

News Release

Web Analytics Firm StatCounter Launches New Features and Website

Boston USA and Dublin Ireland; Thursday, 29th September, 2011:

StatCounter, which provides [free website traffic analysis](#), has upgraded its site with a number of new features.

“Our goal remains to offer the most user friendly website traffic analysis to all our members ranging from companies, organizations and webmasters to bloggers and individuals,” commented Aodhan Cullen, CEO, StatCounter. “The changes have been made in response to feedback and suggestions received.”

He said that the company was keen to retain the look and feel of the original site and operated in public beta mode for over nine months to allow members plenty of time to evaluate and comment on the changes. “The feedback has been great and we really appreciate all the help and ideas we have received from our members.”

Amongst the new features, StatCounter has made it even more intuitive for new members to sign up and check that they are properly installed. New features also include a date range comparison, allowing members to compare and contrast stats for different periods. If you manage a number of websites, it’s also now possible to organize your websites into user defined groups.

StatCounter has always prided itself on its ability to monitor traffic in real time so that the impact of marketing initiatives, for example, can be viewed as they happen. The new site now also includes hourly stats allowing members to watch hour by hour traffic trends.

StatCounter's vision is to offer the best free counter and web analytics service in the world and to constantly strive to improve it. Its free service aims to offer more than most pay-only services.

Founded in 1999 StatCounter offers its members the chance to grow and improve their online presence by allowing them to monitor the number of hits to their website; the geographical location of visitors; the various pages a visitor views; key search words used to find the site, where the visitor went plus other features.

Its free service is aimed at websites with up to 250,000 pageloads per month and offers lifetime summary stats for unique and returning visits and pageloads with detailed analysis of the most recent 500 pageloads. Upgrades start from \$5 per month.

Ends

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