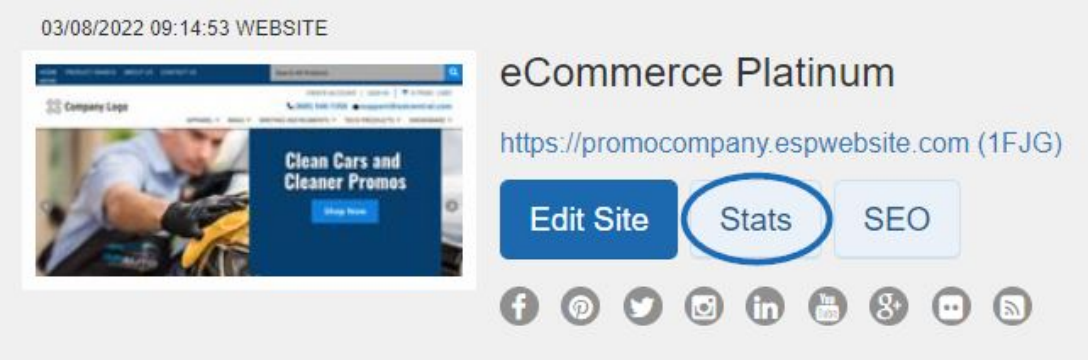
ESP Quick Tip #32: View Site Statistics

2022-03-17 - Jennifer M - ESP Quick Tips

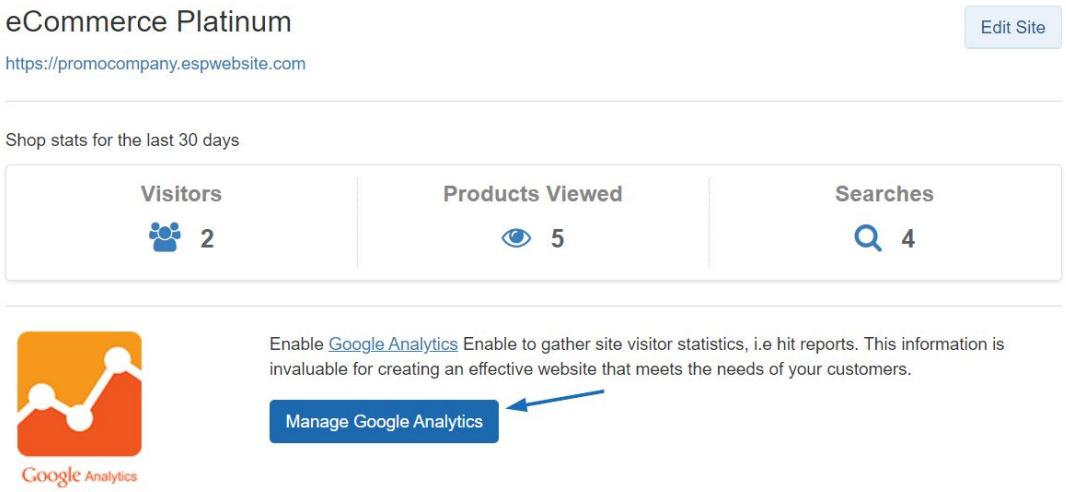
ESP Websites and Company Stores provide helpful statistics about you site. To access the general statistics for a site, log into ESP and then click on the Websites Admin tab.

Locate the site for which you would like to view the data and then click on the Stats button.



You will be brought directly into the statistics page where you can view the data for the last 30 days:

- The number of visitors to this site
- How many products were viewed
- How many searches have been performed



You can also click on the Manage Google Analytics button to view more in-depth site usage data. For more information on how to link your ESP Website or Company Store with Google Analytics, please review the Using Google Analytics section of the Analytics, Meta Tags, and

SEO article.