

Alexa使用說明

- ◆簡 報 人：駱思安 (Alex) - 知諸網科技 執行長
- ◆服務單位：國立台灣科技大學資管所 博士候選人
- ◆部 落 格：
<http://itgroup.blueshop.com.tw/guidenet/blog>
- ◆聯絡信箱：salo@guidenet.com.tw

 知諸網科技股份有限公司

<http://www.guidenet.com.tw>



進入Alexa官網

The screenshot shows the Alexa website homepage. The browser's address bar is highlighted with a red box and contains the URL <http://www.alexasite.com/>. A white box with red text says "1. 首先進入Alexa官網「http://www.alexasite.com」". The navigation menu has "Site Info" highlighted with a red box and a white box with red text says "點選site info". The main content area includes a search bar, "Hot Topics" list, and an "Alexa Site Audit" advertisement. On the right, there are promotional banners for downloading the Alexa toolbar and a video series.

1. 首先進入Alexa官網「http://www.alexasite.com」

點選site info

Free traffic metrics, search analytics, demographics, and more for websites... [Take a tour!](#)
体验最近推出的Alexa中文官方网站cn.alexasite.com!

Search Alexa
Enter keywords or websites to search Alexa's Web information database.

Example Searches: [laptops](#) or [lexus.com](#)

Hot Topics
What people are searching for on the web right now...

1. topical retinoids	4. SEO company	7. time Warner Cable	10. John Bolz
2. HostGator	5. 2011 Ford Explorer	8. Tony Robbins	11. Starcraft 2
3. Orbitz	6. make money online	9. Nap Nanny	More ▶

Increase your site's performance with the **Alexa Site Audit!**

[Learn MORE!](#)

Download the Alexa toolbar

7/24 吳若權主講
如何製作



Site Information
Get website traffic data, contact information, and more!

輸入所要檢測的網頁網址, 按下 **Search**

Size up your competition on the Web!

- The Alexa Traffic Rank will show how popular the site is compared to yours, including Reach, Pageviews and more.
- Search Analytics will show you which terms your competition is using to get traffic.
- The Audience data will show you what kind of visitors your competition is attracting.
- The Clickstream data will show you where your competition is getting traffic from affiliate programs and partners.



Advertise with Alexa



wr.ntust.edu.tw

[Search](#) [Advanced Search](#)

Search Analytics for **wr.ntust.edu.tw** Query Popularity [?](#) No data

Search Results for **wr.ntust.edu.tw**

 Site Information for **ntust.edu.tw** [Get Details](#) **按下Get Details**

 Alexa Traffic Rank: 78,695  Traffic Rank in TW: 922 Sites Linking In: 516 

Interesting in Taiwan?

Start here to learn about Taiwan from reliable, official sources!
www.taiwan.gov.tw

Sponsored Links

Queries related to **ntust.edu.tw**

- | | | |
|----------------|----------|-----------|
| Leather | Filipina | Stockholm |
| Free Streaming | Singel | Hamburg |
| Du Cul | обои | Roland |

取得詳細資料

點選 site info

1. 於Alexa的全球排名 → 78,695 Alexa Traffic Rank

2. 於Alexa的台灣排名 → 922 Traffic Rank in TW

3. Alexa有索引到的連結數 → 516 Sites Linking In

主訊息列

子訊息列

Traffic Rank	Reach	Pageviews	Pageviews/User	Bounce %	Time on Site	Search %
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Traffic Stats(流量統計)

time spent in a typical visit to it is approximately five minutes, with 26 seconds spent on each pageview, and Ntust.edu.tw has a relatively good traffic rank in the city of Miaoli (#192).



流量統計

79,202
Alexa Traffic Rank

939
Traffic Rank in TW

516
Sites Linking In

No data
Online Since

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Traffic Rank

Reach

Pageviews

Pageviews/User

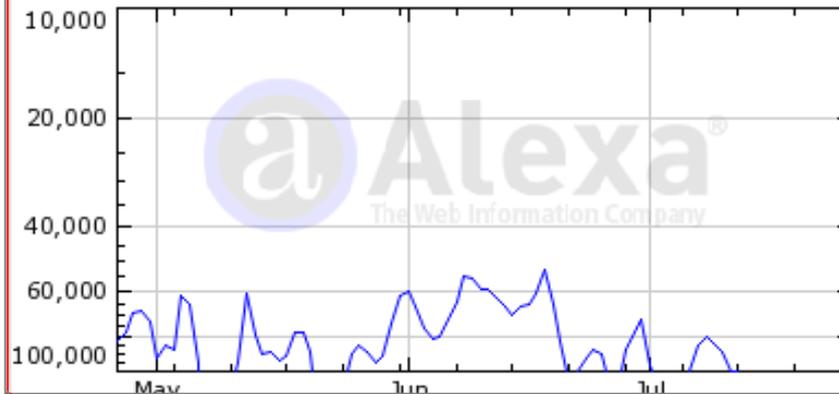
Bounce %

Time on Site

Search %

Daily Traffic Rank Trend

ntust.edu.tw



Trailing 3 months

Alexa traffic rank for ntust.edu.tw:

