

Statistics published on Monday 18th December, 2017

**Kidlington Voice Online**

**<http://www.kvoice.co.uk>**

WEBSITE VISITOR STATISTICS for the 12 months to Sunday 17th December 2017.

## **OR: IS YOUR ONLINE ADVERTISING ACTUALLY BEING SEEN BY ANYBODY?**

### **COMMENTARY**

The first column below in yellow headed 'Visits' shows the average number of unique visits to Kidlington Voice Online per day for the given month.

For example, Nov 2017 shows an average of 135 unique visits per day to Kidlington Voice Online for each day in November 2017.

Visits counted below are from all sources including non-human visits made automatically by search engines such as Google routinely visiting to index the content of the website; but this column of Daily Average Visits is probably the easiest and best general indicator approximating to the number of unique human visitors to KV-Online each day.

And so, the actual number of individual human visitors will be less than the number shown in the Visits column.

Therefore all figures below should be used only as a general indicator of website activity and possibly at best should be interpreted to demonstrate that the site actually attracts a reasonable degree of public attention consistently

in the order of around 4000 unique IP-addresses per calendar month.

In short, for advertisers, these statistics help address the often asked question that positively the site attracts an above-average number of visitors, indeed an above-average number in the order of four times the number of visitors that a typical medium-sized business website would attract per month.

The national average visits by these same criteria to such websites is around 1000 unique visits per month (see independent reports published elsewhere on the Internet). KV-Online sits at around 4000, and at best KV-Online in 2017 hit 5760 unique visits from all sources, in March 2017.

All statistics below are produced independently by *Webalizer Statistics* hosted by our Internet Service Provider.

Summary by Month										
Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Dec 2017</a>	3767	2095	341	130	1699	1216725	2341	6141	37719	67813
<a href="#">Nov 2017</a>	2067	1472	273	135	2287	1556531	4070	8204	44189	62038
<a href="#">Oct 2017</a>	1917	1276	326	165	2743	1491765	5117	10106	39561	59437
<a href="#">Sep 2017</a>	807	697	286	121	2034	852685	3653	8600	20934	24237
<a href="#">Aug 2017</a>	635	538	183	94	1645	761499	2929	5702	16687	19705
<a href="#">Jul 2017</a>	813	698	252	118	2051	867314	3667	7821	21667	25216
<a href="#">Jun 2017</a>	1090	964	271	144	2191	1444711	4343	8132	28929	32709
<a href="#">May 2017</a>	1173	856	330	164	2052	1001346	5095	10235	26539	36373
<a href="#">Apr 2017</a>	946	800	336	184	2233	954406	5549	10100	24006	28393
<a href="#">Mar 2017</a>	1573	1131	393	185	2482	1315469	5760	12197	35069	48765
<a href="#">Feb 2017</a>	701	455	260	147	1613	560174	4122	7286	12753	19649
<a href="#">Jan 2017</a>	367	288	168	132	1776	291676	4093	5230	8933	11401
<b>Totals</b>						<b>12314301</b>	<b>50739</b>	<b>99754</b>	<b>316986</b>	<b>435736</b>