



# PIXELMATION

INTERNET TECHNOLOGIES

## "Our site got 1 million hits!"

When is the last time you heard someone boast that their site received thousands, possibly even millions of hits in a given period of time?

Marketing your web site on the web is no easy task. It seems like the rules change everyday. There's always some new catch phrase or acronym. But one thing has stayed the same: how many people are seeing your site? It's called "Visits", or maybe "Hits", no wait, maybe it's called a "Request"?

To start off, it is important to understand the difference between a web site "Hit" and a web site "Visit". Sometimes a "Hit" is referred to as a "Request", but don't let that confuse you, a "Hit" and a "Request" are the exact same thing.

Now, a "Visit" on the other hand, is completely different. Confused yet? You should be. This is a trick used by many companies on the web today to fool you into believing that their site (the site they want you to buy advertising on) is better than the rest. It works. Out of all the companies I am in contact with everyday, I have never heard a single one refer to their web site traffic in "Visits".

Now, let me explain. A "Visit" is a single person who makes contact with your web site. Yes, it's that simple. A "Hit" or "Request" is the total number of files that a user receives while visiting your site. Let's break it down even further.

If you have 100 "Visits" to your web site in one day, that is 100 people who viewed your site.

To understand how a "Hit" or "Request" works you need to understand a little about how a web site is built. If you visit a web site and it has 3 pictures across the top, some text, and a logo at the bottom, that page is made up of 5 files. One file is the HTML file that contains the text and the layout to place the images on the screen. Then there are 4 images, 3 are the photos across the top and the fourth is the logo at the bottom.

When a "Visitor" loads that page, he actually generates 5 "Hits" or "Requests", and 1 visit.

So, in using that example, let's say that your web site is only 1 page, but that one page has 5 files that in it.

- 100 "Visits" equals 500 "Hits" or "Requests"
- 1000 "Visits" equals 5000 "Hits" or "Requests"

As you can see, if I told you that my web site got 500 "Hits" yesterday you would be impressed, even though only 100 people came to visit my site.

Now this example is very small. I took an average web site and counted all the files that make up the entire site. Here is an example of a regular site and the huge difference between actual "Visits" and "Hits" or "Requests".

The entire site has 10 pages and 62 images. Now if a person visited this site and viewed only 5 of the 10 pages here is how it would break down:

- 100 "Visits" equals 3600 "Hits" or "Requests" (5 HTML files+31 images=36 files)

So, if I told you that yesterday my web site received 3600 "Hits" you would be extremely impressed. But, in actuality, only 100 people actually visited my site. If I were selling you advertising, you would think that your banner ad would be seen by a potential audience of 3600, when in reality it is only seen by 100 people. This is a huge difference, isn't it?

Don't be fooled by this numbers game. Any site worthy of receiving your advertising dollars should be honest and give you both "Visits" and "Hits" totals. If they won't, or don't know, then they are not worth advertising with. Before you spend money on banner ads and marketing on the web, ask some questions, understand the difference. Ask them, "*Did you really get 1 million Visits last month?*" ■

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