	Traffic Rank	Change
7 day	116,643	+445 ↓
1 month	97,898	+31,600 ↓
3 month	79,202	+1,749 ↓

顯示距今7日內、1個月內、3個月內的排名值與上升下降數，

+→下降

-→上升

註:此處的上升下降是與上次的訊息做相對比較

流量排名
Alexa對其網站的流量排名

不同時間點下的排名值

可按照自我需求選擇上方圖表的時間軸期間

Traffic Stats(流量統計)

★★★★★
(No reviews yet)

🌐 79,202
Alexa Traffic Rank [?](#)

🇹🇼 939
Traffic Rank in TW [?](#)

516
Sites Linking In [?](#)

No data
Online Since [?](#)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Traffic Rank

Reach

Pageviews

Pageviews/User

Bounce %

Time on Site

Search %

Daily Reach (percent)

ntust.edu.tw



Percent of global Internet users who visit ntust.edu.tw:

Reach Change

7 day	0.00130	+3% ▲
1 month	0.00148	-27% ▼
3 month	0.00176	+0.6% ▲

不同時間點下的比率值(%)

顯示距今7日內、1個月內、3個月內的佔有率與上升下降數，

+→上升

-→下降

註:此處的上升下降是與上次的訊息做相對比較

全球佔有率...
全球網際網路上有多少比率的人停留於你的網頁

Traffic Stats(流量統計)

★★★★★
(No reviews yet)

🌐 79,202
Alexa Traffic Rank ?

🇹🇼 939
Traffic Rank in TW ?

516
Sites Linking In ?

No data
Online Since ?

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Traffic Rank Reach **Pageviews** Pageviews/User Bounce % Time on Site Search %

Daily Pageviews (percent)

ntust.edu.tw



Percent of global pageviews on ntust.edu.tw:

Pageviews Change

7 day	0.00006	-11% ↓
1 month	0.00008	-43% ↓
3 month	0.00011	+4% ↑

不同時間點下的比率值(%)

顯示距今7日內、1個月內、3個月內的比率與上升下降數，

+→ 上升

-→ 下降

註:此處的上升下降是與上次的訊息做相對比較

Learn more about Alexa Traffic Stats.

Share this: [+](#) [t](#) [w](#)

全球頁面瀏覽比率
該網站頁面瀏覽數 / 全球頁面瀏覽數

Traffic Stats(流量統計)

☆☆☆☆☆
(No reviews yet)

🌐 79,202
Alexa Traffic Rank [?]

🇹🇼 939
Traffic Rank in TW [?]

516
Sites Linking In [?]

No data
Online Since [?]

Traffic Stats

Search Analytics

Audience

Contact Info

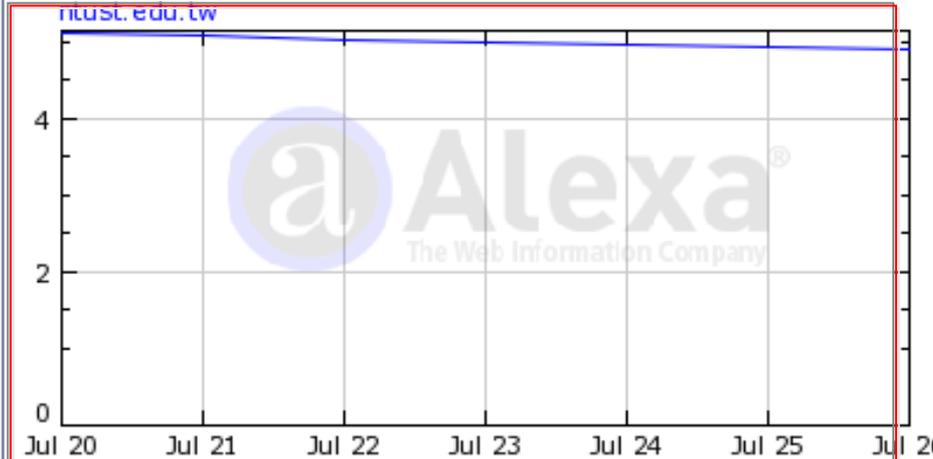
Reviews

Related Links

Clickstream

Traffic Rank Reach Pageviews **Pageviews/User** Bounce % Time on Site Search %

Daily Pageviews per User



Daily pageviews per user for
ntust.edu.tw:

