

## Provider

Web Log Analysis Custom Date Range Report

Report Range:08/01/2005 00:00:00 – 01/12/2007 23:59:59



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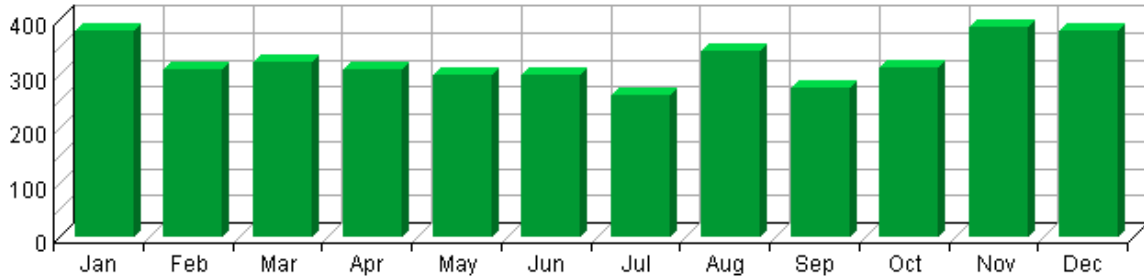
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# Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

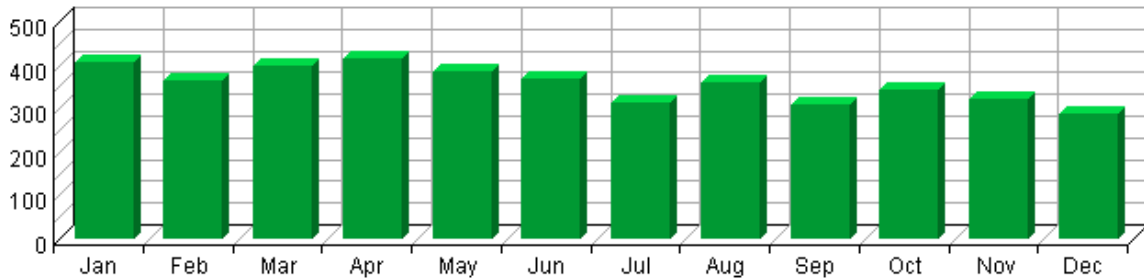
### Visits Trend



### Visit Summary

Visits	3,866
Average per Day	7
Average Visit Length	00:05:28
Median Visit Length	00:00:41
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

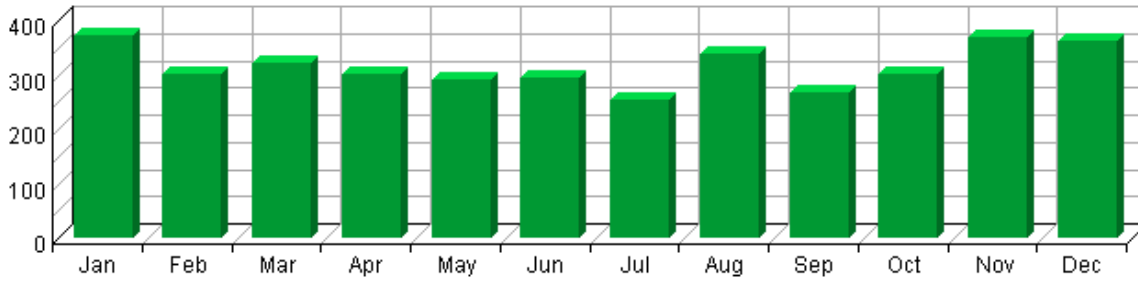
### Page Views Trend



### Page View Summary

Page Views	4,284
Average per Day	8
Average Page Views per Visit	1.11

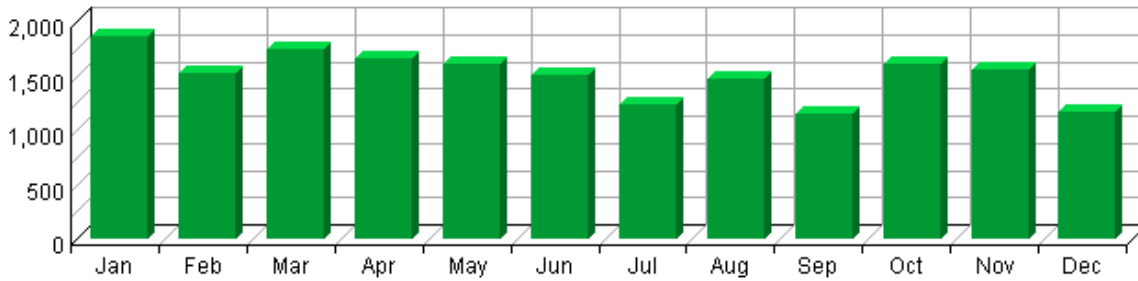
### Visitors Trend



### Visitor Summary

Unique Visitors	1,731
Visitors Who Visited Once	1,342
Visitors Who Visited More Than Once	389
Average Visits per Visitor	2.23

### Hits Trend



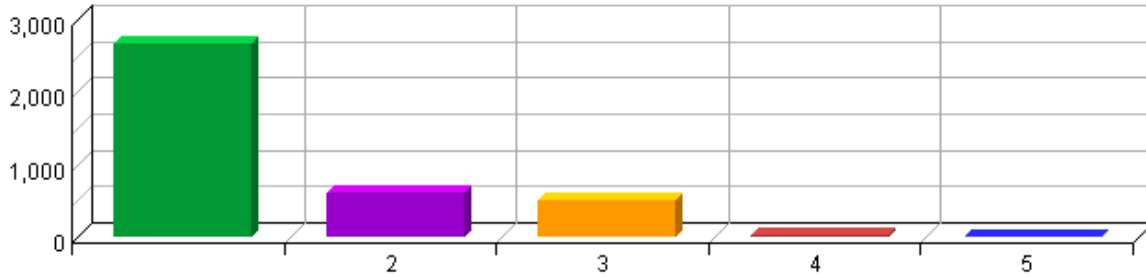
### Hit Summary

Successful Hits for Entire Site	18,093
Average Hits per Day	34
Home Page Hits	3,237

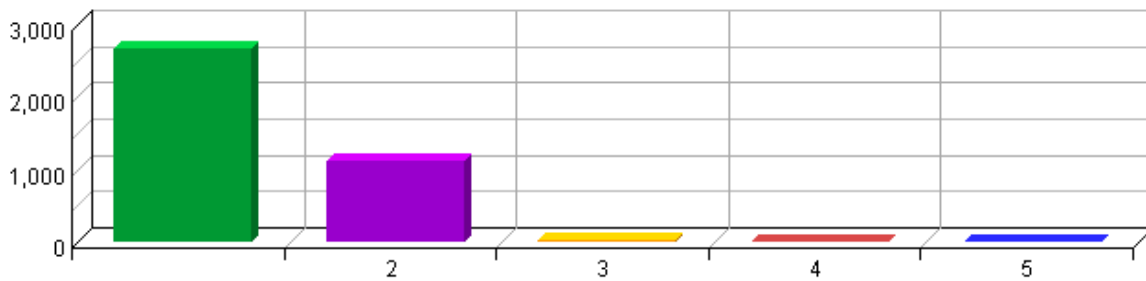
# Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

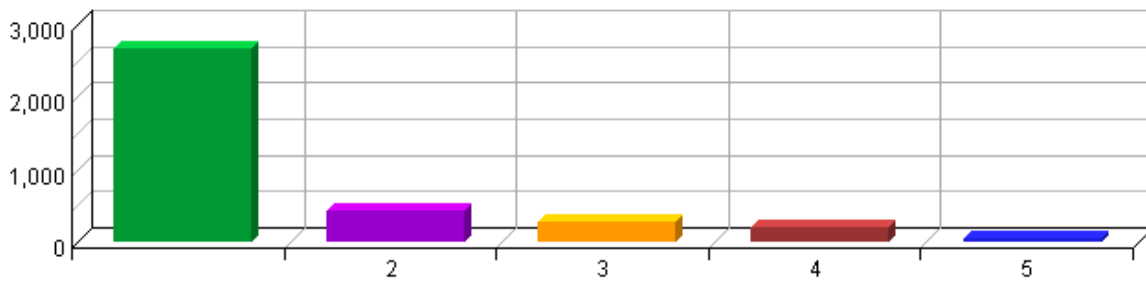
### Visits by Referring Site



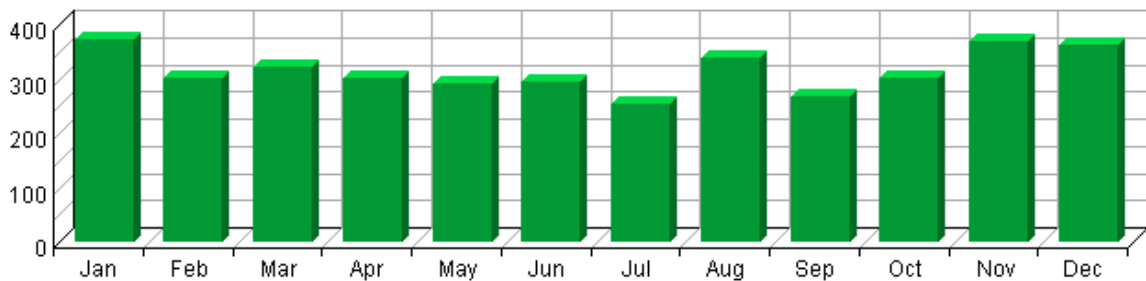
### Visits by Referring Domain



### Visits by Referring Page



### Visitors Trend





# Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Site

	Site	Visits	%
1.	No Referrer	2,669	69.04%
2.	<a href="http://provider.library.colostate.edu/">http://provider.library.colostate.edu/</a>	605	15.65%
3.	<a href="http://lib.colostate.edu/">http://lib.colostate.edu/</a>	509	13.17%
4.	<a href="http://www.google.com/">http://www.google.com/</a>	24	0.62%
5.	<a href="http://search.msn.com/">http://search.msn.com/</a>	12	0.31%
6.	<a href="http://manta.library.colostate.edu/">http://manta.library.colostate.edu/</a>	6	0.16%
7.	<a href="http://72.14.203.104/">http://72.14.203.104/</a>	6	0.16%
8.	<a href="http://72.14.207.104/">http://72.14.207.104/</a>	5	0.13%
9.	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	5	0.13%
10.	<a href="http://search.live.com/">http://search.live.com/</a>	3	0.08%
11.	<a href="http://ahs.alamosa.k12.co.us/">http://ahs.alamosa.k12.co.us/</a>	2	0.05%
12.	<a href="http://xn--k9s.com/">http://xn--k9s.com/</a>	2	0.05%
13.	<a href="http://search.mywebsearch.com/">http://search.mywebsearch.com/</a>	2	0.05%
14.	<a href="http://134.96.1.195/">http://134.96.1.195/</a>	1	0.03%
15.	<a href="http://www.answerbus.com/">http://www.answerbus.com/</a>	1	0.03%
16.	<a href="http://snook2.library.colostate.edu/">http://snook2.library.colostate.edu/</a>	1	0.03%
17.	<a href="http://www3.zoek.nl/">http://www3.zoek.nl/</a>	1	0.03%
18.	<a href="http://www.google.it/">http://www.google.it/</a>	1	0.03%
19.	<a href="http://answerbus.com/">http://answerbus.com/</a>	1	0.03%
20.	<a href="http://www.msdevey.com/">http://www.msdevey.com/</a>	1	0.03%
	<b>Subtotal</b>	<b>3,857</b>	<b>99.77%</b>
	<b>Other</b>	<b>9</b>	<b>0.23%</b>
	<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

## Activity by Referring Site – Help Card

**? Referring Sites** – A web site which refers a visitor to your site by linking to it.

**Site** – Specific referring site being analyzed.

**Visits** – Number of times the specified site referred visitors to your site.

**%** – Percentage of referrals that came from the specified site.

**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

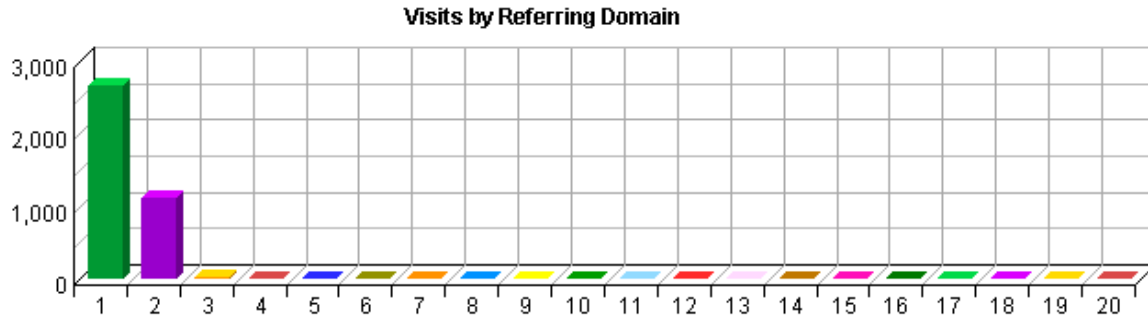
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.



