**Web Traffic Analyzer**

**Abstract:**

**Web traffic is the amount of data sent and receive by visitors to be a website. It is a large portion of Internet traffic. This is determined by the number of visitors and the number of pages they visit. Sites monitor the incoming and outgoing traffic to see which parts or pages of their site are popular and if there are any apparent trends, such as one specific page being viewed mostly by people in a particular country. There are many ways to monitor this traffic and the gathered data is used to help structure sites, highlight security problems or indicate a potential lack of bandwidth—not all web traffic is welcome.**

**Some companies offer advertising schemes that, in return for increased web traffic(visitors), pay for screen space on the site. Sites also often aim to increase their web traffic through inclusion on search engines and through Search engine optimization. Web traffic is measured to see the popularity of web sites and individual pages or sections within a site.**

**Web traffic can be analysed by viewing the traffic statistics found in the web server log file, an automatically-generated list of all the pages served. A hit is generated when any file is served. The page itself is considered a file, but images are also files, thus a page with 5 images could generate 6 hits (the 5 images and the page itself). A page view is generated when a visitor requests any page within the web site—a visitor will always generate at least one page view (the main page) but could generate many more.**

**Tracking applications external to the web site can record traffic by inserting a small piece of HTML code in every page of the web site.**

**Web traffic is also sometime measured by packet sniffing and thus gaining random samples of traffic data from which to extrapolate information about web traffic as a whole across total Internet usage.**

**Modules:**

1. **Monthly status page module**
2. **Weekly status page module**
3. **Country page module**
4. **Hosts status page module**
5. **Hourly status page module**

**Software requiremnts:**

**Database: Mysql**

**Scripting: PHP**