USER MANUAL

Visit Analytics

Everything you need to install, configure and use VisitAnalytics: step-by-step guides for every page of the admin panel, every setting and every report.

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GETTING STARTED

What is VisitAnalytics?

VisitAnalytics is a website statistics script that you install on your own server. It shows who visits your website, from where, on which device and what they read – and it keeps robots and spam out of the numbers.



The Overview page is the first page you see after logging in.

The main ideas

- **No database.** All statistics are saved in plain XML files, one file per day, inside the `data` folder of the script. There is nothing to create, back up or repair in MySQL.
- **No cookies.** Visitors are recognized by a one-way hash of their IP address and browser, so nothing is stored on their devices and no consent banner is needed for the tracking itself.
- **Real visits only.** Search engine crawlers, AI bots, SEO tools, uptime monitors, scripts, vulnerability scanners and referrer spam are detected and kept out of the statistics. See the Bot filter.
- **Works like an include.** One line of PHP in your website's `index.php` records the visit after the page has been delivered. It does not slow your pages down. See How to add the tracking code to your website.
- **Modern admin panel.** Charts, live view, source and country reports, goals, a visit log and a dark mode – all translatable. See The admin panel at a glance.

What is recorded for every visit

Group	Details
Request	Time, page address, referring website, campaign tags (UTM), protocol
Visitor	IP address (optionally anonymized), country, browser language
Device	Browser and version, operating system and version, device type, phone or tablet model
Human verification script	Proof of real mouse, scroll or touch input, screen size, time on page, scroll depth, time zone, page title – see Human verification: count only visitors who really use the page

The complete list of stored fields is in The XML data format of the daily statistics files.

What you can do with it

- See how many visitors you have and compare them with the previous period (The Overview report: visitors, visits, page views and bounce rate).
- Watch visitors live (Real-time: see who is on your website right now).
- Find your best pages and your broken links (Pages report: most viewed pages, time on page and exit rate, Find broken links with the Page not found (404) report).
- Learn which channels send traffic: search, social networks, email, ads and AI assistants (Traffic sources: search, social, email, paid, direct and referral, Track visitors from ChatGPT, Perplexity and other AI assistants).
- Measure conversions with goals.
- Follow every single visit page by page (The Visits log: browse every single visit).

This manual describes VisitAnalytics 2.0. Start with System requirements and How to install VisitAnalytics, or use the contents page to jump to the topic you need.

GETTING STARTED

System requirements

VisitAnalytics runs on almost any web hosting. The only real requirements are PHP and a folder that PHP can write to.

Server

Requirement	Details
PHP	7.2 or newer. PHP 8.x is recommended and fully supported.
Web server	Apache, nginx, LiteSpeed or IIS. On Apache the included `.htaccess` files protect internal folders automatically; on nginx you add one rule (see Securing VisitAnalytics: protect the data folder and the admin panel).
Database	**None.** Statistics are stored in XML files.
Write access	PHP must be able to create files in the VisitAnalytics folder (for `config.php`) and in its `data` folder.
PHP extensions	Only standard ones. `mbstring` is used when available but is not required. `SimpleXML` is needed only for importing old statistics.
Disk space	The script itself needs about 12 MB (most of it is the country database). Statistics are small: roughly 250 KB per day for every 1,000 page views.
Website	The website must be PHP-based, because the tracking code is a PHP include in one of its files. For static HTML sites see the FAQ.

Your website

The tracking code is added to a PHP file that is executed on every page load, normally the `index.php` of your website or CMS (WordPress, Joomla, custom scripts and frameworks all work). VisitAnalytics records a visit only for normal HTML pages that are delivered with status 200 (or 404, for the broken links report).

Full-page caching. If a caching plugin or CDN serves complete HTML pages without running PHP, those page loads never reach the tracking code. Exclude the pages from the cache or use a cache that still runs PHP. See Troubleshooting: no visits recorded, wrong IP, empty reports.

Admin panel browsers

The admin panel works in current versions of Chrome, Edge, Firefox, Safari and their mobile versions. It needs JavaScript enabled in your own browser (for charts and menus), but the tracking itself does not need JavaScript on the visitor side.

GETTING STARTED

How to install VisitAnalytics

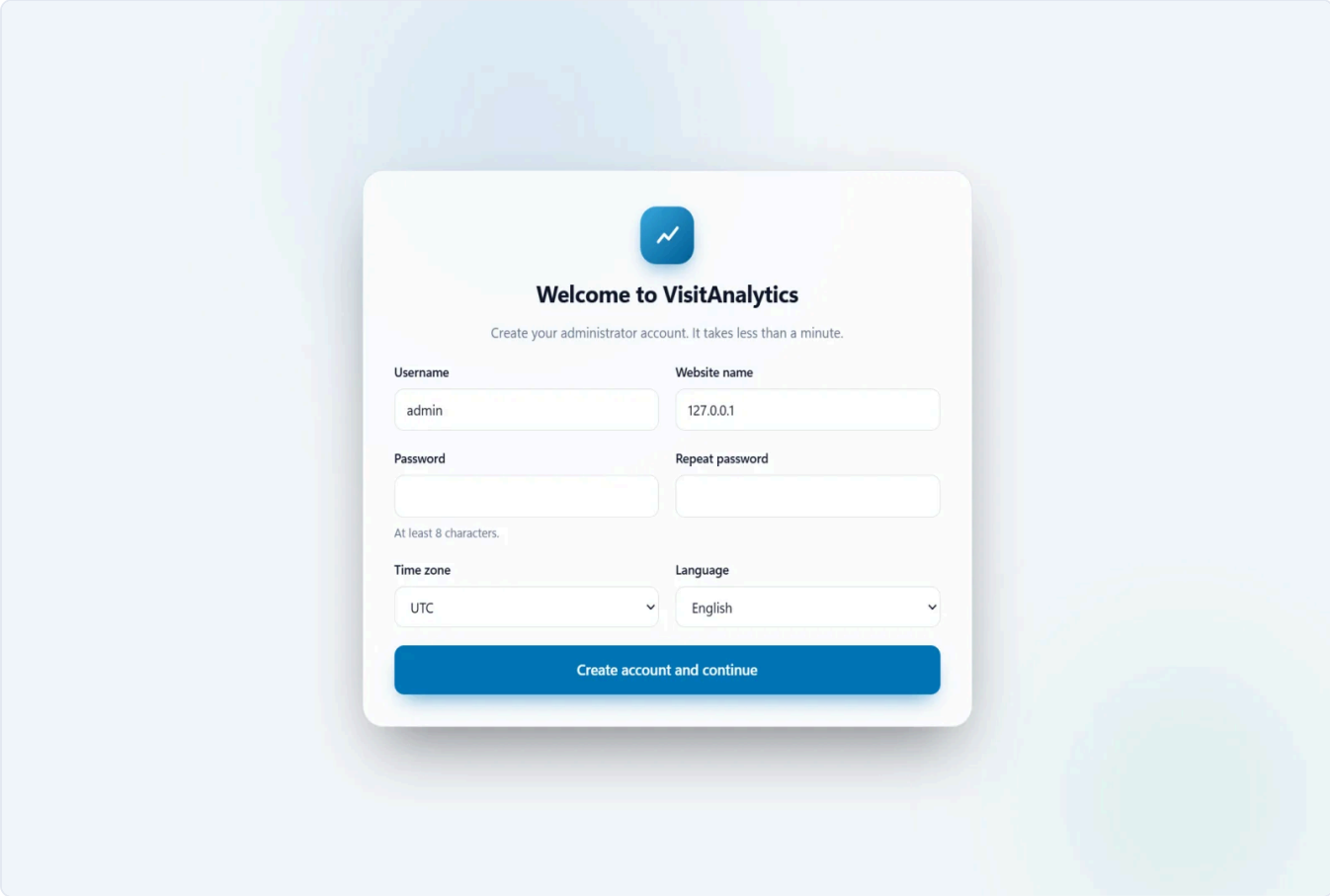
Installing takes about two minutes and needs no database. You upload one folder, create your administrator account and press one button.

Step by step

1. **Upload the folder.** Unzip the package and upload the `VisitAnalytics` folder with FTP or your hosting file manager, so that it sits *next to* your website's `index.php`:

   ```
   public_html/
     index.php            ← your website
     VisitAnalytics/      ← the uploaded folder
       track.php
       admin/
       ...
   ```

   You may rename the folder (for example to `stats`). The tracking code uses the real folder name automatically.
2. **Give write permission.** PHP must be able to write in the `VisitAnalytics` folder and in `VisitAnalytics/data`. On most hosts the default permissions (755) are already enough; if the setup complains, set the folders to 775 or 777 for the duration of the setup.
3. **Open the admin panel.** Visit `https://your-website.com/VisitAnalytics/admin/` in your browser. The The first-time setup wizard appears the first time.
4. **Create your account.** Choose a username, a password and your time zone. Press **Create account and continue**.
5. **Install the tracking code.** The wizard opens **Settings** → **Installation**. Press **Install tracking code**. See How to add the tracking code to your website.
6. **Test it.** Open your website in another browser tab, then look at Real-time. Your visit should appear within seconds.



The setup wizard appears the first time you open the admin panel.

Tip: Do the setup immediately after uploading. Until the first account exists, whoever opens the admin address first can create it.

Installing in a sub-folder or on a test site

The only rule is that VisitAnalytics sits *inside the folder of the website you want to track*, because the automatic installer edits a file of the folder above it. If your PHP entry file is somewhere else you can still add the include line by hand – see How to add the tracking code to your website.

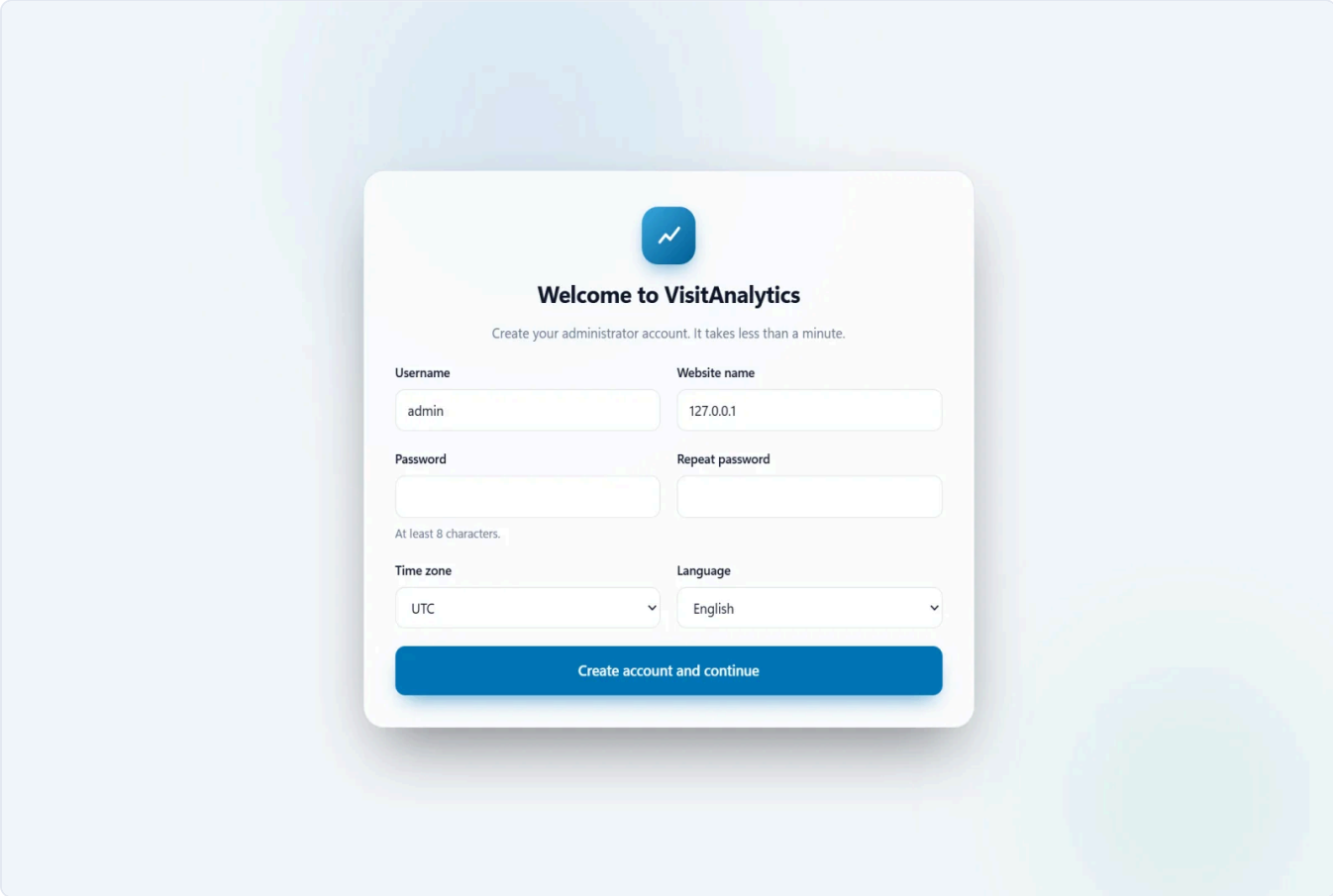
Next steps

- Choose your language, date format and week start in General settings: website name, language, time zone and date format.
- Tell VisitAnalytics to ignore your own visits: How to exclude your own IP address and private pages from statistics.
- Decide on privacy options: Privacy settings: anonymize IP addresses, Do Not Track and data retention.

GETTING STARTED

The first-time setup wizard

The first time you open the admin panel, VisitAnalytics shows a one-page setup wizard instead of the login form. It creates the settings file and your administrator account.



The setup wizard.

The fields

Field	What to enter
Username	3–40 characters: letters, numbers and `. _ - @`. Avoid obvious names like "admin" on a public site.
Website name	Shown in the sidebar and the browser title. It is filled in with your domain name; you can change it later in General settings: website name, language, time zone and date format.
Password	At least 8 characters. Use a long, unique password. It is stored only as a secure hash.
Time zone	The time zone of your *website*. Days, hours and the heat map in all reports follow it.
Language	Language of the admin panel. English is included; see Translate the admin panel into your language to add more.

What the wizard creates

- The file `config.php` in the VisitAnalytics folder, with your settings and the password hash.
- A secret key used to make visitor hashes. It is generated randomly and never leaves your server.
- A `data` sub-folder with a random 16-character name (for example `data/e8729ba48023ab16/`) for the XML files. If a data folder from an earlier installation exists, it is reused and your old statistics are kept.

If the wizard shows an error

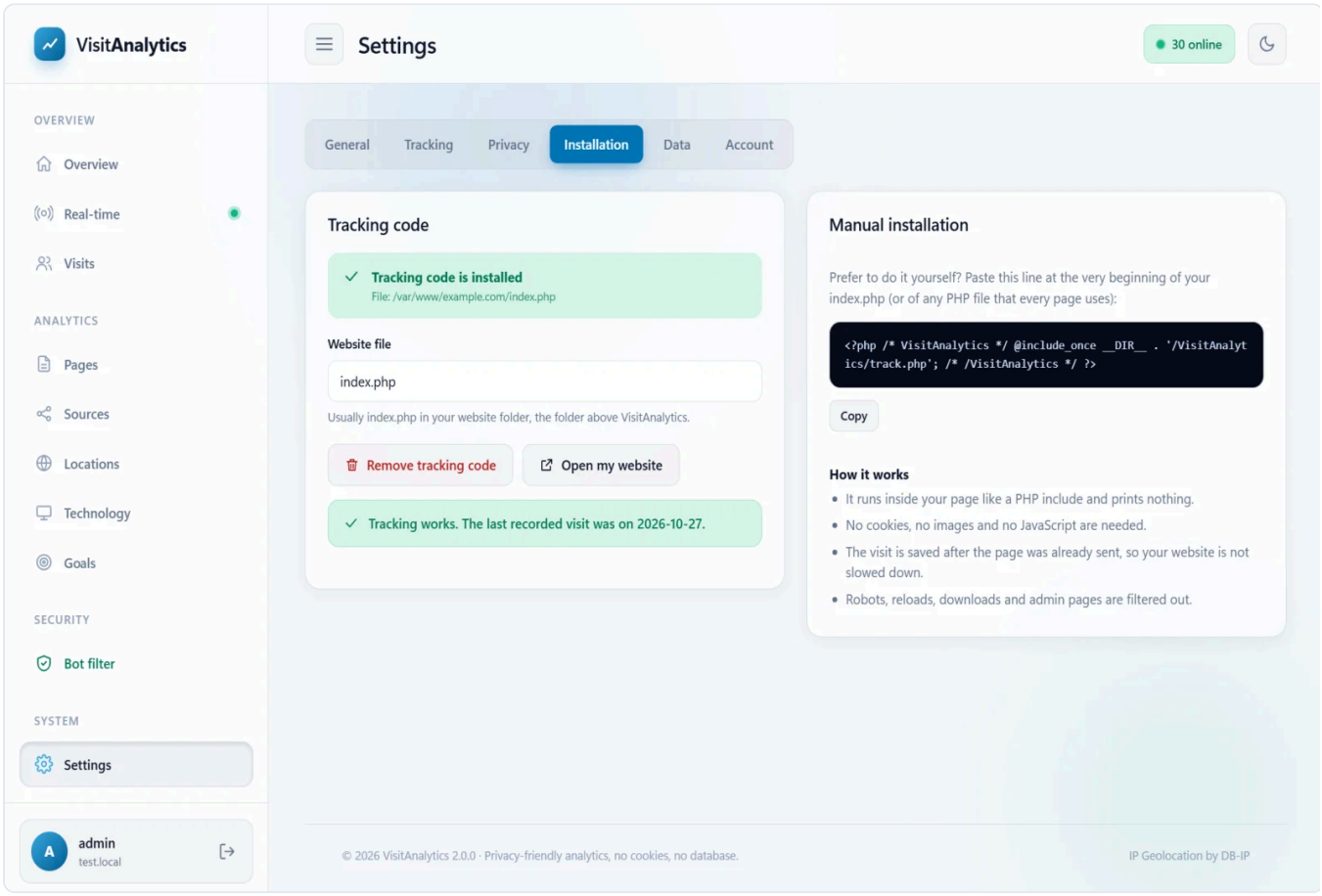
- **"The folder … is not writable"** – give the VisitAnalytics folder write permission (chmod 755 or 775) and press the button again.
- **"The settings file could not be saved"** – the same cause; check disk quota and permissions.
- **The wizard appears again after you finished it** – `config.php` was not saved or was deleted. Check permissions and repeat the setup.

After the wizard you are logged in automatically and taken to the installation page, where you add the tracking code.

GETTING STARTED

How to add the tracking code to your website

The tracking code is a single PHP line that includes `track.php`. The admin panel can add it to your `index.php` for you, or you can paste it yourself.



Settings → Installation: status, one-click install and the manual snippet.

Automatic installation

1. Open **Settings** → **Installation**.
2. Check the **Website file**. It is `index.php` by default – the file in the folder above VisitAnalytics. You can enter another PHP file of your website, for example `header.php` or `includes/init.php`, as long as it runs on every page.
3. Press **Install tracking code**.

VisitAnalytics saves a backup copy as `index.php.va-backup`, then inserts the line right after the opening `<?php` tag. If the file starts with `declare(strict_types=1);` or a `namespace`, the line is placed after them so your code keeps working.

Installation status

Status	Meaning
Tracking code is installed	The file contains the VisitAnalytics line. You can remove it with the red button.

Tracking code is not installed yet	The file exists and is writable; press the install button.
This file does not exist	Check the file name in the field.
This file can not be changed automatically	The file is read-only for PHP. Change its permissions or use the manual method.

Manual installation

Paste this line at the very beginning of your PHP file (right after `<?php` is also fine, as part of an existing PHP block):

```
<?php /* VisitAnalytics */ @include_once __DIR__ . '/VisitAnalytics/track.php'; /* /VisitAnalytics */ ?>
```

The exact line for your folder name and file is always shown in **Settings** → **Installation** under **Manual installation**; copy it with the Copy button.