Pageviews/User Change

7 day	4.90000	-10% ↓
1 month	5.70000	-22% ↓
3 month	6.40000	+3% ↑

不同時間點下的數值

顯示距今7日內、1個月內、
3個月內的平均瀏覽數與
上升下降率

+ → 上升

- → 下降

註:此處的上升下降是與上次的
訊息做相對比較

Learn more about Alexa Traffic Stats.

平均瀏覽數
該網站頁面瀏覽數
該網站的訪客數

Traffic Stats(流量統計)

☆☆☆☆☆
(No reviews yet)

🌐 79,202
Alexa Traffic Rank [?](#)

🇹🇼 939
Traffic Rank in TW [?](#)

516
Sites Linking In [?](#)

No data
Online Since [?](#)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

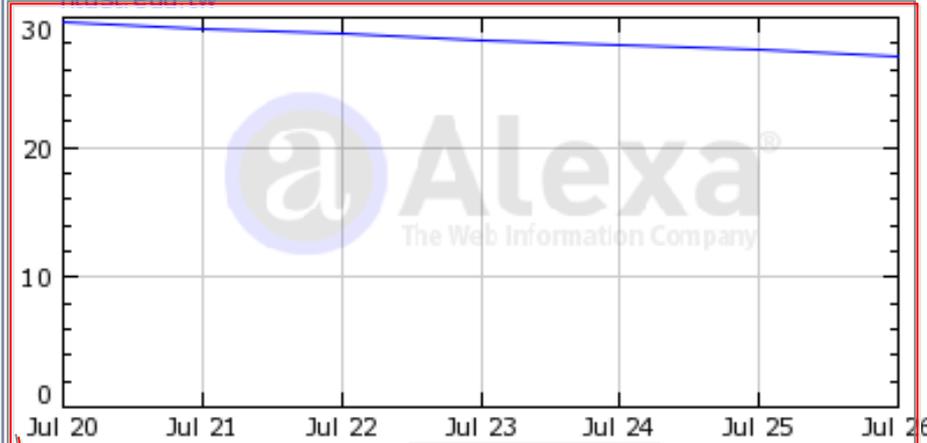
Related Links

Clickstream

Traffic Rank Reach Pageviews Pageviews/User **Bounce %** Time on Site Search %

Bounce Rate (percent)

ntust.edu.tw



Trailing 7 days

不同時間點下的比率值 (%)

The percentage of visits to ntust.edu.tw that consist of a single pageview:

Bounce % Change

	Bounce %	Change
7 day	30.40000	+16% ↑
1 month	22.00000	+8% ↑
3 month	22.20000	-10% ↓

顯示距今7日內、1個月內、3個月內的彈跳率與上升下降率

+ → 上升

- → 下降

註:此處的上升下降是與上次的訊息做相對比較

Learn more about Alexa Traffic Stats.

彈跳率
該網站的訪客率 / 只觀看該網站一個頁面的訪客數

Traffic Stats(流量統計)

☆☆☆☆☆
(No reviews yet)

🌐 79,202
Alexa Traffic Rank [?]

🇹🇼 939
Traffic Rank in TW [?]

516
Sites Linking In [?]

No data
Online Since [?]

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Traffic Rank Reach Pageviews Pageviews/User Bounce % **Time on Site** Search %

Time on Site (minutes)

ntust.edu.tw



Daily time on site for ntust.edu.tw:

Time on Site Change

7 day	4.64000	-17% ↓
1 month	4.39167	-27% ↓
3 month	5.04500	+11% ↑

顯示距今7日內、1個月內、3個月內的停留時間與上升下降率

+ → 上升

- → 下降

註:此處的上升下降是與上次的訊息做相對比較

不同時間點下的數值(分鐘)

Learn more about Alexa Traffic Stats.

停留時間
訪客停留在該網站的總時間

Traffic Stats(流量統計)

☆☆☆☆☆
(No reviews yet)

🌐 79,202
Alexa Traffic Rank ?

🇹🇼 939
Traffic Rank in TW ?

516
Sites Linking In ?

No data
Online Since ?

