



User Manual

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1. Introduction

Visitor Analytics was built for entrepreneurs and teams looking for their site statistics and visitors' behaviour, but lacking a technical or analytics background!

Once installed, you will forget all those cluttered graphs, drop-downs or overwhelming charts and you'll check all your key metrics & site visitors details through a friendly overview, stunning visuals and performance-based comparisons.

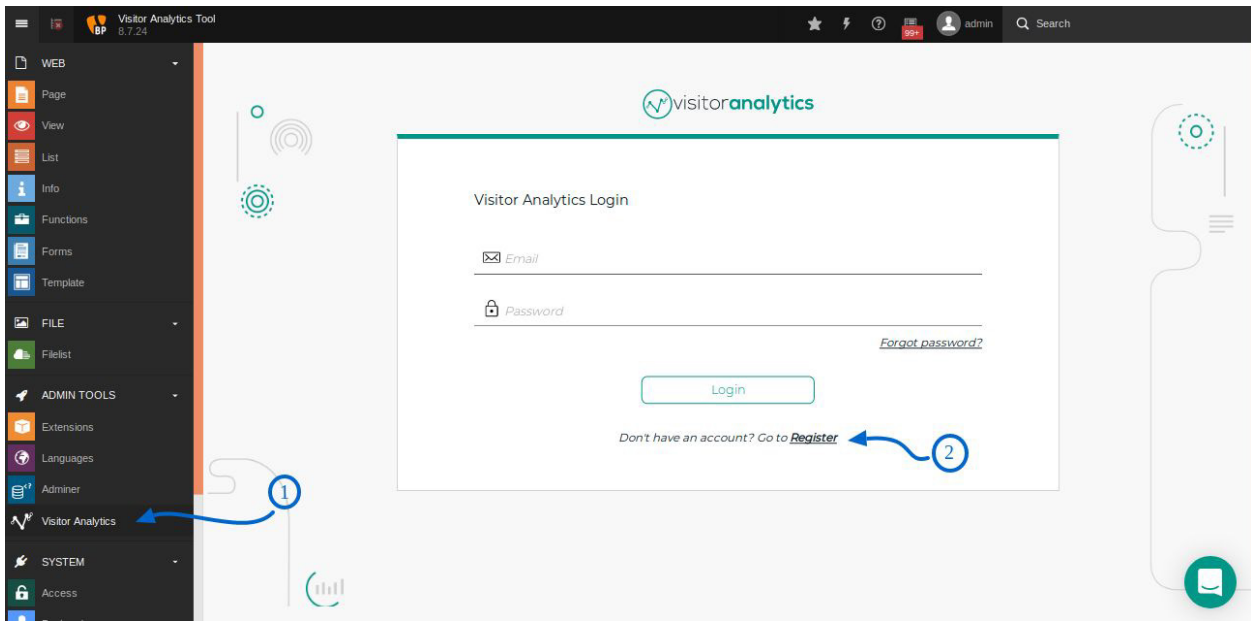
With over 1.5 million downloads, Visitor Analytics is helping website owners from over 155 countries unlock those elusive site stats while keeping all the data safe.

1.1 Features

-  An **overview** to see all your key stats and at a glance
-  **Visitors' path and history** – View your visitors' behaviour & actions and learn more about them over a period of time
-  **Pages Performance** – See your most popular pages and track conversions
-  **URL Campaigns stats** – Track all your shared URLs no matter the distribution channel for a better understanding of your campaigns
-  **Referrals and Landing Pages** – Check your most effective referrals and where are your visitors landing first

2. How it Works

After successful installation plugin will be visible in the dashboard area (1)