WordPress, Joomla and other systems

- **WordPress:** the `index.php` in the WordPress root runs on every front-end request, so the default file works. Do not edit theme files, because theme updates would remove the line.
- **Frameworks (Laravel, Symfony…):** add the line to the front controller, for example `public/index.php`, and set the file name accordingly.
- **Custom websites:** any shared header or bootstrap file included by all pages is fine.

Removing the code

Open the same page and press **Remove tracking code**. The line is deleted from the file; your statistics stay. See Updating and uninstalling VisitAnalytics.

What the line does

- It runs inside your page like any PHP include and sets no cookies. It adds one tiny script before `</body>` that confirms real visitors (human verification).
- It decides quickly if the request is a real page view; the visit is written to disk *after* the page has been sent to the visitor.
- Errors are caught: a problem in VisitAnalytics can never break your website.

After installing, open your website and check Real-time. If nothing appears, read Troubleshooting: no visits recorded, wrong IP, empty reports.

GETTING STARTED

Logging in, logging out and a forgotten password

The admin panel is protected by your username and password. Too many wrong attempts lock the login for a while.



The login page.

Logging in

Open `https://your-website.com/VisitAnalytics/admin/`, enter your username and password and press **Log in**. VisitAnalytics sets a session cookie *only for you*, the administrator, and only inside the admin panel. Visitors of your website never receive a cookie.

Logging out

Press **Log out** at the bottom of the sidebar. Sessions also end when you close the browser.

Login protection

After **5 wrong passwords** from the same IP address the login is blocked for **15 minutes**. The message "Too many attempts. Please try again in 15 minutes." appears. Every failed attempt is also slowed down slightly.

Changing your password

Go to Change your username and administrator password. You need your current password.

I forgot my password

There is no e-mail reset, because the script has no database or mail server. Reset it like this:

1. Using FTP or your file manager, **rename** `VisitAnalytics/config.php` to `config.php.old`.
2. Open the admin address. The The first-time setup wizard appears. Create a new account.
3. Your statistics are kept: the wizard reuses the existing `data` folder.
4. Open `config.php.old` in a text editor if you want to copy back old settings (goals, excluded IP addresses…). Settings are stored as a readable PHP array.

Only someone with access to your server files can do this, which is why it is safe. See Securing VisitAnalytics: protect the data folder and the admin panel for more protection ideas.

GETTING STARTED

Updating and uninstalling VisitAnalytics

Your statistics and settings live in just two places, so updating is a simple file copy and uninstalling is clean.

Updating to a new version

1. **Back up** the folder `VisitAnalytics/data` and the file `VisitAnalytics/config.php` (see Your data: where statistics are stored, backup and deleting data).
2. **Upload the new files** over the old ones, overwriting everything *except* `config.php` and the `data` folder.
3. Open the admin panel and press Ctrl+F5 (or Cmd+Shift+R) to reload the stylesheets.
4. Check **Settings** → **Installation**. The tracking code in your `index.php` does not change.

Settings that a new version adds are filled with defaults automatically, so an old `config.php` keeps working.

Upgrading from VisitAnalytics 1.x

Version 2 has a different data format. Install it in a new folder, run the setup and use Import statistics from VisitAnalytics 1.x to bring the old statistics along. Then remove the old tracking line from your `index.php`.

Uninstalling

1. Open **Settings** → **Installation** and press **Remove tracking code**. (If you pasted the line by hand, delete it from your PHP file.)
2. Optionally download your data first with Export statistics to CSV for Excel and Google Sheets.
3. Delete the `VisitAnalytics` folder from your server.
4. Delete `index.php.va-backup` if you no longer need it.

Delete the folder only *after* removing the include line. Because the line uses `@include_once`, a missing file is ignored silently and your website keeps working – but removing the line first keeps your code clean.

THE ADMIN PANEL

The admin panel at a glance

The admin panel has a dark sidebar on the left, a top bar with the date range, and the report in the middle. Everything is reachable in one click.



The admin panel: sidebar (1), top bar (2) and report area (3).

The sidebar menu

Menu item	Use it to…	Manual
Analytics		
Overview	See the key numbers, the traffic chart and the best of every report	The Overview report: visitors, visits, page views and bounce rate
Real-time	Watch the visitors who are on your website right now	Real-time: see who is on your website right now
Pages	Find top, entry and exit pages and broken links	Pages report: most viewed pages, time on page and exit rate
Sources	See where visitors come from and measure campaigns	Traffic sources: search, social, email, paid, direct and referral
Locations	Countries, languages and time zones of your visitors	Locations: visitor countries, languages and time zones

Technology	Devices, browsers, systems and screen sizes	Devices, browsers, operating systems and screen sizes
Visits	Browse every single visit and its pages	The Visits log: browse every single visit
Manage		
Goals	Define and track conversions	Goals: track conversions such as sign-ups, orders and downloads
Bot filter	See what was kept out of your statistics and why	The Bot filter: see which robots were kept out of your statistics
Settings	Configure tracking, privacy, data, installation and your account	General settings: website name, language, time zone and date format

The bottom of the sidebar shows the name of your website and the **Log out** link. A green number next to **Real-time** shows how many visitors were active in the last 5 minutes.

The top bar

- **Page title** – the name of the current report.
- **Date range** – the period every report is calculated for. See Choosing the date range of a report. It is hidden on Real-time and Settings, which do not depend on a period.
- **Online counter** – "5 online" means five different visitors viewed a page in the last 5 minutes. Click it to open Real-time.
- **Theme button** – switches between light and dark mode (Dark mode and using the admin panel on a phone).

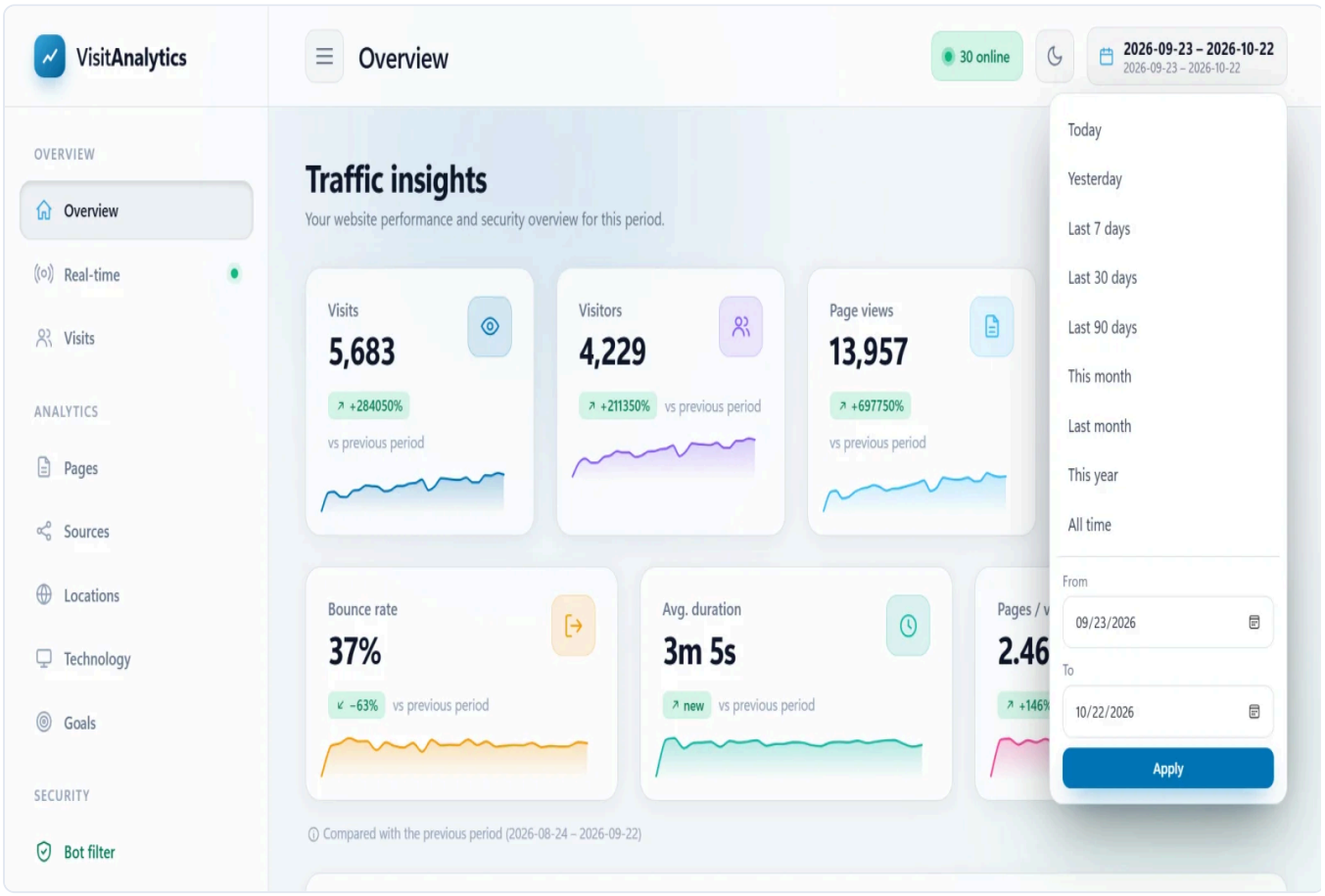
Working with the tables

- Click a **column title** to sort by it; click again to reverse the order.
- Type in the **search box** above a table to filter its rows instantly.
- Press the **CSV** button to download the table for Excel or Google Sheets (Export statistics to CSV for Excel and Google Sheets).
- Hover over a chart to see exact values. Click a name in a chart legend to hide or show that line.

THE ADMIN PANEL

Choosing the date range of a report

The date range button in the top bar controls the period of all reports. Your choice is remembered while you are logged in.



Click the date range button to open the pop-up.

Presets

Preset	Period
Today	From midnight to now (in your website's time zone)
Yesterday	The previous full day
Last 7 days / 30 days / 90 days	The given number of days including today
This month	From the 1st of the current month until today
Last month	The previous full calendar month
This year	From 1 January until today
All time	From the first recorded day until today

A custom range

Enter a **From** and a **To** date and press **Apply**. The label on the button then shows both dates. A range can be at most 366 days long; longer ranges are shortened to the last 366 days to keep the panel fast.

Comparison with the previous period

On the Overview every key number is compared with the period of the *same length right before* the selected one. If you choose "Last 7 days", the comparison period is the 7 days before that. The coloured badge shows the change in percent:

- **Green** – an improvement (for the bounce rate, lower is better).
- **Red** – a decline.
- **Grey** – practically no change (less than 0.5%).
- **"new"** – there is no data in the previous period.

Single days show hours

When you choose a single day (Today or Yesterday) the traffic chart switches from days to **hours**.

The reports of past days are cached, so switching ranges is fast even with many months of data.

THE ADMIN PANEL

Dark mode and using the admin panel on a phone

The admin panel follows your system theme and can be switched with one click. It is fully responsive, so you can check your statistics from your phone.



The same Overview report in dark mode.

Switching the theme

Click the moon or sun button at the top right. By default the panel follows the theme of your operating system or browser. When you choose a theme manually it is remembered in your browser (in local storage, not in a cookie), so each device and browser can have its own.

Using it on a phone or tablet

- On narrow screens the sidebar becomes a menu: press the menu button (three lines) at the top left to open it.
- The key numbers rearrange into two columns, charts shrink to the screen width and wide tables scroll sideways.
- All features work on touch screens, including chart tooltips (touch and drag across a chart).

Printing

The reports have a print stylesheet: menus and buttons are hidden when you print or save a page as PDF, which is handy for monthly reports.

REPORTS

The Overview report: visitors, visits, page views and bounce rate

The Overview is your daily check-up: six key numbers with trend lines, an interactive traffic chart and the best of every other report on one page.



The Overview report for a two-week period.

The six key numbers

Tile	What it counts
Visitors	Different people (more exactly: different browser and IP address combinations) who visited in the period. A person who comes ten times is counted once.
Visits	Series of page views by one visitor. A visit ends after 30 minutes without activity (you can change this in Tracking settings: bot sensitivity, ignored pages, sessions and more). The same person returning later makes a new visit.
Page views	The total number of pages opened. Reloads within a few seconds are ignored.
Bounce rate	The share of visits that had only one page view. A lower number is usually better.
Avg. visit duration	The average time between the first and last page of a visit. With the beacon the time spent on the last page is added too. Visits with a single page and no beacon data cannot be measured and are left out of the average.

Pages / visit	Page views divided by visits.

Hover over a tile title to read a short explanation. Each tile has a **trend line** with one point per day and a **badge** comparing with the previous period (see Choosing the date range of a report).

The traffic overview chart

The big chart shows visitors, page views and visits over time. Move the mouse over it for exact values and click a name above the chart to hide or show a line. For a single day the chart shows hours. More about the other cards on this page in Overview charts: heat map, new vs returning visitors and more.

Highlights

Below the chart you find a few sentences in plain words, for example "Best day: 2026-10-21 with 278 visitors", "Main source: Search engines (33% of visits)" or "56% of visits come from phones and tablets".

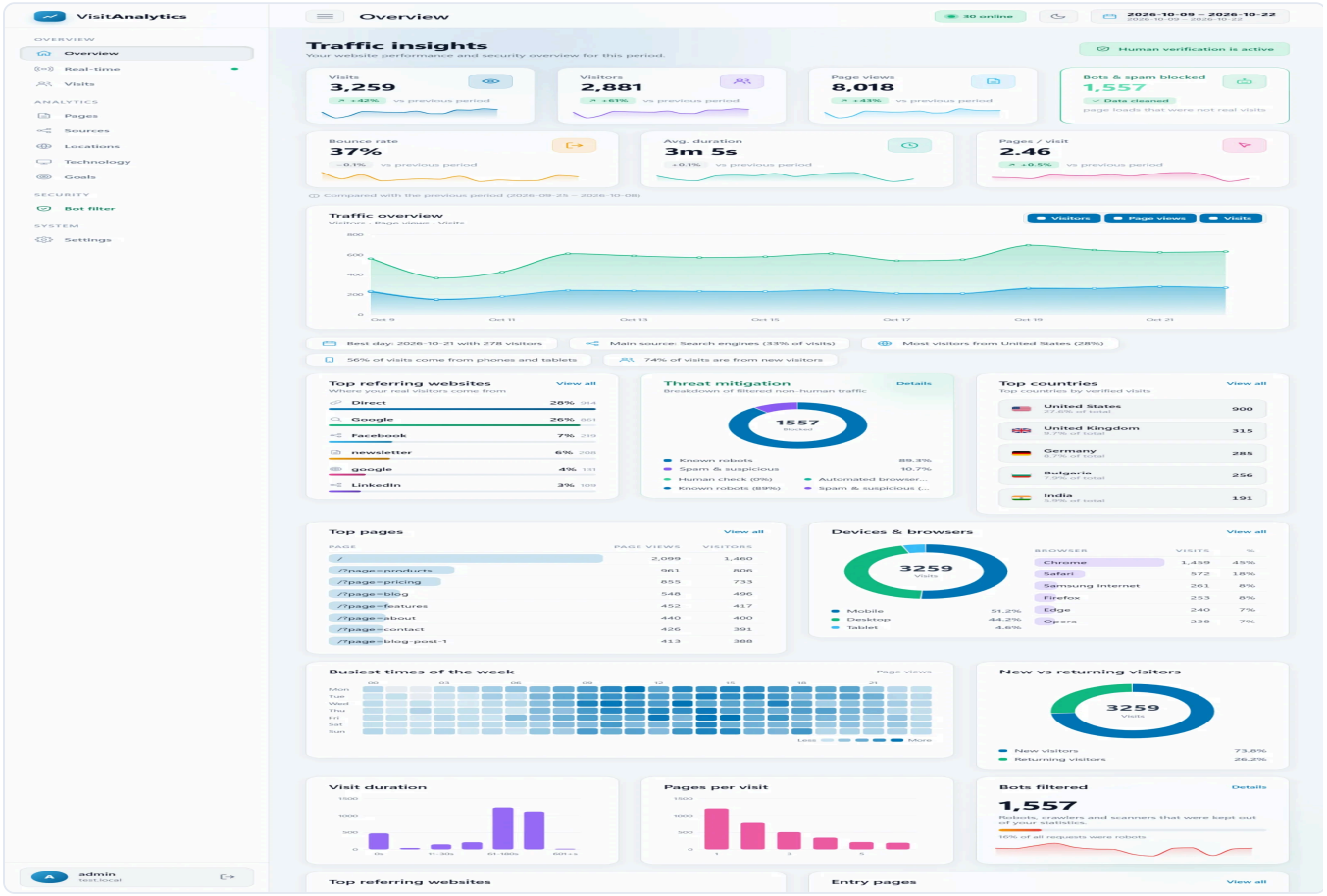
No data yet?

If the period is empty, the Overview shows a welcome card with a link to the installation page. See How to add the tracking code to your website and Troubleshooting: no visits recorded, wrong IP, empty reports.

REPORTS

Overview charts: heat map, new vs returning visitors and more

Scroll down the Overview and it keeps answering questions: when are people online, are they new, how long do they stay and where do they come from?



The complete Overview page (scrolled).

Top pages, traffic sources, countries, devices

Short "top 8" lists of the most important reports. Click **View all** in a card to open the full report: Pages report: most viewed pages, time on page and exit rate, Traffic sources: search, social, email, paid, direct and referral, Locations: visitor countries, languages and time zones and Devices, browsers, operating systems and screen sizes.

Busiest times of the week

The heat map has a row for every weekday and a column for every hour (in your website's time zone). The darker the square, the more page views. Use it to choose the best time to publish an article, send a newsletter or schedule maintenance. Hover over a square to see the exact number. The first weekday follows your **Week starts on** setting (General settings: website name, language, time zone and date format).

New vs returning visitors

A visit counts as **new** when the same visitor was not seen in the 90 days before, nor earlier in the selected period. All other visits are **returning**. Because VisitAnalytics uses no cookies, a returning visitor is recognized by the same IP address and browser; visitors who change network or browser look new again.

Visit duration and pages per visit

Two bar charts show how visits are distributed: from 0 seconds up to over ten minutes, and from 1 page up to 6 or more. Many visits at "0s" usually mean single-page visits that cannot be timed – keep human verification on for exact times.

Bots filtered

This card shows how many robot requests were kept out of your numbers in the period, their share of all requests and a trend line. Press **Details** to open the The Bot filter: see which robots were kept out of your statistics.