Traffic Stats

Search Analytics

Audience

Contact Info

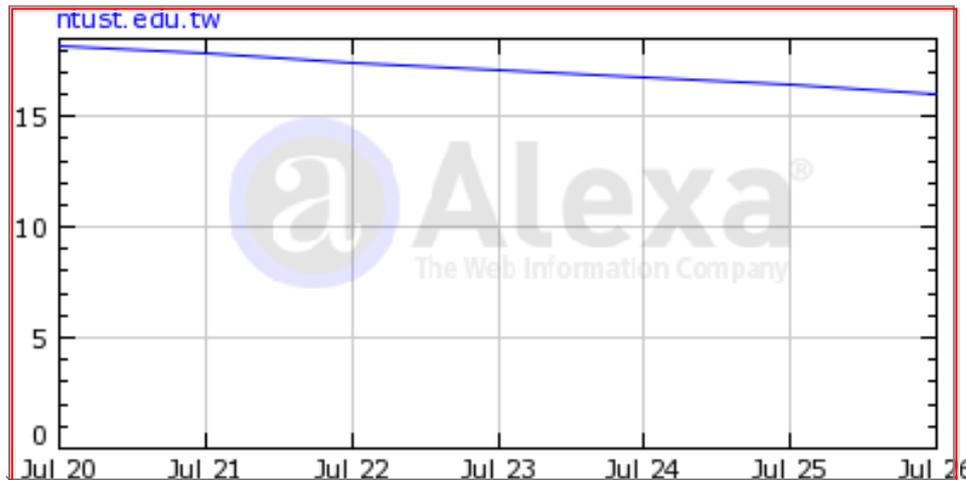
Reviews

Related Links

Clickstream

Traffic Rank Reach Pageviews Pageviews/User Bounce % Time on Site **Search %**

Search Visits (percent)



不同時間點下的比率 (%)

The percentage of visits to ntust.edu.tw that came from a search engine:

	Search %	Change
7 day	20.30000	+16% ↑
1 month	18.30000	+18% ↑
3 month	19.90000	-25% ↓

顯示距今7日內、1個月內、3個月內的停留時間與上升下降率

+ → 上升

- → 下降

註:此處的上升下降是與上次的訊息做相對比較

搜尋引擎來訪比率
藉由搜尋引擎來訪該網站的訪客數 / 總訪客數

Learn more about Alexa Traffic Stats.

與其他網站（最多四個）做比較

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Traffic Rank

Reach

Pageviews

Pageviews/User

Bounce %

Time on Site

Search %

Daily Reach (percent)

ntust.edu.tw

ntut.edu.tw

hwh.edu.tw



Percent of global Internet users who visit ntust.edu.tw:

	Reach	Change
7 day	0.00130	+3% ↑
1 month	0.00148	-27% ↓
3 month	0.00176	+0.6% ↑

不同的數據線，表示不同網站
註：數據線請對照圖表上方網址的顏色

Compare ntust.edu.tw to:

ntut.edu.tw

hwh.edu.tw

Compare

2. 確認

1. 輸入要做比較的網頁網址，最多四個

Share this:

Search Traffic(搜尋引擎分析)

Alexa對該網站在不同國家的排名

Ntust.edu.tw's Worldwide Traffic Rank

Country	Rank
 Taiwan	939
 Hong Kong	38,439
 China	83,027
 Indonesia	96,635

訪客群分析 (年齡、性別、教育程度)

Audience Snapshot

Based on internet averages, ntust.edu.tw is visited more frequently by users who have **no children** and browse this site from **school**.
Get complete site demographics.

[View the full Audience Profile](#)

Where Visitors Go on Ntust.edu.tw

Subdomain	Percent of Site Traffic
ntust.edu.tw	24.4%
mail.ntust.edu.tw	23.0%
lib.ntust.edu.tw	8.6%
admission.ntust.edu.tw	8.0%
elearning.ntust.edu.tw	8.0%
More	

該網站某網頁造訪數 / 該網站總造訪數

Top Search Queries for Ntust.edu.tw

Query	Percent of Search Traffic
1 台科大	7.24%
2 ntust	4.61%
3 saw 底電極 au	1.17%
4 台科	0.91%
5 ntust mail	0.42%
6 national taiwan university of science and technology	0.40%
7 台灣科技大學	0.40%

[View the complete Search Analytics](#)

藉由搜尋引擎來訪時，使用的關鍵字比率

Search Traffic(搜尋引擎分析)

The top queries from search engines driving relatively more/less traffic to ntust.edu.tw in the current month than the previous month. Updated monthly.

