

WEB SITE TRACKING

Page 1 of 2

Methodology: The process of completing this form properly necessitates that you have access to accurate information. Generally, your Web Provider will be able to provide the necessary information (and more). When you are completing this form, it is essential that you indicate the specific period of time (*months or seasons and calendar year*) that you are reporting in the form. When reporting, simply place the information requested in the appropriate spaces (*left-hand column*). Next to show how your web site is progressing as a promotional tool, we recommend that you obtain and display comparable data for the previous year (*right-hand column*).

WEB SITE TRACKING FORM

Page 2 of 2

Please complete the following form using data provided by your Web Provider:

Specific period (months) _____

Calendar year: _____

	Total this period	Total during previous year same time period
1. Number of Visits (not Hits):	_____	_____
2. Number of Page Views:	_____	_____
3. Average Length of Visits:	_____	_____
4. Leading referral sites:	_____ _____ _____ _____ _____	_____ _____ _____ _____ _____
5. Most requested pages:	_____ _____ _____ _____ _____ _____	_____ _____ _____ _____ _____ _____