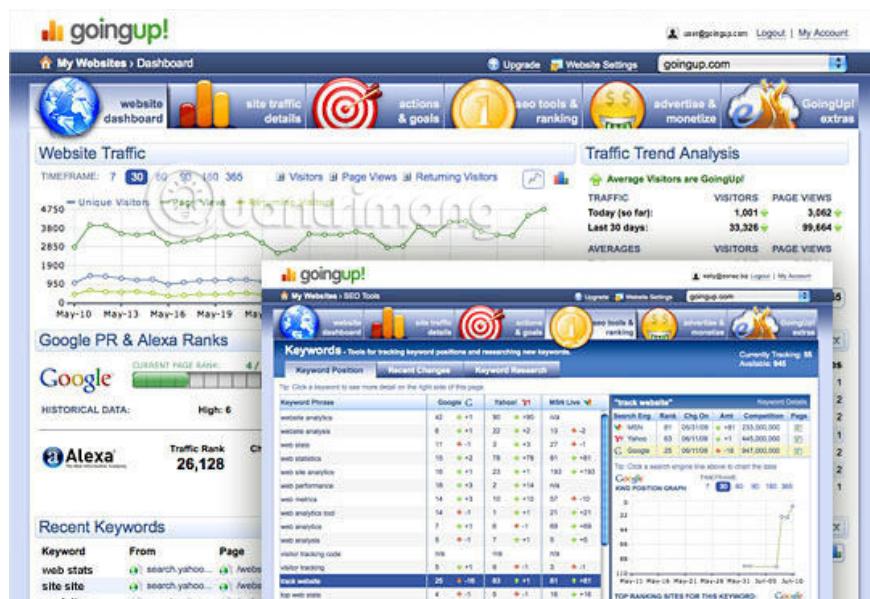


Feedburner is somewhat different from the above statistics, it tracks the subscription traffic to read short news (feed). Feedburner users can display a "chiklet" (icons to subscribe to a feed - RSS, Atom .) newsletter on the website. Feedburner has an appropriate section for blogs.

Founded in 2003, Feedburner was invested \$ 1 million by Portage Ventures in 2004 and \$ 6 million in 2005-2006 from Mobius Venture Capital and Union Square Ventures. In 2007, Feedburner belonged to Google for \$ 100 million. Refer to the information used here.

GoingUp

GoingUp combines web analytics and SEO tools together to provide an 'all-in-one' solution for managing websites and creating strategies. It will allow you to track access behavior on individual pages and solve problems by comparing the performance of each page. With that, you can also see where visitors come from and where they come next.

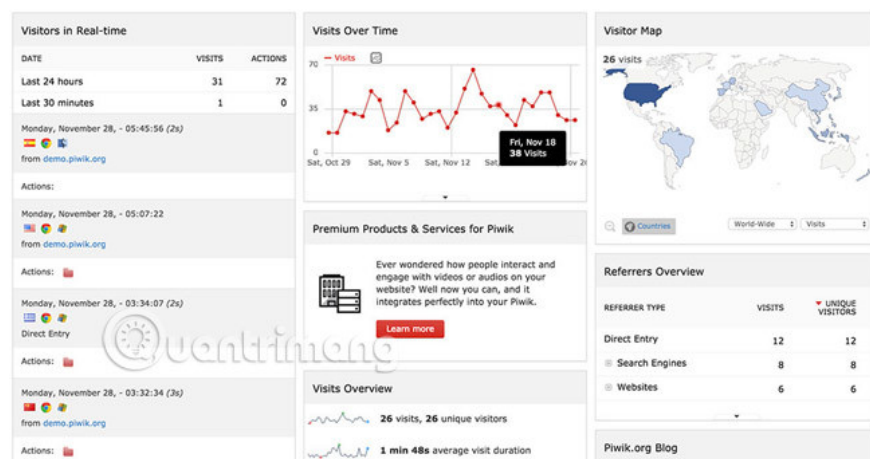


In addition to tracking traffic, keywords will yield traffic, create customized profiles for visitors, create customized goals and actions to track, keyword research, and rankings tracking. Google for each page, see heat map, page optimization to do better SEO, follow Alexa rankings and more.