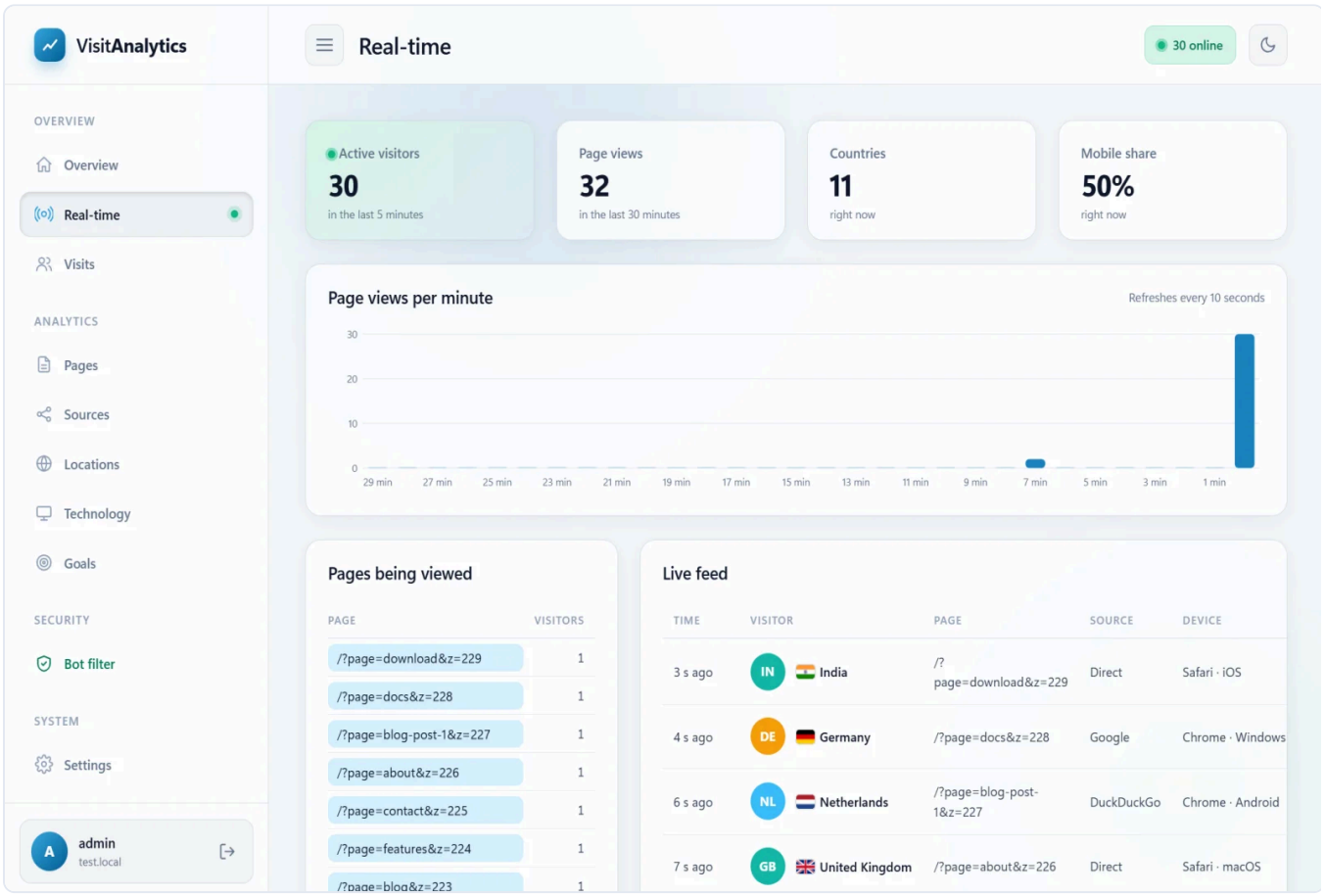
Top referring websites and entry pages

The last row lists the websites that send most visitors and the pages where visits start, with their bounce rate. See Entry pages and exit pages: where visits start and end.

REPORTS

Real-time: see who is on your website right now

The Real-time page shows what happened on your website in the last 30 minutes and refreshes itself every 10 seconds.



Real-time: who is here right now.

What you see

Element	Explanation
Active visitors	Different visitors with at least one page view in the last **5 minutes**.
Page views	All page views in the last **30 minutes**.
Countries	From how many countries the active visitors come.
Mobile share	The share of active visitors on phones, tablets or other non-desktop devices.
Page views per minute	A bar chart of the last 30 minutes. Great for watching the effect of a social media post or newsletter.
Pages being viewed	The pages that active visitors opened, with the number of visitors.
Live feed	The latest page views: time, country flag, page, source and device.

Good to know

- The page updates by itself every 10 seconds while the tab is visible; there is no need to reload it.
- Only **real visits** are shown: robots are filtered out here too.
- The same "N online" number is shown in the top bar of every page and next to the Real-time menu item.
- A visitor is "active" because of a page view, not because the browser tab is open. Without the beacon the script cannot know that someone keeps reading a page.

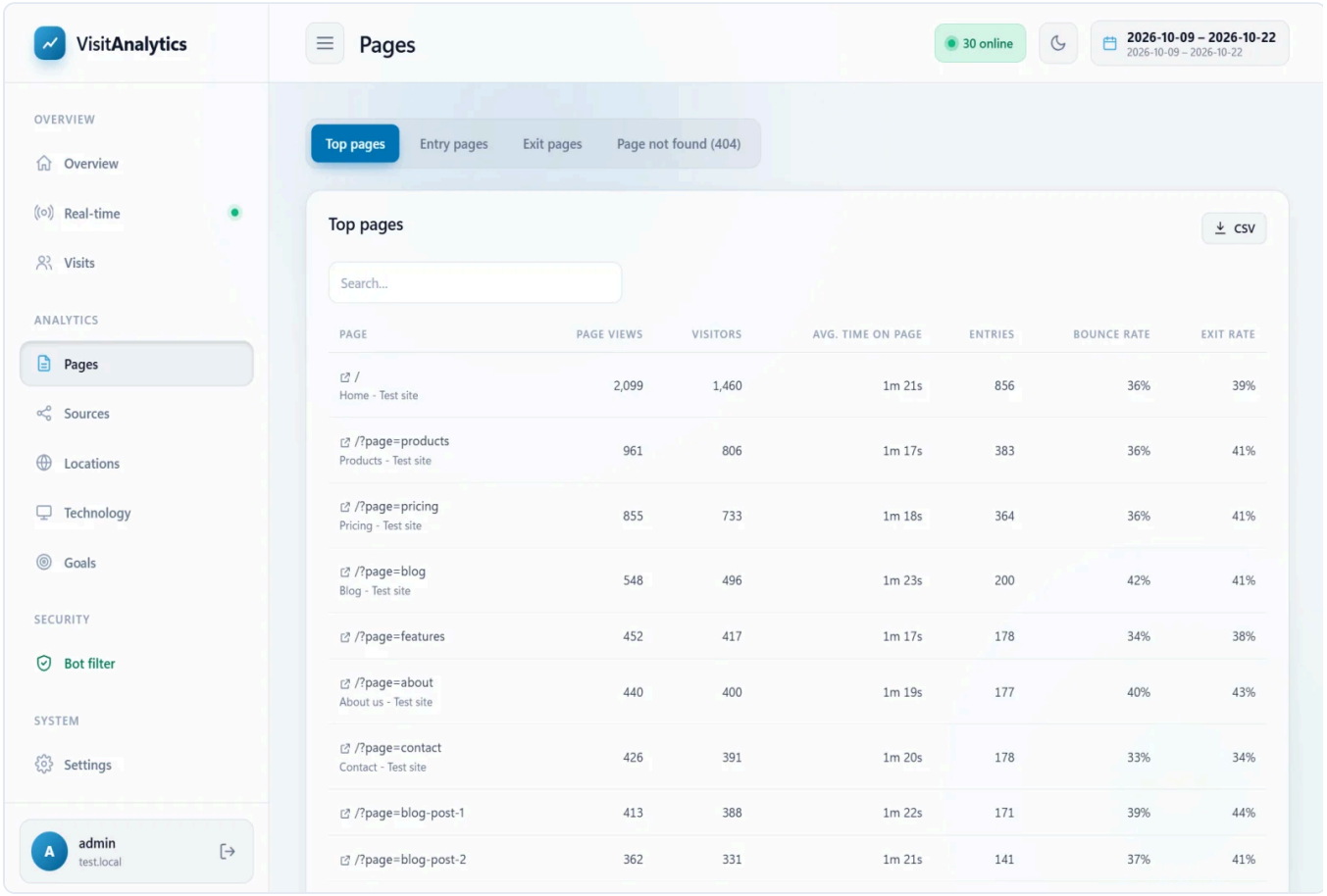
Testing your installation

Open your website in a private browser window (from an IP address that is not excluded) and watch it appear in the live feed within seconds. This is the quickest way to check that the tracking code works.

REPORTS

Pages report: most viewed pages, time on page and exit rate

The Pages report lists every page of your website that was visited, with the numbers you need to decide which content works.



Pages → Top pages.

The columns

Column	Meaning
Page	The address of the page (path and query string). Marketing parameters such as `utm_source` or `fbclid` are removed, so one page is not split into many entries. If the beacon is on, the page title is shown below the address.
Page views	How often the page was opened.
Visitors	How many different visitors opened it.
Avg. time on page	The time until the visitor opened the next page, or the measured time with the beacon. The last page of a visit can only be measured with the beacon.
Entries	In how many visits this was the first page.

Bounce rate	Of the visits that *started* here, the share that left without a second page.
Exit rate	The share of the page's views that were the last page of a visit.

Using the table

- Click a column title to sort, for example by **Bounce rate** to find weak landing pages.
- Use the search box to filter by part of an address.
- Click the small arrow icon in front of a page to open it in a new tab.
- Press **CSV** to export all pages (Export statistics to CSV for Excel and Google Sheets). The table on screen shows the top 500 pages.

Reading the numbers

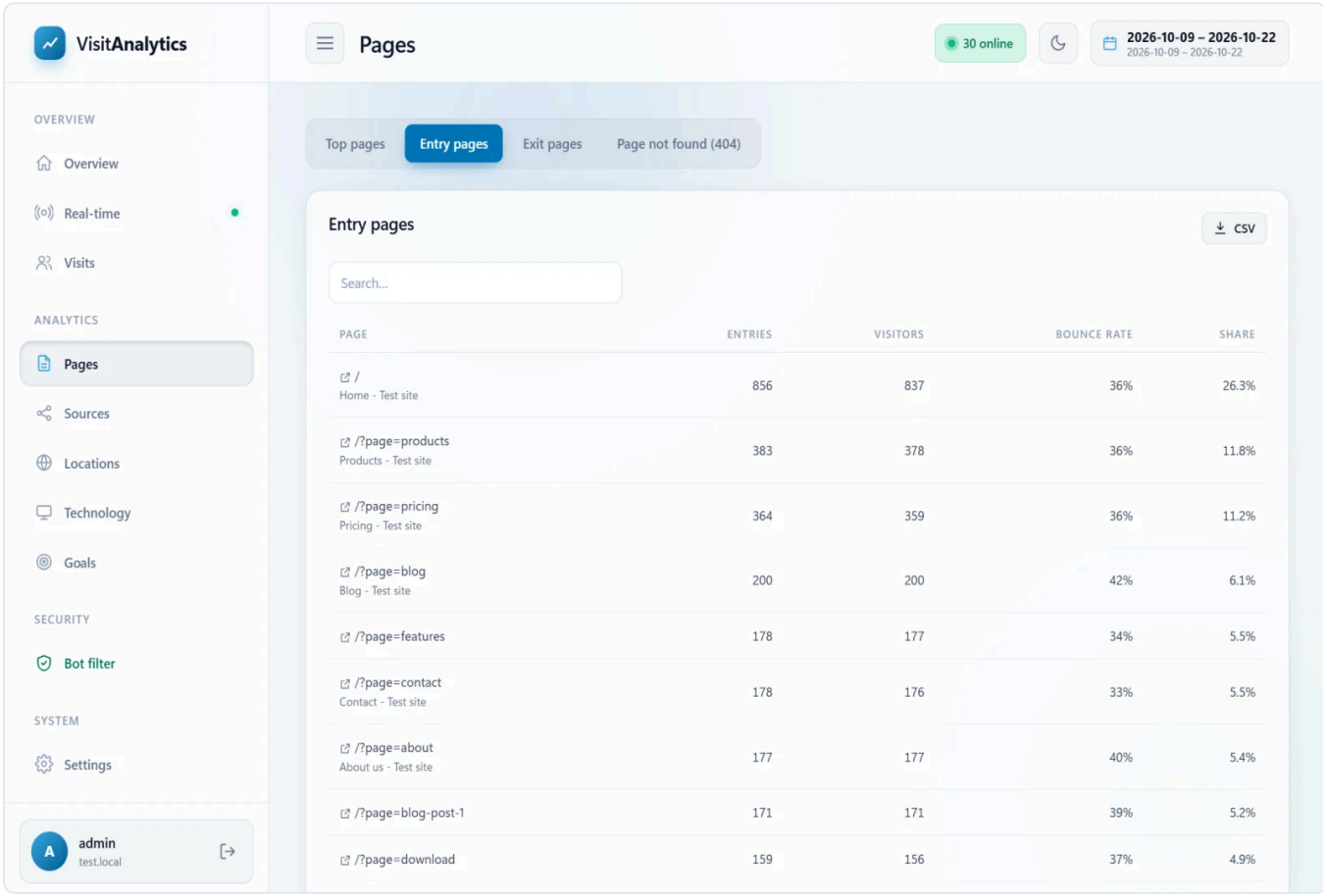
- High views and a **high exit rate** on a normal article is fine; on a checkout step it is a problem.
- A **high bounce rate on an entry page** means visitors do not find what they expected – check the source of that traffic in Traffic sources: search, social, email, paid, direct and referral.
- Pages with many views but **very short time** may have a confusing layout or be mostly navigation.

The other tabs of this report are described in Entry pages and exit pages: where visits start and end and Find broken links with the Page not found (404) report.

REPORTS

Entry pages and exit pages: where visits start and end

The second and third tabs of the Pages report show the beginning and the end of every visit.



Pages → Entry pages.

Entry pages (landing pages)

An **entry page** is the first page of a visit. It is where search engines, ads, social posts and links bring people in. Columns: **Entries** (visits that started there), **Visitors**, **Bounce rate** and **Share** of all visits.

How to use it: Sort by entries to find your real front doors – often not the home page! Then compare the bounce rate: a landing page with many entries and a high bounce rate is the best place to improve content, speed or the call to action.

Exit pages

An **exit page** is the last page of a visit. The tab shows the number of **Exits**, the **Exit rate** (exits divided by views of that page) and the share of all visits.

How to use it: Exits are natural on "thank you" pages and contact details. Exits on a product page, a form or a checkout step show where you lose people.

A single-page visit is both an entry and an exit. That is why the entry bounce rate and the exit numbers of landing pages are related but not identical.

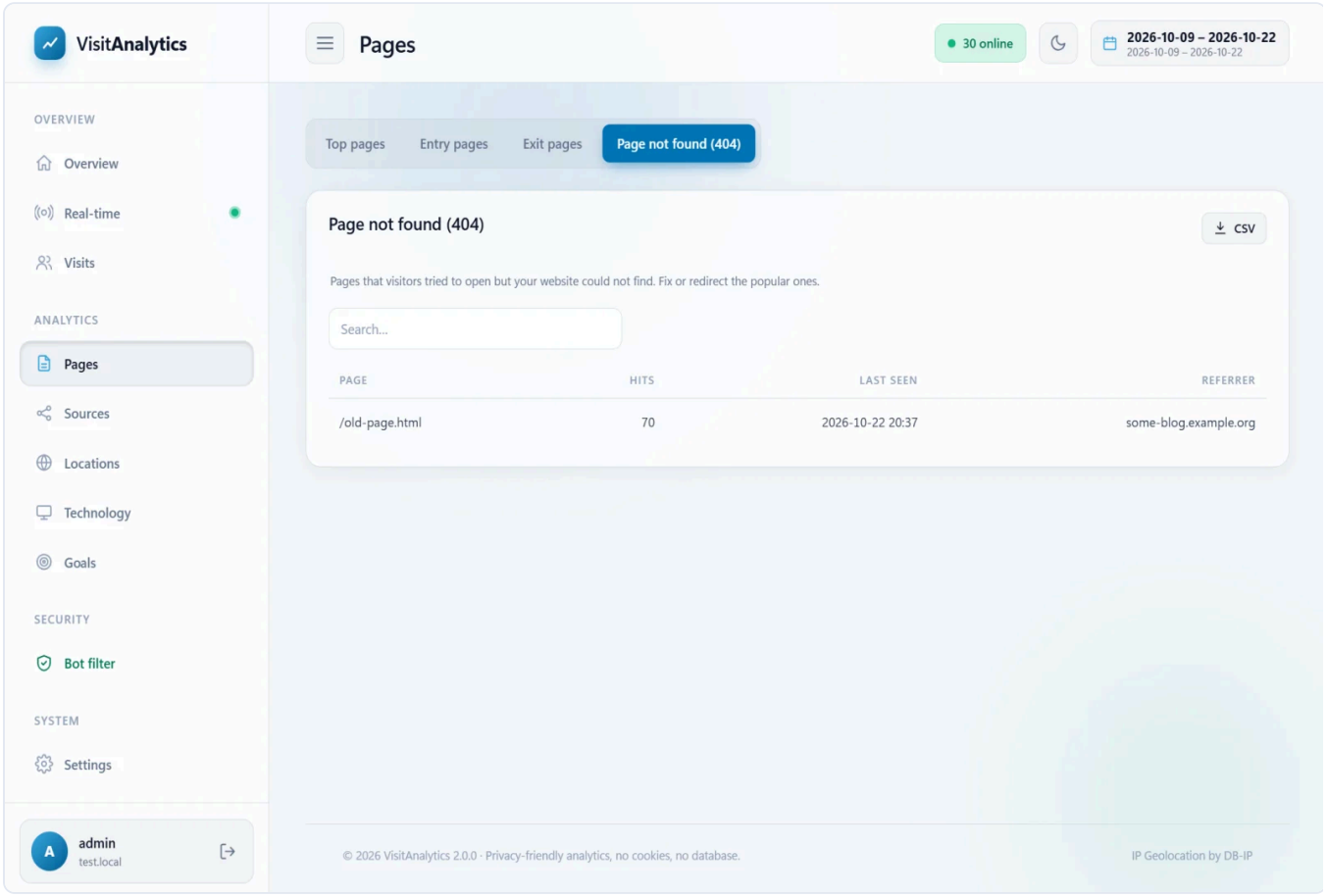
Related reports

Where the entering visitors come from is shown in Traffic sources: search, social, email, paid, direct and referral. To see the whole path of one visit, open it in the The Visits log: browse every single visit.

REPORTS

Find broken links with the Page not found (404) report

When a visitor opens an address that does not exist, your website answers with a 404 error. The 404 tab lists these addresses so you can fix them.



Pages → Page not found (404).

What the report shows

Column	Meaning
Page	The address that was requested but not found.
Hits	How many times real visitors requested it.
Last seen	The date and time of the latest request.
Referrer	The website that linked to the missing page. An empty value means a typed address or a bookmark.

Only **real visitors** are listed. Scanners probing for `/wp-login.php`, `/.env` and similar addresses are classified as attacks and appear in the The Bot filter: see which robots were kept out of your statistics instead.

What to do with it

1. Sort by **Hits**. The top entries cost you the most visitors.
2. Check the **Referrer**. If another website links to a wrong address, ask them to correct it, or create a redirect on your site.
3. For old pages that moved, add a **301 redirect** to the new address in your website or `.htaccess`.
4. For typos in your own links, fix the link.

How it works and how to turn it off

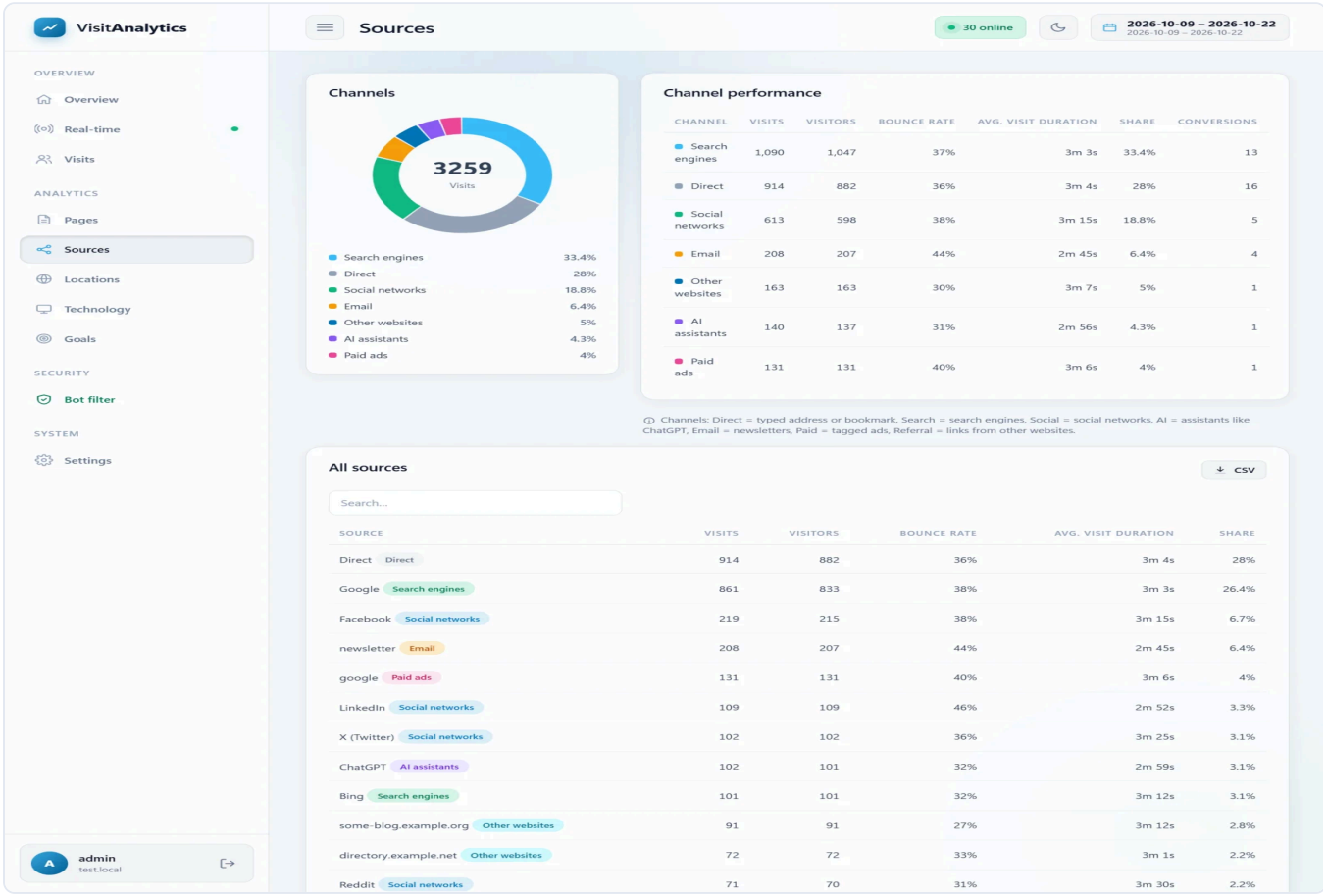
The tracking code reads the final status of the page. If your website returns status 404 (a correctly configured website does), the visit is stored as a 404 entry and not counted as a normal page view. If your CMS shows an error page but sends status 200 ("soft 404"), those visits are counted as normal pages.