You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

# Activity by Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	2,669	69.04%
2.	colostate.edu	1,117	28.89%
3.	google.com	24	0.62%
4.	msn.com	12	0.31%
5.	72.14.203.104	6	0.16%
6.	yahoo.com	6	0.16%
7.	72.14.207.104	5	0.13%
8.	colostate.edu:80	4	0.10%
9.	live.com	4	0.10%
10.	answerbus.com	2	0.05%
11.	k12.co.us	2	0.05%
12.	xn--k9s.com	2	0.05%
13.	mywebsearch.com	2	0.05%
14.	msn.co.il	1	0.03%
15.	msdewey.com	1	0.03%
16.	dako.com	1	0.03%
17.	klu-u.net	1	0.03%
18.	google.it	1	0.03%
19.	google.com.ph	1	0.03%
20.	masterguide.com	1	0.03%
	<b>Subtotal</b>	<b>3,862</b>	<b>99.90%</b>
	<b>Other</b>	<b>4</b>	<b>0.10%</b>
	<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

## Activity by Referring Domain – Help Card

**? Referring Domain** – A web site which refers a visitor to your site by linking to it.

**Domain** – Specific referring domain being analyzed.

**Visits** – Number of times the specified domain referred visitors to your site.

**%** – Percentage of referrals that came from the specified domain.

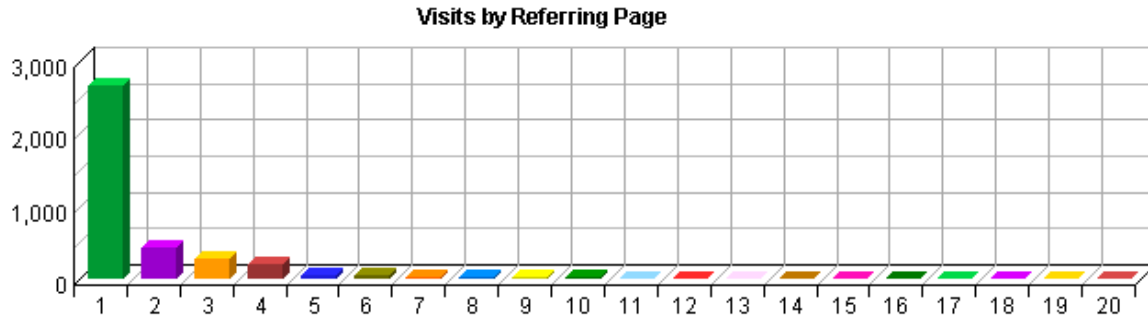
**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

**💡** You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

# Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	2,669	69.04%
2.	<a href="http://lib.colostate.edu/ill/">http://lib.colostate.edu/ill/</a>	421	10.89%
3.	<a href="http://provider.library.colostate.edu/">http://provider.library.colostate.edu/</a>	279	7.22%
4.	<a href="http://provider.library.colostate.edu/thesis.cgi">http://provider.library.colostate.edu/thesis.cgi</a>	206	5.33%
5.	<a href="http://provider.library.colostate.edu/book.cgi">http://provider.library.colostate.edu/book.cgi</a>	54	1.40%
6.	<a href="http://lib.colostate.edu/ill/FAQ.html">http://lib.colostate.edu/ill/FAQ.html</a>	45	1.16%
7.	<a href="http://provider.library.colostate.edu/submit.cgi">http://provider.library.colostate.edu/submit.cgi</a>	27	0.70%
8.	<a href="http://lib.colostate.edu/ill/index.html">http://lib.colostate.edu/ill/index.html</a>	24	0.62%
9.	<a href="http://www.google.com/search">http://www.google.com/search</a>	22	0.57%
10.	<a href="http://lib.colostate.edu/ill/staff.html">http://lib.colostate.edu/ill/staff.html</a>	17	0.44%
11.	<a href="http://provider.library.colostate.edu/profile.cgi">http://provider.library.colostate.edu/profile.cgi</a>	9	0.23%
12.	<a href="http://search.msn.com/results.aspx">http://search.msn.com/results.aspx</a>	9	0.23%
13.	<a href="http://provider.library.colostate.edu">http://provider.library.colostate.edu</a>	8	0.21%
14.	<a href="http://provider.library.colostate.edu/menu.cgi">http://provider.library.colostate.edu/menu.cgi</a>	8	0.21%
15.	<a href="http://72.14.203.104/search">http://72.14.203.104/search</a>	6	0.16%
16.	<a href="http://72.14.207.104/search">http://72.14.207.104/search</a>	5	0.13%
17.	<a href="http://manta.library.colostate.edu/ill/">http://manta.library.colostate.edu/ill/</a>	5	0.13%
18.	<a href="http://provider.library.colostate.edu/article.cgi">http://provider.library.colostate.edu/article.cgi</a>	5	0.13%
19.	<a href="http://search.yahoo.com/search">http://search.yahoo.com/search</a>	5	0.13%
20.	<a href="http://provider.library.colostate.edu:80/submit.cgi">http://provider.library.colostate.edu:80/submit.cgi</a>	4	0.10%
	<b>Subtotal</b>	<b>3,828</b>	<b>99.02%</b>
	<b>Other</b>	<b>38</b>	<b>0.98%</b>
	<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

## Activity by Referring Page – Help Card

**? Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visitors referred from the specified URL.

**%** – Percentage of referred visitors who came from the specified site.

**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

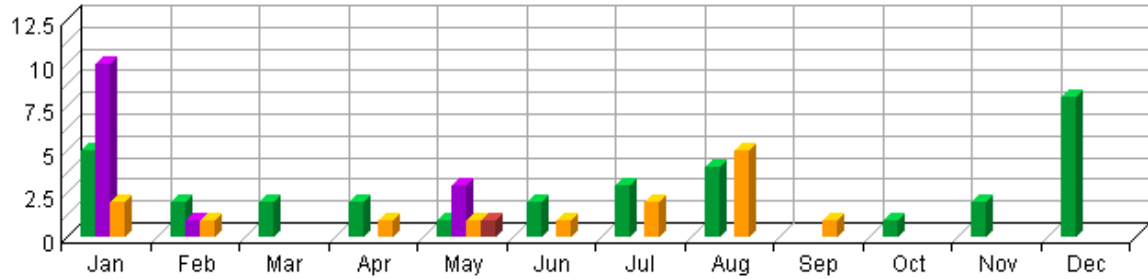
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

**💡** You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

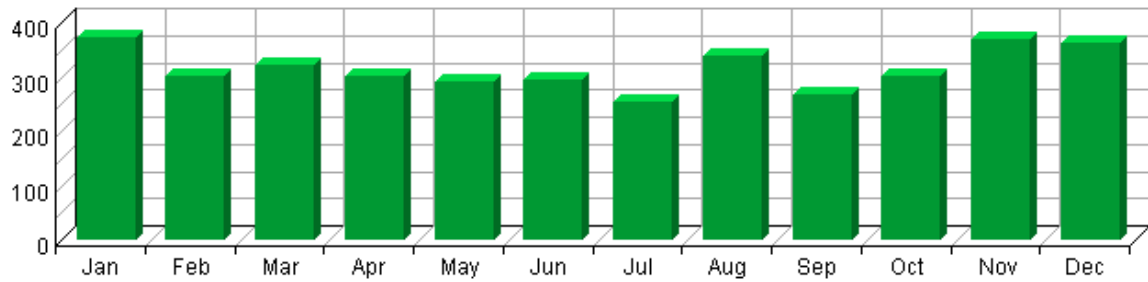
# Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

**Activity by Search Engine**



**Visitors Trend**



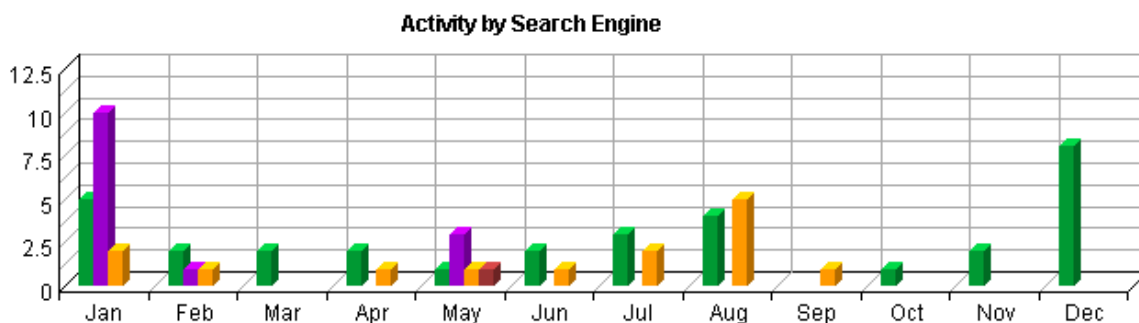


# Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



**Activity by Search Engine**

Engines	Referrals	%
1. google	32	52.46%
2. yahoo	14	22.95%
3. msn	14	22.95%
4. google italy	1	1.64%
<b>Total</b>	<b>61</b>	<b>100.00%</b>

**Activity by Search Engines with Search Phrases Detail**

Engines	Phrases	Referrals	%
1. google	provider.library.colostate.edu	4	6.56%
	provider	4	6.56%
	www.provider.library.colostate.edu	3	4.92%
	inurl:submit.cgi	3	4.92%
	provider journal	2	3.28%
	http://.provider.library.colostate.edu	2	3.28%
	provider at colorado state	1	1.64%
	csu provider electronic delivery	1	1.64%
	csu's mailing address	1	1.64%
	provider library colorado state university	1	1.64%
	thesis request	1	1.64%
	colorado	1	1.64%
	csu library ill provider	1	1.64%

	provider book	1	1.64%
	http://provider.library.colostate.edu	1	1.64%
	csu ill provider	1	1.64%
	provider article	1	1.64%
	provider ill	1	1.64%
	thesis provider	1	1.64%
	http://provider.library	1	1.64%
2. yahoo	provider.library.colostate.edu	13	21.31%
	www.provider.library.colostate.edu	1	1.64%
3. msn	provider	7	11.48%
	provider.library.colostate.edu	4	6.56%
	provider at csu colorado	1	1.64%
	http://provider.library.colostate.edu	1	1.64%
	what is provider	1	1.64%
4. google italy	provider welcome	1	1.64%

#### Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	provider	15	24.59%
	provider.library.colostate.edu	4	6.56%
	www.provider.library.colostate.edu	3	4.92%
	inurl:submit.cgi	3	4.92%
	csu	3	4.92%
	ill	3	4.92%
	colorado	3	4.92%
	http://provider.library.colostate.edu	2	3.28%
	thesis	2	3.28%
	state	2	3.28%
	journal	2	3.28%
	library	2	3.28%
	mailing	1	1.64%
	university	1	1.64%
	address	1	1.64%
	book	1	1.64%
	article	1	1.64%
	delivery	1	1.64%
	csu's	1	1.64%
	http://provider.library	1	1.64%
2. yahoo	provider.library.colostate.edu	13	21.31%
	www.provider.library.colostate.edu	1	1.64%
3. msn	provider	9	14.75%

	provider.library.colostate.edu	4	6.56%	
	http://provider.library.colostate.edu	1	1.64%	
	is	1	1.64%	
	colorado	1	1.64%	
	what	1	1.64%	
	csu	1	1.64%	
	at	1	1.64%	
4.	google italy	welcome	1	1.64%
		provider	1	1.64%

### Activity by Search Engine – Help Card

#### ? Top Search Engines Table

**Engines** – Specific search engine being analyzed.

**Referrers** – Number of visitors referred to your site from the specified search engine.

**%** – Percentage of visitors referred from search engines who were referred by the search engine specified.

#### Top Search Engines with Search Phrases Detail Table

**Engines** – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

**Phrases** – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

**Referrers** – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

**%** – Percentage of visitors referred from search engines who used the specified search engine and phrase.

#### Top Search Engines with Keywords Detail Table

**Engines** – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

**Keywords** – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

**%** – Percentage of visitors referred from search engines who used the specified search engine and keyword.

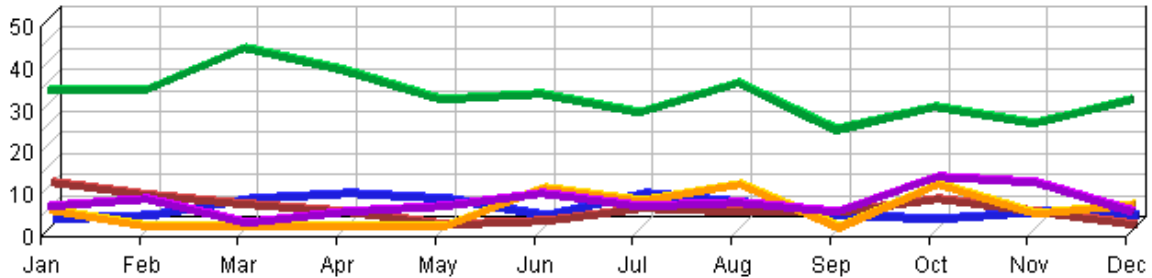


—  
This information can give you an idea how your meta tags are performing with each search engine.

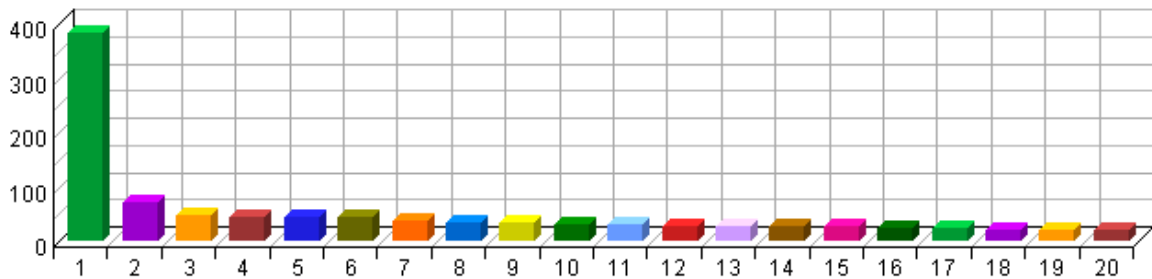
# Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.

**Top Visitors by Visits Trend**



**Top Visitors by Visits**



**Top Visitors**

	Visitor	Visits	%	Hits
1.	205.169.128.50_Mozilla/5.0 (Windows; U; Windows NT 5.0;...	382	9.88%	666
2.	198.59.40.88_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	72	1.86%	607
3.	67.88.109.66_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	47	1.22%	929
4.	129.82.29.235_Mozilla/4.0 (compatible; MSIE 6.0; Window...	45	1.16%	195
5.	192.245.61.102_Mozilla/4.0 (compatible; MSIE 6.0; Windo...	44	1.14%	103
6.	192.245.61.102_Mozilla/4.0 (compatible; MSIE 6.0; Windo...	44	1.14%	97
7.	208.37.241.38_Mozilla/4.0 (compatible;	36	0.93%	72

	Powermarks/3.5; ...			
8.	156.108.125.5_Mozilla/4.0 (compatible; MSIE 6.0; Window...	34	0.88%	298
9.	129.82.29.79_LinkScan/11.5 Windows	33	0.85%	36
10.	205.169.128.62_Mozilla/5.0 (Windows; U; Windows NT 5.1;...	29	0.75%	93
11.	205.169.128.13_Mozilla/5.0 (Windows; U; Windows NT 5.0;...	29	0.75%	162
12.	65.114.210.50_Mozilla/4.0 (compatible; MSIE 5.23; Mac_P...	28	0.72%	215
13.	64.140.7.158_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	28	0.72%	222
14.	192.245.61.68_Mozilla/4.0 (compatible; MSIE 6.0; Window...	28	0.72%	163
15.	67.88.109.66_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	27	0.70%	556
16.	216.17.209.1_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	25	0.65%	231
17.	72.165.24.35_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	23	0.59%	150
18.	24.96.199.46_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	22	0.57%	27
19.	192.245.61.102_Mozilla/5.0 (Windows; U; Windows NT 5.1;...	22	0.57%	41
20.	65.119.214.9_Mozilla/4.0 (compatible; MSIE 5.5; Windows...	21	0.54%	21
	<b>Subtotal</b>	<b>1,019</b>	<b>26.36%</b>	<b>4,884</b>
	<b>Other</b>	<b>2,847</b>	<b>73.64%</b>	<b>13,209</b>
	<b>Total</b>	<b>3,866</b>	<b>100.00%</b>	<b>18,093</b>

## Top Visitors – Help Card

**? Hits** – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Visitor** – The IP address, domain name, or cookie of the visitor.

**Visits** – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of total visits or hits made by the specified visitor.

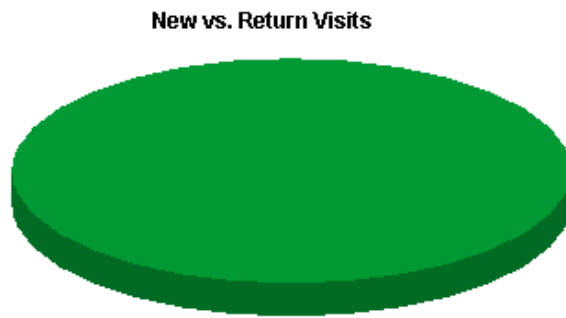
**💡** Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

**Note:** If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.



# New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.



**New vs. Return Visits**

Visitor Type	Visits	%
1. Visitors Not Accepting Cookies	3,866	100.00%
<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

**New vs. Return Visits – Help Card**

- ? New Visitors** – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.
- Returning Visitors** – Visitors who already had a cookie from your site when they visited.
- Visitors Not Accepting Cookies** – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.
- Visits** – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.
- %** – Percentage of visitors who fit into the specified visitor category.

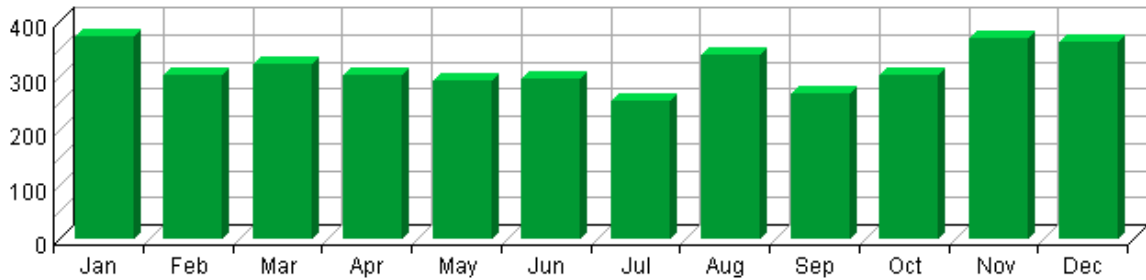


By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

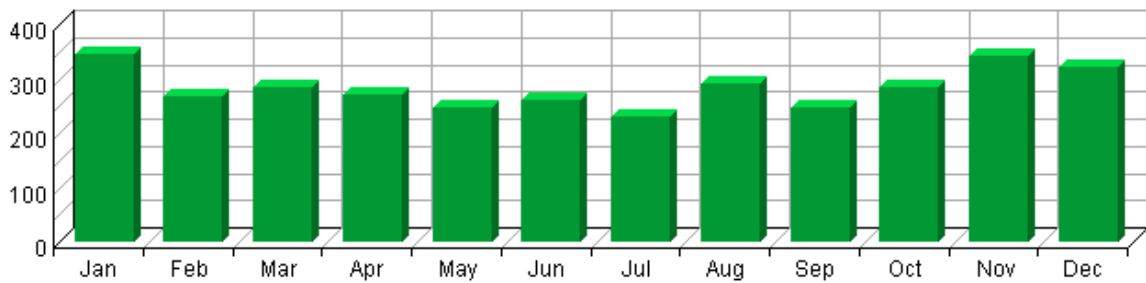
# Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

