PHP: Counting page views

```php
// Define the file to store the counter
$counterFile = 'counter.txt';

// Check if the file exists, if not create it and initialize the counter to
0
if (!file_exists($counterFile)) {
    file_put_contents($counterFile, 0);
}

// Read the current counter value
$currentCount = (int)file_get_contents($counterFile);

// Increment the counter
$currentCount++;

// Write the updated count back to the file
file_put_contents($counterFile, $currentCount);

// Display the count on the page
echo "<h2>" . $currentCount . "</h2>";
```