

## **And the hits keep on coming...**

Written by Mark Sewall  
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These days Apogee blog articles get an average of 25 hits over the initial week of publishing. Hits are tracked at actual clicks on the article, either to look more closely at it or to print it out. So when a couple of new articles suddenly registered more than 2,000 hits in just over 24 hours, it raised some flags.

### **They like me, they really like me**

Had we suddenly become super popular? Were we swept up in a tidal wave of traffic caused by some big kahuna website linking to our website? Had there been a software malfunction?

Or had there been a surge in hacking?

### **Just the facts ma'am**

Our investigation started with Google analytics to see if we had actually gotten a surge in visitors. The Google platform records the visits of anyone who has not turned off Javascript and gone into stealth mode

We can assume that a higher than normal amount of visitors do so in stealth mode, given the nature of our editorial focus, but 1800+? No man I don't think so.

### **Catch a wave and you're sitting on top of the world**

It's not uncommon for a wave of traffic from a big site to crash upon the shores of a small island of the internet like ours. The picture below shows which sites link to our site.

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