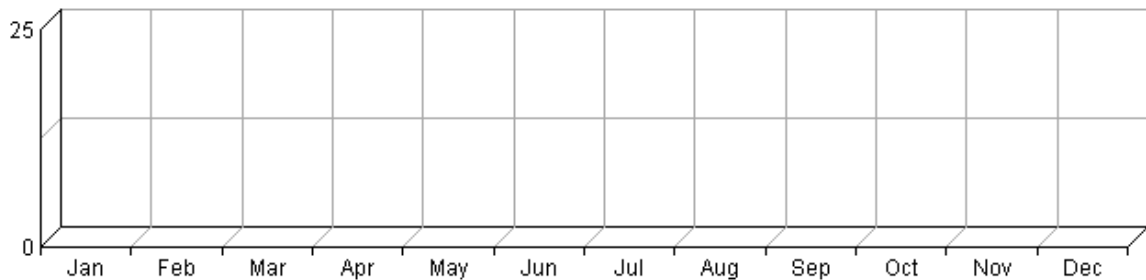
**Visitors Trend**



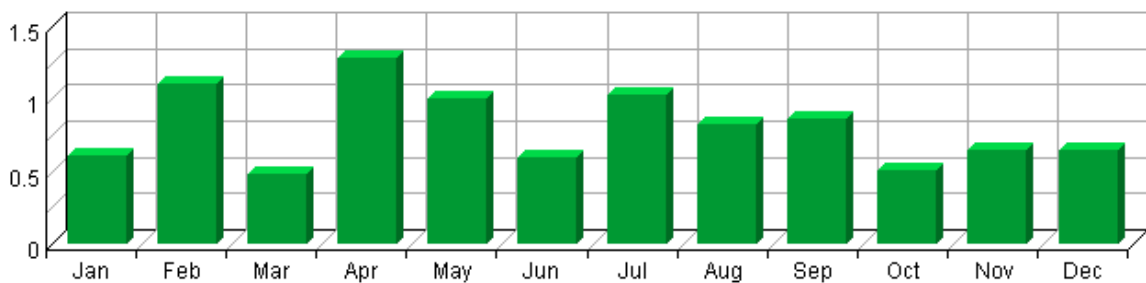
**Unique Visitors Trend**



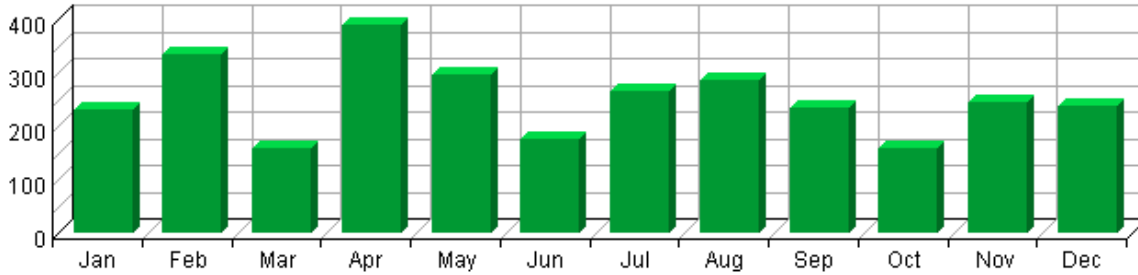
**First Time Visitors Trend**



**Average Length of Visit Trend**



**Visitor Minutes Trend**



**Visitors Trend**

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
Jan	373	345	0	00:00:37	231.30
Feb	303	267	0	00:01:06	335.33
Mar	321	286	0	00:00:29	159.10
Apr	301	270	0	00:01:17	390.15
May	293	249	0	00:01:00	295.53
Jun	294	261	0	00:00:36	177.30
Jul	255	232	0	00:01:02	265.40
Aug	339	292	0	00:00:50	286.38
Sep	269	248	0	00:00:52	236.18
Oct	300	284	0	00:00:31	158.50
Nov	369	342	0	00:00:39	243.28
Dec	363	321	0	00:00:39	237.02
<b>Average</b>	<b>315</b>	<b>283</b>	<b>0</b>	<b>N/A</b>	<b>251.29</b>
<b>Total</b>	<b>3,780</b>	<b>3,397</b>	<b>0</b>	<b>N/A</b>	<b>3,015.48</b>

**Visitors Trend – Help Card**

**? Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Visits** – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero-length visits. A zero-length visit occurs when all hits for that visit are logged with the exact same time stamp.

**Unique Visitors** – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

**First Time Visitors** – Number of visitors who had never visited your web site before.

**Avg Visit Length** – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

**Visitor Minutes** – Number of minutes your web site was viewed, regardless of who was viewing it.

**Average** – This row gives the average for each column.

**Total** – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.



Use this page to determine which times your web site is busiest.

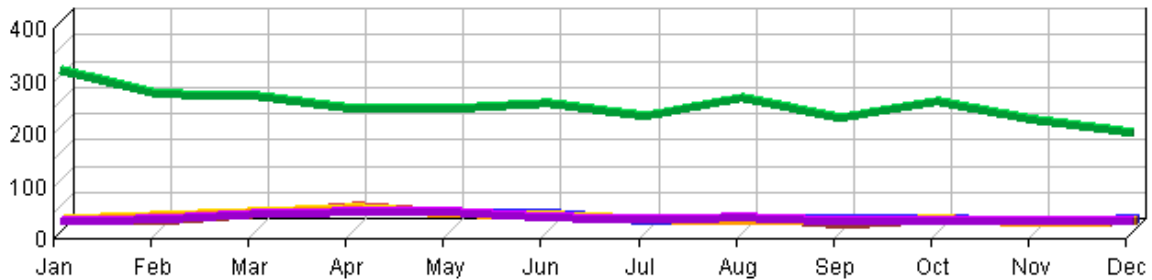
Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.



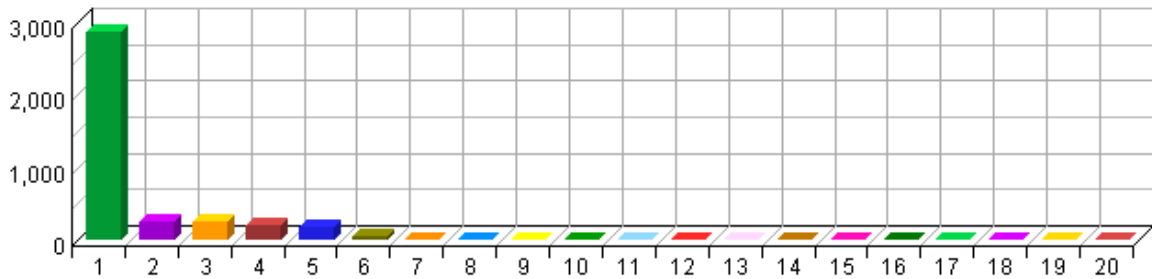
# Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

**Top Pages by Visits Trend**



**Top Pages by Visits**



**Top Pages**

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	<a href="http://www.provider.library.colostate.edu/">http://www.provider.library.colostate.edu/</a>	2,873	74.68%	3,237	00:03:56	0
2.	<a href="http://www.provider.library.colostate.edu/lendpolicy...">http://www.provider.library.colostate.edu/lendpolicy...</a>	261	6.78%	277	00:00:56	0
3.	<a href="http://www.provider.library.colostate.edu/charging.html">http://www.provider.library.colostate.edu/charging.html</a>	251	6.52%	269	00:00:34	0
4.	<a href="http://www.provider.library.colostate.edu/edelivery...">http://www.provider.library.colostate.edu/edelivery....</a>	201	5.22%	209	00:00:48	0
5.	<a href="http://www.provider.library.colostate.edu/ recip.html">http://www.provider.library.colostate.edu/ recip.html</a>	188	4.89%	192	00:02:03	0
6.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	39	1.01%	42	00:04:25	0
7.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	7	0.18%	7	00:00:54	0

8.	<a href="http://www.provider.library.colostate.edu/index2.html">http://www.provider.library.colostate.edu/index2.html</a>	6	0.16%	9	00:07:50	0
9.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	4	0.10%	4	00:00:00	0
10.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	2	0.05%	2	00:00:00	0
11.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	2	0.05%	2	00:00:00	0
12.	<a href="http://www.provider.library.colostate.edu/http://p...">http://www.provider.library.colostate.edu/http://p...</a>	2	0.05%	2	00:00:00	0
13.	<a href="http://www.provider.library.colostate.edu/http://p...">http://www.provider.library.colostate.edu/http://p...</a>	2	0.05%	4	00:15:59	0
14.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	1	0.03%	4	00:00:55	0
15.	<a href="http://www.provider.library.colostate.edu/database.html">http://www.provider.library.colostate.edu/database.html</a>	1	0.03%	1	00:00:00	0
16.	<a href="http://www.provider.library.colostate.edu/http://s...">http://www.provider.library.colostate.edu/http://s...</a>	1	0.03%	1	00:05:39	0
17.	<a href="http://www.provider.library.colostate.edu/cov/">http://www.provider.library.colostate.edu/cov/</a>	1	0.03%	2	00:00:05	0
18.	<a href="http://www.provider.library.colostate.edu/test/">http://www.provider.library.colostate.edu/test/</a>	1	0.03%	2	00:00:04	0
19.	<a href="http://www.provider.library.colostate.edu/http://w...">http://www.provider.library.colostate.edu/http://w...</a>	1	0.03%	1	00:00:00	0
20.	<a href="http://www.provider.library.colostate.edu/http://1...">http://www.provider.library.colostate.edu/http://1...</a>	1	0.03%	1	00:00:00	0
<b>Subtotal</b>		<b>3,845</b>	<b>99.95%</b>	<b>4,268</b>	<b>00:02:34</b>	
<b>Other</b>		<b>2</b>	<b>0.05%</b>	<b>16</b>	<b>00:00:05</b>	
<b>Total</b>		<b>3,847</b>	<b>100.00%</b>	<b>4,284</b>	<b>00:02:32</b>	

## Top Pages – Help Card

**? Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**Views** – Number of times this page was viewed by visitors.

**%** – Percentage of the total visits in which the visitor viewed this page at least once.

**Average Time Viewed** – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

**Average Time to Serve** – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

**Note:** Zero values in this column probably indicates that your web server is not logging Time to Serve information.

**💡** Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.



# Most Downloaded Files

This report identifies the most popular files downloaded from your site.

**No data for this section in the log data analyzed.**

## Most Downloaded Files – Help Card

**? Downloads** – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

**Files** – The path and filename of the file being analyzed.

**Visits** – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

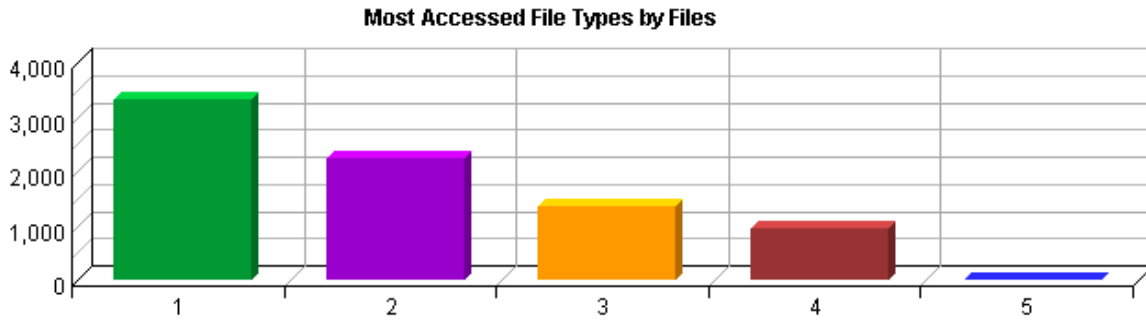
**%** – Percentage of times the specified file was downloaded compared to all downloaded files.

**💡** This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.



# Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



**Most Accessed File Types**

	File Type	Files	%	Kbytes Transferred
1.	htm	3,324	42.10%	5,042
2.	gif	2,254	28.55%	20,923
3.	cgi	1,357	17.19%	7,202
4.	html	959	12.15%	1,683
5.	com	2	0.03%	4
	<b>Total</b>	<b>7,896</b>	<b>100.00%</b>	<b>34,852</b>

## Most Accessed File Types – Help Card

**? File Type** – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

**Files** – Number of files of the specified type accessed by visitors to your site.

**Kbytes Transferred** – Number of kilobytes of data transferred for all files of the specified type.

**%** – Percentage of all kilobytes of data transferred for the specified file type.

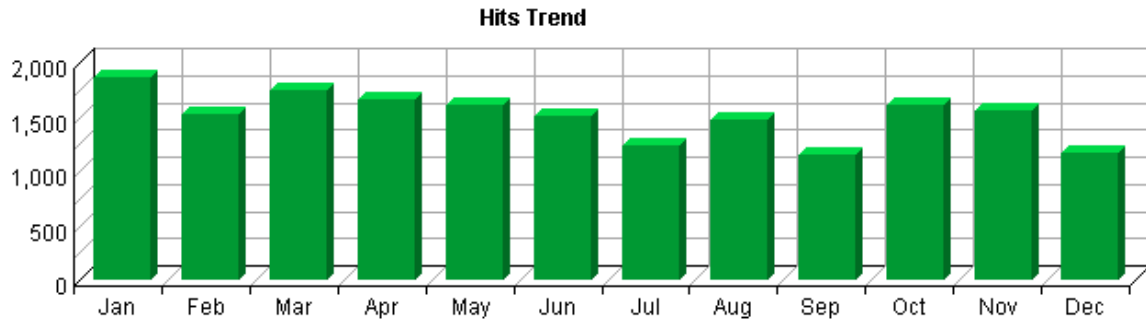
—

**💡** This report provides general statistics for the type of data that visitors access on your site.



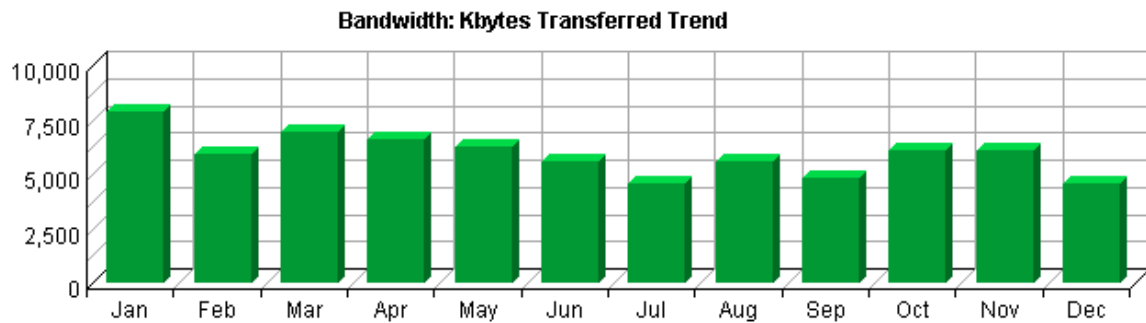
# Technical Dashboard

This dashboard summarizes important information related to online technical activity.



