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# How to count web site visitors

Whenever a new user logs into the system **AwareIM** sends the special login notification. You can attach rules to this notification to count the number of users (see the "[Handling Login Events](#)" section). For example, you can define a business object representing the statistics of your web site and define an attribute in this object that will count the number of visitors. The rules attached to the login notification will increment the value of this attribute.

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