The tab can be hidden with **List "page not found" visits** in Tracking settings: bot sensitivity, ignored pages, sessions and more.

REPORTS

Traffic sources: search, social, email, paid, direct and referral

The Sources report answers the most valuable question in analytics: where do my visitors come from, and which sources bring visitors that stay?



Sources: channels and their performance.

The seven channels

Channel	What belongs to it
Direct	The visitor typed your address, used a bookmark, or came from an app that sends no referrer. Links from your own website are not a source.
Search engines	Google, Bing, Yahoo, DuckDuckGo, Yandex, Baidu, Ecosia, Brave Search, Qwant, Naver and others.
Social networks	Facebook, Instagram, X (Twitter), LinkedIn, YouTube, Pinterest, Reddit, TikTok, VK, Telegram, WhatsApp and similar.
AI assistants	ChatGPT, Perplexity, Claude, Gemini, Copilot and others. See Track visitors from ChatGPT, Perplexity and other AI assistants.
Email	Webmail clients and links tagged with `utm_medium=email`.

Paid ads	Links tagged as `cpc`, `ppc`, `paid`, `display` and similar, or carrying an ad click ID such as `gclid` or `msclkid`.
Other websites	Any other website that links to you (a referral).

Campaign tags (UTM) always win over the referrer: a Facebook visit tagged `utm_medium=cpc` is "Paid ads", not "Social networks". See Campaign tracking with UTM parameters.

Channel performance

For every channel you see **visits, visitors, bounce rate, average visit duration, share** and **conversions** (from your goals). A channel with fewer visits but a low bounce rate and many conversions can be worth more than a big one that bounces.

The other tables

- **All sources** – every single source (Google, Facebook, a newsletter name...) with its channel.
- **Referring websites** – domains that link to you, with a link to open them.
- **Referring pages** – the exact pages that contain the links.
- **Campaigns** – tagged links, see Campaign tracking with UTM parameters.
- **Search terms** – words people searched for. Google and most search engines no longer share them, so this list is usually short; it is filled when an engine or an internal tool passes the words.

HTTPS websites receive the referrer only if the other site allows it (the "referrer policy"). Visitors from apps, some social networks and private windows may therefore appear as **Direct**.

REPORTS

Campaign tracking with UTM parameters

UTM tags are short parameters added to a link. They tell VisitAnalytics exactly which newsletter, ad or post a visitor came from – even when the browser sends no referrer.

Tagging a link

Add parameters to the address you share:

```
https://example.com/spring-sale?utm_source=newsletter&utm_medium=email&utm_campaign=spring-sale
```

Parameter	Meaning	Example
`utm_source`	Who sent the visitor	newsletter, facebook, partner-blog
`utm_medium`	The kind of link	email, cpc, social, banner
`utm_campaign`	The name of the campaign	spring-sale
`utm_term`	Optional: the paid keyword	web analytics
`utm_content`	Optional: which link or ad version	top-button

Use lower case and the same spelling every time: "Email" and "email" would be two different values.

How the medium decides the channel

utm_medium	Channel in the reports
cpc, ppc, paid, paidsearch, paidsocial, display, cpm, banner, retargeting, ad, ads, sem	Paid ads
anything containing "mail", or "newsletter"	Email
social, social-media, social-network, sm	Social networks
organic, seo	Search engines

Links that carry an ad click ID (`gclid`, `gbraid`, `wbraid`, `msclkid`, `dclid`, `yclid`, `ttclid`) are counted as **Paid ads** even without UTM tags – so Google Ads with auto-tagging works out of the box.

Where to see the results

Open **Sources** and scroll to the **Campaigns** card. It lists every campaign with its source, medium, visits and visitors. The same visits are also part of the channel tables, so you can compare the bounce rate, duration and conversions of a campaign with other traffic. Tracking parameters are removed from the page address in the Pages report: most viewed pages, time on page and exit rate, so campaign links do not create duplicate pages.

The `utm_term` and `utm_content` values are stored with every visit and available in the raw CSV export (Export statistics to CSV for Excel and Google Sheets).

Combine campaigns with goals: the **Conversions** column of the channel table then shows which tagged traffic really buys or signs up.

REPORTS

Track visitors from ChatGPT, Perplexity and other AI assistants

More and more people ask an AI assistant instead of a search engine. When the answer contains a link to your website and they click it, VisitAnalytics shows that visit in its own channel: **AI assistants**.

Visitors versus crawlers

Two different things are often mixed up:

	AI assistant visitor	AI crawler
Who	A real person who clicked a link in an AI answer	A robot that reads your pages to train or feed a model (GPTBot, ClaudeBot, PerplexityBot, CCBot, Amazonbot...)
In VisitAnalytics	Counted as a visit in **Sources → AI assistants**	Filtered out and listed as **AI crawlers** in the The Bot filter: see which robots were kept out of your statistics

Which assistants are recognized

By their referrer address: ChatGPT (chatgpt.com, chat.openai.com), Perplexity, Claude, Gemini, Microsoft Copilot, You.com, Phind, Poe, DeepSeek, Grok, Meta AI, Kimi, Mistral Le Chat, Duck.ai and more. The list is a plain array in `lib/detect.php`, so you can add a new assistant in a few seconds (Customizing VisitAnalytics: edit bot lists, colors and add reports).

Some assistants add `utm_source=chatgpt.com` to their links and send no referrer. These visits are recognized from the tag and counted as AI assistants as well.

Reading the numbers

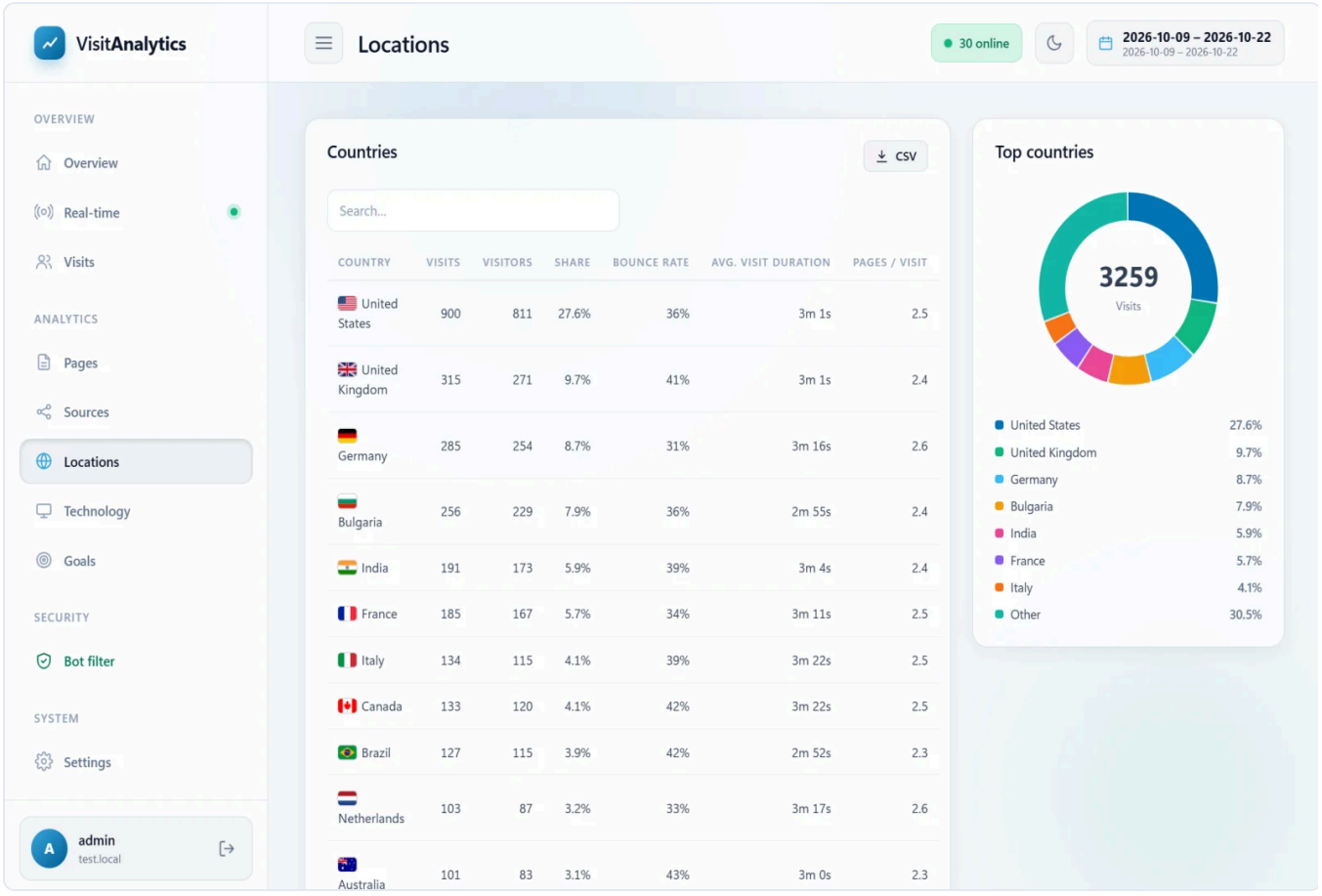
- Open **Sources**: the **AI assistants** row in the channel table shows visits, bounce rate, duration and conversions next to search and social traffic (Traffic sources: search, social, email, paid, direct and referral).
- In **All sources** you see which assistant sends the traffic.
- In the Pages report: most viewed pages, time on page and exit rate check the entry pages of that traffic: these are the pages the assistants cite. Make them clear and up to date.

Some apps open links without any referrer. Such visits cannot be recognized and show as **Direct**. The real number of AI visits is therefore at least what you see.

REPORTS

Locations: visitor countries, languages and time zones

The Locations report shows in which countries your visitors live and which languages they speak – useful for choosing translations, ad targeting and server location.



Locations: countries, languages and time zones.

Countries

The table lists every country with the number of **visits** and **visitors**, the **share**, **bounce rate**, **average visit duration** and **pages per visit**. Compare the engagement of countries: a country with many visits but a very high bounce rate might not understand your language or offer.

The donut chart shows the top seven countries and groups the rest as "Other".

How the country is found

- VisitAnalytics contains a **built-in country database** (IPv4 and IPv6, from DB-IP Lite). Your visitors' IP addresses are never sent to any external service.
- Behind Cloudflare the country is taken from Cloudflare's `CF-IPCountry` header.
- Private and local addresses (for example when testing on your own computer) have no country and show as **Unknown**.

- Countries come from the IP address, so visitors who use a VPN appear in the country of their VPN server.
- Cities and regions are not available: that would need a much bigger database.

The database is replaceable: see Customizing VisitAnalytics: edit bot lists, colors and add reports.

Languages

The language is the first language of the `Accept-Language` header that the browser sends, for example **English (US)** or **German (DE)**. It is the language the person has set for their browser, a good hint for which translation of your website to add next.

Time zones

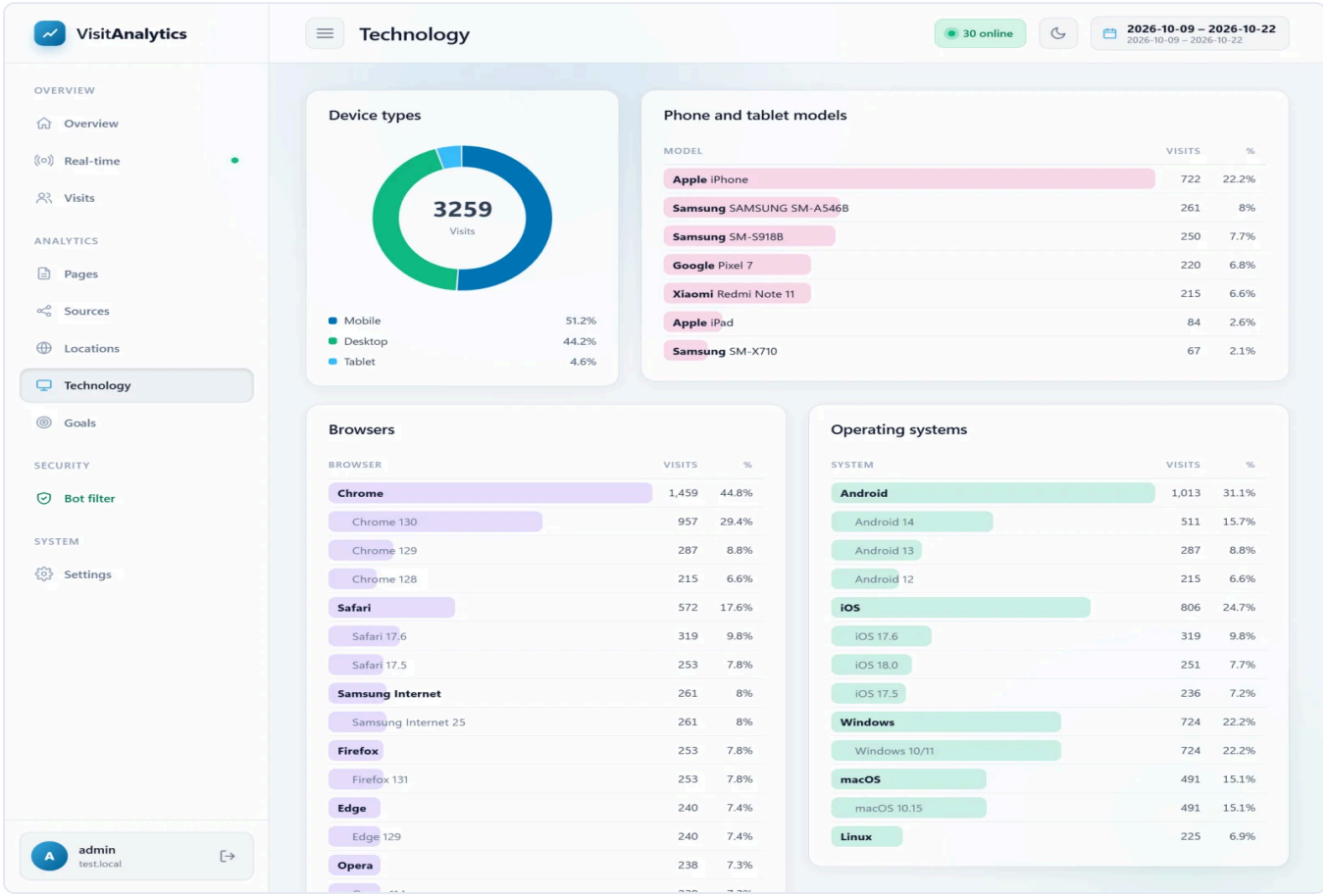
The time zone of the visitor's device (for example `Europe/Berlin`) is only known with the Human verification: count only visitors who really use the page. Without it the card asks you to turn on human verification.

Country detection is accurate to country level in the large majority of cases, but no IP database is perfect – mobile networks and companies sometimes route traffic through other countries.

REPORTS

Devices, browsers, operating systems and screen sizes

The Technology report tells you what your visitors hold in their hands, so you know which browsers and screens your website must support.



Technology: devices, browsers and systems.

Device types

Every visit is classified as **Desktop, Mobile, Tablet, Smart TV** or **Game console**. The mobile and tablet share is also shown as a highlight on the The Overview report: visitors, visits, page views and bounce rate.

Phone and tablet models

For Android devices the model name is read from the browser (for example **Samsung SM-S918B** or **Google Pixel 7**); iPhones and iPads are listed as **Apple iPhone** and **Apple iPad**. Modern Chrome reduces the model in the standard browser string, therefore VisitAnalytics asks Chrome for it with an invisible response header; you can turn this off (Tracking settings: bot sensitivity, ignored pages, sessions and more).

Browsers and versions

Chrome, Safari, Firefox, Edge, Opera, Samsung Internet and others, each with its most used versions. **In-app browsers** are detected too: "Facebook App", "Instagram App", "TikTok App", "LinkedIn App", "WeChat" and more – visitors who open your link inside another app. Look at this list when you share links on social networks: your pages must work well in these in-app browsers.

Operating systems

Windows (with "10/11" or, with client hints, exactly 10 or 11), macOS, iOS, iPadOS, Android with its version, Linux, ChromeOS and others. Android and iOS versions tell you how old the devices of your audience are.

Screen resolutions

The screen size in pixels (for example 1920×1080 or 390×844) is available only with the Human verification: count only visitors who really use the page. Without it the card explains how to enable it.

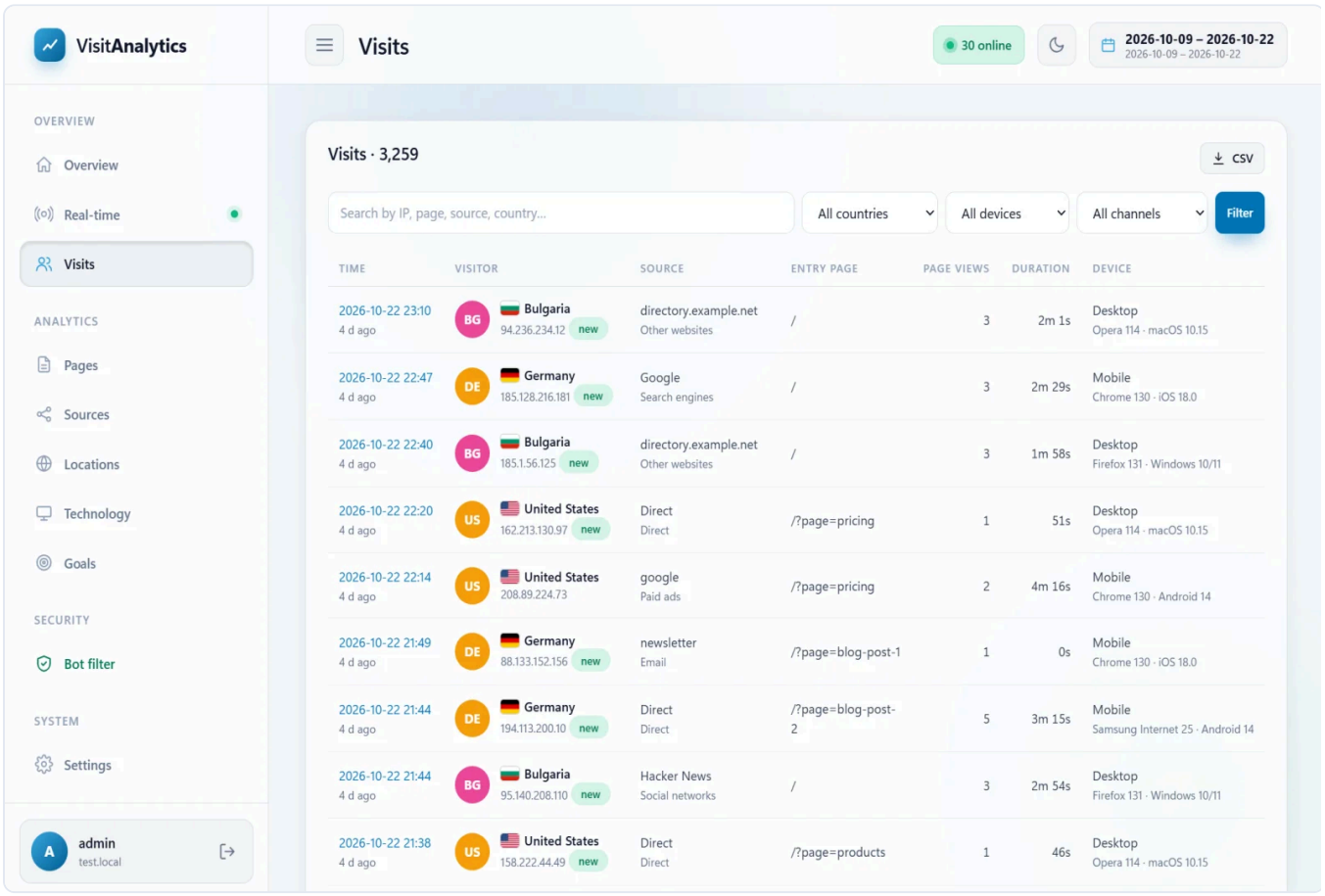
Bots are not included

Because robots are filtered out first, this report describes real people – unlike many tools where "Linux / Chrome 60" desktop numbers are inflated by crawlers.