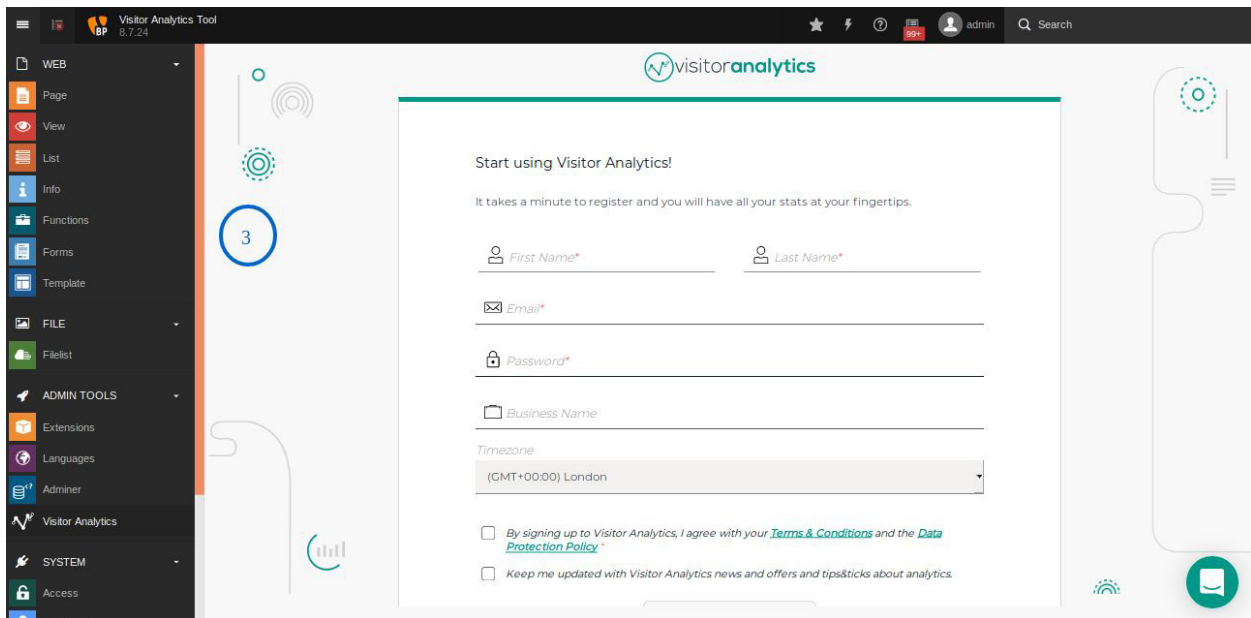
2.1 Login

After successful registration user will be redirected to the login page. Once the account is active he/she can directly join to his account. Upon login the website will be registered automatically if not already in the list.

2.2 Registration (2)

If you are not already registered then you can register with the registration form available within the plugin. After successful registration a confirmation email will be sent to the registered email. Account will be active only after confirming the email address.

Registration page (3)



The screenshot shows the registration page of the Visitor Analytics Tool. The page title is "Start using Visitor Analytics!". Below the title, it says "It takes a minute to register and you will have all your stats at your fingertips." The registration form includes the following fields:

- First Name* (text input)
- Last Name* (text input)
- Email* (text input)
- Password* (password input)
- Business Name (text input)
- Timezone (dropdown menu, currently set to "(GMT+00:00) London")

At the bottom of the form, there are two checkboxes:

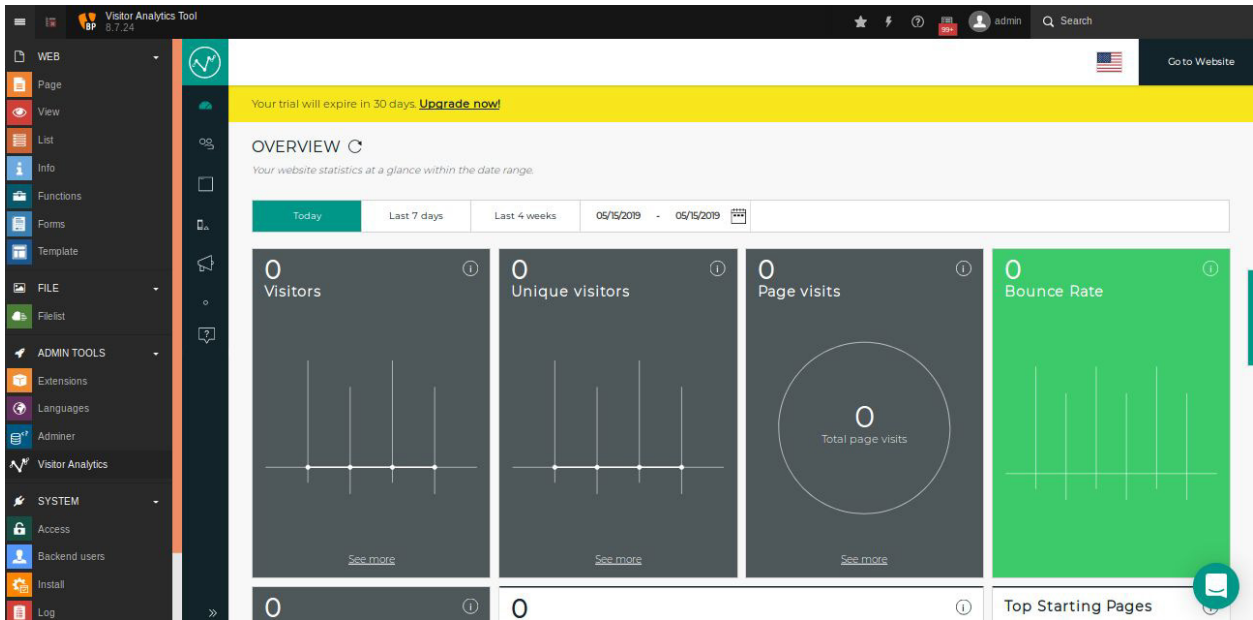
- By signing up to Visitor Analytics, I agree with your [Terms & Conditions](#) and the [Data Protection Policy](#).
- Keep me updated with Visitor Analytics news and offers and tips&tricks about analytics.

