visitoranalytics

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

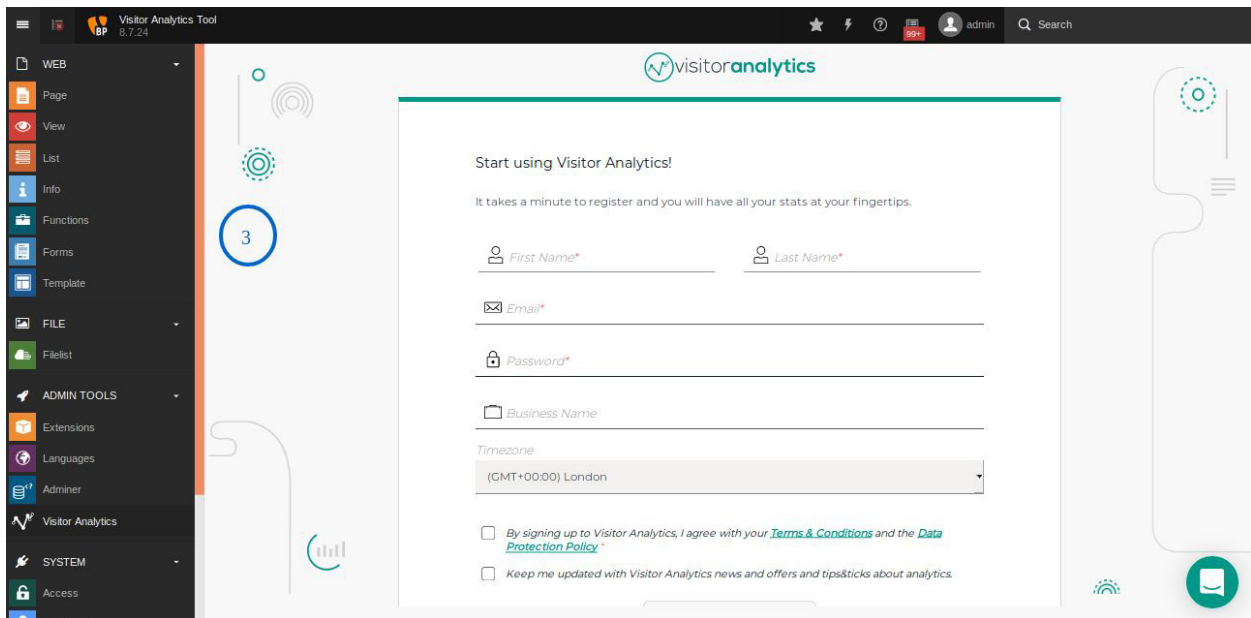After successful installation plugin will be visible in the dashboard area (1)
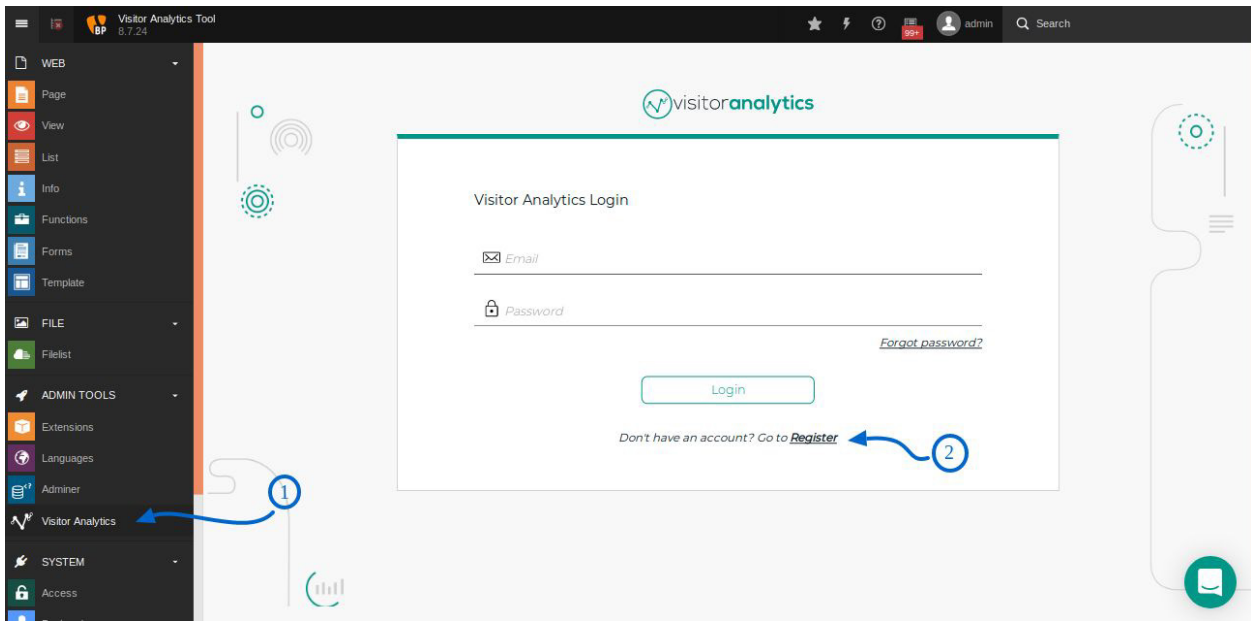
2.1 Login