Search Query	1 Month Increase ?
1 ntust	2.65%
2 台科	0.64%
3 program trading hsi	0.52%
4 fractional brownian motion	0.30%
5 台灣彩券	0.25%
6 台灣科技大學	0.19%
7 proxy arp	0.14%
8 碩博士	0.12%
9 科技	0.09%
10 www	0.09%

Search Query	1 Month Decline ?
1 "lara craft" "open air pleasures" meqaupload	0.52%
2 pokichen smart temperature sensor	0.26%
3 ncp	0.22%
4 saw 底電極 au	0.21%
5 saw zno 002 顏色	0.19%
6 c classes	0.14%
7 台科大	0.13%
8 swop	0.09%
9 crest factor	0.09%
10 香港腳	0.08%

一個月內搜尋引擎關鍵字使用率上升面的關鍵字

一個月內搜尋引擎關鍵字使用率下降的關鍵字

Last Month Stats (Estimated)	
PPC Budget	N/A
Last Month Clicks	N/A
Avg. Ad Position	N/A
Google PPC Keywords	N/A
Yahoo PPC Keywords	N/A



Advertiser: ntust.edu.tw

[View More](#)

Search Traffic(搜尋引擎分析)

High Impact Search Queries for ntust.edu.tw

Popular queries that are relevant to this site and are actively targeted by competitors advertising on search engines. Click on queries below to discover who is advertising for these queries.

Query	Impact Factor	Query Popularity	QCI
台科大	41.70	35	10
emba	5.13	39	73
temperature sensor	3.33	29	89
ncp	2.06	40	14
4-axis milling	1.73	12	45
baq of	1.57	12	90
optical character recognition	1.28	31	51
classes	1.27	35	61
science and technology	1.24	29	29
swop	1.18	29	21
micro	1.16	48	37
ssh server	1.08	34	36
trading	1.08	42	85
smoking anywhere	0.90	20	66
台灣彩券	0.89	45	10
endnote	0.85	50	21
c classes	0.83	28	10

網站權威度：不同的關鍵字對該網站的影響力分數由0到100，分數越高影響力越大

關鍵期望值：估計各關鍵字被使用的機率分數由0到100，分數越高被使用機率高

關鍵字競爭力：各關鍵字網路上的競爭程度分數由0到100，分數越高表示競爭越大

Audience(訪客群分析)

☆☆☆☆☆
(No reviews yet)

🌐 79,202
Alexa Traffic Rank [?](#)

🇹🇼 939
Traffic Rank in TW [?](#)

516
Sites Linking In [?](#)

No data
Online Since [?](#)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

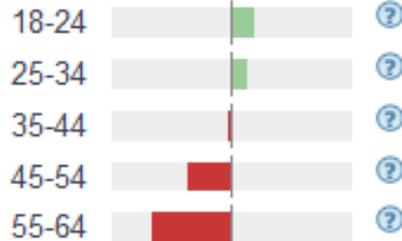
Audience Demographics for Ntust.edu.tw

Relative to the general internet population how do you think you attract visitors to Ntust.edu.tw with each audience below?