### Hit Summary

Successful Hits for Entire Site	18,093
Average Hits per Day	34
Home Page Hits	3,237



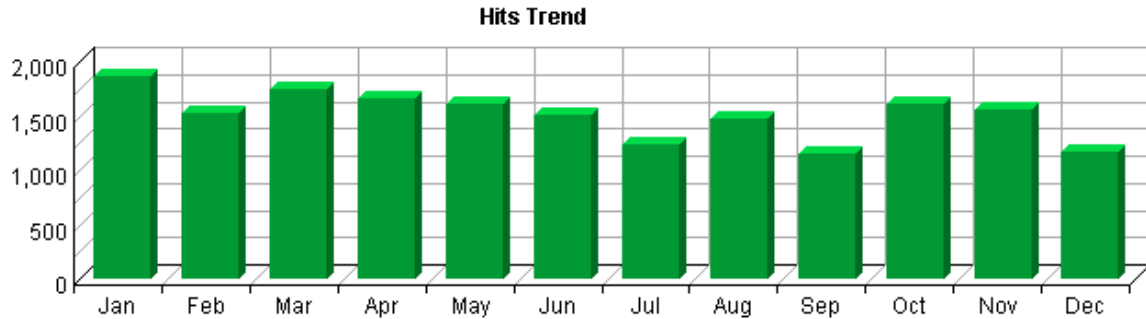
### Technical Statistics

Total Hits	24,213	100%
Successful Hits	18,093	74.72%
Failed Hits	6,120	25.28%
Cached Hits	2,141	8.84%



# Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.



**Hits Trend**

Time Interval	Hits	%
Jan	1,857	10.26%
Feb	1,519	8.40%
Mar	1,739	9.61%
Apr	1,663	9.19%
May	1,614	8.92%
Jun	1,512	8.36%
Jul	1,230	6.80%
Aug	1,482	8.19%
Sep	1,145	6.33%
Oct	1,617	8.94%
Nov	1,551	8.57%
Dec	1,164	6.43%
<b>Total</b>	<b>18,093</b>	<b>100.00%</b>

## Hits Trend – Help Card

**? Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**%** – Percentage of hits that occurred during the specified time interval.



—  
Periods of less activity can be considered good times for maintenance and content improvement.

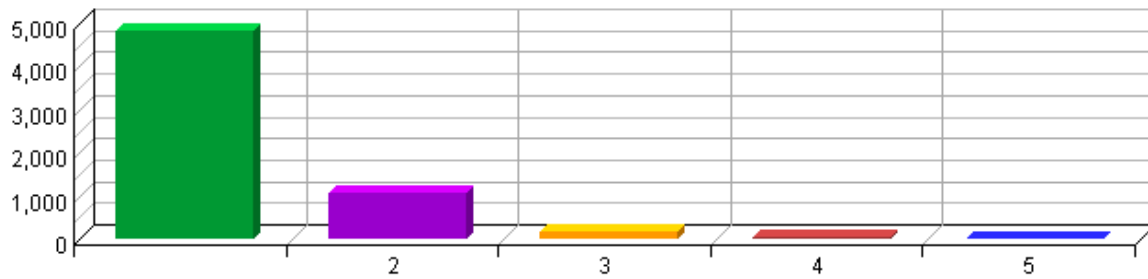
# Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

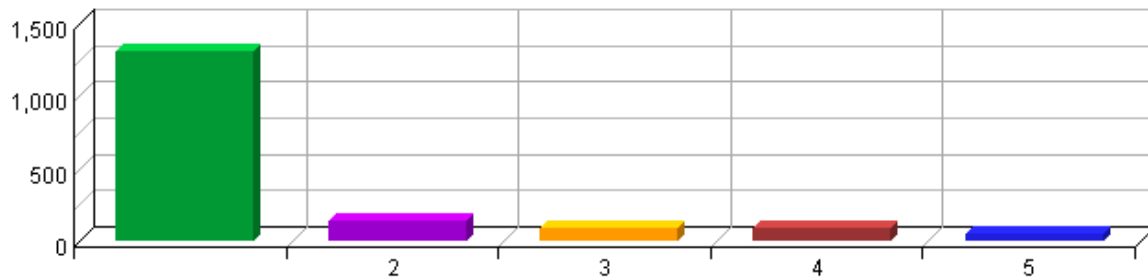
## Technical Statistics

Total Hits	24,213	100%
Successful Hits	18,093	74.72%
Failed Hits	6,120	25.28%
Cached Hits	2,141	8.84%

## Client Errors



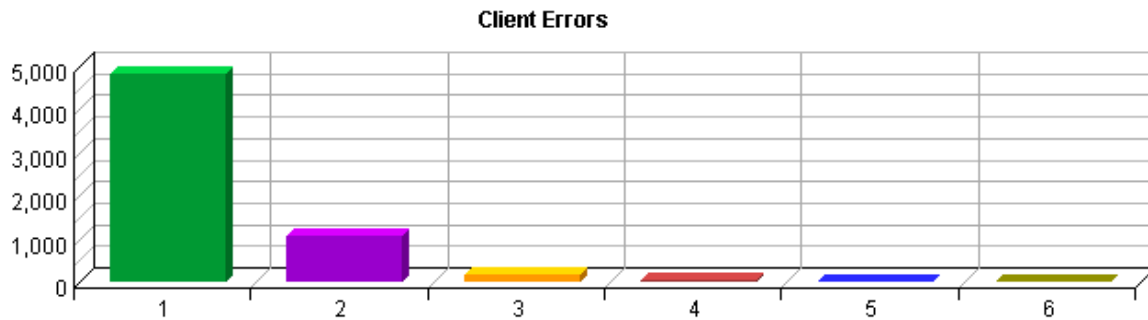
## File Not Found Errors





# Client Errors

This report identifies the error codes from the browsers accessing your server.



Client Errors

	HTTP Status Codes	Hits	%
1.	404 Not Found	4,836	79.02%
2.	400 Bad Request	1,065	17.40%
3.	401 Unauthorized Access	179	2.92%
4.	406 Not Acceptable	36	0.59%
5.	104 Incomplete / Undefined	3	0.05%
6.	403 Forbidden Access	1	0.02%
	<b>Total</b>	<b>6,120</b>	<b>100.00%</b>

## Client Errors – Help Card

**? Client Errors** – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

**Hits** – Number of failed hits that returned this status code.

**HTTP Status Codes** – The status code for the specific error that occurred.

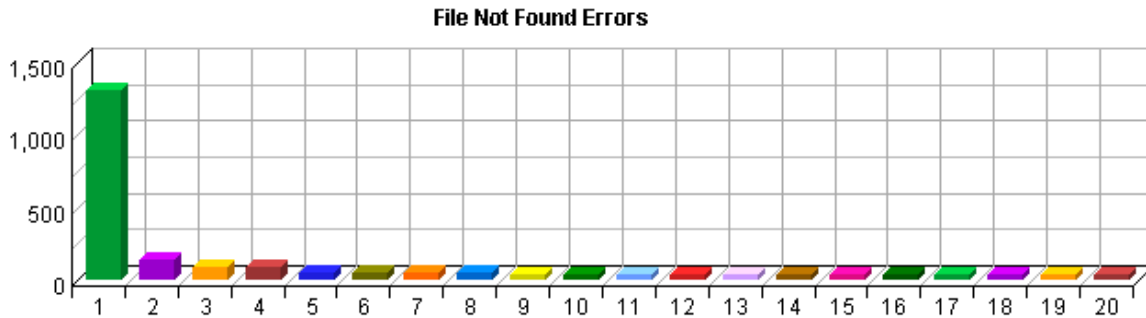
**%** – Percentage of total failed hits that returned this status code.

**💡** Use this page to determine what maintenance is necessary.



# File Not Found Errors

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.



**File Not Found Errors**

	<b>Files Not Found and Referring URL</b>	<b>Hits</b>	<b>%</b>
1.	<b>/favicon.ico</b> (no referrer)	1,305	26.99%
2.	<b>/robots.txt</b> (no referrer)	143	2.96%
3.	<b>/phpmyadmin/main.php</b> (no referrer)	87	1.80%
4.	<b>/who.cgi</b> (no referrer)	84	1.74%
5.	<b>/mysql-admin/main.php</b> (no referrer)	52	1.08%
6.	<b>/PMA/main.php</b> (no referrer)	51	1.05%
7.	<b>/phpAdsNew/adxmlrpc.php</b> (no referrer)	49	1.01%
8.	<b>/admin/main.php</b> (no referrer)	47	0.97%
9.	<b>/mysql/main.php</b> (no referrer)	44	0.91%
10.	<b>/Ads/adxmlrpc.php</b> (no referrer)	43	0.89%
11.	<b>/phpmyadmin2/main.php</b> (no referrer)	42	0.87%
12.	<b>/myadmin/main.php</b> (no referrer)	42	0.87%
13.	<b>/db/main.php</b> (no referrer)	41	0.85%
14.	<b>/phpMyAdmin-2.5.4/main.php</b> (no referrer)	40	0.83%
15.		40	0.83%

	<b>/phpMyAdmin-2.5.1/main.php</b> (no referrer)		
16.	<b>/admin/phpmyadmin/main.php</b> (no referrer)	40	0.83%
17.	<b>/admin/pma/main.php</b> (no referrer)	39	0.81%
18.	<b>/mysqladmin/main.php</b> (no referrer)	38	0.79%
19.	<b>/dbadmin/main.php</b> (no referrer)	37	0.77%
20.	<b>/phpMyAdmin-2.5.6/main.php</b> (no referrer)	37	0.77%
	<b>Subtotal</b>	<b>2,301</b>	<b>47.58%</b>
	<b>Other</b>	<b>2,535</b>	<b>52.42%</b>
	<b>Total</b>	<b>4,836</b>	<b>100.00%</b>

#### File Not Found Errors – Help Card

**? Hits** – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.

**Files** – This column lists the file that could not be found and the URL of the referrer (if known).

**%** – Percentage of the total 404 and 410 errors that were for this file.

**💡** Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

# Server Errors

This report lists the errors which occurred on the server.

**These errors did not occur in the log data during the requested reporting period.**

## Server Errors – Help Card

**? Hits** – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**HTTP Status Codes** – The status code for the specific error that occurred.