REPORTS

The Visits log: browse every single visit

The Visits page is the detailed view under all the totals: one row for every visit, newest first.



Visits: one row per visit.

The columns

Column	Meaning
Time	When the visit started and how long ago. A green **new** label (next to the IP) marks first-time visitors.
Visitor	Country with flag and the IP address (shortened if you use IP anonymization).
Source	Where the visitor came from and the channel.
Entry page	The first page of the visit.
Page views	How many pages were opened.
Duration	How long the visit lasted.
Device	Device type, browser with version and operating system.

Search and filters

- The search box looks in the IP address, entry and exit pages, referrer, source, user agent and country name. Try an IP address you want to investigate or a part of a page address.
- The drop-down lists filter by **country**, **device** and **channel**.
- Press **Filter** to apply and **Reset** to clear.

The list shows 40 visits per page; use **Previous** / **Next** at the bottom. The period is the one chosen in the Choosing the date range of a report.

Opening a visit

Click any row to open the visit details with the complete path through your website.

Export

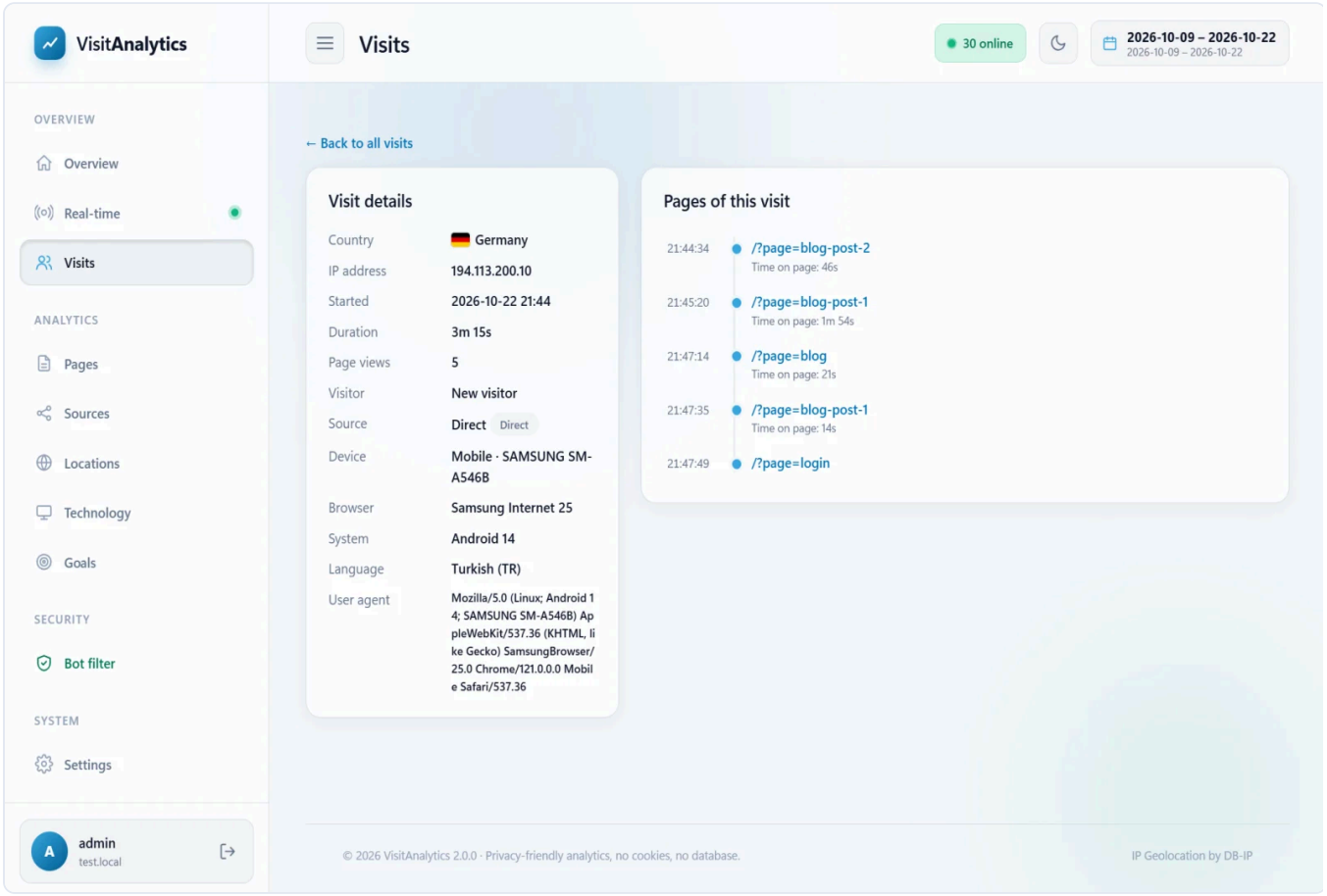
The **CSV** button exports all visits of the period (not just the filtered ones), see Export statistics to CSV for Excel and Google Sheets.

Looking for a visit that is missing? Robots and your own excluded IP addresses are not recorded. Check the The Bot filter: see which robots were kept out of your statistics and How to exclude your own IP address and private pages from statistics.

REPORTS

Visit details: the path of one visitor through your website

The visit detail page shows what one visitor did on your website, in order, with the time spent on each page.



A visit with its timeline.

Visit details (left)

Item	Meaning
Country, IP address	Where the visit came from.
Started, Duration, Page views	When it began, how long it lasted and how many pages were opened.
Visitor	"New visitor" or "Returning visitor".
Source and Referrer	The channel, source name and the full address of the referring page (click to open it).
Device, Browser, System	Device type and model, browser and version, operating system and version.
Language	The browser language.

Resolution	Screen size (with the beacon).
User agent	The raw browser identification string, useful to investigate unusual visitors.

The timeline (right)

Every page of the visit with the time of day. Below each address you may see:

- the **page title** (with the beacon),
- **Time on page** – measured with the beacon, or calculated from the time until the next page,
- **scrolled N%** – how far down the page the visitor scrolled (with the beacon).

Other visits of this visitor

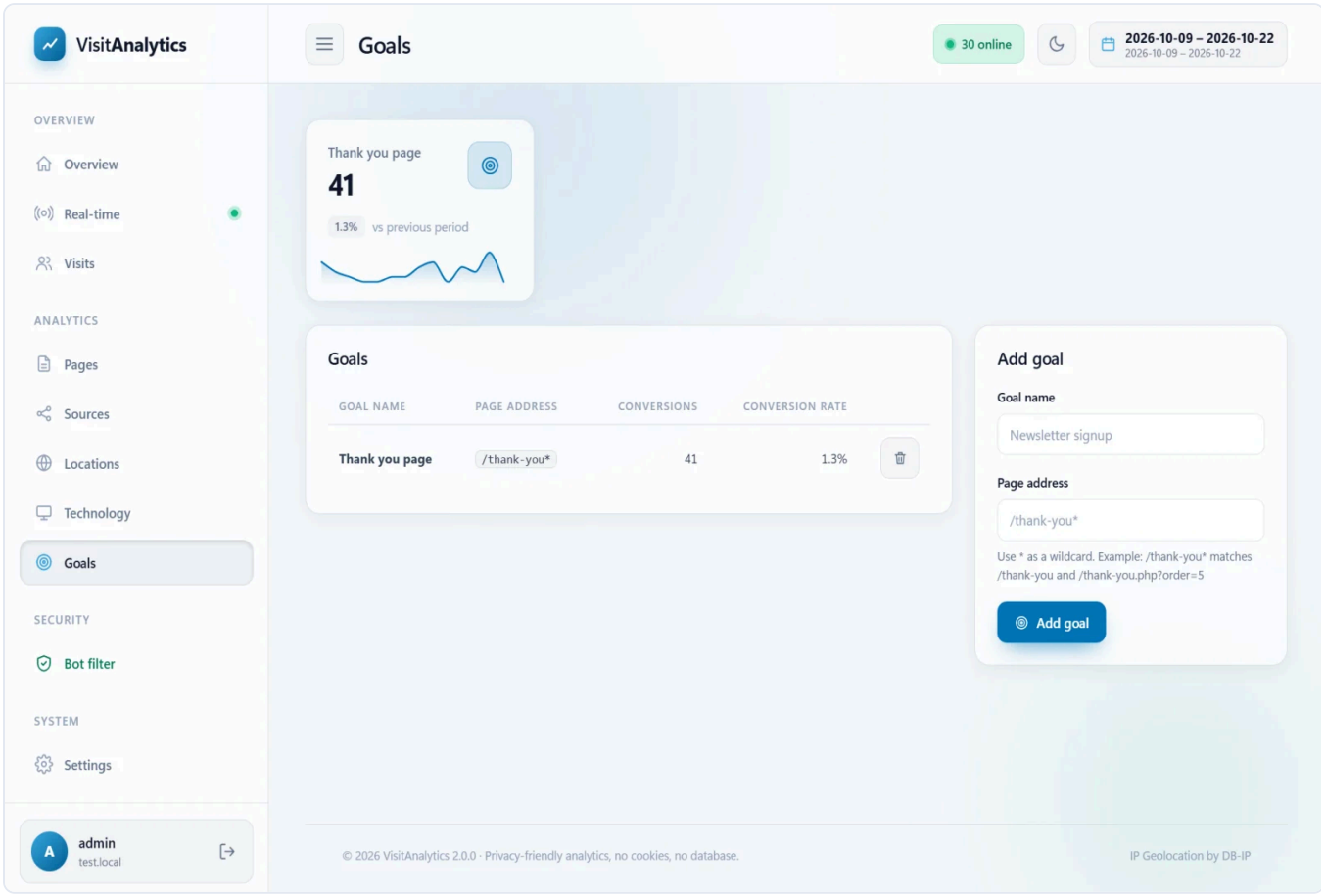
If the same visitor came more than once in the selected period, the earlier or later visits are listed below the timeline.

Use it for support: when a customer reports a problem, find their visit by IP address in the The Visits log: browse every single visit and see exactly which pages they opened.

REPORTS

Goals: track conversions such as sign-ups, orders and downloads

A goal is a page that means success: the "thank you" page after an order, the confirmation of a newsletter signup, a download page. VisitAnalytics counts how many visits reached it.



The Goals page.

Adding a goal

1. Open **Goals** in the Manage section of the menu.
2. Enter a **Goal name**, for example "Newsletter signup".
3. Enter the **Page address** of the success page, for example `/thank-you`.
4. Press **Add goal**.

Past visits count too: goals are calculated from the stored page views, so a new goal immediately shows its history.

Wildcards

Use `*` for "anything". Examples:

Page address	Matches
`/thank-you`	exactly that page
`/thank-you*`	`/thank-you`, `/thank-you.php`, `/thank-you?order=5`
`/products/*`	every page below /products/
`/?page=signup-done`	a page of a script that uses a query string

The match is case-insensitive and is tested on both the path and the full address with its query string.

What you see

- A tile for each goal with the number of **conversions**, the **conversion rate** (conversions divided by visits) and a trend line.
- A table of goals with the same numbers, and a delete button.
- In Traffic sources: search, social, email, paid, direct and referral the **Conversions** column per channel shows which traffic converts best.

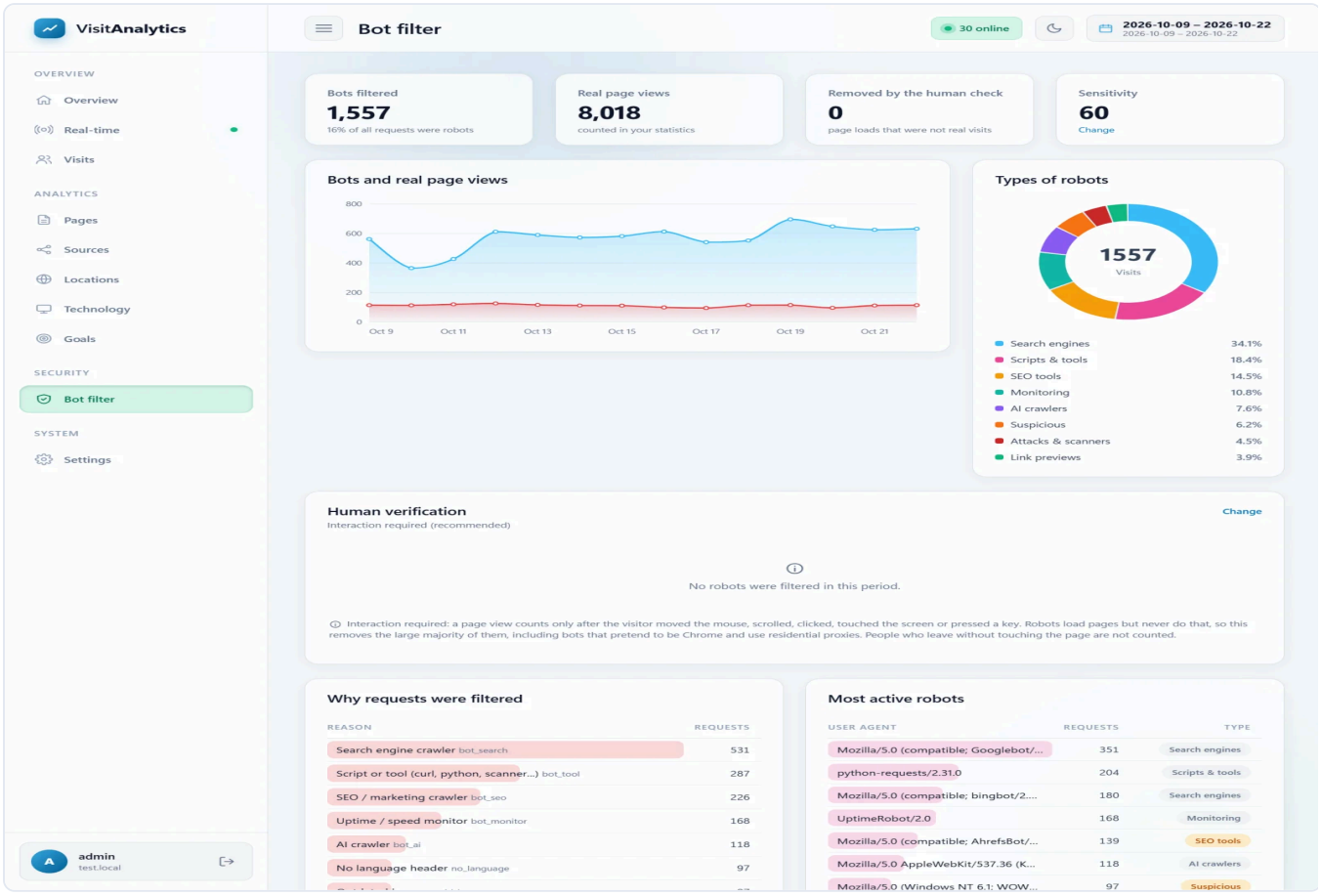
Good to know

- A goal is counted **once per visit**, even if the visitor reaches the page twice.
- The goal must be a **page that loads** (an address). Clicks on buttons or form events that do not open a new page cannot be tracked – send the visitor to a thank-you page after the action.
- Deleting a goal does not delete any statistics.

BOTS AND DATA QUALITY

The Bot filter: see which robots were kept out of your statistics

A large share of website traffic is not human. The Bot filter report shows the robots VisitAnalytics removed, so you can trust the other reports – and verify the filter is doing its job.



Bot filter: how many robots, which types and why.

The numbers at the top

Tile	Meaning
Bots filtered	Robot requests in the period and their share of all requests.
Real page views	The page views counted in your statistics.
Removed by the human check	Page loads that were not real visits: no mouse, scroll, click or touch happened, or the script found an automated browser. See human verification. The card below the charts lists the exact reasons.
Sensitivity	The current bot threshold. Press **Change** to adjust it in Tracking settings: bot sensitivity, ignored pages, sessions and more.

Types of robots

Type	Examples
Search engines	Googlebot, Bingbot, YandexBot, Baiduspider, DuckDuckBot, Applebot
AI crawlers	GPTBot, ClaudeBot, PerplexityBot, CCBot, Amazonbot, Bytespider
Link previews	The robots of Facebook, X, LinkedIn, Slack, Telegram and WhatsApp that build the preview when a link is shared
SEO tools	AhrefsBot, SemrushBot, MJ12bot, Screaming Frog
Monitoring	UptimeRobot, Pingdom, GTmetrix, Lighthouse
Scripts and tools	curl, Python requests, Go, Java, headless browsers, scrapers, security scanners
Spam	Fake referrers that advertise their website in your statistics
Attacks and scanners	Requests for `/wp-login.php`, `/.env`, `xmlrpc.php`, directory traversal…
Suspicious	Requests that pretend to be a browser but fail several checks. See How VisitAnalytics detects bots and counts only real visits.

Good robots such as Googlebot are **welcome** on your website – they just do not belong in visitor statistics. Filtering them has no influence on your search ranking.

Why requests were filtered

A bar list with every reason and its count, for example "Search engine crawler", "Script or tool", "Looks for vulnerable pages" or "Modern browser without security headers". The most active robots are listed with their user agent.

Recently filtered requests

A table of the latest filtered requests with time, country, IP address, page, user agent, reasons and score. Next to every row is a small **×** button: **Never track this IP address** adds the address to the ignore list (How to exclude your own IP address and private pages from statistics).

Is a real visitor being filtered?

1. Look at the recent list for a normal browser name (for example Chrome on Windows) with reasons like "No language header".
2. If these are real people (for example a corporate proxy), lower the sensitivity: move the slider in Tracking settings: bot sensitivity, ignored pages, sessions and more towards **Lenient**.
3. If you see many robots in your Overview that were not filtered, move it towards **Strict** and keep human verification on.

Only robot requests that would have been normal page views are logged here (HTML pages with status 200 or 404); images and scripts are ignored. At most about 3 MB of robot details are saved per day.

BOTS AND DATA QUALITY

How VisitAnalytics detects bots and counts only real visits

No tool can identify every robot, but several independent checks together remove the large majority. This page explains them so you can tune the filter with confidence.

Layer 1: known robots

The user agent (the name a client announces) is compared with lists of hundreds of known crawlers, AI bots, SEO tools, monitors, scripts and scanners. Anything that calls itself a "bot", "crawler" or "spider", or contains a web address in its name, is a robot too. These requests are removed immediately.

Layer 2: spam and attacks

- **Referrer spam** – visits that claim to come from known spam domains.
- **Vulnerability scanners** – requests for addresses only attackers use (`/wp-login.php`, `/.env`, `/phpmyadmin`, path traversal…).

