

Welcome to VisiStat... Log-in and learn!



» Password Reminder

- » Take a Quick Tour
- » How VisiStat Works
- » See a Live Demo!
- » AdCam™ 2.0 - Ad Tracking
- » PageAlarm™ Monitoring
- » Features
- » Pricing
- » Reseller Program
- » Subscribe Now!

- 1 Create your account...
- 2 Add a simple snippet...
- 3 See your visitor activity...instantly!



No Credit Card Required!

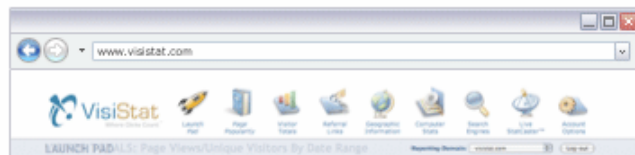


Your Website is speaking...are you listening?

VisiStat™ is a powerful real-time visitor tracking service for business, marketing and sales ROI. Key features include ad campaign management, SEO and keyword analysis, detailed geographic maps and interactive visitor reports.

- ▶ No software to install
- ▶ Easy setup -- takes minutes
- ▶ Graphical & intuitive reports
- ▶ Real-time results -- no waiting
- ▶ Free upgrades of all the newest features!

Get Started! ▶



New VisiStat 5.0 Released!

VisiStat 5.0 is packed with new and enhanced features that give you full visibility and control over your Website's performance!



▶ **Touch Mapping™ NEW** - With this visual report, you'll see everywhere your visitors click and learn how they interact with your Website! [[Learn More!](#)]

▶ **Identities™ NEW** - Track visitors by your own specific labels, i.e., username, customer number, MLS listings, ISBN or any database criteria! [[Learn More!](#)]

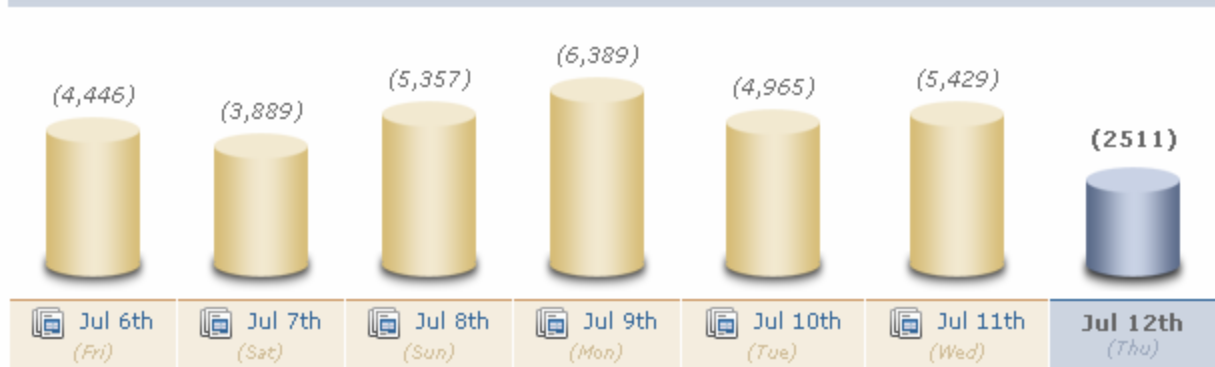
▶ **AdCaM™ 2.0 NEW** - See which marketing ads are effective, track

Launchpad/Dashboard

Hourly Detail: Jul 12th, 2007

Hour	Page Views
12am	(94)
1am	(3)
2am	(27)
3am	(8)
4am	(1)
5am	(5)
6am	(129)
7am	(53)
8am	(117)
9am	(40)
10am	(94)
11am	(339)
12pm	(233)
1pm	(321)
2pm	(147)
3pm	(524)
4pm	(376)
5pm	(0)
6pm	(0)
7pm	(0)

Rolling Week At-A-Glance (Page Views)



Traffic Sources

Today's Type-In Traffic		63.6%
Today's Search Engine Traffic		21.8%
Today's Link/Referral Traffic		14.6%