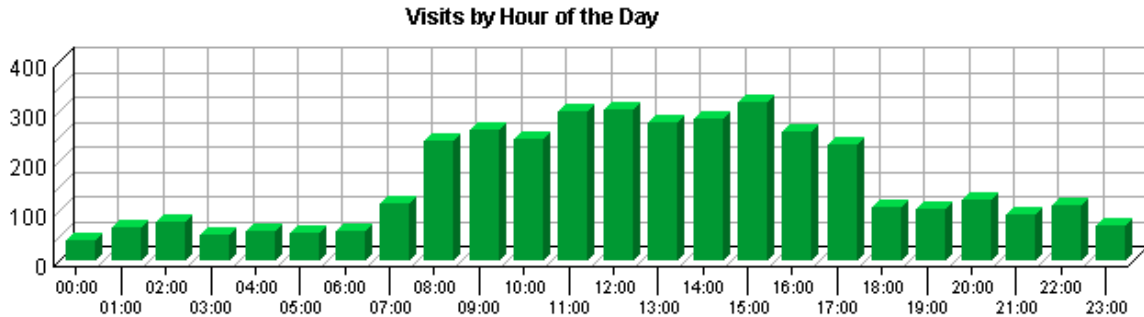
**%** – Percentage of failed hits that were of the specified type.

**💡** Use this page to determine what maintenance is necessary.



# Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

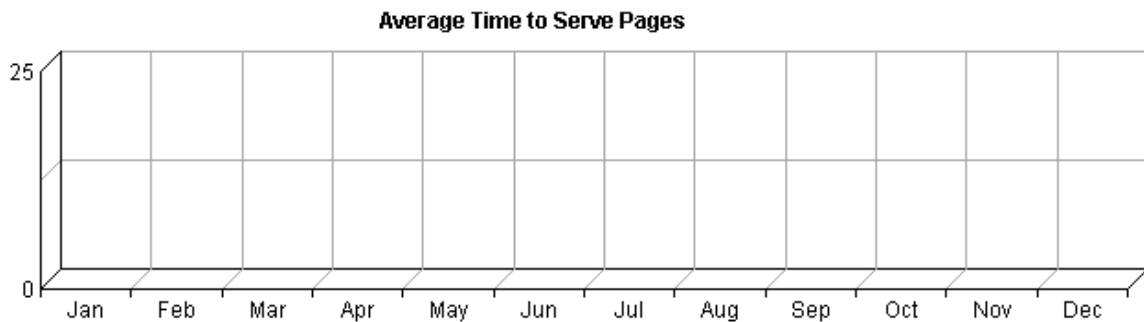


### Most Active Summary

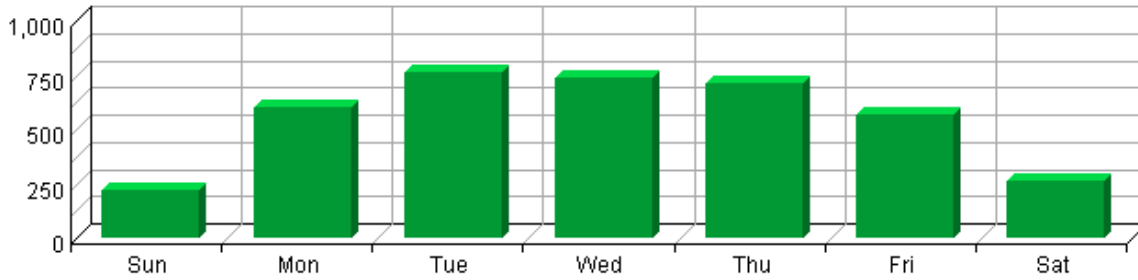
Most Active Date	June 28, 2006
Number of Hits on Most Active Date	152
Most Active Day of the Week	Tue
Most Active Hour of the Day	15:00–15:59

### Activity on Weekdays Summary

Total Hits Weekdays	16,509
Total Visits Weekdays	3,379
Average Number of <b>Visits</b> per day on Weekdays	12
Average Number of <b>Hits</b> per day on Weekdays	61



**Visits by Day of the Week**



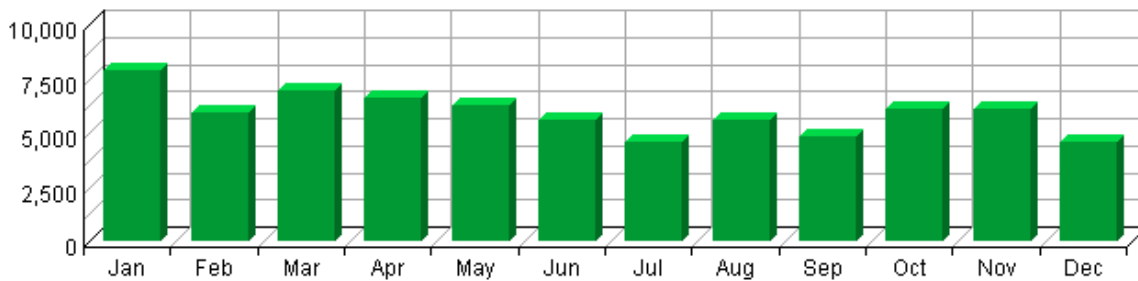
**Least Active Summary**

Least Active Date	January 22, 2006
Number of Hits on Least Active Date	1
Least Active Day of the Week	Sun
Least Active Hour of the Day	00:00–00:59

**Activity on Weekends Summary**

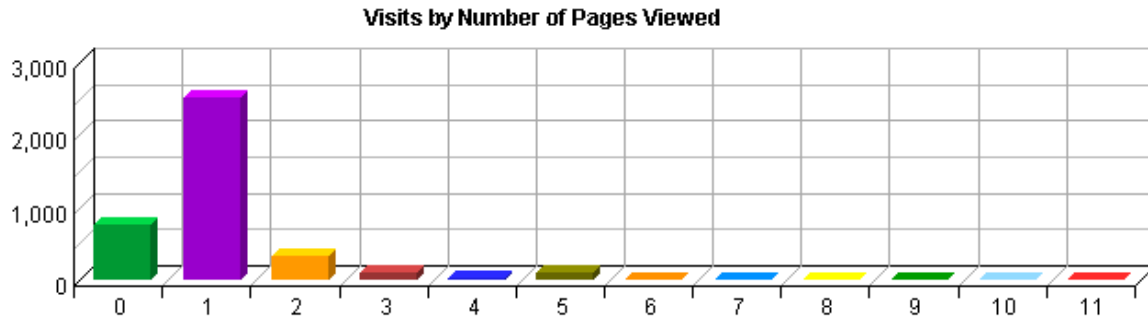
Total Hits Weekend	1,584
Total Visits Weekend	487
Average Number of <b>Visits</b> per Weekend	9
Average Number of <b>Hits</b> per Weekend	29

**Bandwidth: Kbytes Transferred Trend**



# Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



**Visits by Number of Pages Viewed**

Number of Pages Viewed	Visits	%
0	770	19.92%
1	2,518	65.13%
2	318	8.23%
3	100	2.59%
4	32	0.83%
5	106	2.74%
6	11	0.28%
7	2	0.05%
8	2	0.05%
9	5	0.13%
11	1	0.03%
20	1	0.03%
<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

## Visits by Number of Pages Viewed – Help Card

**? Number of Pages Viewed** – The number of pages viewed during a visit. If the visitor viewed only non-page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

**Visits** – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

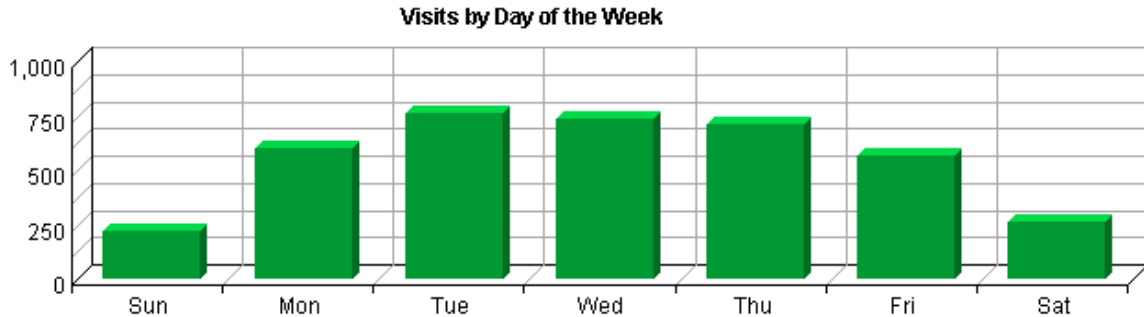
**%** – Percentage of total visits by people who viewed the specified number of pages.



—  
You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

# Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	224	5.79%
Mon	601	15.55%
Tue	762	19.71%
Wed	734	18.99%
Thu	712	18.42%
Fri	570	14.74%
Sat	263	6.80%
<b>Total Weekend</b>	<b>487</b>	<b>12.60%</b>
<b>Total Weekdays</b>	<b>3,379</b>	<b>87.40%</b>
<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

## Visits by Day of the Week – Help Card

**? Day** – Specified day of the week being tracked.

**Visits** – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

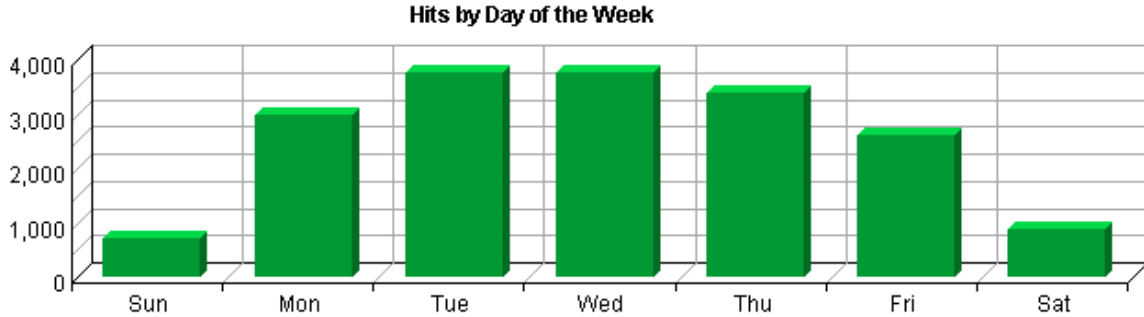
**%** – Percentage of total visits that occurred on the specified day of the week.

**💡** Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

# Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Hits by Day of the Week

Day	Hits	%
Sun	696	3.85%
Mon	2,975	16.44%
Tue	3,775	20.86%
Wed	3,771	20.84%
Thu	3,394	18.76%
Fri	2,594	14.34%
Sat	888	4.91%
<b>Total Weekend</b>	<b>1,584</b>	<b>8.75%</b>
<b>Total Weekdays</b>	<b>16,509</b>	<b>91.25%</b>
<b>Total</b>	<b>18,093</b>	<b>100.00%</b>

## Hits by Day of the Week – Help Card

**? Day** – Specified day of the week being tracked.

**Hits** – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

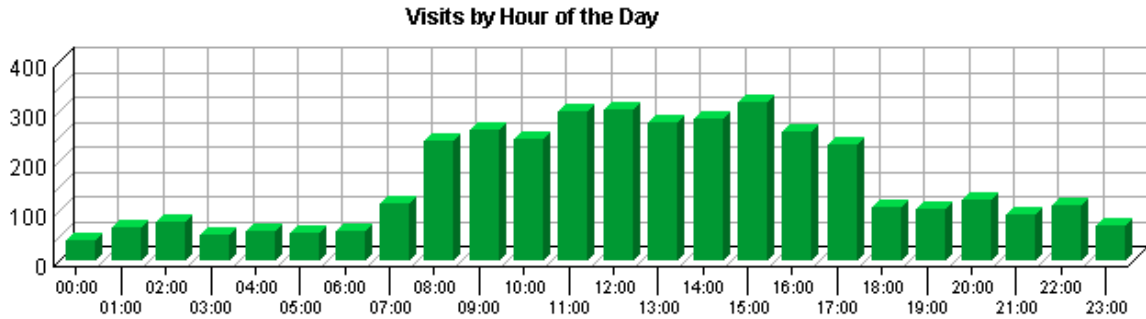
**%** – Percentage of total hits that occurred on the specified day of the week.