訪客性別

訪客年齡群

Age



Gender



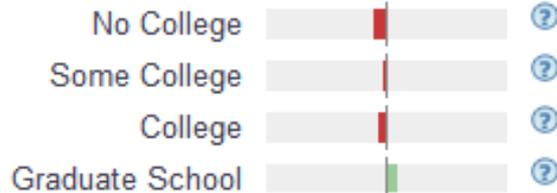
Has Children



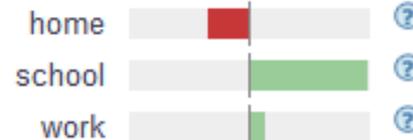
訪客中是否有小孩

訪客教育程度

Education



Browsing Location

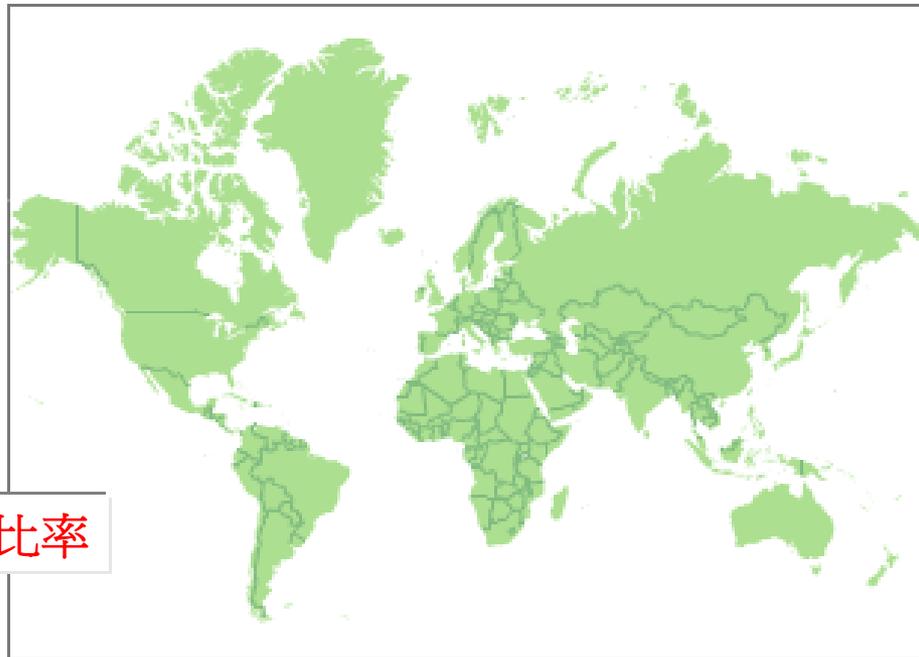


訪客拜訪該站時位於哪裡

Advanced Demographics for ntust.edu.tw

Visitors by Country for Ntust.edu.tw

Country	Percent of Site Traffic
 Taiwan	76.7%
 China	11.2%
 Indonesia	1.4%
 Hong Kong	0.9%
OTHER	9.8%



不同國家來到該站的流量 / 該網站的總流量 比率

Contact Info(連結資訊)

browse from school and work; its visitors also tend to consist of childless women earning less than \$30,000. The time spent in a typical visit to it is approximately five minutes, with 26 seconds spent on each pageview, and Ntust.edu.tw has a relatively good traffic rank in the city of Miaoli (#192).

☆☆☆☆☆
(No reviews yet)

 **79,202**
Alexa Traffic Rank [?](#)

 **939**
Traffic Rank in TW [?](#)

516
Sites Linking In [?](#)

No data
Online Since [?](#)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

No contact information available.

Whois

此功能需要付費，因此在此不介紹

Who is ntust.edu.tw? Whois lookup at [Network Solutions](#).

Is this your website?

- Claim Ntust.edu.tw. Login with your username and password to update your listing data using our Self-service tools.
- Improve your SEO with an [Alexa Site Audit](#) for ntust.edu.tw.

Review(查核)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

Related Links

Clickstream

Review Summary for ntust.edu.tw

Write a Review

☆☆☆☆☆ (based on reviews)

No reviews, be the first to write a review!

Write a Review

開始查核該網站

Is this your website?

- Get site widgets that encourage users to review your website.
- Claim your site to respond to user reviews of your website.
- Improve your SEO with an Alexa Site Audit for ntust.edu.tw.

Review(查核)



Login with Your Alexa Account

Email

Password

Login

有帳號者請登入

Or Login with Facebook



Connect with Facebook

[Forgot your password?](#)

[Register for an account](#)

無帳號者請申請帳號

Review(查核)



The Web Information Company

[Home](#)

[Top Sites](#)

[Site Info](#)

[What's Hot](#)

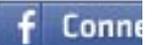
[Toolbar](#)

[For Site Owners](#)



Register for an Account

Or Login
Facebook



Bold fields are required.

Email phantom@guidenet.com.tw

E-mail(以後登入索用的帳號)