The page is part of a larger application with a sidebar menu on the left containing categories like WEB, FILE, ADMIN TOOLS, and SYSTEM. A blue circle with the number "3" is overlaid on the sidebar menu.

The plugin uses an API that communicates with www.visitor-analytics.io in order to create an account, log in, and view stats through an iframe that serves content from www.visitor-analytics.io.

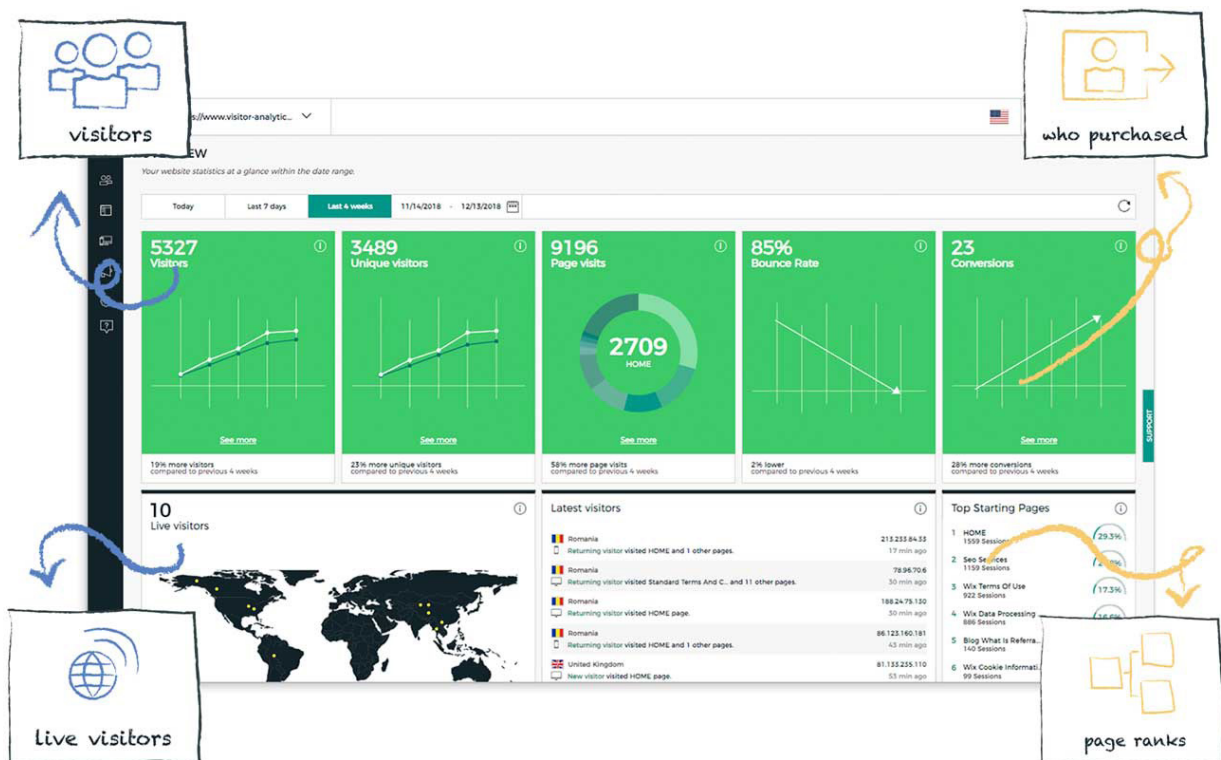
The data is stored remotely, however, you can rest assured that the service we provide at **Visitor Analytics is GDPR-compliant** and we have all our information security management system & processes well-set-up (ISO217001 certified).

3. Overview



3.1 Screenshots

See all your key stats at a glance!



View your visitors' activity & history and learn more about their behaviour and interests on your website.

TEST VISITORS
number of people that visited your website within the date range.