AdCaM™

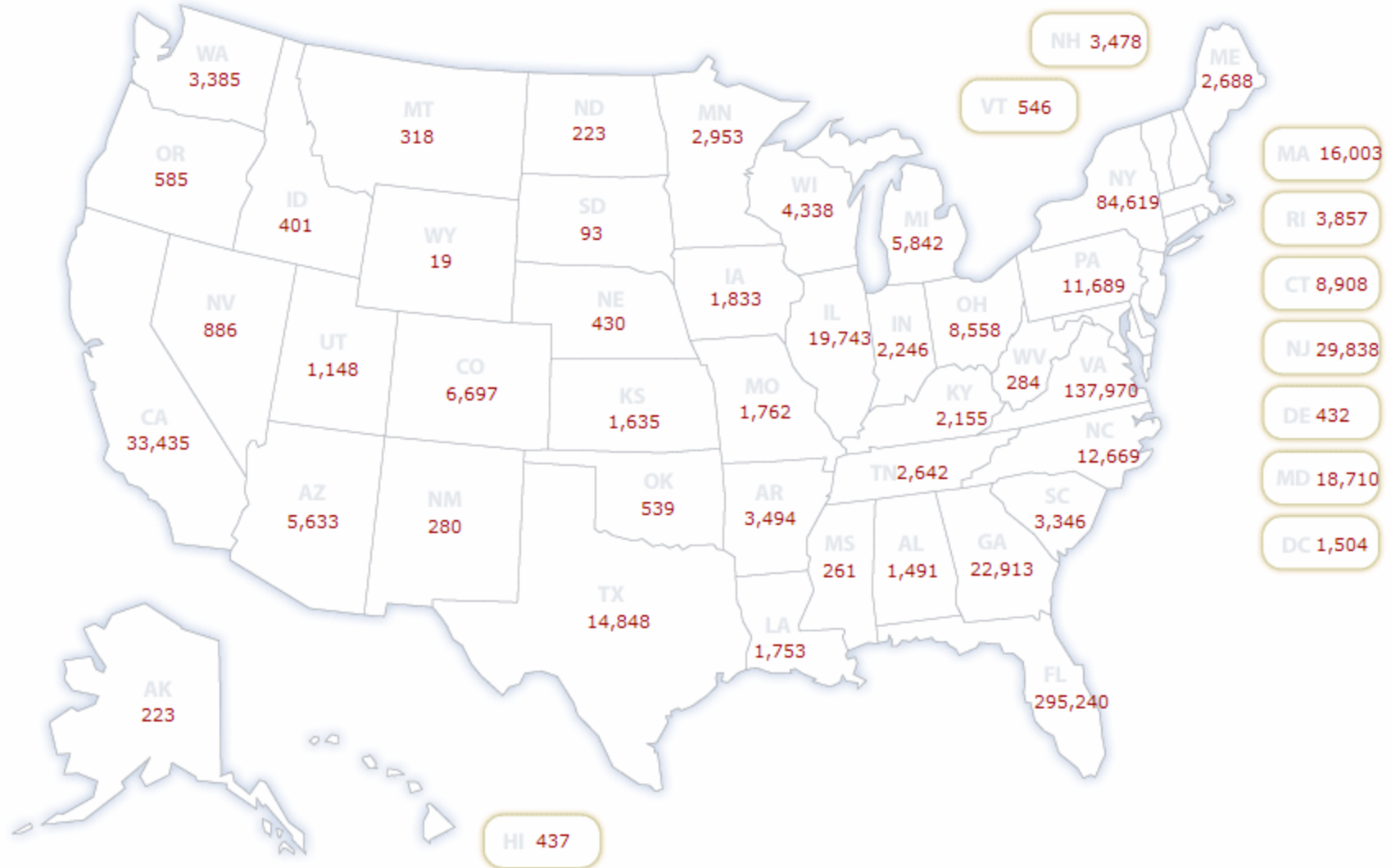
#	Campaign Description	Clickthroughs	Detail
1.	Retargeting Banners	(0)	
2.	Realtor.com Skyscraper	(0)	
3.	Sent from my webpage on Realtor.com	(0)	
4.	Realtor.com Leaderboard	(0)	

PageAlarm™

Up-Time	Detail
100.00%	
Test Type	Total
Successful:	2
Failed:	0
[Settings]	

Win Listings With VisiStat

Geographic Information → View Map. Display large date range.