Nickname Andy Lin

你想想在該Alexa使用的暱稱

Full Name Chen-Yuan Lin

你的真實姓名

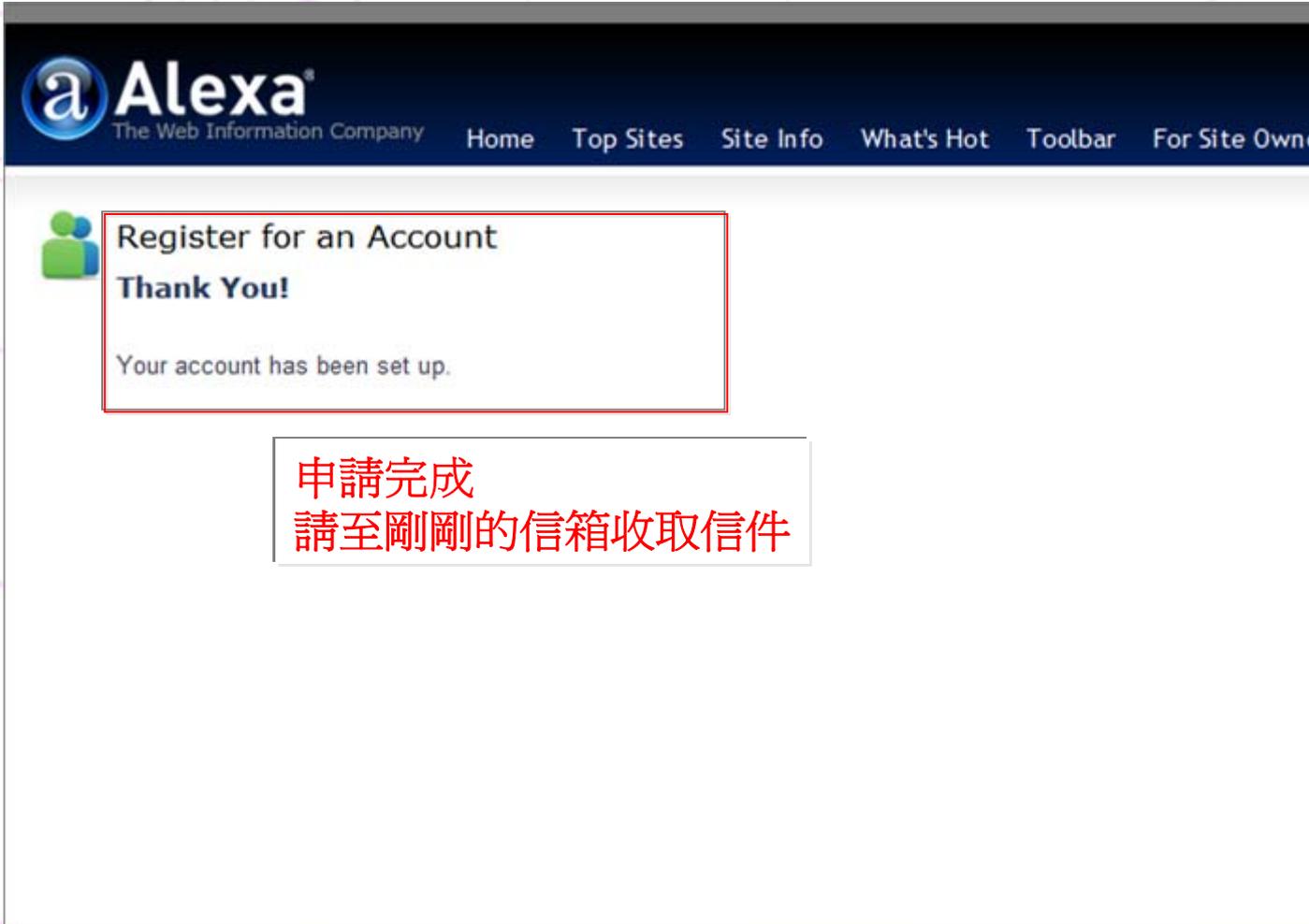
Country United States

你位在的國家

Send me occasional Alexa e-mail updates

Register

完成

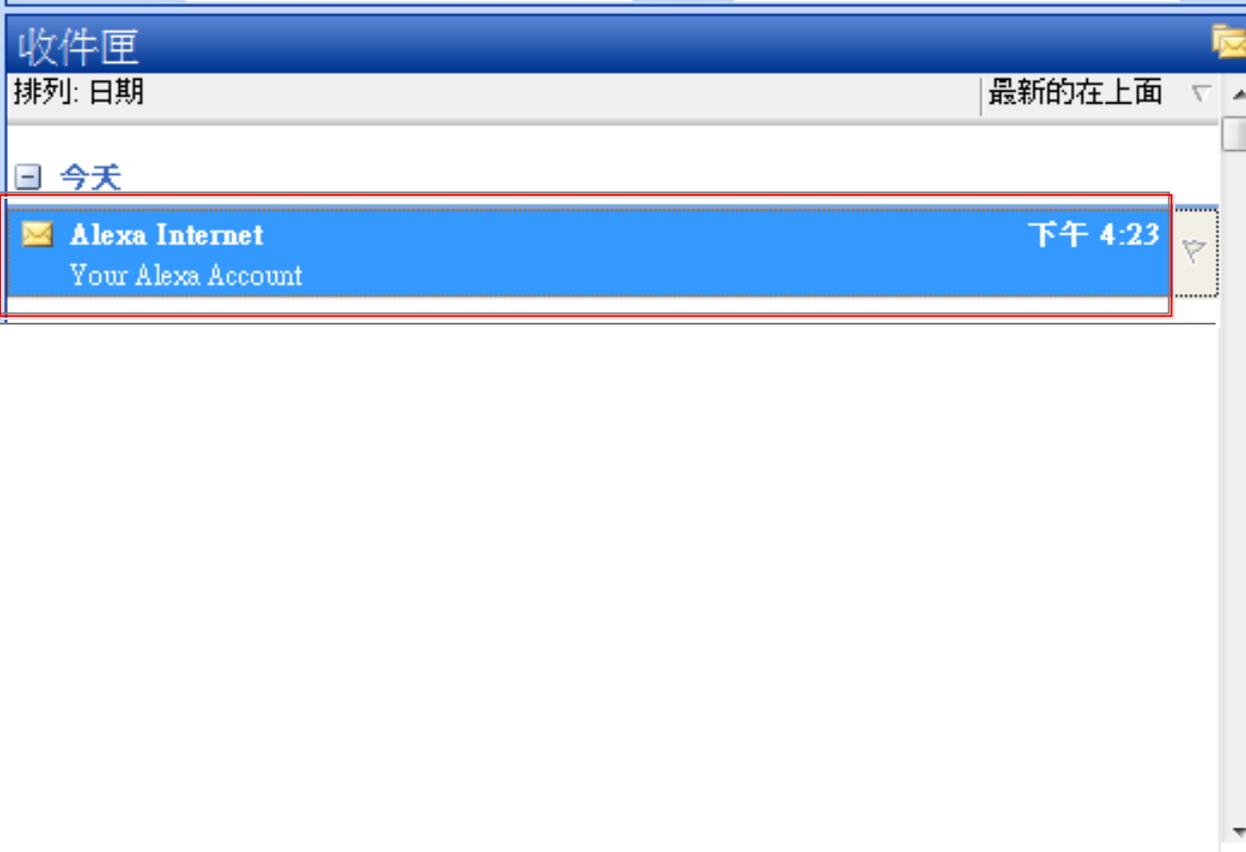


The screenshot shows the Alexa website interface. At the top, the Alexa logo is displayed with the tagline "The Web Information Company". Navigation links include "Home", "Top Sites", "Site Info", "What's Hot", "Toolbar", and "For Site Owners". A central message box contains the following text:

 **Register for an Account**
Thank You!
Your account has been set up.

申請完成
請至剛剛的信箱收取信件

Review(查核)



Review(查核)



The Web Information Company

Home

Top Sites

Site Info

What's Hot

Toolbar

For Site Owners



Choose Your Password

Please fill in the form below to reset your password.

Confirm Email

1. 填寫剛剛申請帳號的Email

Email:

The email address you used to request an account.

Set Password

2. 設定此帳號的密碼

Reset Password:

Password must be at least 6 characters in length.

Verify Password:

Please re-enter your new password.

3. 完成

Review(查核)



認證完成
請移動至剛剛的**Review**畫面

Review(查核)

Share your opinion about this site!

Thanks for writing a review of ntust.edu.tw. Be sure and read our [terms of use](#) for more details about our review system. Note that starred (*) fields are required.

* Review Headline

不錯的網站

Max. 200 characters.

* Site Rating



Pretty cool site

What do you dislike?

