

Find your site's numbers on the dashboard

A map of your site dashboard: where your visits, form messages and store sales live, and what the stats email contains.

Your site dashboard is the one screen that holds your site's numbers and messages. What you see depends on what your site has. A store section, for example, only appears if you have a store.

Open it

Log in, then click the dashboard icon next to your site in your site list.

Where to look

To see	Go to
How many people visit your site over time	Performance , then Traffic . See See how many people visit your site
Visitors by device, and taps on your phone number	Performance , then Engagement
Visits, leads and a list of things to fix	Performance , then Highlights
A quick look at activity and the messages people sent	Site Overview
All form messages, to read or delete	The form responses list on Site Overview , then Manage Responses . See See and download your form messages
Store orders and sales	The store area, then Sales . See Check your store sales numbers

On **Highlights**, **Total leads** adds together orders, bookings, map clicks, emails, calls and form messages. The conversion rate is the share of visitors who took an action such as calling, emailing, clicking the map, booking or ordering.

The stats email

Your site can also email you a summary: a monthly one and a weekly one on Tuesdays. Each compares the period with the one before it:

- **Visits:** each visitor counts once, however many times they look.
- **Page Views:** every view counts, including repeat views of the same page.
- **Form Submissions:** how many forms were sent.
- **Emails Sent:** how many times someone tapped an email link or button on your site.

Click **View full stats** in the email to open the rest. If the period had 10 visits or fewer, no email is sent.

Tips

- The dashboard and our monthly report may count a little differently, so their numbers can differ. Pick one to follow over time.
- A new site has small numbers. Look at the direction over a few months.
- Looking for your monthly report? See Read your monthly report.
- Form messages missing? See Where your form messages go.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and the number you're trying to find, and we'll take care of it. We reply within one business day. See Request a change.

Related guides: See how many people visit your site · See and download your form messages · Check your store sales numbers · Read your monthly report · Where your form messages go

More guides: the Zossoz Help Center · Questions? Email hello@zossoz.com