Keep Listings/Secure Price Reductions

Page Popularity → Locate Property Listing Page → Choose Isolate Flag (red flag)

Page Isolation
 Report From:
 To:

Reporting Page: /static/about_youth_activities.html

Page Views	Unique Visitors	Total	City/Region	Country	
(358)	(247)	50	Tampa, Florida	United States	
		42	Unknown	United States	
		19	Reston, Virginia	United States	
		18	Herndon, Virginia	United States	
		9	St. Petersburg, Florida	United States	
		6	Clearwater, Florida	United States	
		6	Atlanta, Georgia	United States	
		5	Merritt Island, Florida	United States	
		4	Lakeland, Florida	United States	
		3	Sarasota, Florida	United States	
		3	Orlando, Florida	United States	
		3	Lutz, Florida	United States	
		2	Lithia, Florida	United States	
		2	Mt. Laurel, New Jersey	United States	
		2	Bradenton, Florida	United States	
		2	Dallas, Texas	United States	
		2	Seffner, Florida	United States	

Date	Daily Page Views
Jul 1st 2006	(18)
Jul 2nd 2006	(15)
Jul 3rd 2006	(12)
Jul 4th 2006	(28)
Jul 5th 2006	(28)
Jul 6th 2006	(17)
Jul 7th 2006	(9)
Jul 8th 2006	(13)
Jul 9th 2006	(18)
Jul 10th 2006	(30)
Jul 11th 2006	(17)
Jul 12th 2006	(17)

Alert your sellers by email when their property has been seen on your website



Launchpad → Alerts Tab → Create New Alert

Send an Alert to ... **whenever the ...** **matches ...**

Send an alert to myseller@comcast.net, whenever the [Page Name visited](#) matches [\(paste your page name here\)](#).

	Alert Rule	Status	Edit	Del
1.	Send an alert to myseller1@yahoo.com , when the page MLS432577 is viewed	(Active)		
2.	Send an alert to myseller2@yahoo.com , when the page MLS432578 is viewed	(Active)		
3.	Send an alert to myseller3@yahoo.com , when the page MLS432579 is viewed	(Active)		
4.	Send an alert to myseller4@yahoo.com , when the page MLS432580 is viewed	(Active)		

Understand your Advertising Outreach



Geographic Information → View Map. Click on the number of visitors in any state.



















Report By: [Choose a map...](#) **NEW!**

Page Views By City Report From: **November** 07 2006 To: **November** 07 2006 Go

Rank	City, State/Region	Country	Page Views
1.	Tampa, Florida	United States	(659)
2.	Brooksville, Florida	United States	(142)
3.	Palm Harbor, Florida	United States	(137)
4.	Brandon, Florida	United States	(40)
5.	Bradenton, Florida	United States	(39)
6.	St. Petersburg, Florida	United States	(32)
7.	Miami, Florida	United States	(32)
8.	Clearwater, Florida	United States	(31)
9.	New Port Richey, Florida	United States	(24)
10.	Lakeland, Florida	United States	(21)
11.	Sarasota, Florida	United States	(17)
12.	Orlando, Florida	United States	(11)
13.	Valrico, Florida	United States	(10)
14.	Zephyrhills, Florida	United States	(9)
15.	Largo, Florida	United States	(8)
16.	Lutz, Florida	United States	(3)
17.	Titusville, Florida	United States	(3)
18.	Niceville, Florida	United States	(2)

Learn how Keywords trend over time

Search Engines → Keyword Trending → Roll mouse over the magnifying glasses on the right

