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Website statistics without Google: Matomo on your hosting, or Plausible on a VPS

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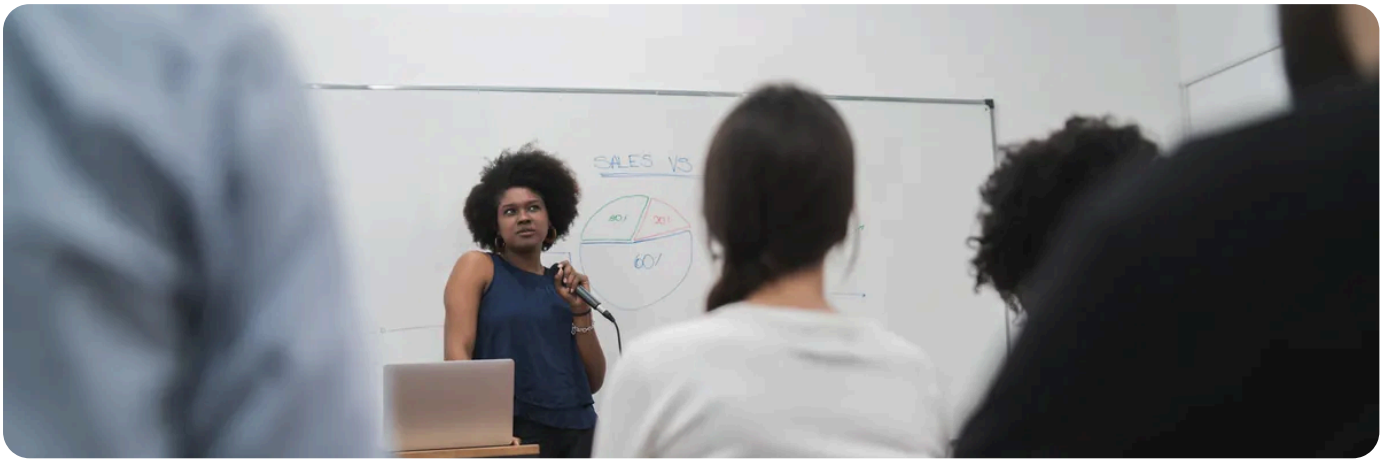
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Website statistics without Google: Matomo on your hosting, or Plausible on a VPS

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The short answer: to know how many people visit your site you do not have to hand the data to Google. **Matomo** does the same job and runs on your own hosting, because it is only PHP and a database. **Plausible** is simpler to read, but needs a VPS. In both, the data stays on servers of yours.

We measured that this server's Softaculous has Matomo (it shows under the old name, Piwik, or the new one): it installs like WordPress, in a few clicks. See **What the installer does for you**.

The three options, side by side

	Google Analytics	Matomo	Plausible (on a VPS)
Where the data lives	On Google's servers	On your server	On your server
Where it runs	Nowhere of yours: only the code on the page	On shared hosting, or on a VPS	On a VPS with Docker, and more memory
Effort	Low to start	Medium: install, update and keep backups	Higher: Docker, a database and updates
What for	Very complete, with many links to advertising	Complete, similar to Google	Simple: one page with the essentials

Matomo, step by step

1. **Install it** with the cPanel application installer, preferably on a subdomain such as `stats.your-domain`.

2. **Create the "site"** inside Matomo, with the address you want to measure. It gives you a piece of code to put on the pages.

3. **Put that code** before the closing `</head>` tag, or use a Matomo plugin for WordPress, if your site is WordPress.

4. **Check after a little while:** your own visit should show up in the Matomo dashboard.

5. **Keep it updated.** It is a program that sits on the internet and stores data: new versions bring security fixes.

Plausible, in two lines

It runs in Docker on a VPS with its own database and is heavier to set up than Matomo. The right route is the project's documentation, which changes with versions, so we do not copy it here. Anyone with a VPS who already uses Docker finds the basics in **Docker Compose: an application with its database**.

Measuring visits still calls for care with privacy,
even on your own server. If you store data that identifies people, or use cookies, you may need a notice and consent. What applies to your site is in **The cookie notice and consent**.

Do not switch blindly. If you already use Google Analytics, leave it running in parallel for a while and compare the numbers: the two never match to the unit, because they count in different ways. See **Google Analytics: setting it up and what to look at first**.

NEED A HAND?

Want to install Matomo and cannot find the installer in your account? Open a ticket with the domain.

Open a support ticket →

Where to see it in your account

Matomo is light to start and heavier as the visits pile up. These are the places in cPanel to watch it:

- **Database.** Matomo creates its own database; databases are unlimited on every plan. The table of visits is what grows.
- **Space.** The Statistics sidebar shows the space and databases in use. Pro has 10 GB, Plus 20 GB, Ultra 30 GB, Business 50 to 200 GB, shared with the site.

- **Archiving.** Matomo turns the raw visits into reports in a scheduled task. Open Resource Usage after it runs: a spike in CPU or processes tells you the task is heavy for the plan.
- **When to separate it.** If the site slows down when the archive runs or the account keeps reaching its limits, move Matomo to a VPS (KVM, full SSH access, from 1 vCPU and 2 GB RAM), where it has its own resources.

SEE ALSO

- Google Analytics: setting it up and what to look at first →
- Google Analytics or Search Console: which one answers which question →
- The cookie notice and consent →
- UTM links: finding out which campaign brought each visit →

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