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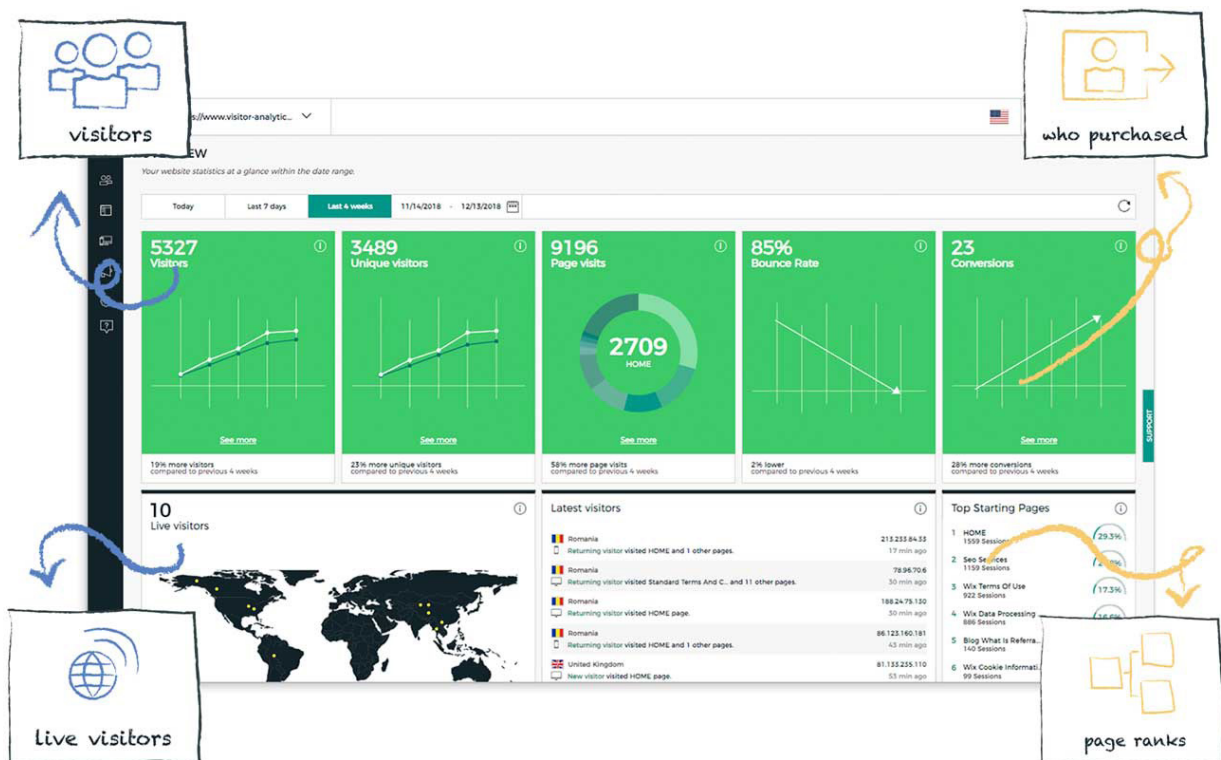
The data is stored remotely, however, you can rest assured that the service we provide at **Visitor Analytics is GDPR-compliant** and we have all our information security management system & processes well-set-up (ISO217001 certified).

3. Overview
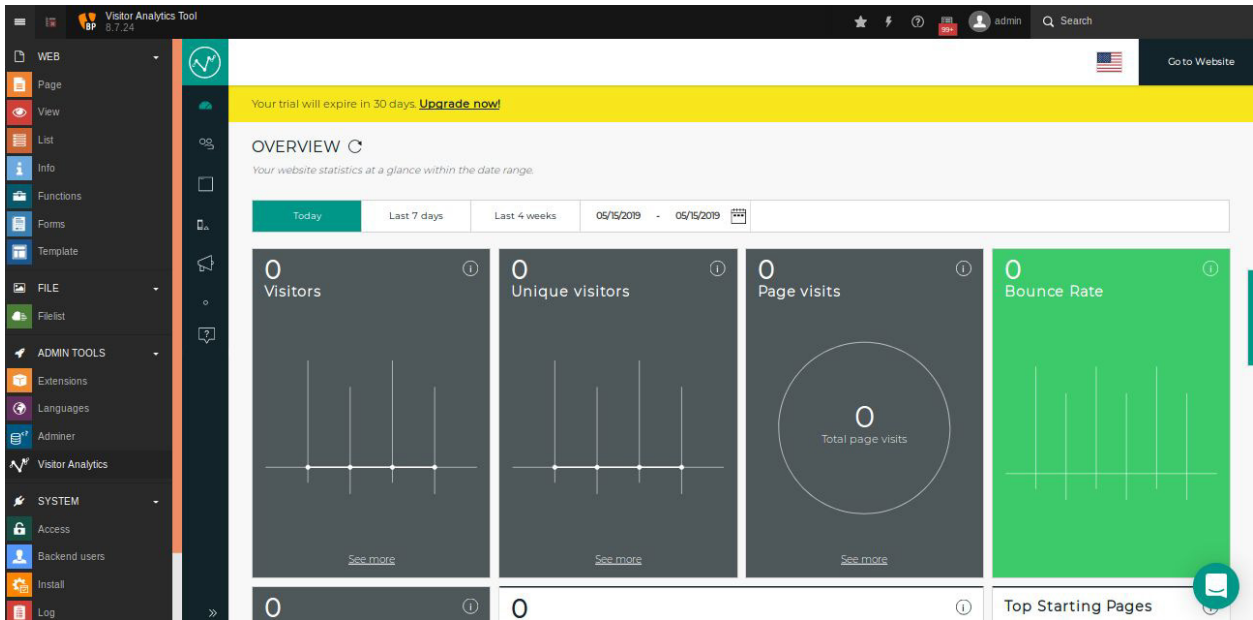
3.1 Screenshots

See all your key stats at a glance!

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

See your most popular pages and track conversions.

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

URL campaigns' sources

campaigns ranks

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

detailed information

where did your visitors land from your referral