



Website intelligence, made clear.

A first-party WordPress plugin for live visitor presence, traffic reporting and approximate geographic insight.

IN THIS GUIDE

Purchase and license · Install · Read the dashboard · Review privacy and measurement limits

WordPress 6.0+ · PHP 7.4+ · Administrator access required

What IMPERIUM ANALYTICS shows

The dashboard groups activity into four time windows: Today, last 7 days, last 30 days and last 90 days. Day boundaries follow the WordPress site time zone.

01

Active now

Browser sessions seen during the previous two minutes. The admin panel refreshes every 10 seconds.

02

Visitors

Distinct browser identifiers seen in the selected reporting window.

03

Page views

Count of tracked page loads and route changes during the selected period.

04

Sessions

Distinct visits begun by tracked browsers in the selected period.

EXPLORE THE DETAIL

Visitor map and live list

An interactive map places visitors near their approximate IP-derived city. The live list shows location, most recent page, device category and last-seen time.

Traffic by day

A daily chart shows page views and includes visitor counts in each bar tooltip.

Top pages, locations and referrers

Tables identify the paths people visit, the places associated with their sessions and the external domains that sent traffic.

Install and use

SETUP

1. Upload

In WordPress, go to Plugins > Add New > Upload Plugin. Select the IMPERIUM ANALYTICS ZIP file and choose Install Now.

2. Activate

Choose Activate Plugin. Two analytics tables are created in this WordPress site database.

3. License

Open IMPERIUM ANALYTICS and enter the unique key emailed after your \$5 purchase. It activates on one domain; www and non-www count as one site.

4. Open the dashboard

Select IMPERIUM ANALYTICS from the WordPress admin sidebar. Only users with the manage_options capability can see reports.

5. Choose a period

Use Today, Last 7 days, Last 30 days or Last 90 days. The page refreshes automatically while open.

HOW COLLECTION WORKS

A small front-end script sends page-view and presence signals to a same-site WordPress REST endpoint. It uses a random browser identifier and session identifier. Site administrators are excluded from front-end tracking.

Reports start after the license is activated. Visits before activation cannot be reconstructed. The active count is based on activity within the preceding two minutes; a closed or inactive browser leaves the list after that window.

RECOMMENDED PRE-LAUNCH CHECK

Open the site as a non-admin visitor, view a few pages, and confirm that the dashboard shows new page views and the visitor in the live list. If the counts remain empty, inspect cache, script optimization, consent settings, browser blockers and the REST endpoint.

Data, privacy and accuracy

What is stored

WordPress stores pseudonymous visitor and session hashes, page paths, timestamps, referrer domains, device category and approximate city-level location. Raw visitor IP addresses are not stored in the analytics tables.

Geolocation provider

For a new public IP address, the WordPress server calls ipwho.is to obtain an approximate city and coordinates. The result is cached for 30 days. Its free endpoint currently allows 1,000 lookups per day per server IP; high-volume sites should use a suitable paid provider or local GeoIP database.

Map provider

An administrator opening the analytics dashboard downloads map tiles from OpenStreetMap. The map includes visible OpenStreetMap attribution. Geographic points are approximate and never prove a visitor's exact address.

Retention

The daily WordPress scheduled task deletes raw analytics records older than 100 days. If WordPress cron does not run regularly, cleanup may be delayed until the site receives traffic or a real cron is configured.

What cannot be guaranteed

Script blockers, JavaScript-disabled browsers, consent choices, network failures and some caching or firewall settings can prevent tracking. Automated traffic can also affect counts. No website analytics plugin can promise a count of absolutely every human visitor.

Before public distribution

Review the website privacy notice and consent setup for the jurisdictions where the plugin is used. Make the use of ipwho.is and OpenStreetMap clear. Test the plugin with the site's cache and security configuration.

Guía rápida en español

IMPERIUM ANALYTICS muestra la actividad del sitio WordPress en un panel privado: visitantes activos, navegadores únicos, páginas vistas, sesiones, páginas principales, fuentes de tráfico y ubicación aproximada.

Instalación y licencia

Compra el plugin por \$5 y recibe el ZIP y tu clave por correo. En WordPress: Plugins > Añadir nuevo > Subir plugin. Instala, activa y abre IMPERIUM ANALYTICS para ingresar la clave. Cada clave funciona en un solo dominio.

Periodos

Hoy, últimos 7 días, últimos 30 días y últimos 90 días. Las fechas siguen la zona horaria configurada en WordPress.

Tiempo real

El número Activos ahora cuenta sesiones detectadas en los últimos dos minutos. El panel se actualiza cada 10 segundos. Cerrar una pestaña no borra el registro de inmediato; sale de la lista cuando termina la ventana de actividad.

Mapa

La posición es una estimación por ciudad basada en IP. No es una ubicación exacta. El servidor consulta ipwho.is y el panel administrativo carga mapas de OpenStreetMap.

Privacidad y límites

Los registros se conservan durante 100 días. El plugin no guarda la IP original en sus tablas, pero la envía al proveedor de geolocalización para la consulta. Bloqueadores, permisos, redes y opciones de consentimiento pueden impedir la medición. Revisa el aviso de privacidad del sitio.

Requisitos

WordPress 6.0 o posterior, PHP 7.4 o posterior y acceso administrativo para ver los informes. Las estadísticas empiezan al activar la licencia; no recuperan visitas anteriores.