Layer 3: does it behave like a browser?

Real browsers send a typical set of headers. Scripts that merely *pretend* to be Chrome usually forget some of them. VisitAnalytics gives suspicious signs points:

Sign	Why it matters
No `Accept-Language`	Every normal browser sends the language settings.
`Accept: */*` instead of HTML	A browser opening a page asks for `text/html`; scripts ask for anything.
No compression header, very short browser name	Typical for hand-written clients.
Modern Chrome/Firefox without `Sec-Fetch-*` headers (HTTPS only)	Chrome 80+ and Firefox 90+ always announce what kind of request it is.
Request is not a page navigation	Scripts that fetch pages in the background.
Chrome without client hints	Current Chrome sends them on HTTPS.
Outdated browser or system (Internet Explorer, Windows XP, very old Chrome)	Bots often copy an old user agent.
Too many page loads per minute, or a second page within 3 seconds	Humans do not open 40 pages a minute, or two pages in two seconds.
Chrome on desktop Linux	Servers and scrapers run Linux; real visitors on Linux desktops are rare.
A "mobile" browser on desktop Linux	Does not exist: a scraper copied a phone name.

The points are added up. If the total reaches the **sensitivity threshold** (default 60, see Tracking settings: bot sensitivity, ignored pages, sessions and more) the request is treated as a robot and appears as "Suspicious" in the The Bot filter: see which robots were kept out of your statistics. A single odd header never removes a visitor; several together do.

Layer 4: only real page views

Only normal page loads are counted: GET requests for HTML pages with status 200 (or 404 for the broken link list). Ajax calls, images, iframes, downloads, redirects, link prefetching and quick reloads are ignored. See How visitors, visits and page views are counted.

Layer 5: human verification (the strongest)

Header checks cannot catch bots that copy a real browser perfectly and connect through home or mobile addresses (residential proxies). So a page view counts only after the visitor **moves the mouse, scrolls, clicks, touches the screen or types**. The proof is sent by a small script with a token bound to the page view, the IP address and a 2 hour limit. The script also exposes faked browser names, faked systems, remote-controlled and headless browsers and software graphics. Read the details in Human verification.

You stay in control

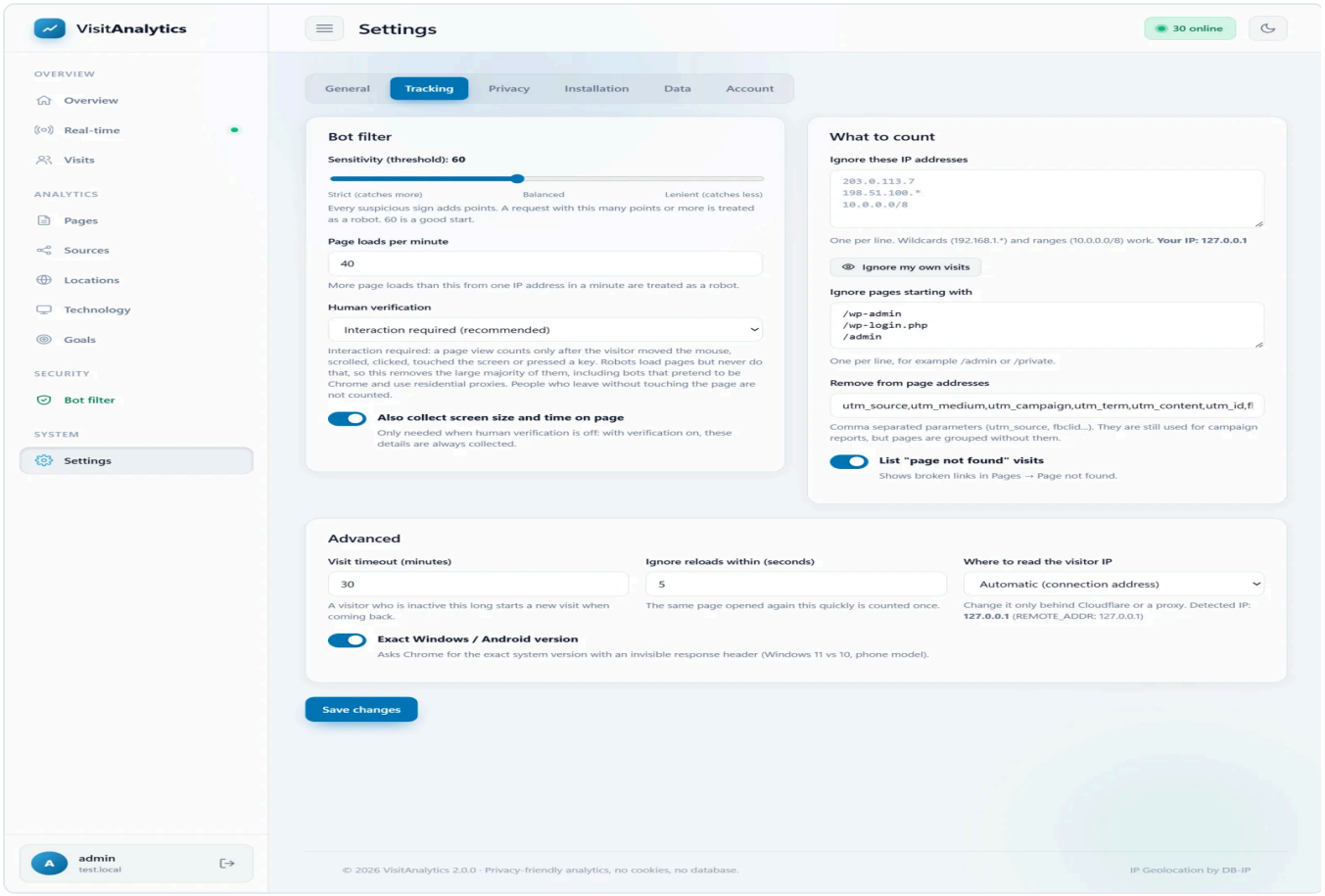
- Every filtered request is listed with its reasons in the Bot filter.
- Your own IP addresses can be ignored: How to exclude your own IP address and private pages from statistics.
- The lists are plain PHP arrays that you can edit: Customizing VisitAnalytics: edit bot lists, colors and add reports.

Bot detection is a race: new robots appear constantly. VisitAnalytics is built to be effective, transparent and adjustable – but treat very small numbers with common sense.

BOTS AND DATA QUALITY

Human verification: count only visitors who really use the page

Modern bots copy the browser name and every header of a real Chrome and come from residential proxy addresses. No header check can recognize them. What they do not do is use the page – so VisitAnalytics waits for proof that a person is there.



Settings → Tracking → Human verification.

How it works

1. When your page is generated, VisitAnalytics adds a very small script just before the closing `</body>` tag. The page view is saved on the server as *unconfirmed*.
2. The script waits for the first **real** input of the visitor: two mouse movements, a scroll, a click, a touch on the screen, a key press or the mouse wheel. Events produced by other scripts (they are marked "untrusted" by the browser) are ignored.
3. At that moment the script sends one short message to `beacon.php`. The message carries a **token** that was made for this exact page view, for the IP address of the visitor, and that expires after 2 hours. Messages with a wrong, expired or reused token are discarded.
4. Only now the page view counts in all reports. Page views that never get this confirmation are shown in the The Bot filter: see which robots were kept out of your statistics as "No mouse, scroll, click or touch".

The three modes

Setting	What counts as a real visit
Interaction required (default, recommended)	The visitor moved the mouse, scrolled, clicked, touched or typed.
JavaScript must run	The script ran and reported, even without interaction. Removes robots that do not run JavaScript, but not those that open the page in a browser.
Off	Only the header checks of How VisitAnalytics detects bots and counts only real visits are used. Many bots pass them.

Change it in **Settings** → **Tracking** → **Human verification**.

What else the script checks

With the first message the script also reports facts that expose automated browsers. A page view with any of these signs is removed:

Sign	Meaning
Webdriver	The browser says it is remote controlled (Selenium, Puppeteer, Playwright).
Headless	No language list, or "HeadlessChrome" in the name.
Browser name differs	The name sent in the request headers is not the name the browser reports to JavaScript – a sign of a faked identity.
System does not match	The name says "Mac" or "Windows", but the real platform is Linux. Scrapers running on servers fake this all the time.
Software graphics	The graphics renderer is SwiftShader, llvmpipe or similar software drawing, typical for servers and virtual machines.
No screen / too early	A screen size of zero, or an "interaction" faster than a page can be read.

Extra data you get

Data	Used in
Time on page and scroll depth	Pages report: most viewed pages, time on page and exit rate, Visit details: the path of one visitor through your website, visit duration
Screen and window size, pixel ratio	Devices, browsers, operating systems and screen sizes
Time zone of the device	Locations: visitor countries, languages and time zones
Page title	Pages report, visit details
Touch screen (finds iPads that pretend to be Macs)	Technology report

What you give up

- Visitors who leave without touching the page (a very quick bounce) are not counted. On real sites this is a small number compared with the robots that are removed.
- Visitors who disable JavaScript are not counted in the default mode.
- Numbers will be **much lower** than before you switched it on – that is the point. Days before the check was switched on keep their old numbers; delete them in Your data: where statistics are stored, backup and deleting data if you prefer a clean start.

Honest limits

A program built specifically to read the token from your page and post a fake confirmation can still pass the check, as can a human-like bot that really moves a mouse. They are far less common and far more expensive for the sender than ordinary scrapers. Combine the check with the The Bot filter: see which robots were kept out of your statistics reports and with IP exclusions.

Caches and security policies: the script is added while PHP generates the page. A full-page cache serves a stored copy without it (Troubleshooting: no visits recorded, wrong IP, empty reports). A strict `Content-Security-Policy` header that forbids inline scripts blocks it too: allow inline scripts or exclude those pages.

The stored fields are described in The XML data format of the daily statistics files; privacy notes are in Privacy settings: anonymize IP addresses, Do Not Track and data retention.

BOTS AND DATA QUALITY

How to exclude your own IP address and private pages from statistics

Your own page views distort the numbers, especially on a small website. Tell VisitAnalytics to ignore them.

Ignore your own IP address in one click

1. Open **Settings** → **Tracking**.
2. Under **What to count** you see **Your IP** and the button **Ignore my own visits**. Press it.
3. The address is added to the list **Ignore these IP addresses**. Visits from it are not recorded any more.

You can do the same from the The Bot filter: see which robots were kept out of your statistics: the × button next to a filtered request adds that IP address to the list.

Writing the list by hand

One entry per line. Three formats work:

Format	Example	Matches
Single address	`203.0.113.7`	exactly this address (IPv6 works as well)
Wildcard	`198.51.100.*`	198.51.100.0 to 198.51.100.255
Range (CIDR)	`10.0.0.0/8`	the whole network, for example your office

Dynamic IP addresses. Most home connections change their address from time to time. If your own visits show up again, repeat the click. For a fixed solution exclude the whole range of your provider or office with a CIDR entry.

Ignoring pages

The list **Ignore pages starting with** contains addresses that are never recorded. The default is:

```
/wp-admin
/wp-login.php
/admin
```

Add private areas, staging folders or thank-you pages for test orders. A page matches when its address *starts* with a line of the list.

Check your own IP address

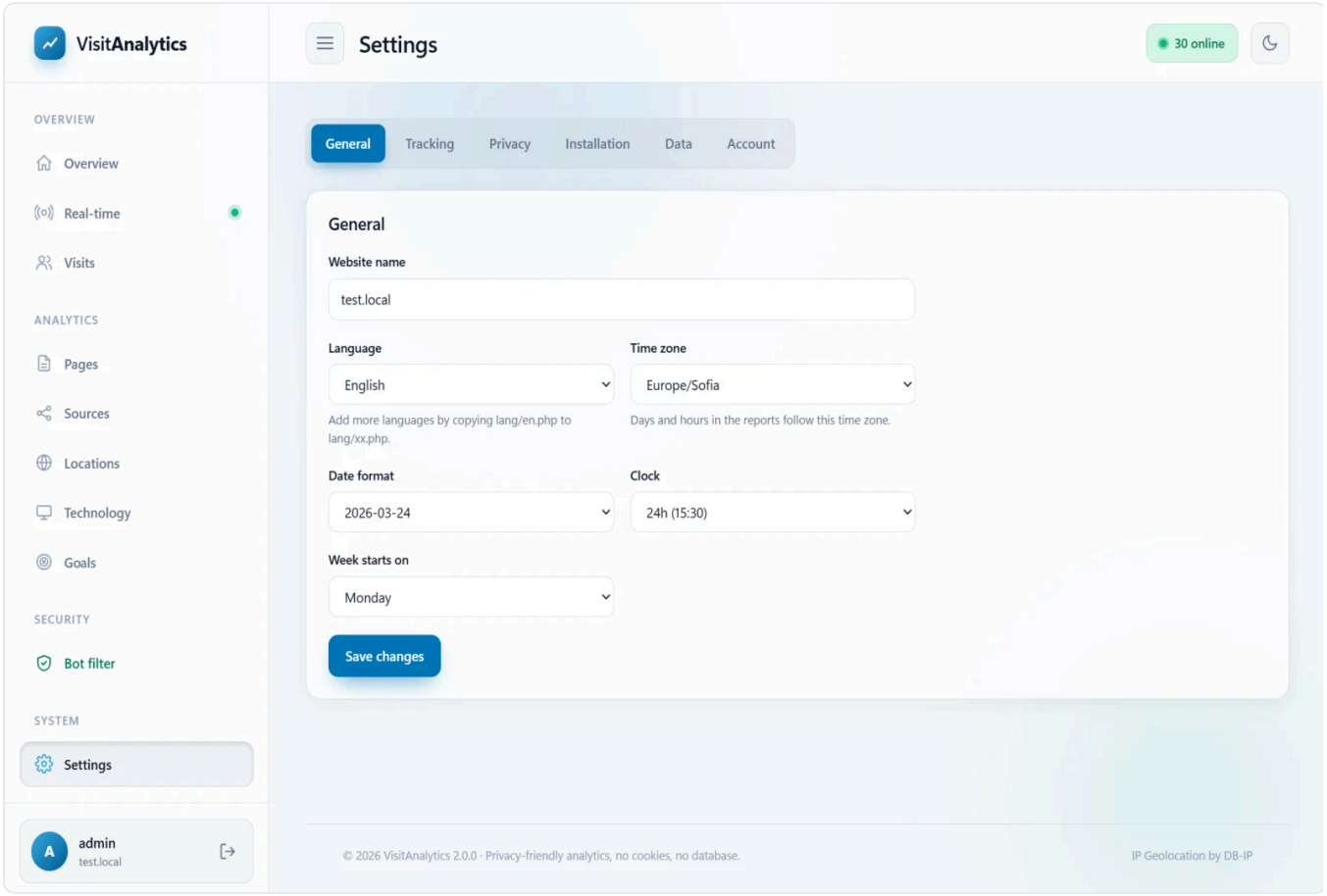
The Tracking tab shows the address that VisitAnalytics sees for you ("Your IP"). Behind Cloudflare or another proxy this can be wrong until you set **Where to read the visitor IP** correctly – see Cloudflare, proxies and load balancers: get the real visitor IP.

Excluded visits are not stored at all, so they cannot be restored later. Past visits of that address stay in the statistics.

SETTINGS AND DATA

General settings: website name, language, time zone and date format

The General tab holds the settings that change how the admin panel looks and how days are calculated.



Settings → General.

The settings

Setting	Explanation
Website name	Shown in the sidebar and the browser title. Use your domain or brand.
Language	The language of the admin panel. English is included. Other languages appear here as soon as you add a language file – see Translate the admin panel into your language.
Time zone	The time zone of your **website and audience**. It decides where a day starts and ends, the hours in the charts and the heat map. Statistics already saved are not changed, but they are shown in the new zone.
Date format	How dates are written: 2026-10-25, 25/10/2026, 10/25/2026, 25.10.2026 or 25 Oct 2026.
Clock	24 hour (15:30) or 12 hour (3:30 pm) times.

Week starts on	Monday or Sunday. Affects the order of days in the heat map.

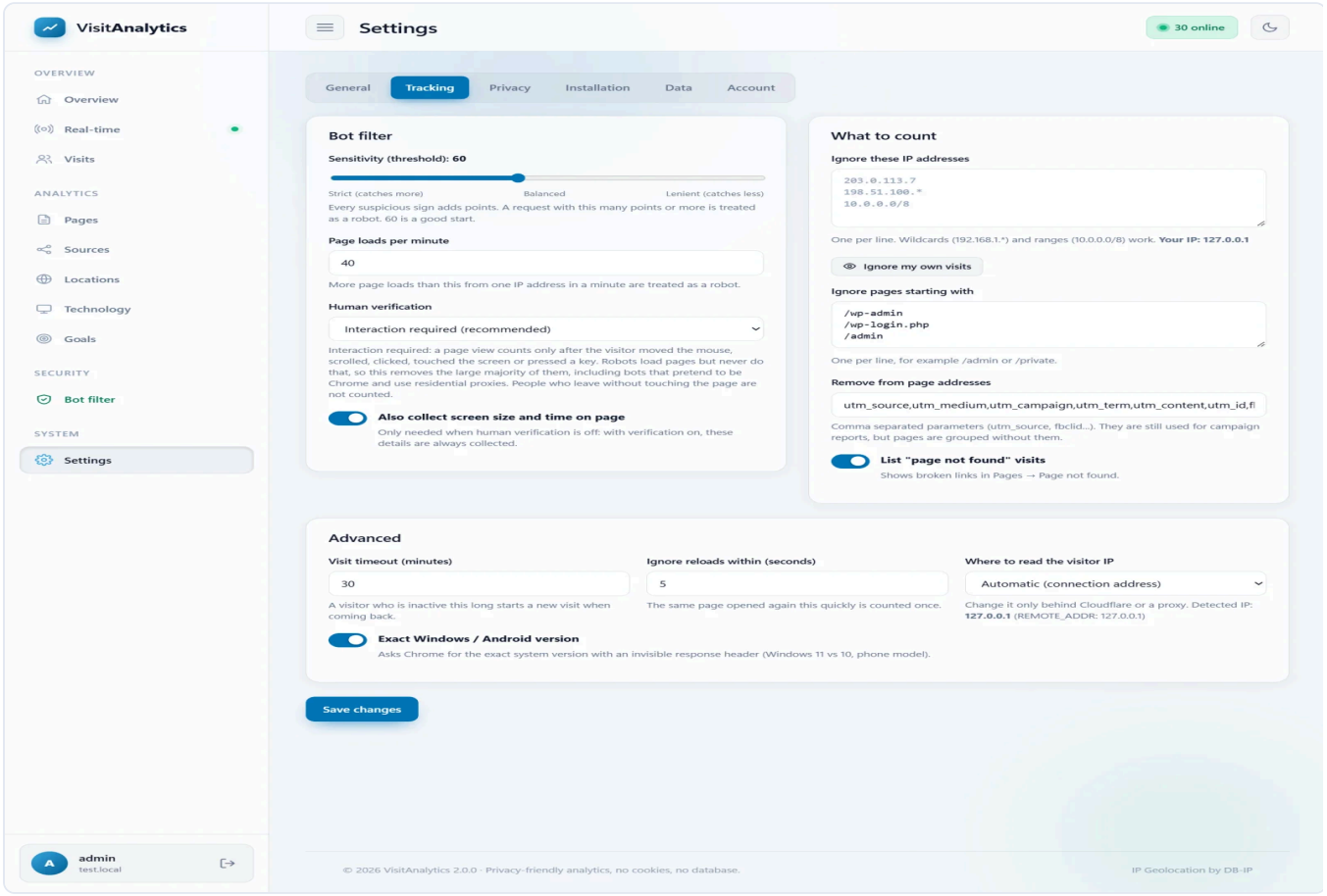
Press **Save changes** to apply. The message "Settings saved." confirms it.

Choose the time zone of the place where most of your visitors live. The "busiest times" heat map is then in the local time of your customers.

SETTINGS AND DATA

Tracking settings: bot sensitivity, ignored pages, sessions and more

The Tracking tab decides what counts as a visit. The defaults suit most websites; change them only when you have a reason.