Although GoingUp is free to track a website, you'll have to upgrade to a pro version if you need to keep track of multiple websites and create more campaigns and keyword goals.

Piwik

This is a very powerful, open source and self-hosted analysis tool. Because it stores itself, all visitor data is stored in your own server instead of a third-party company. If you want to keep your visitor information private, Piwik might be the best option. In addition to self-storage, Piwik is also extremely powerful and offers almost all the same features Google Analytics can provide.



It can create groups based on different elements to better understand visitors' needs and you will get full details about their browser usage, including the use of flash and JavaScript. . Some other features include real-time page views and behavior tracking, goal creation, site element tracking (widget / banner / video), undelivered data, if

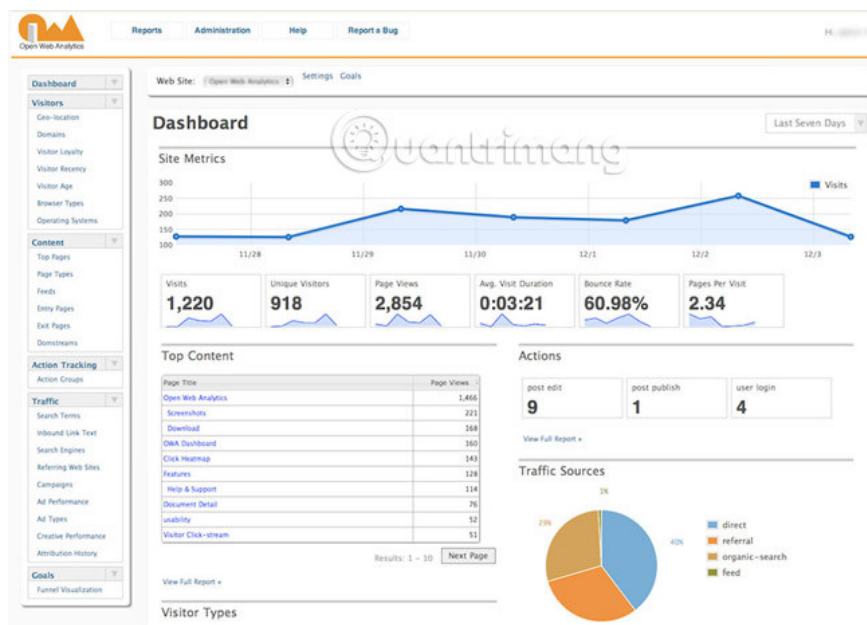
needed, tracking events, email summaries, statistics of each user and more. Piwik also has a paid enterprise version for large companies.

Open Web Analytics

As an open source analytics tool, Open Web Analytics provides similar features to Google Analytics but it eliminates all types of third-party tracking. You can integrate PHP API in your application API or use WordPress plugin if you have a WordPress website.

1. Instructions for creating websites with WordPress from A to Z

Its features include traffic, web analytics support, visitor behavior tracking, tracking clicks, viewing heat maps, tracking subscriptions, visitor activity repeat over time, entry / exit and more.



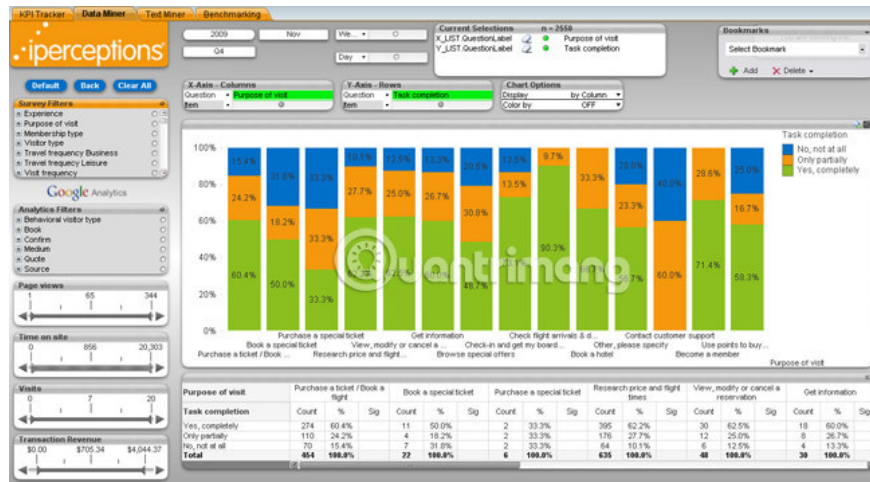
It also has specific features for WordPress websites, including the ability to track users by email, track pages by different categories and track specific visitors' comments. Note that Open Web Analytics has not been updated for a while, although it still works fine.