Report By: [Keyword Trend Search]			
Search Engine Keyword Trending			
Display: 25 keywords [v] Go			
< Previous			
September 2006	October 2006	November 2006	
1. team bohannon (44)	1. team bohannon (69)	1. 16303 heathrow dr (27)	
2. intampaflorida.com (14)	2. tampa florida mls (17)	2. top employers tampa (6)	
3. sold homes (13)	3. riverwalk at waterside island (16)	3. team bohannon (5)	
4. mls tampa florida (11)	4. family fun in tampa2c florida (16)	4. cost of living in englewood florida (5)	
5. t2170554 (10)	5. intampaflorida (15)	5. 1503 20th street ybor (4)	
6. house for sale in polk county florida (10)	6. intampaflorida.com (13)	6. homes for sale in south tampa2c fl (3)	
7. t2173209 (9)	7. mls t21721 (13)	7. lakeland real estate 2bbanana lake (3)	
8. tampabay jobs (8)	8. t2170686 (12)	8. 4th avenue lofts tampa (3)	
9. intampaflorida (8)	9. mls tampa florida (10)	9. inteli realty (3)	
10. fun in tampa (7)	10. bohannon realty (9)	10. average income tampa florida (3)	
11. tampa ymca (7)	11. mls t2190371 (8)	11. mls 233a t2188050 (3)	
12. tampa florida schools (7)	12. www.intampaflorida.com (7)	12. waterford on the alafia (3)	
13. tampa florida mls (7)	13. tampabay jobs (7)	13. doug bohannon (3)	
14. map of tampa florida (6)	14. tampa florida (7)	14. intampaflorida.com (3)	
15. l4596663 (6)	15. colleges in tampa florida (7)	15. inteli realty lake alfred (2)	
16. doug bohannon (6)	16. tampa bay companies (6)	16. kids activities in tampa (2)	
17. wcaa football tampa2c fl (6)	17. tampa florida homes (6)	17. mls t2192972 (2)	
18. tampa activities for children (6)	18. house for sale in polk county florida (6)	18. teambohannon (2)	

Track online advertising with AdCaM

Hourly Detail: Jul 12th, 2007

Hour	Page Views
12am	(94)
1am	(3)
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3am	(8)
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10am	(94)
11am	(339)
12pm	(233)
1pm	(321)
2pm	(147)
3pm	(524)
4pm	(376)
5pm	(0)
6pm	(0)
7pm	(0)

Rolling Week At-A-Glance (Page Views)

Date	Page Views
Jul 6th (Fri)	4,446
Jul 7th (Sat)	3,889
Jul 8th (Sun)	5,357
Jul 9th (Mon)	6,389
Jul 10th (Tue)	4,965
Jul 11th (Wed)	5,429
Jul 12th (Thu)	2,511

Traffic Sources

Today's Type-In Traffic	63.6%
Today's Search Engine Traffic	21.8%
Today's Link/Referral Traffic	14.6%

AdCaM™

#	Campaign Description	Clickthroughs	Detail
1.	Retargeting Banners	(0)	
2.	Realtor.com Skyscraper	(0)	
3.	Sent from my webpage on Realtor.com	(0)	
4.	Realtor.com Leaderboard	(0)	

