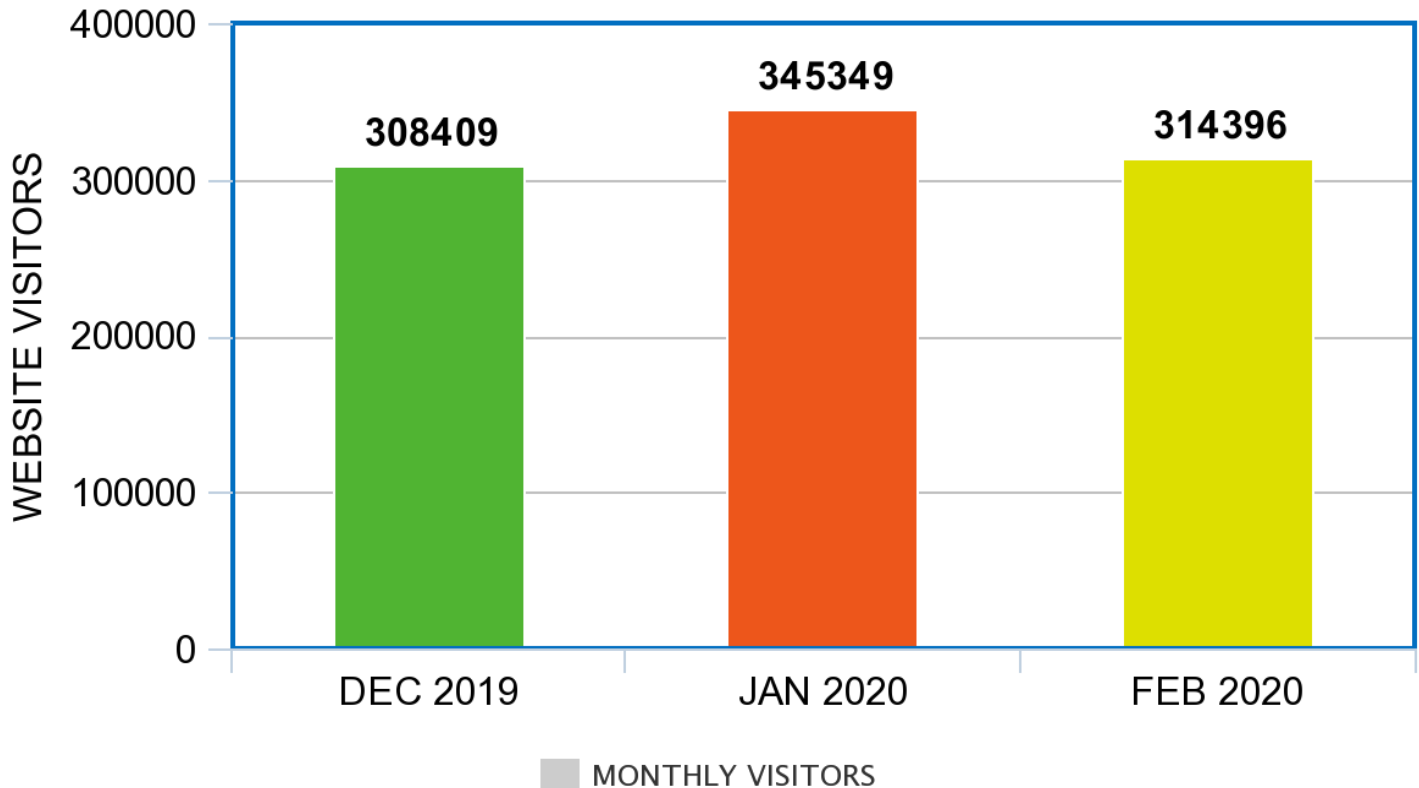


PetGroomer.com Website Visitors Statistics 2020

petgroomerads.com AND groomerads.com *

* mobile device friendly version (same ads at both sites)

PetGroomer.com Classified Ads
GoDaddy Hosting



meta-chart.com

PetGroomer.com Magazine (online/download reading)

Website statistics for petgroomermagazine.com are coming here soon, but will be low. Google Analytics counts are meaningless.

BUT WHY? YOU HAVE THOUSANDS OF SUBSCRIBERS

Yes we do, and more every month. Our readers do **NOT** read issues at our website. Its purpose is to manage subscriptions (free), and to download past issues from our archive. Like other major grooming magazines we send URL links to view our magazines managed by ISSUU, a leader in online publishing. Here is a sample link. <https://issuu.com/petgroomer/docs/pgcom-magazine-v9-issue-1-january-march-2020-final>

LOOK CLOSELY at the link. See it? Readers are at ISSUU.com, not our website! Therefore our web traffic at petgroomermagazine.com is very small but thousands of readers do see your sponsor advertising inside the magazine reader by ISSUU.

OK, BUT HOW CAN SPONSORS CHECK RESPONSE TO THEIR ADS

View the last page of this report for HOW TO IMPROVE MY SPONSOR STATISTICS.

GroomerTALK Community

www.petgroomerforums.com

Website statistics for visitor traffic at www.petgroomerforums.com are coming with the March 2020 version of this report. Google Analytics and similar service counts **are pretty much meaningless.**

BUT WHY? DON'T YOU GET THOUSANDS OF VISITORS DAILY?

Yes indeed. Despite what you see in URL window of your Internet browser everyone online in the GroomerTALK Community is actually **NOT** at www.petgroomerforums.com. That doesn't help Google stats does it.

WHERE ARE THE VISITORS THEN?