**💡** Days of less activity should be considered good days for maintenance and content improvement.



# Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day

Hour	Visits	%
00:00	42	1.09%
01:00	66	1.71%
02:00	77	1.99%
03:00	53	1.37%
04:00	61	1.58%
05:00	57	1.47%
06:00	61	1.58%
07:00	114	2.95%
08:00	240	6.21%
09:00	262	6.78%
10:00	245	6.34%
11:00	299	7.73%
12:00	303	7.84%
13:00	279	7.22%
14:00	285	7.37%
15:00	318	8.23%
16:00	259	6.70%
17:00	234	6.05%
18:00	108	2.79%
19:00	105	2.72%
20:00	122	3.16%
21:00	94	2.43%
22:00	111	2.87%
23:00	71	1.84%
<b>Total Visits during Work Hours (8:00am–5:00pm)</b>	<b>2,490</b>	<b>64.41%</b>

<b>Total Visits during After Hours (5:01pm–7:59am)</b>	<b>1,376</b>	<b>35.59%</b>
<b>Total</b>	<b>3,866</b>	<b>100.00%</b>

### Summary of Visits by Hour of the Day

<b>Most Active Hour of the Day</b>	15:00–15:59
<b>Least Active Hour of the Day</b>	00:00–00:59

#### Visits by Hour of the Day – Help Card

**? Hour** – Specified hour of the day being tracked. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Least Active Hour of the Day** – The specific hour of the day that had the fewest number of hits.

**Most Active Hour of the Day** – The specific hour of the day that had the largest number of visits.

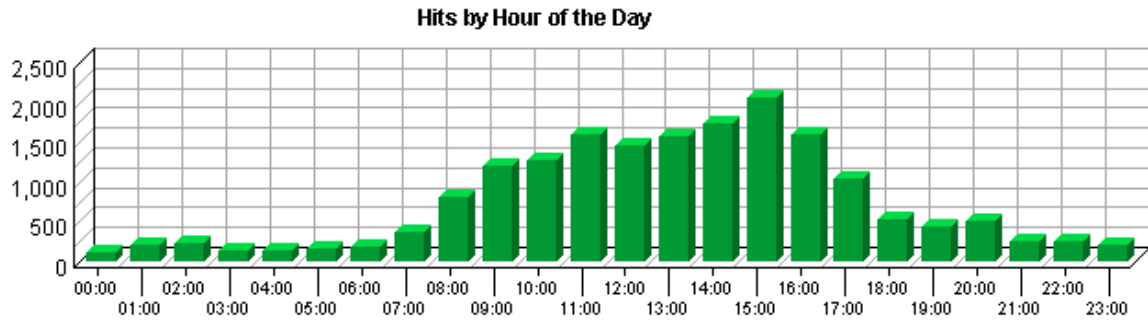
**Visits** – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of visits to your site that occurred during the specified hour.

**💡** This information can be used to determine which hour of the day is best for system maintenance.

# Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



Hits by Hour of the Day

Hour	Hits	%
00:00	116	0.64%
01:00	204	1.13%
02:00	226	1.25%
03:00	142	0.78%
04:00	148	0.82%
05:00	163	0.90%
06:00	181	1.00%
07:00	370	2.04%
08:00	799	4.42%
09:00	1,206	6.67%
10:00	1,273	7.04%
11:00	1,591	8.79%
12:00	1,449	8.01%
13:00	1,579	8.73%
14:00	1,741	9.62%
15:00	2,057	11.37%
16:00	1,596	8.82%
17:00	1,045	5.78%
18:00	543	3.00%
19:00	431	2.38%
20:00	508	2.81%
21:00	264	1.46%
22:00	245	1.35%
23:00	216	1.19%

<b>Total Hits during Work Hours (8:00am–5:00pm)</b>	<b>13,291</b>	<b>73.46%</b>
<b>Total Hits during After Hours (5:01pm–7:59am)</b>	<b>4,802</b>	<b>26.54%</b>
<b>Total</b>	<b>18,093</b>	<b>100.00%</b>

### Summary of Hits by Hour of the Day

<b>Most Active Hour of the Day</b>	15:00–15:59
<b>Least Active Hour of the Day</b>	00:00–00:59

#### Hits by Hour of the Day – Help Card

**? Hour** – Specified hour of the day being tracked. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Hits** – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Least Active Hour of the Day** – The specific hour of the day that had the fewest number of hits.

**Most Active Hour of the Day** – The specific hour of the day that had the largest number of hits.

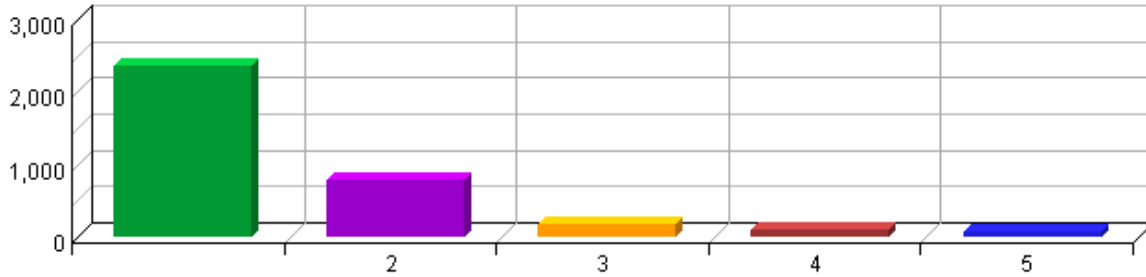
**%** – Percentage of hits to your site that occurred during the specified hour.

**💡** This information can be used to determine which hour of the day is best for system maintenance.

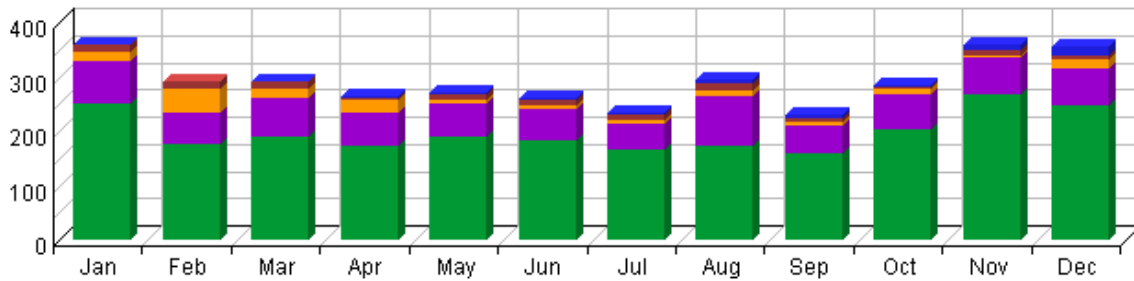
# Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

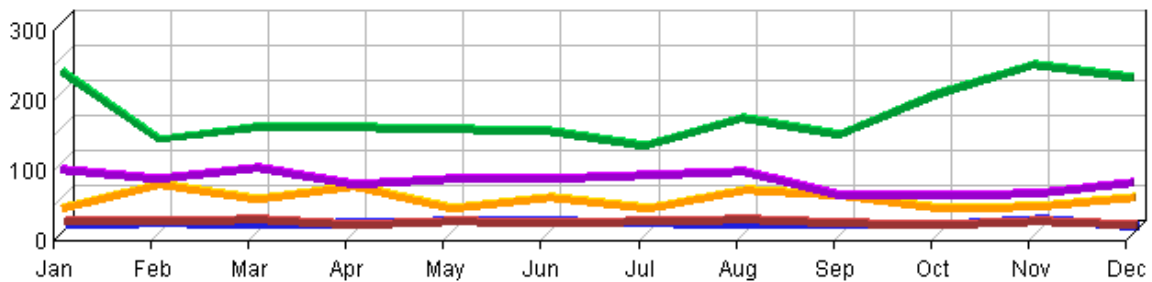
**Top Browsers by Visits**



**Top Browsers by Visits Trend**



**Top Platforms by Visits Trend**

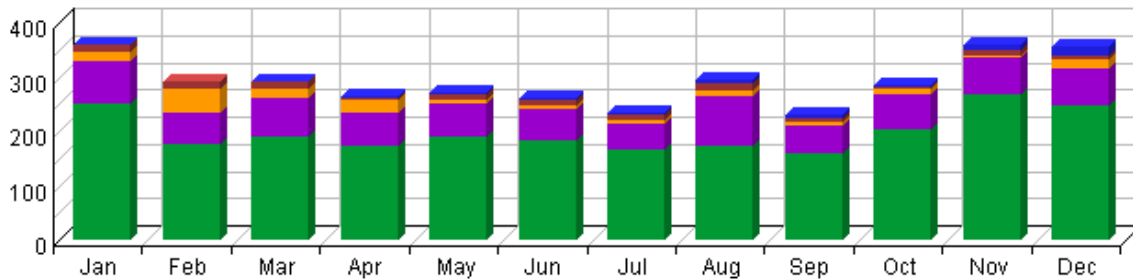




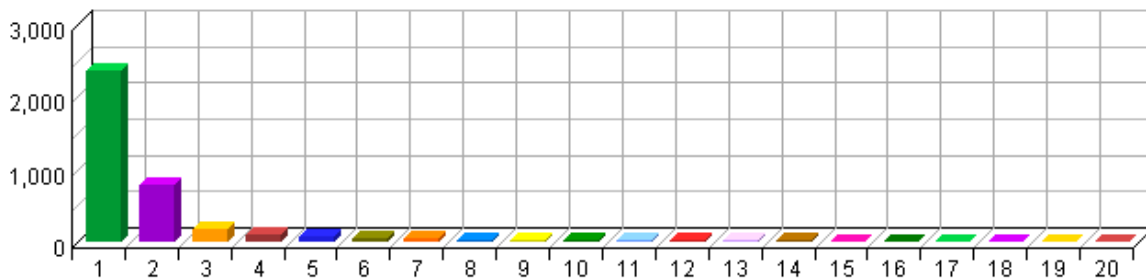
# Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

**Top Browsers by Visits Trend**



**Top Browsers by Visits**



**Top Browsers**

	<b>Browser</b>	<b>Visits</b>	<b>%</b>	<b>Hits</b>
1.	Microsoft Internet Explorer	2,377	61.48%	13,613
2.	Mozilla	781	20.20%	2,360
3.	Others	169	4.37%	185
4.	Konqueror	111	2.87%	116
5.	Other Netscape Compatible	65	1.68%	121
6.	Java/1.4.1_04	45	1.16%	644
7.	ia_archiver	43	1.11%	81
8.	Java/1.5.0_06	34	0.88%	495
9.	LinkScan/11.5 Windows	33	0.85%	36
10.	larbin_2.6.3 atat@cs.bilkent.edu.tr	21	0.54%	28
11.	Safari	18	0.47%	40
12.	Netscape	16	0.41%	56
13.	findlinks/1.1.3-beta9 ( http://wortschatz.uni-leipzig.de/findlinks/)	16	0.41%	16
14.	dragonfly(ebingbong@playstarmusic.com)	13	0.34%	16
15.	findlinks/1.1.1-a1 ( http://wortschatz.uni-leipzig.de/findlinks/)	12	0.31%	12
16.	teoma_agent1	10	0.26%	11

17.	voyager/1.0	7	0.18%	7
18.	eBingBong – next generation search – ebingbong@playstarmusic.com	5	0.13%	5
19.	NutchCVS/0.8–dev (Nutch; http://lucene.apache.org/nutch/bot.html; nutch-agent@lucene.apache.org)	5	0.13%	9
20.	Blaiz–Bee/2.00.5502 ( http://www.blaiz.net)	5	0.13%	9
	<b>Subtotal</b>	<b>3,786</b>	<b>97.93%</b>	<b>17,860</b>
	<b>Other</b>	<b>80</b>	<b>2.07%</b>	<b>233</b>
	<b>Total</b>	<b>3,866</b>	<b>100.00%</b>	<b>18,093</b>

### Top Browsers – Help Card

**? Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

**Hits** – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Total** – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

**Visits** – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of total for the sort column (hits or visits) by those using the specified browser.