Settings → Tracking.

Bot filter

Setting	Explanation
Sensitivity (threshold)	30–100, default **60**. Suspicious signs add points; a request with at least this many points is a robot. **Lower = stricter** (catches more, may remove a few real visitors), **higher = more lenient**. See How VisitAnalytics detects bots and counts only real visits.
Page loads per minute	Default 40. More page loads than this from one IP address within a minute are counted as a robot. Raise it for offices where many people share one address.
Human verification	**Interaction required** (default): a page view counts only after the visitor moved the mouse, scrolled, clicked or touched the screen. **JavaScript must run**: the script has to report. **Off**: header checks only. See Human verification: count only visitors who really use the page.

Also collect screen size and time on page	Only used when human verification is off; with it on these details are always collected.

What to count

Setting	Explanation
Ignore these IP addresses	One per line, wildcards and ranges allowed. See How to exclude your own IP address and private pages from statistics.
Ignore pages starting with	Addresses that are never recorded, one per line.
Remove from page addresses	A comma-separated list of URL parameters that are cut from the stored page address, by default the UTM tags and click IDs (`utm_source, utm_medium, fbclid, gclid` ...). They still feed the campaign report, but a page is not split into many entries. Add your own tracking parameters here.
List "page not found" visits	Keeps the 404 list (Find broken links with the Page not found (404) report).

Advanced

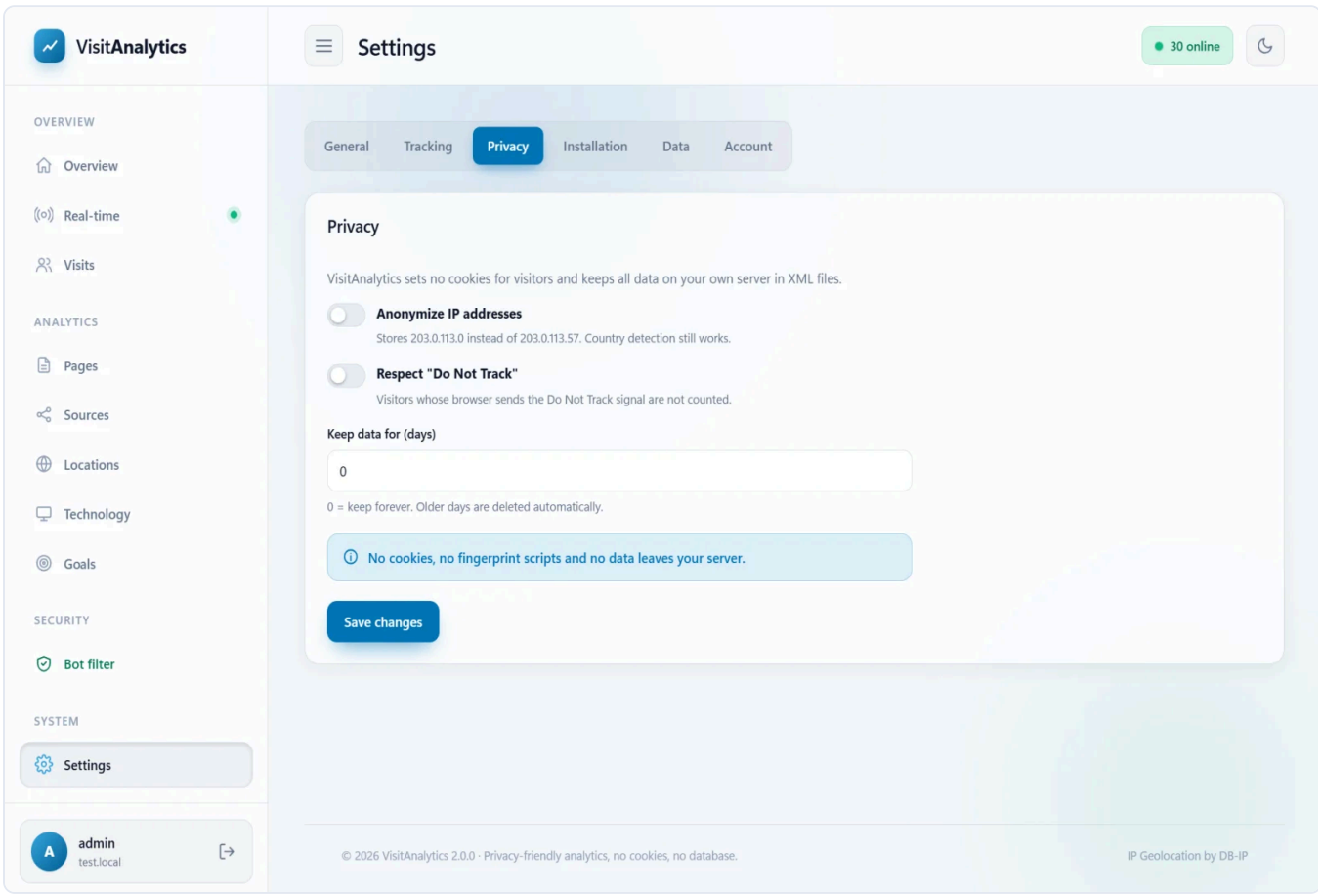
Setting	Explanation
Visit timeout (minutes)	1–240, default **30**. After this much inactivity a returning visitor starts a new visit. Changing it changes how visits are counted for the whole history.
Ignore reloads within (seconds)	0–60, default **5**. The same page opened again by the same visitor this quickly is counted once.
Where to read the visitor IP	Usually "Automatic". Change it behind Cloudflare or a proxy: Cloudflare, proxies and load balancers: get the real visitor IP.
Exact Windows / Android version	Asks Chrome for the exact system version and phone model with an invisible response header (`Accept-CH`), to tell Windows 11 from Windows 10. No effect on page content.

After every change press **Save changes** at the bottom of the page. Changes apply to new visits immediately; the Bot filter report shows their effect within minutes.

SETTINGS AND DATA

Privacy settings: anonymize IP addresses, Do Not Track and data retention

VisitAnalytics is built to collect only what a website owner needs and to keep it on the owner's own server.



Settings → Privacy.

What VisitAnalytics does for privacy

- **No cookies and no local storage** on the visitor's device. A visitor is recognized by a one-way hash of IP address, browser and a secret key of your installation; the hash cannot be turned back into an address.
- **No third parties.** All data stays in XML files on your server. The country is found with a built-in database; no IP address is sent anywhere.
- **No fingerprinting scripts.** The optional beacon reads a handful of technical values (screen size, time zone…) to improve the statistics, and does not store them on the visitor's device.

The settings

Setting	Explanation

Anonymize IP addresses	Stores `203.0.113.0` instead of `203.0.113.57` (for IPv6 the last 80 bits are cut). The country is detected before shortening, so country reports are unaffected. The visitor hash is still calculated from the full address, so unique visitor counting stays accurate. Visits of before the change keep their full addresses.
Respect "Do Not Track"	Visitors whose browser sends the Do Not Track signal are not counted at all.
Keep data for (days)	0 = forever. With a number, day files older than that are deleted automatically (checked once a day when a visit is recorded).

Legal note

Laws differ by country, and whether you need to inform your visitors or ask for consent depends on your location and how you use the data. VisitAnalytics gives you the technical means to minimize data (no cookies, anonymized IP, short retention, own server), but it cannot give legal advice – mention the statistics in your privacy policy and check the rules that apply to you.

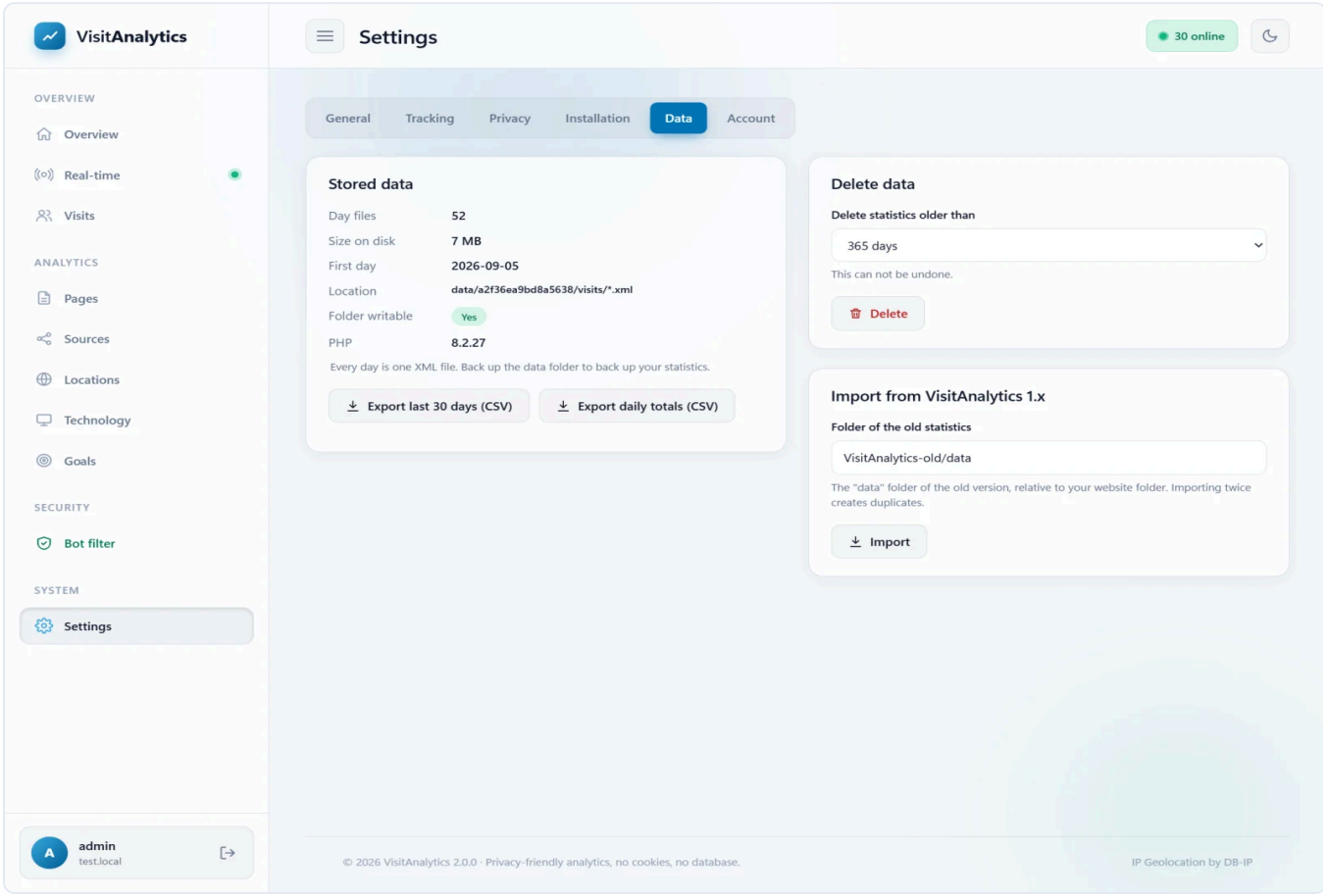
Handling a deletion request

Because the data is plain XML, you can find all records of an IP address by searching the files in `data/…/visits/` for the address and deleting the lines. Anonymization and a short retention period avoid the need in the first place. See Your data: where statistics are stored, backup and deleting data.

SETTINGS AND DATA

Your data: where statistics are stored, backup and deleting data

Because there is no database, your statistics are just files. That makes backups and moves very simple.



Settings → Data.

Stored data

The Data tab shows the number of day files, the size on disk, the first recorded day, the exact location of the files, whether the folder is writable and your PHP version.

```
VisitAnalytics/
  config.php                      ← your settings
  data/
    e8729ba48023ab16/             ← random folder name
      visits/2026-10-25.xml       ← one file per day
      bots/2026-10-25.xml         ← filtered robots
      cache/ tmp/                 ← temporary, safe to delete
```

The format is described in The XML data format of the daily statistics files. Plan for roughly 250 KB per 1,000 page views.

Backup and moving to another server

1. Copy the whole `VisitAnalytics` folder with FTP, or at least `config.php` and the `data` folder.
2. To restore or move, upload them into a fresh copy of VisitAnalytics on the new server and open the admin panel. Everything is back, including the password and goals.
3. Remember to install the tracking code in the new website.

Exporting

Export last 30 days (CSV) downloads every page view with all stored details; **Export daily totals (CSV)** downloads one row per day. See Export statistics to CSV for Excel and Google Sheets.

Deleting data

In **Delete data** choose **Delete statistics older than** 365, 180, 90 or 30 days, or **Everything**, then press **Delete** and confirm. This **cannot be undone**. It removes visit and bot files and the cached reports. For automatic deletion use **Keep data for (days)** in Privacy settings: anonymize IP addresses, Do Not Track and data retention.

Disk space and speed

Reports of past days are cached, so large archives stay fast. Reports for very long periods on busy websites (hundreds of thousands of page views per month) take a little longer the first time they are opened, then are cached.

SETTINGS AND DATA

Export statistics to CSV for Excel and Google Sheets

Every important table has a CSV button. The files open directly in Excel, LibreOffice and Google Sheets.

The exports

Where	File content
Pages → CSV	Every page with page views, visitors, average time, entries, bounces and exits
Sources → CSV	Channel, source, visits and visitors
Locations → CSV	Country code, country, visits and visitors
Visits → CSV	One row per visit: start, duration, page views, country, IP, new visitor, channel, source, referrer, entry and exit page, device, browser, system, language, user agent
Settings → **Data** → Export last 30 days	**Raw data**: one row per page view with all stored fields (including UTM terms, screen size, time zone, scroll depth, page title)
Settings → **Data** → Export daily totals	One row per day: visitors, visits, page views, bounces, new visits

Details

- The period is the one selected in the Choosing the date range of a report (daily totals: all days; raw data: last 30 days; at most 400 days per export).
- Files are UTF-8 with a byte-order mark, so accented and non-Latin characters show correctly in Excel.
- Values that start with `=`, `+`, `-` or `@` are prefixed with an apostrophe so a spreadsheet never executes them as formulas.
- Only logged-in administrators can download exports.

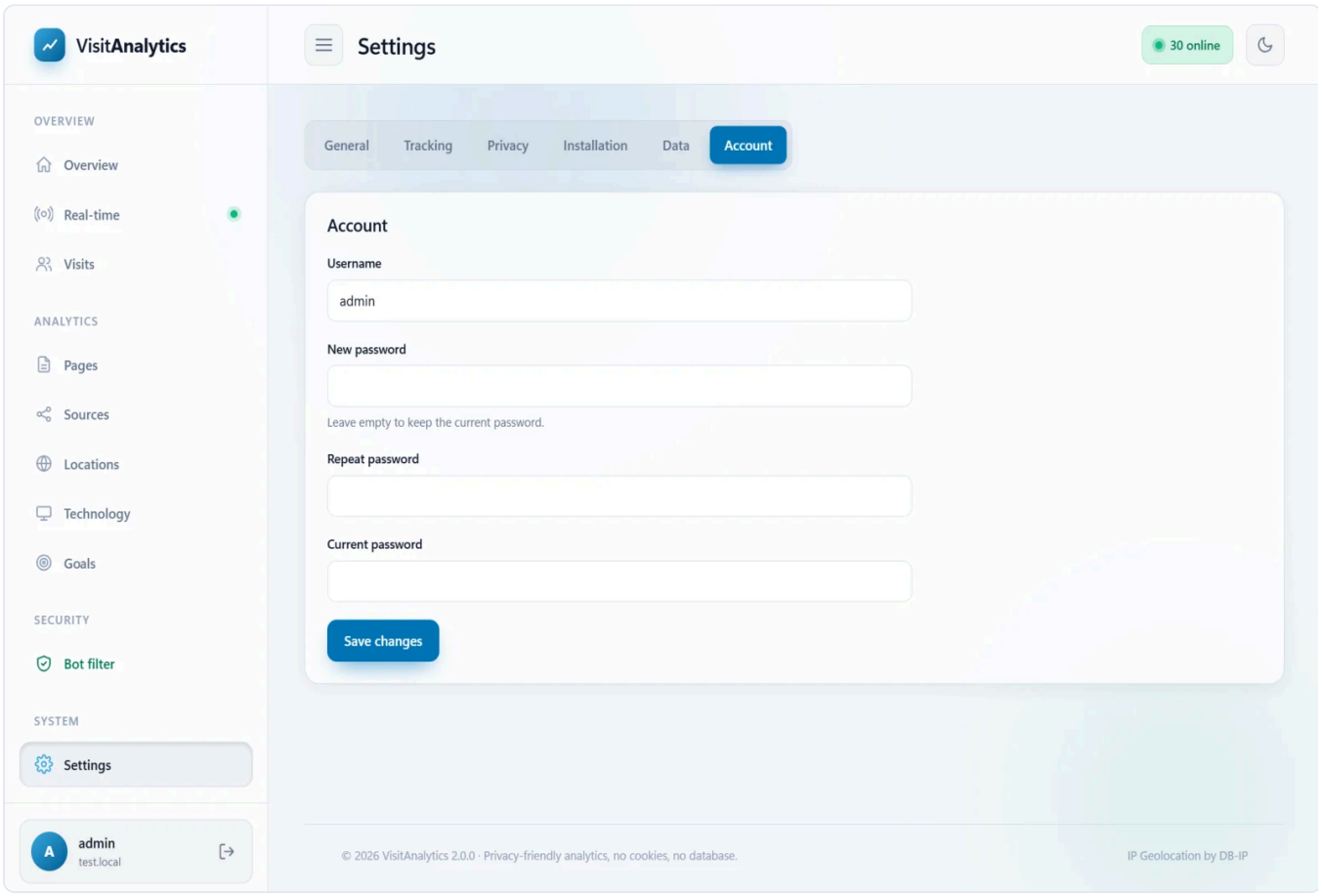
Ideas

- Build your own pivot tables and charts in a spreadsheet.
- Join the daily totals with sales data to calculate revenue per visitor.
- Archive monthly raw data before you delete it (Your data: where statistics are stored, backup and deleting data).

SETTINGS AND DATA

Change your username and administrator password

The Account tab changes the single administrator login.



Settings → Account.

How to change it

1. Open **Settings** → **Account**.
2. Change the **Username** (3–40 characters: letters, numbers and `. _ - @`), the password, or both. Leave **New password** empty to keep the current one.
3. Enter your **Current password** to confirm. This is always required.
4. Press **Save changes**. You stay logged in.

Choosing a password

- At least 8 characters; 14 or more is better. A passphrase of several words works well.
- Do not reuse a password from another service.
- Passwords are stored only as a salted hash (bcrypt/Argon). Nobody, including you, can read them from `config.php`.

More protection

The login is protected by a lockout after repeated errors (Logging in, logging out and a forgotten password). On top of that you can rename the `admin` folder or protect it with HTTP authentication on your server. See Securing VisitAnalytics: protect the data folder and the admin panel.

If you forget the password, see Logging in, logging out and a forgotten password for the reset procedure.

SETTINGS AND DATA

Translate the admin panel into your language

All the texts of the admin panel are stored in one file, so translating means copying that file and translating the right-hand sides.

Step by step

1. Open the folder `VisitAnalytics/lang/`.
2. Copy `en.php` to a new file named with your language code, for example `de.php`, `fr.php` or `bg.php`.
3. Open the new file in a text editor (UTF-8!) and change the line `'_name' => 'English'` to the name of your language, for example `'_name' => 'Deutsch'`.
4. Translate the text on the **right** side of every `=>`. Do not change the words on the left (the keys).
5. Open **Settings** → **General**, choose your language and save. It also appears in the setup wizard.

Rules

- Keep placeholders such as `%s` and `%d`; they are replaced by names and numbers (`'online_now' => '%d online'`).
- Escape an apostrophe inside a text with a backslash: `'Don\'t'`.
- Texts you do not translate fall back to English, so a partial translation works.
- `months_short` and `weekdays_short` are comma-separated lists of 12 and 7 abbreviations; translate them too, because charts use them.

Country names

Copy `lang/countries_en.php` to `lang/countries_de.php` (same code as your language file) and translate the names. Missing names fall back to English.

