

See how many people visit your site

Find your visit counts on the site dashboard, pick a time range and see where visitors came from and what devices they use.

Your site dashboard counts visits for you. This article shows where to find them and what the main numbers mean. They show what already happened. They can't promise or predict traffic, calls or sales.

Before you start

Your site has to be published. If you see zeros, either the site isn't live yet or nobody visited in the time you picked.

Steps

1. Log in and open your site dashboard. In your site list, click the dashboard icon next to your site.
2. Click **Performance**, then **Traffic**.
3. Pick a time range: 7, 14 or 30 days, or a number of days of your own.
4. Read the **User visits** chart. It shows how many people came over the time you picked, and how they got to your site.
5. To look at one source, choose it from the drop-down. The chart icons flip the view from a line chart to a bar chart, and back.
6. For devices, click **Engagement**. It shows visitors by device, visits, page views and how many times people tapped your phone number.

How people arrive

- **Direct:** they went straight to your web address.
- **Search:** they clicked your site in search results.
- **AI Assistant:** an AI tool gave them a link to your site.
- **Unknown:** the dashboard can't tell.

Visits and page views

A visit counts one person once. A page view counts every view, including repeat views. So page views are the same as visits or higher.

The **LLMs visits** chart is different: it shows AI tools reading your site, not people. It has no data from before February 2026.

Tips

- Small numbers are normal, especially for a new site. Compare the same time range each time, not one day to the next.
- Seasons matter. Tourist season, holidays and storms all show up as ups and downs.
- Found a number that looks odd? Send us a screenshot and the dates.
- Our monthly report counts with its own visit counter, so its figures may not match these exactly. See [Read your monthly report](#).
- To find everything else on the dashboard, see [Find your site's numbers on the dashboard](#).

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 dates you're looking at, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Find your site's numbers on the dashboard](#) · [Read your monthly report](#) · [Connect Google Analytics or Search Console](#) · [How Google finds and reads your site](#) · [Check how your site looks on a phone](#)

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