**💡** Browser data can help you determine how to configure your site for optimal viewing.


**Note:** Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

# Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.

No data for this section in the log data analyzed.


## Top Spiders – Help Card

 **Hits** – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Spider** – An automated program which searches the Internet.

**Visits** – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of total spider visits or hits by the specified spider.

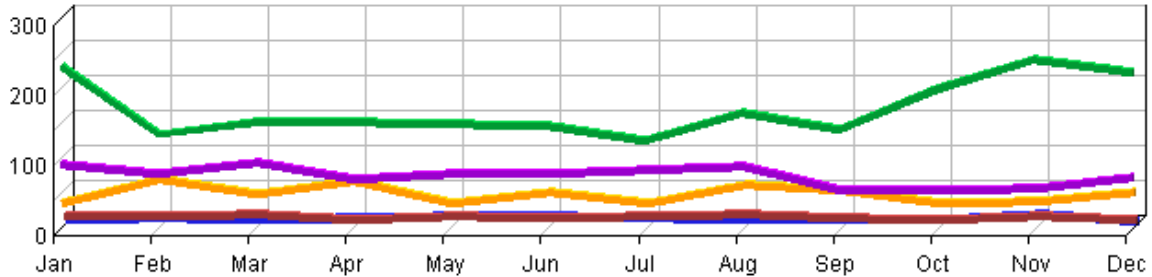
 This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.



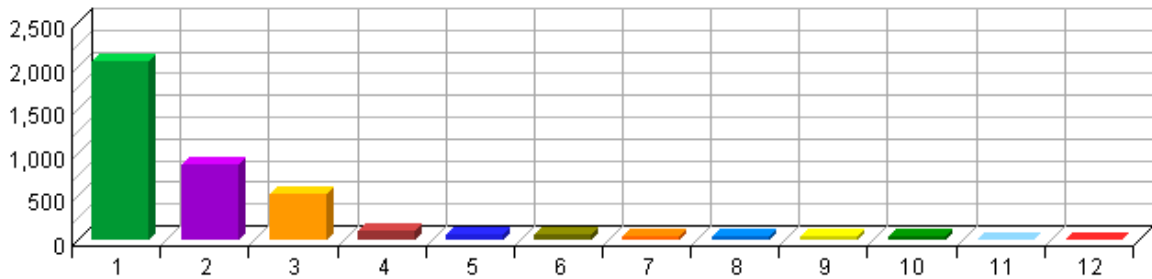
# Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

**Top Platforms by Visits Trend**



**Top Platforms by Visits**



**Top Platforms**

	<b>Platform</b>	<b>Visits</b>	<b>%</b>	<b>Views</b>
1.	Windows XP	2,052	53.08%	11,477
2.	Windows 2000	866	22.40%	3,553
3.	Others	531	13.74%	1,844
4.	Linux	112	2.90%	118
5.	Windows 98	68	1.76%	114
6.	Windows 95	53	1.37%	89
7.	Windows 2003	52	1.35%	347
8.	Macintosh PowerPC	47	1.22%	274
9.	Windows NT	45	1.16%	59
10.	Macintosh	36	0.93%	212
11.	Windows ME	3	0.08%	5
12.	Windows Win32s	1	0.03%	1
	<b>Total</b>	<b>3,866</b>	<b>100.00%</b>	<b>18,093</b>

## Top Platforms – Help Card

**? Hits** – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Platform** – The specified platform being analyzed. The operating system used by the visitor to your site.

**Total** – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

**Visits** – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of hits or visits by those using the specified platform.



This information is useful when determining what content to include on your web site.

# Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

## Glossary

<b>Active Campaign</b>	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
<b>Active Campaigns</b>	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
<b>Ad</b>	A graphic or banner which takes a visitor to another web site when clicked.
<b>Ad Click</b>	A click on an advertisement which takes a visitor to another web site.
<b>Ad View</b>	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
<b>Authenticated Username</b>	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
<b>Authentication</b>	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
<b>Avg. Frequency</b>	This measure is the average number of times these visitors have visited your site over their lifetime.
<b>Avg. Latency</b>	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
<b>Avg. Lifetime Value</b>	The average lifetime value is the average of the sum of all order values.
<b>Avg. Most Recent Purchase Amt.</b>	The average most recent purchase amount for this group of visitors.
<b>Avg. Recency</b>	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
<b>Bandwidth</b>	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
<b>Browser</b>	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
<b>Campaign Lifetime Value</b>	The total order value associated to the campaign.
<b>Click Through Rate</b>	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
<b>Client</b>	A computer that accesses resources provided by another computer, called a server.
<b>Client Errors</b>	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Status Code" glossary entry for more information.

<b>Company Database</b>	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
<b>Cookies</b>	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
<b>Days Since First Purchase</b>	The number of days since the first purchase since these visitors have been tracked.
<b>Days Since Most Recent Purchase</b>	The number of days since the last purchase for the campaign.
<b>Destination Page</b>	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
<b>Domain Name</b>	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
<b>Domain Name Lookup</b>	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
<b>Entry File</b>	The first file requested by a visitor during a visit to your web site.
<b>Entry Page</b>	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
<b>Exit Page</b>	The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
<b>FTP</b>	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
<b>File Type</b>	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
<b>Filters</b>	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
<b>First Campaign</b>	The First Campaign is the one that originally drove a visitor to your site.
<b>First Campaign Lifetime Value</b>	The lifetime value is the sum of all order values.
<b>First Campaign Type</b>	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
<b>Frequency</b>	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
<b>GIF</b>	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
<b>Geography</b>	Geography indicates the world region, country, state/province, and city.
<b>HTML</b>	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
<b>HTTP</b>	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
<b>Hit</b>	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
<b>Home Page</b>	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

<b>Home Page URL</b>	The URL for the home page of the site analyzed in the report.
<b>IP Address</b>	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
<b>JPEG</b>	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
<b>Latency</b>	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
<b>Lifetime Value</b>	This is the maximum value for all orders for this period.
<b>Log File</b>	A file created by a Web or proxy server which contains information about the activity of the server.
<b>Most Recent Campaign</b>	The Most Recent Campaign is the last one that a visitor has seen or received that has not reached the end of its duration.
<b>New Users</b>	Visitors who didn't have a cookie on their first visit, but had one during later visits.
<b>No Referrer</b>	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
<b>Order Count</b>	This measure reflects the number of orders from completed purchases.
<b>Order Value</b>	This measure reflects the monetary amount generated from completed purchases.
<b>Other</b>	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
<b>Page</b>	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
<b>Page View</b>	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
<b>Palm Browser</b>	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
<b>Palm Device</b>	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
<b>Path Through Site</b>	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
<b>Paths from Start</b>	The sequence of pages a visitor views, excluding the entry page.
<b>Paths to Destination</b>	The sequence of pages a visitor views before arriving at a selected Destination Page.
<b>Platform</b>	Refers to the operating system, such as Linux or Windows 98.
<b>Protocol</b>	An established method of exchanging data over the Internet.
<b>Purchase Conversion Funnel</b>	Analysis of the conversion process through a four-step purchase process.
<b>Purchase Count</b>	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
<b>Recency</b>	This measure is the number of days since the most recent visit for a visitor.

<b>Referrer</b>	URL of a web page that refers visitors to your site.
<b>Report Period</b>	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
<b>Returning Visitors</b>	Visitors who already had a cookie from your site before they visited.
<b>Scenario Analysis Step</b>	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
<b>Script</b>	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
<b>Search Keywords</b>	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
<b>Search Phrase</b>	The search phrase a visitor used to find your site.
<b>Server</b>	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
<b>Server Error</b>	An error occurring on the server. Web server errors have codes in the 500 range.
<b>Single Access Page</b>	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
<b>Spider</b>	An automated program which searches the internet.
<b>Status Code</b>	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

*"Success" codes:*

- 100 = Success:** Continue
- 101 = Success:** Switching Protocols
- 200 = Success:** OK
- 201 = Success:** Created
- 202 = Success:** Accepted
- 203 = Success:** Non-Authoritative Information
- 204 = Success:** No Content
- 205 = Success:** Reset Content
- 206 = Success:** Partial Content
- 300 = Success:** Multiple Choices
- 301 = Success:** Moved Permanently
- 302 = Success:** Found
- 303 = Success:** See Other
- 304 = Success:** Not Modified
- 305 = Success :** Use Proxy
- 307 = Success :** Temporary Redirect

*"Failed" codes:*

- 400 = Failed:** Bad Request
- 401 = Failed:** Unauthorized
- 402 = Failed:** Payment Required
- 403 = Failed:** Forbidden

**404 = Failed:** Not Found  
**405 = Failed:** Method Not Allowed  
**406 = Failed:** Not Acceptable  
**407 = Failed:** Proxy Authentication Required  
**408 = Failed:** Request Time-out  
**409 = Failed:** Conflict  
**410 = Failed:** Gone  
**411 = Failed:** Length Required  
**412 = Failed:** Precondition Failed  
**413 = Failed:** Request Entity Too Large  
**414 = Failed:** Request-URI Too Large  
**415 = Failed:** Unsupported Media Type  
**416 = Failed:** Requested range not satisfiable  
**417 = Failed:** Expectation Failed  
**500 = Failed:** Internal Server Error  
**501 = Failed:** Not Implemented  
**502 = Failed:** Bad Gateway  
**503 = Failed:** Service Unavailable  
**504 = Failed:** Gateway Time-out  
**505 = Failed:** HTTP Version Not Supported

<b>Subtotal</b>	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
<b>Suffix (Domain Name)</b>	See "Top-Level Domain."
<b>Time Interval</b>	A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
<b>Time before Order</b>	The number of days between a new buyer's first visit and first purchase.
<b>Time between Purchases</b>	The number of days between a visitor's previous purchase and most recent purchase in this report period.
<b>Top-Level Domain</b>	<p>The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:</p> <p><b>ARPANET:</b> .arpa</p> <p><b>Commercial:</b> .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz</p> <p><b>Education:</b> .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn</p> <p><b>International:</b> .int .int.co .int.ve .intl.tn</p> <p><b>Government:</b> .gov .gov.[country code] .gove.[country code] .go.[country code]</p> <p><b>Military:</b> .mil .mil.[country code]</p> <p><b>Network:</b> .net .ad.jp .ne.kr .net.[country code]</p>

**Organization:** .org .or .org.[country code] .or.[country code]

**Personal:** .name

<b>Total</b>	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
<b>Traffic</b>	The quantity of data transferred.
<b>URL</b>	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, <a href="http://www.webtrends.com/html/info/default.htm">http://www.webtrends.com/html/info/default.htm</a> is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
<b>Unique Visitors</b>	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
<b>User Agent</b>	Portion of a log file that identifies the browser and platform used by a visitor.
<b>Users Without Cookies</b>	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
<b>Visit</b>	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.
<b>Visit Duration (Minutes)</b>	The number of minutes your web site was viewed by a visitor.
<b>Visitor Minutes</b>	Total number of minutes your site was viewed by all visitors during the report period.
<b>Visits with Clicks</b>	Visits to your site where at least one ad was clicked on.
<b>WAP Browser</b>	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
<b>WAP Carrier</b>	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
<b>WAP Device</b>	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
<b>WTLS</b>	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum ( <a href="http://www.wapforum.org">www.wapforum.org</a> ). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.