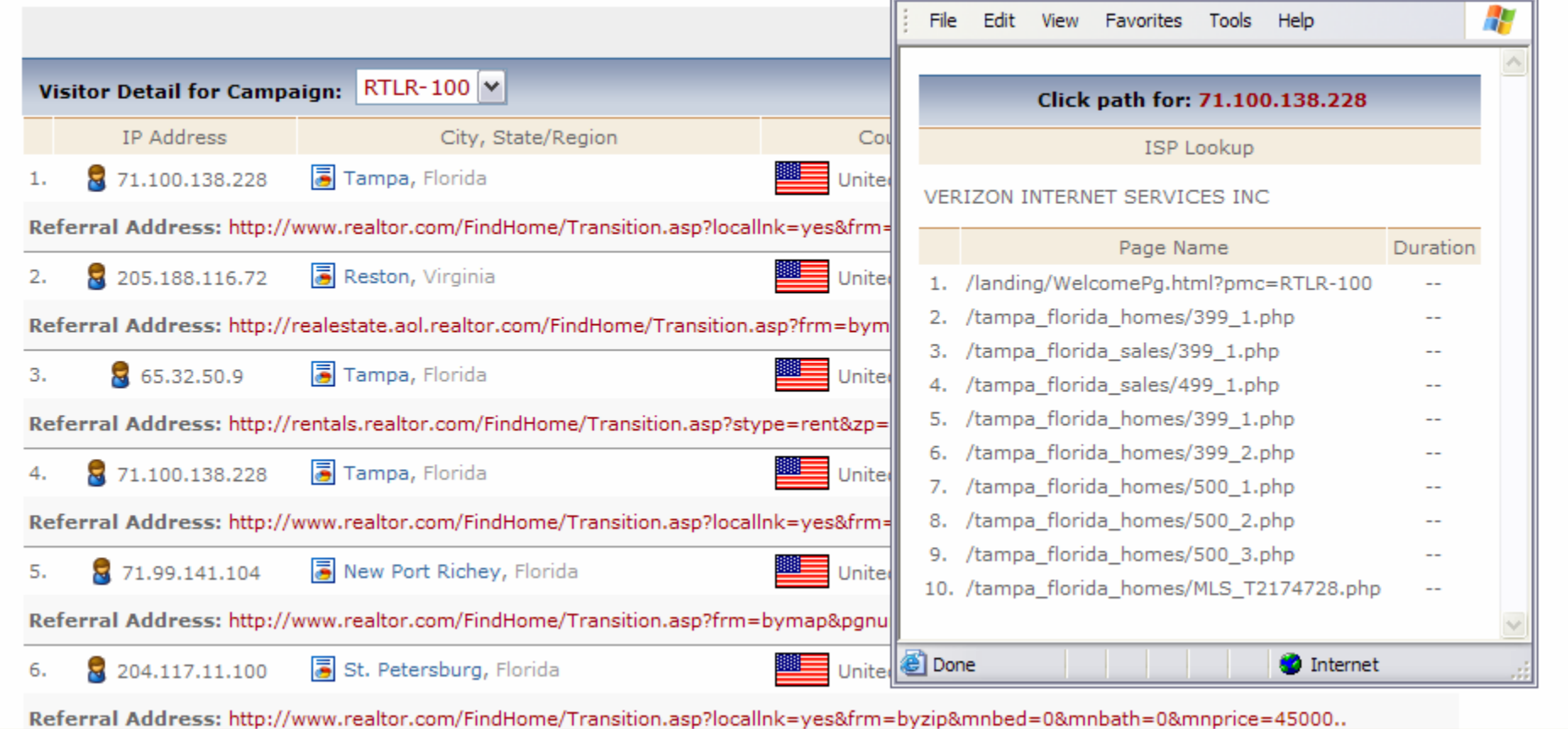
PageAlarm™

Up-Time	Detail
100.00%	
Test Type	Total
Successful:	2
Failed:	0

[\[Settings\]](#)

Measure beyond the first click

AdCaM → Campaign Summary → Choose detail icon by a date →
Choose the detail icon by a visitor's record



The screenshot displays the VisiStat interface. On the left, a table titled "Visitor Detail for Campaign: RTLR-100" lists six visitors with their IP addresses, locations, and referral addresses. On the right, a window titled "Click path for: 71.100.138.228" shows the sequence of pages visited by this visitor, including a landing page and several home and sales pages.

Visitor Detail for Campaign: RTLR-100			
	IP Address	City, State/Region	Country
1.	71.100.138.228	Tampa, Florida	United States
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yes&frm=byzip&mnbed=0&mnbed=0&mnprice=45000..			
2.	205.188.116.72	Reston, Virginia	United States
Referral Address: http://realestate.aol.realtor.com/FindHome/Transition.asp?frm=bymap&pgnu			
3.	65.32.50.9	Tampa, Florida	United States
Referral Address: http://rentals.realtor.com/FindHome/Transition.asp?stype=rent&zp=			
4.	71.100.138.228	Tampa, Florida	United States
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yes&frm=byzip&mnbed=0&mnbed=0&mnprice=45000..			
5.	71.99.141.104	New Port Richey, Florida	United States
Referral Address: http://www.realtor.com/FindHome/Transition.asp?frm=bymap&pgnu			
6.	204.117.11.100	St. Petersburg, Florida	United States
Referral Address: http://www.realtor.com/FindHome/Transition.asp?localInk=yes&frm=byzip&mnbed=0&mnbed=0&mnprice=45000..			