Today | Last 7 days | Last 4 weeks | 12/28/2018 - 01/03/2019

Visitor location	IP	Status	Device	OS	Browser	Visited pages	Time
🇬🇧	81.159.68.67	New Visitor	📱	🍏	🌐	HOME and 1 other pages...	11 min ago
🇬🇧	165.225.80.104	Returning Visitor	📱	🍏	🌐	Website Cookie ... and 1 other pages...	43 min ago
🇯🇵	222.4.19.102	Returning Visitor	📱	🍏	🌐	HOME	1 hour 17 min ago
🇩🇪	78.96.70.6	Returning Visitor	📱	🍏	🌐	HOME	1 hour 19 min ago
🇩🇪	91.44.209.136	New Visitor	📱	🍏	🌐	Assets Images O...	1 hour 30 min ago
🇬🇧	152.231.114.46	New Visitor	📱	🍏	🌐	HOME	1 hour 39 min ago
🇹🇷	88.247.133.170	New Visitor	📱	🍏	🌐	HOME	1 hour 51 min ago
🇩🇪	91.65.59.208	New Visitor	📱	🍏	🌐	HOME	2 hours 5 min ago

See your most popular pages and track conversions.

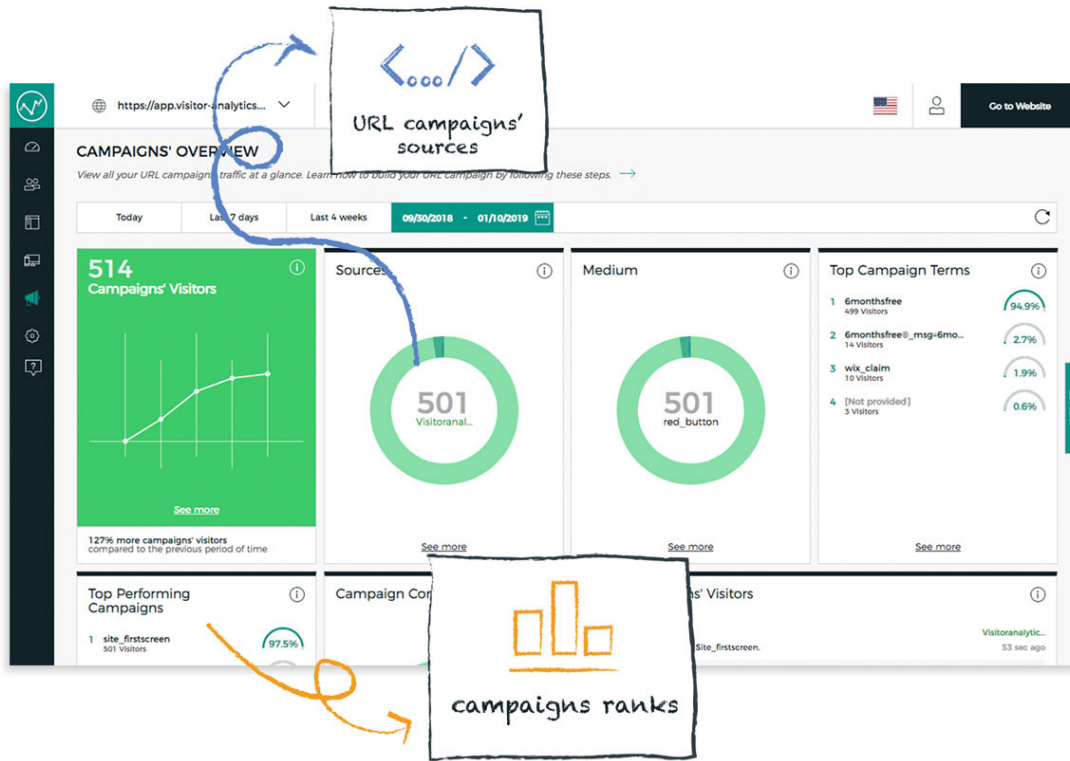
PAGE VISITS
A page visit is recorded every time a page is viewed. Or, more technically, a page visit is recorded every time the tracking code is loaded on a page. When a visitor hits refresh, a page visit is recorded.

Today | Last 7 days | Last 4 weeks | 12/11/2018 - 01/09/2019

Number of visits per page

Page	Visits
HOME	1.96k
Wix Terms Of Use	~400
Wix Data Processing Agree...	~300
Blog What is Referral Traffic ...	~200
Blog	~150
Seo Services	~100
Wix Cookie Information	~100
Wix What To Include In Your ...	~100
Blog A Complete Guide To Us...	~100
Wix Gdpr Commitment	~100

Track all your shared URLs, no matter the distribution channel, for a better understanding of your campaigns.



Check your most effective referrals and where are your visitors landing first.