Sharing your translation

A language file is a single PHP file, so it survives updates (Updating and uninstalling VisitAnalytics): just keep your file in the `lang` folder when you upload a new version.

SETTINGS AND DATA

Import statistics from VisitAnalytics 1.x

Version 2 has a new data format, but your old daily XML files can be imported so that your history is not lost.

Before you start

- Install version 2 in its own folder and finish the The first-time setup wizard.
- The old version's data folder (called `data`) must be reachable from the website folder. Simply leave the old VisitAnalytics folder where it is, for example `VisitAnalytics-old`.
- The old files are named like `25-10-2026.xml` (day-month-year) and contain `<visit>` records.

Importing

1. Open **Settings** → **Data** and find **Import from VisitAnalytics 1.x**.
2. Enter the folder **relative to your website folder**, for example `VisitAnalytics-old/data`.
3. Press **Import**. A message tells you how many visits were imported.
4. Remove the old tracking line from your `index.php`, then delete the old folder when you are happy with the result.

What is imported

Time, IP address, country, page, referrer, browser (with the new short names such as "Chrome"), version, operating system and the mobile flag. Details version 1 never recorded (language, device model, screen size…) stay empty. Imported visits have no browser string, so they appear as visitors with a unique hash per IP address.

Import only once. Running the import twice creates duplicate visits. If that happens, delete the data of those days and import again (Your data: where statistics are stored, backup and deleting data). The old counters feature (several counters in one installation) is not part of version 2.

REFERENCE AND HELP

How visitors, visits and page views are counted

Every analytics tool counts a little differently. These are the exact rules of VisitAnalytics.

What is a page view?

A page view is recorded when *all* of these are true:

- The request is a normal **GET** request for a page – not a form post, Ajax call, image, script or iframe.
- The page is **HTML** and was delivered with status **200**. (Status 404 pages go to the 404 list; redirects, downloads and JSON are ignored.)
- The browser is really opening the page, not **prefetching** or prerendering it.
- The address is not in the list of **ignored pages** and the IP is not in the list of **ignored IP addresses** (How to exclude your own IP address and private pages from statistics).
- The visitor does not send **Do Not Track**, if you enabled that option (Privacy settings: anonymize IP addresses, Do Not Track and data retention).
- It is not a **reload** of the same page within a few seconds.
- It is not a **robot** (How VisitAnalytics detects bots and counts only real visits).
- The visitor **used the page**: moved the mouse, scrolled, clicked, touched the screen or typed, and a small script confirmed it (human verification, on by default).

The visit is written to disk *after* your page has been sent, so the visitor never waits for it.

What is a unique visitor?

VisitAnalytics sets no cookies, so a visitor is identified by a one-way hash of the **IP address + browser (user agent) + a secret key** of your installation. The same person on the same device and network is one visitor, in any period. Consequences:

- One person with a phone and a laptop counts as **two** visitors.
- Several people behind the same office network with identical browsers can count as **one**.
- A person whose IP changes (mobile network, VPN) can count as two.

Over a period, "Visitors" counts each hash once.

What is a visit?

A visit (session) is a series of page views by one visitor in which no gap is longer than the **visit timeout** (30 minutes by default, Tracking settings: bot sensitivity, ignored pages, sessions and more). Visits are formed across midnight too.

Bounce rate and duration

- **Bounce:** a visit with exactly one page view.
- **Duration:** last page time minus first page time, plus the measured time on the last page when the Human verification: count only visitors who really use the page is on.

- **Time on a page:** measured by the beacon, or the time until the next page of the same visit.

Why numbers differ from other tools

- **Bots:** VisitAnalytics removes them; many tools count some of them.
- **Ad blockers and consent banners:** JavaScript-based tools lose visitors who block scripts or refuse cookies. VisitAnalytics counts on the server, so it sees them (while still removing bots).
- **Definitions:** other tools identify people with cookies and may use different visit timeouts, so even two good tools never match exactly. Compare trends, not single numbers.

REFERENCE AND HELP

Glossary of website analytics terms

Short explanations of the words you meet in the admin panel.

Term	Meaning
Visitor	One person on one device and network, recognized without cookies. See How visitors, visits and page views are counted.
Visit (session)	A series of page views by one visitor, ended by 30 minutes of inactivity.
Page view	One opening of one page.
Bounce / bounce rate	A visit with only one page view / the share of such visits.
Entry page, exit page	The first / the last page of a visit. See Entry pages and exit pages: where visits start and end.
Exit rate	The share of a page's views after which the visit ended.
Referrer	The web address of the page where the visitor clicked the link to your page.
Channel	A group of sources: direct, search engines, social networks, AI assistants, email, paid ads, other websites. See Traffic sources: search, social, email, paid, direct and referral.
Source / medium / campaign	The three main UTM tags: who, what kind of link, which campaign. See Campaign tracking with UTM parameters.
UTM tags	Parameters such as `utm_source` added to links to identify a campaign.
Click ID	A code (`gclid`, `msclkid`...) that ad networks add to links.
Conversion / goal	A visit that reached a page you defined as success. See Goals: track conversions such as sign-ups, orders and downloads.
User agent	The text a browser or robot sends to say what it is, for example "Mozilla/5.0 ... Chrome/130".
Bot, crawler, spider	A program that visits websites automatically.
Referrer spam	Fake visits that show a spam website as the referrer.
Beacon	The optional script that reports screen size and time on page. See Human verification: count only visitors who really use the page.
Client hints	Headers modern Chrome sends to describe the system exactly (for example Windows 11).
Heat map	A grid in which colour shows how busy each weekday and hour is.
CIDR range	A way to write a group of IP addresses, for example `10.0.0.0/8`.
Retention	How long statistics are kept before they are deleted automatically.
Soft 404	An error page that is sent with status 200, so it is not recognized as an error.

REFERENCE AND HELP

The XML data format of the daily statistics files

The statistics are ordinary XML files, so you can read them with any programming language or text editor.

File layout

One file per day, named with the date in your website's time zone: `data/<random>/visits/2026-10-25.xml`. Every record is on its own line inside a `<log>` element, so the files are valid XML *and* can be read line by line.

```
<?xml version="1.0" encoding="UTF-8"?>
<log>
<v id="6adb1b2ec541a9" t="1792744238" ip="8.8.4.4" vh="d200e706ae5d" u="/?page=pricing"
r="https://www.google.com/" cc="US" br="Chrome" bv="130" os="Windows" ov="10/11" dv="desktop" .../>
<e id="6adb1b2ec541a9" tp="42000" sp="80" sw="1920" sh="1080" .../>
</log>
```

Page view record <v>

Attribute	Meaning
id	Unique id of the page view (time in hex + random)
t	Unix timestamp
ip	IP address (shortened if anonymization is on)
vh	Visitor hash (12 hex characters)
u	Page address: path and query string, without ignored tracking parameters
r	Referrer, full address
cc	Country code (ISO 3166), `??` if unknown
br, bv	Browser and major version
os, ov	Operating system and version
dv	Device type: desktop, mobile, tablet, tv, console
md	Phone or tablet model
lg, al	Primary browser language and the full `Accept-Language` value
ua	User agent string
ht	Host name that was requested
pr	Protocol: http or https
sf	`Sec-Fetch-Site`: none, same-origin, same-site, cross-site
dn	Do Not Track header

us, um, uc, ut, ux	utm_source, medium, campaign, term, content
ck	Name of the click ID found in the address (gclid, fbclid...)
cu	`Sec-CH-UA` client hint (brands)
sc	Bot score (0–100) when it was above zero but below the threshold
st	`404` for page-not-found records

Beacon event <e>

Extra data for the page view with the same `id`, written by `beacon.php`:

Attribute	Meaning
tp	Active time on the page in milliseconds
sp	Scroll depth in percent
hu	1 = the visitor interacted with the page
sw, sh	Screen width and height
iw, ih	Browser window width and height
dp, cd	Pixel ratio and colour depth
tz, to	Time zone name and offset in minutes
bl	Browser language
tc, mm, cp, cn	Touch points, device memory, CPU cores, connection type
ti	Page title
wd, hl	1 = webdriver / headless browser detected
dk	1 = dark mode preferred

Bot record <b>

In `bots/<date>.xml`: `t` time, `ip`, `ua`, `u` page, `r` referrer, `cc` country, `sc` score, `rs` comma-separated reasons, `ty` type.

Reading the files yourself

```
foreach (file('2026-10-25.xml') as $line) {
    if (substr($line, 0, 3) !== '<v ') continue;
    preg_match_all('/([a-z]+)="([^"]*)"/', $line, $m, PREG_SET_ORDER);
    // $m now holds the attribute names and values of one page view
}
```

Do not edit the files while the website is running, and keep the closing `</log>` line. See also Your data: where statistics are stored, backup and deleting data.

REFERENCE AND HELP

Securing VisitAnalytics: protect the data folder and the admin panel

VisitAnalytics is built with security in mind. A few server settings make it even safer.

Built-in protections

- The statistics folder has a **random name** and a deny-all `.htaccess`, so the XML files cannot be guessed or downloaded on Apache.
- `config.php` exits immediately when requested directly; `lib`, `lang` and `tools` are blocked by `.htaccess`.
- Passwords are stored as **secure hashes**; the login is limited to 5 failed attempts per 15 minutes (Logging in, logging out and a forgotten password).
- All forms have **CSRF tokens**, all output is escaped, and the session cookie is HttpOnly and SameSite.
- Links created from visitor data (page addresses, referrers) are checked so they cannot run scripts.
- The tracker catches every error and cannot take down your website.

nginx

nginx ignores `.htaccess` files. Add this to your server block (adjust the folder name):

```
location ~ ^/VisitAnalytics/(data|lib|lang|tools)/ { deny all; }
location = /VisitAnalytics/config.php { deny all; }
```

Recommendations

1. **Use HTTPS** for the admin panel so the password is encrypted in transit.
2. **Rename the VisitAnalytics folder** (for example to a name nobody guesses) *before* you install the tracking code. If you rename it later, remove the old line from your `index.php` and install it again from the Installation tab.
3. **Permissions:** files 644 and folders 755 are enough on most servers. Only `VisitAnalytics` (for `config.php`) and `data` need to be writable by PHP.
4. **Optional second lock:** protect the `admin` folder with HTTP basic authentication in your hosting panel.
5. **Back up** regularly (Your data: where statistics are stored, backup and deleting data) and keep VisitAnalytics updated (Updating and uninstalling VisitAnalytics).

Never leave the data folder listing enabled. If you can open `https://your-site/VisitAnalytics/data/` in a browser and see anything other than a "forbidden" page, fix the server rules above.

REFERENCE AND HELP

Cloudflare, proxies and load balancers: get the real visitor IP

If every visitor seems to have the same IP address, or your own address is wrong, your website sits behind a proxy. This page shows how to fix it.

The problem

PHP reports the address of whoever connects directly to the server. Behind Cloudflare, nginx used as a proxy, a CDN or a load balancer, that is the *proxy*, not the visitor. The real address is passed in a header.

The setting

Open **Settings** → **Tracking** → **Advanced** → **Where to read the visitor IP**:

Option	Use when
Automatic (connection address)	Normal hosting. If the connecting address is a *private* network address (a proxy on the same network), VisitAnalytics automatically looks at `CF-Connecting-IP`, `X-Real-IP` and `X-Forwarded-For`, in that order.
Cloudflare (CF-Connecting-IP)	Your site is behind Cloudflare.
X-Real-IP	nginx or another proxy sets this header.
X-Forwarded-For	Most load balancers; the first valid address of the list is used.

The same tab shows **Detected IP** and the raw connection address (`REMOTE_ADDR`) to help you check the result. Open the page from your own device: the detected IP must be your real address.

Only choose a header that your proxy really sets. If your website is reachable directly (not only through the proxy), anybody could send a fake header and pretend to be another address. Keep *Automatic* when you are not behind a proxy.

Country behind Cloudflare

When Cloudflare sends `CF-IPCountry`, VisitAnalytics uses it, even for IPv6 visitors. Make sure "IP Geolocation" is enabled in the Cloudflare network settings (it is by default).

Cloudflare caching

If you use the Cloudflare rule "Cache Everything" for HTML pages, those pages are served without running PHP and cannot be tracked. Exclude pages that you want to count from that rule, or use the default caching that stores only static files. See Troubleshooting: no visits recorded, wrong IP, empty reports.

REFERENCE AND HELP

Customizing VisitAnalytics: edit bot lists, colors and add reports

There are no frameworks and no classes: every file is a handful of readable PHP functions. Anyone who knows basic PHP can adapt it.

The files

File	What it does
`track.php`	The include that goes into your website.
`beacon.php`	Receives the confirmation of the human verification script.
`lib/core.php`	Settings, dates, IP handling, country lookup and the XML reading and writing.
`lib/detect.php`	Browser and system detection, **bot lists**, spam domains, scanner patterns and **traffic source lists**.
`lib/tracker.php`	What happens during a page load.
`lib/report.php`	Calculates the statistics from the XML files.
`admin/index.php`	The admin panel: login, menu and the page loader.
`admin/pages/*.php`	One file per report page.
`admin/assets/app.css`	The stylesheet. Colors are variables in the first lines.
`lang/en.php`	All admin texts.

Common changes

Add a robot or a spam domain

Open `lib/detect.php`. `va_bot_patterns()` contains one line per robot type with names separated by `|`; add your word. `va_spam_referrers()` lists spam domains.

Add a search engine, social network or AI assistant

In the same file, `va_source_rules()` maps domains to names, for example `'chatgpt.com' => 'ChatGPT'` in the `ai` group.

Change the colors of the admin panel

Open `admin/assets/app.css`. The first lines define `--primary`, `--side` and other colors for light and dark mode.

Change default settings

`va_default_config()` in `lib/core.php` lists every setting with its default value.

Add a new report page

1. Create `admin/pages/myreport.php`. Start it with `if (!defined('VA_DIR')) exit;` and call `$R = va_report($from, $to);` to get all statistics of the selected period.
2. Add `'myreport' => 'file'` to the `$pages` list and to `$groups` at the top of `admin/index.php`.
3. Add `'menu_myreport' => 'My report'` to `lang/en.php`.

Refresh the country database

Download the free DB-IP "IP to Country Lite" CSV and run `php tools/build_geo.php dbip-country-lite-YYYY-MM.csv`. Keep the "IP Geolocation by DB-IP" credit in the footer.

When you update VisitAnalytics, your changes in program files are overwritten. Keep a note of what you changed, or keep a copy of the modified files.

REFERENCE AND HELP

Troubleshooting: no visits recorded, wrong IP, empty reports

Most problems have one of a few simple causes. Find your symptom below.

No visits are recorded

1. **Is the code installed?** Open **Settings** → **Installation**. The status must be "Tracking code is installed" for the file that every page uses (How to add the tracking code to your website).
2. **Is your website a PHP website?** The line is PHP and works only in `.php` files that are executed.
3. **Is the page cached?** Cache plugins (WP Rocket, W3 Total Cache, LiteSpeed Cache...), server caches, and CDN "cache everything" rules deliver saved HTML without running PHP. Exclude your pages from the cache, or test with a URL that has a unique query string such as `?test=1`.
4. **Is it your own visit?** Your IP may be ignored (How to exclude your own IP address and private pages from statistics) or the page may be in the ignored list.
5. **Did the visitor use the page?** With the default human verification a page view counts only after real mouse, scroll, click or touch input. Open your website, move the mouse and scroll, then look at Real-time. See Human verification: count only visitors who really use the page.
6. **Is it filtered as a bot?** Look at the recent list in the The Bot filter: see which robots were kept out of your statistics. If you were filtered, lower the sensitivity (Tracking settings: bot sensitivity, ignored pages, sessions and more).
7. **Can PHP write? Settings** → **Data** shows "Folder writable". Fix the permissions of the `data` folder (chmod 755/775/777).
8. **Is it an HTML 200 page?** Redirects, downloads, JSON and images are not counted.
9. **Wait for the date.** The period (top bar) must include today.

The admin panel shows a blank page or an error

- Check that your PHP version is 7.2 or newer (System requirements).
- Make sure all files were uploaded completely (re-upload the `lib` and `admin` folders).
- Look at the PHP error log of your hosting for the exact message.

The setup wizard appears again

`config.php` is missing or empty. Restore it from a backup, or run the setup again; your statistics are reused (The first-time setup wizard).

Wrong IP addresses or everyone has the same IP

Your website is behind a proxy or Cloudflare. See Cloudflare, proxies and load balancers: get the real visitor IP.

Countries show "Unknown"

- Local and private addresses (127.0.0.1, 192.168.x.x) have no country.

- Check that `lib/geo4.bin` and `lib/geo6.bin` were uploaded (binary upload mode if your FTP program asks).
- Behind a proxy first fix the IP address.

Times and days look wrong

Choose the right **Time zone** in General settings: website name, language, time zone and date format. Days are cut at midnight of that zone.

Too many or too few visitors

- Too many robots? Move the sensitivity towards "Strict" or enable the Human verification: count only visitors who really use the page.
- Real visitors missing? Move towards "Lenient", check the The Bot filter: see which robots were kept out of your statistics and remember that visitors who never touch the page are not counted (human verification).
- Compare with other tools carefully: see How visitors, visits and page views are counted.

Language file or characters look broken

Save language files as **UTF-8 without BOM** (Translate the admin panel into your language).

The admin panel is slow

The first load of a very long period on a busy website is calculated and then cached. Use shorter periods, and delete old data you do not need (Your data: where statistics are stored, backup and deleting data).

Still stuck? Read the Frequently asked questions or contact support at the product site.

REFERENCE AND HELP

Frequently asked questions

Short answers to the questions we hear most.

Does VisitAnalytics use cookies?

No. Visitors never receive a cookie, and nothing is stored on their devices. Only the administrator gets a session cookie, inside the admin panel. See Privacy settings: anonymize IP addresses, Do Not Track and data retention.

Do I need a cookie banner or consent?

That depends on your country and on what else your website does. Because VisitAnalytics sets no cookies, keeps all data on your own server and can anonymize IP addresses, it is much easier to use in a compliant way than most tools – but this is not legal advice.

Does it work with WordPress?

Yes. Add the tracking code to the `index.php` in the WordPress root with one click (How to add the tracking code to your website). Make sure caching plugins do not serve pages without PHP (Troubleshooting: no visits recorded, wrong IP, empty reports).

Can I track a static HTML website?

The tracking code is PHP, so the pages must be executed by PHP. Either rename your pages from `.html` to `.php`, or tell your server to run PHP in `.html` files (on Apache: `AddHandler application/x-httpd-php .html`; the exact line depends on your host) and add the line at the top of each page or through `auto_prepend_file`.

Is it affected by ad blockers?

Mostly not. The visit is recorded on the server, and the small confirmation script is served from your own website, which ad blockers rarely block. Visitors who block it or disable JavaScript are not counted in the default mode; you can choose "Off" in **Settings** → **Tracking** if you prefer to count them (with more robots in the numbers).

Does it slow down my website?

No. The check before the page is very small, and the visit is written to a file after the page has been delivered to the visitor.

Can I track several websites?

Each installation tracks one website. Install a separate copy in each website's folder; every copy has its own admin panel and data.

Why did my numbers drop after the update?

Version 2 counts a page view only after real human input (human verification). Robots and automated browsers that were counted before are now removed. The new numbers are the real ones.

Why are my numbers lower than in another tool?

Because robots, spam and reloads are removed, and visitors are counted without cookies. See How visitors, visits and page views are counted.

Does it track single-page applications or Ajax navigation?

It counts page loads. Navigation inside an app that never loads a new page from the server is not a page view. Pages that are loaded through normal links, including pages generated by PHP frameworks, are counted.

Is the data really mine?

Yes, it is stored in XML files on your server and can be exported, moved or deleted at any time (Your data: where statistics are stored, backup and deleting data).

How much traffic can it handle?

Writing a visit is a quick file append, and reports of past days are cached. Websites with up to hundreds of thousands of page views per month are no problem for ordinary hosting. For much bigger sites, use shorter report periods.

Can I see city or region?

No. Country level is built in; city data would require a large commercial database.

How do I add my language?

Copy one file and translate it: Translate the admin panel into your language.

I used version 1. Can I keep my statistics?

Yes: Import statistics from VisitAnalytics 1.x.

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