Click path for: 71.100.138.228		
ISP Lookup		
VERIZON INTERNET SERVICES INC		
	Page Name	Duration
1.	/landing/WelcomePg.html?pmc=RTLR-100	--
2.	/tampa_florida_homes/399_1.php	--
3.	/tampa_florida_sales/399_1.php	--
4.	/tampa_florida_sales/499_1.php	--
5.	/tampa_florida_homes/399_1.php	--
6.	/tampa_florida_homes/399_2.php	--
7.	/tampa_florida_homes/500_1.php	--
8.	/tampa_florida_homes/500_2.php	--
9.	/tampa_florida_homes/500_3.php	--
10.	/tampa_florida_homes/MLS_T2174728.php	--

Give your listings a natural page name

Page Popularity → Click on Pencil in “Rename” Column → Type in natural page name.

Options: [Page Search | Live Page Visitors]

Page Popularity Report From: November 07 2006 To: November 07 2006 Go

Rank	Rename	Page Name	Percentage	Page Views	Isolate	Save	Detail
1.		intampaflorida.com (home page)	5.23%	156			
2.		<input type="checkbox"/> Homes for sale in Tampa, Florida	0.97%	29			
3.		<input type="checkbox"/> Team Bohannon's listings					
4.		<input type="checkbox"/> /mls/New Tampa/index.html					
5.		<input type="checkbox"/> Tampa Neighborhoods					
6.		<input type="checkbox"/> /mls/Lutz/index.html					
7.		<input type="checkbox"/> Youth Activities and fun in Tampa					
8.		<input type="checkbox"/> /mls/South Tampa/index.html					
9.		<input type="checkbox"/> /mls/New Tampa/4_bedrooms/300000-399999/					
10.		<input type="checkbox"/> /tampa_florida_homes/499_1.php					
11.		<input type="checkbox"/> /mls/Lutz/3_bedrooms/200000-299999/index13					
12.		<input type="checkbox"/> /mls/Brandon/index.html					
13.		<input type="checkbox"/> /mls/Town N Country/2_bedrooms/less_than_2					
14.		<input type="checkbox"/> /mls/Wesley Chapel/index.html					
15.		<input type="checkbox"/> /tampa_florida_homes/399_4.php					
16.		<input type="checkbox"/> /mls/South Tampa/3_bedrooms/less_than_2000					
17.		<input type="checkbox"/> /tampa_florida_homes/MLS_T2180670.php					

http://www.visistat.com - Friendly Page Naming - Mozi...

Friendly Page Name

Use the text field below to give your page names a "friendly name", making your reports easier to read and understand.

Real Page Name
 /mls/South Tampa/index.html

Friendly Page Name

Note: This only effects your VisiStat Page Popularity reports and does not change your actual Website page name.

Done

Multiple Domain Tracking



Launchpad → Reporting Domain Pull down → “Track Another Domain” at a discount

LAUNCH PAD: StatCaster™ PageAlarm™ AdCaM™ Retargeting™ Domain Comparison

Reporting Domain: bouma.com
bouma.com
condominiumhotline.com
condohotline.com
homesofannarbor.com
subdivisionhotline.com
Track Another Domain...

VisiStat 4.0 Released!
New Version 4.0 is now available and is a free upgrade to all current subscribers! Your account has been automatically updated.

Options: [Tra

Rank	Domain Name	PageViews/Unique Visitors
1.	homesofannarbor.com	<input type="checkbox"/> (16,237) <input type="checkbox"/> (1,419)
2.	condohotline.com	<input type="checkbox"/> (6,563) <input type="checkbox"/> (1,226)
3.	bouma.com	<input type="checkbox"/> (2,283) <input type="checkbox"/> (1,107)
4.	subdivisionhotline.com	<input type="checkbox"/> (2,194) <input type="checkbox"/> (1,100)

Launchpad → Toggle to Top Domain → Choose Domain Comparison Tab