- Poor customer support Hard to navigate
 Site is slow and unresponsive Other

How often do you visit?

- First Time Visitor Casual Visitor
 Enthusiast Power Visitor

Optional Information About ntust.edu.tw

How do you use ntust.edu.tw?

- Research
 Gaming
 Entertainment

What do you like?

- Good content
 Good customer support
 Easy to navigate
 Other

* Comments

Quality reviews contain information such as the following:

- A description of your experience with the site
- What you like or dislike most about the site
- Any tips or recommendations you have for other people who visit the site

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- Yes, I'd recommend it! No, I wouldn't recommend it!

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Upstream Sites

Which sites did users visit immediately preceding ntust.edu.tw?

% of Unique Visits ?	Upstream Site
51.46%	yahoo.com
14.62%	google.com.tw
8.19%	google.com
7.02%	facebook.com
4.39%	wretch.cc
2.34%	ltu.edu.tw
2.34%	megaclick.com
2.05%	ntut.edu.tw
1.75%	alexa.com
1.75%	youtube.com

藉由不同網站進入該網站的訪客數 / 總訪客數

Downstream Sites

Where do visitors go after leaving ntust.edu.tw?

% of Unique Visits [?]	Downstream Site
46.21%	yahoo.com
14.48%	google.com.tw
8.97%	facebook.com
8.62%	google.com
7.59%	wretch.cc
2.76%	megaclick.com
2.07%	ntut.edu.tw
1.72%	alexa.com
1.72%	kuas.edu.tw
1.72%	ltu.edu.tw

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