

Unik besøkende (Visitor / Unique Visitor/User) - The uniquely identified client generating requests on the web server (log analysis) or viewing pages (page tagging) within a defined time period (i.e. day, week or month). A Unique Visitor counts once within the timescale. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers or with two different browsers will count as two Unique Visitors. Increasingly visitors are uniquely identified by Flash LSO's ([Local Shared Object](#)), which are less susceptible to privacy enforcement.

Besøk/Økt (Visit / Session) - A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request. A session is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes and no requests for pages from other domains intervening between page requests. [[clarification needed](#)] In other words, a session ends when someone goes to another site, or 30 minutes elapse between pageviews, whichever comes first. A visit ends only after a 30 minute time delay. If someone leaves a site, then returns within 30 minutes, this will count as one visit but two sessions. In practice, most systems ignore sessions and many analysts use both terms for visits. Because time between pageviews is critical to the definition of visits and sessions, a single page view does not constitute a visit or a session (it is a "bounce").

Visning (Page view) - A request for a file whose type is defined as a page in log analysis. An occurrence of the script being run in page tagging. In log analysis, a single page view may generate multiple hits as all the resources required to view the page (images, .js and .css files) are also requested from the web server.

Treff - A request for a file from the web server. Available only in log analysis. The number of hits received by a website is frequently cited to assert its popularity, but this number is extremely misleading and dramatically over-estimates popularity. A single web-page typically consists of multiple (often dozens) of discrete files, each of which is counted as a hit as the page is downloaded, so the number of hits is really an arbitrary number more reflective of the complexity of individual pages on the website than the website's actual popularity. The total number of visitors or page views provides a more realistic and accurate assessment of

Begrep i webstatistikken

Skrevet av Inge Lars Birkeli
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popularity.

Bandwidth (Båndbredde)

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