Link to download Open Web Analytics: <http://www.openwebanalytics.com/>

iPerceptions

Essentially, this is an advanced survey tool that integrates well with Google Analytics to provide a real visitor experience. It supports your current analytics solution if you are using Google Analytics.

iPerceptions provides tools to create on-site surveys and answer 4 basic questions. Questions include: Who are visitors? Why are they here? How does your site work? And what should you fix in your website?

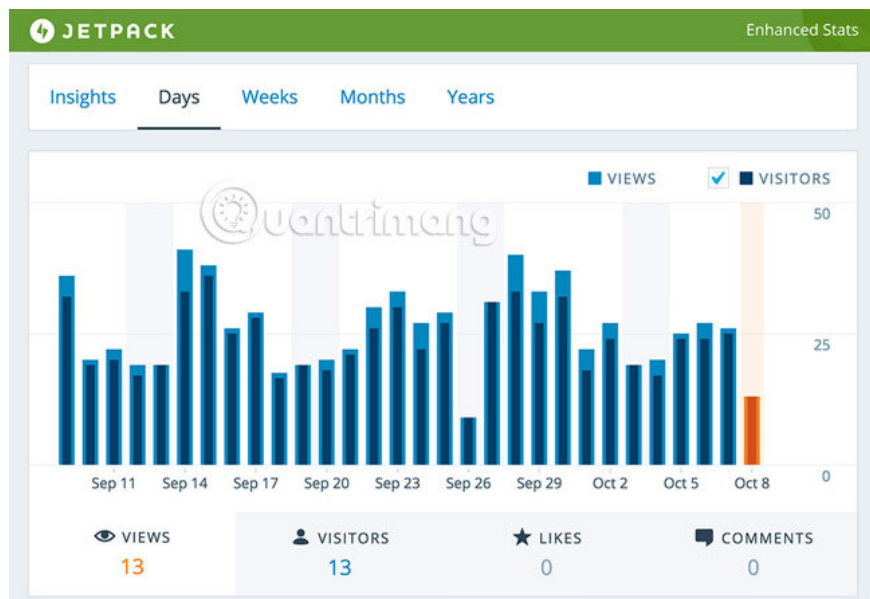


It uses different strategies to ask these questions and make visitors comfortable when answering them. You can combine real-world experience data with your statistics from Google Analytics to gain insight into visitor needs. iPerceptions are paid services, but you can sign up for a free account that allows you to create surveys and integrate them with Google Analytics.

JetPack for WordPress

If you have a WordPress site, then you may have used the popular JetPack plugin. JetPack can do many things and one of them is web analytics. It provides basic site statistics. The simple interface makes it quite beginner friendly. You can see the total number of visits for each post, popular page, tracking keyword, tracking subscriptions, number of visits, visitor position, site behavior, and more.

You can have a complete view of traffic over time and get suggestions on how to increase traffic. If you are a beginner, JetPack is a perfect choice for you as it is very easy to install and provides almost all the information you need about visitors.



In short, Google Analytics is still the most comprehensive and easy-to-use web analytics tool. However, if you want more in-depth statistics, try Open Web Analytics. It may be a bit difficult to use, but its real-time tracking features are a lot better than Google Analytics and it doesn't have a third-party tracking feature.

You should also try the JetPack plugin first if you are new to web analytics tools because it is very easy to use.

See more:

1. 5 best real-time web analytics tools (2018)
2. Website analysis tool
3. Which websites monitor website traffic you already know?

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