We use vbulletin.com, a world leading community message boards software and hosted message board provider. They operate a state-of-the-art hosting center, and we lease our message board community from them. Communities are under constant pestilence of spammers, robots and worse. By our hosting with vBulletin at **THEIR WEBSITE** they keep a wonderful job of keeping our board up 24/7/365 and problem-free for us. More time to focus on grooming.

I AM AT THE MESSAGE BOARD AND THE URL SAYS I AM AT PETGROOMERFORUMS.COM WEBSITE. I AM NOT AT VBULLETIN.

Actually you are. Here is a tech explanation made simple. We “mask” the Vbulletin URL for the leased community they provide with a CNAME www record. The “mask” covers the vbulletin.com URL in your browser window. So you see “www.petgroomerforums.com.” Hundreds of thousands of sites or even millions hosted by 3rd party services like vBulletin allow this facility.

As a result, Google Analytics or other services may pay no attention to the “mask” and record almost no or only a fraction of web traffic for www.petgroomerforums.com. Nothing could be further from the truth.

HOW CAN I JUDGE MY ADVERTISING & RESPONSE IN THE COMMUNITY?

Excellent question! It is a VERY busy site. We will start giving you numbers in March 2020 on overall traffic. Now great news. Without waiting or asking us you can get amazing statistics on your own. **For years some sponsors, usually ad agencies, have given us “code” we add to their banner links and they track 24/7 how many times we have shown their banners and how many banners get clicked. You can do that! Give us the code to install! Read the last page of this report, HOW TO IMPROVE MY SPONSOR STATISTICS.**

GroomerTALK Community

www.petgroomerforums.com, continued

If you click here and go to www.petgroomerforums.com now we can show you evidence of some HUGE web traffic.

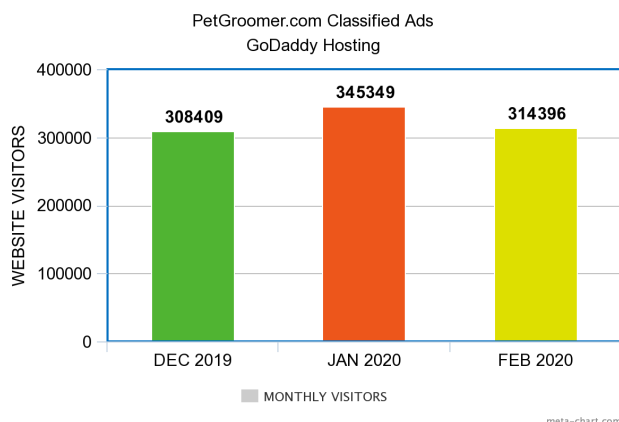
1. Look at the bottom right corner of the web page. See the copyright notice? It says Powered by vBulletin. And their copyright as well as ours. You are at vBulletin. If you are checking your Google statistics for you ROI or whatever how can you measure it for www.petgroomerforums.com and you see so little, this is why. You are actually at vBulletin. You can get all the stats you want on the next page of this report by giving us tracking code.
2. Once again looking at the same page see What's Going On near bottom of the page. When I wrote this at 2:00 AM, here is what I saw:

There are currently [721 users online](#).

Most users ever online was [17,833 at 09:43 AM on 10-25-19](#).

That is nearly 18,000 SIMULTANEOUS users reading the board. Recently we came close to that record again. Daily average is 4,000 to 8,000. Even if everyone looked on a 1 page, and there are 2 banners for sponsors per page we are showing 8,000 to 16,000 banners a day easily. When we released our magazine the other day 10,000 plus users came by. If you hear there is little ROI from the community, how can that be with those numbers right on the screen? Yes, go back and realize the board is NOT at www.petgroomerforums.com but at vBulletin.com in their hosted sites.

But you can get all the details by giving us code for tracking if that is what you want. Please go to the next page to optimize your statistics.



Charts like this for all websites showing web traffic will come with March statistics from now on, and monthly thereafter. The one on the left is only for our extremely popular PetGroomer.com Classifieds. Great numbers and ALL sponsors are in the ads site, some of you have dozens of banners in the ads too.

How can I get my own detailed banner statistics?

Most ad agencies give us “tracking code” and some even give us code to upload sponsors “on the fly.” There are companies that provide this assistance for you and there are names like Doubleclick and Amazon services and more.

We will continue to give you monthly reports of the volume of website visitors to all our sites. But if you want “banner impression” and “clickthrough” stats you need to provide code. We can hold down our advertising costs by not measuring every sponsor’s detailed banner stats, especially when they can track on their own 24/7/365 with coding mentioned above. Simply hire those services.

Then you will see what is happening at our third party sites such as vBulletin and ISSUU mentioned on page one to three of this report.

HOW DOES IT WORK?

Some sponsors are giving us a banners and simple links such as “mycompanysite.com.” We do post your banners and links as ordered. If you have your tracking vendor give us “code” we change “mycompanysite.com” to a usually LONG LONG string of code. When someone clicks that banner the code sends a message to your tracking vendor account. We didn’t have to tell you, all that activity is in your tracking vendor account. PLUS, 99% of the time that cures the problem and you go around Google Analytics studies don’t see your banner impressions (displays) and traffic in our 3rd party ISSUU and VBULLETIN! No more misleading absence or low traffic in Google.

Did you know some sponsors do **NOT** send us banners? They give us additional code and when a web page loads anywhere at PetGroomer.com sites the code tells our web page to “grab a banner from *your ad server account.*” That way your vendor knows how many times we showed your banner (impression) as well as how many got clicked. Plus you have total control to change your banners any time without telling us since banners are at your ad server, not ours.

You will have to pay for tracking services. Don’t be misled using Google Analytics only when you don’t see traffic at our 3rd party hired sites. Give us code and you will see it all. Look for web visitor traffic charts for all of our sites in the next report.