



Help for System Administrators

Help Documentation

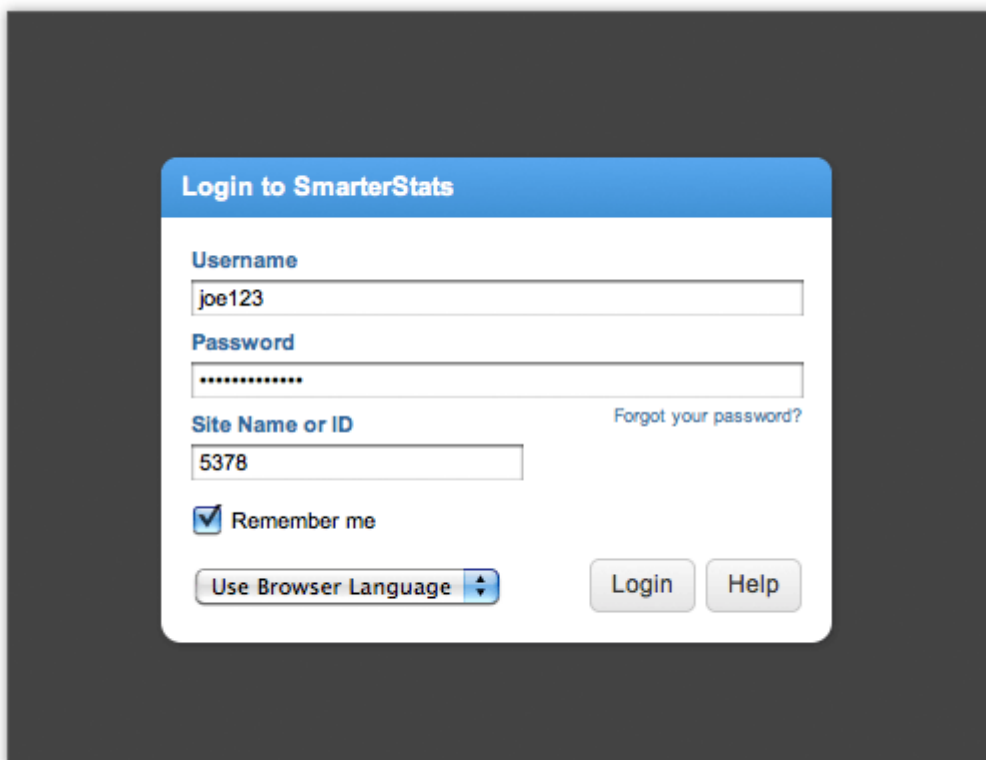
Help for System Administrators

Logging into SmarterStats

System administrators can access the SmarterStats Web interface login page by navigating to the location of the SmarterStats installation in their Web browser. By default, this URL is `http://127.0.0.1:9999` (if running the browser on the server itself) or the IP address of the server (instead of 127.0.0.1).

To log into SmarterStats, type the username, password, and Site Name or ID in the appropriate fields and click Login . To stay logged into SmarterStats even after closing the browser, be sure to select the Remember Me checkbox. This will allow SmarterStats to encrypt the username and password. This feature works as long as you do not log out of SmarterStats prior to closing your browser window.

Note: Browser cookies must be enabled for this feature to work.



The screenshot shows the 'Login to SmarterStats' web interface. It features a blue header with the title 'Login to SmarterStats'. Below the header are three input fields: 'Username' containing 'joe123', 'Password' with masked characters, and 'Site Name or ID' containing '5378'. A 'Forgot your password?' link is positioned to the right of the password field. A 'Remember me' checkbox is checked. At the bottom left is a 'Use Browser Language' dropdown menu, and at the bottom right are 'Login' and 'Help' buttons.

Sites

Sites

System administrators can use this section to manage the sites in SmarterStats. To access this section, click the sites icon . Note: System admins running SmarterStats Enterprise will have a separate dropdown available at the top of the navigation pane. This dropdown allows system admins to select the particular server they want to manage from the Management Reporting Server they're logged into. This makes managing multiple servers from a single interface much easier and much more organized.

Navigating Sites

When you view the sites on the server, the page is divided into two sections. (For more information, please review the System Admin Interface Diagram .)

- The navigation pane displays the sites on the server. To view details for a specific site, simply click the desired site.
- The content pane displays all available details about the selected site.

In general, the following options are available from the navigation pane toolbar:

- New - Adds a new site to SmarterStats.
- Actions - Click this button and select one of the following options:
 - Select All - Selects all of the sites on the server.
 - Delete - Permanently removes the selected site(s) from SmarterStats.
 - View Site Stats - Opens the site statistics in a new window. Note: This is also the same as impersonating a site administrator.
 - Move Site - Moves the site statistics to another server supported by the SmarterStats Web interface. Note: This option is only available in SmarterStats Enterprise. Selecting this option will only move the SmarterLogs; it will not move the physical site or its standard log files.
 - Re-import Log Files - Deletes the SmarterLog files for the site and re-imports them, starting with the earliest files.
 - Re-import SEO - Reprocess SEO statistics. This option is useful if there was an error collecting SEO data due to a search engine being down, etc.
 - Reprocess Log Files - Reprocesses the log file data. Note: This does not re-import log files.
 - Cancel Log Reprocessing - Stops the reprocessing of log file data.
 - Run Diagnostics - Select this option if you suspect one or more files may have gotten corrupted. SmarterStats will run an automated diagnostic of all files required for this site.

- View - Allows for customization of how Sites are listed.
- Sort - Sets the sort order for the Sites on the server in either ascending or descending order, and by site name, site ID, server name or status.
- Visible Fields - Sets the fields that are displayed along with each site. This includes site name, site ID, server name or status.

In general, the following options are available from the content pane toolbar:

- Edit - Edits the site settings.
- Delete - Permanently removes the selected site(s) from SmarterStats.
- View Site Stats - Opens the site statistics in a new window. Note: This is also the same as impersonating a site administrator.
- Impersonate User - Allows the system administrator to view site statistics as a selected user.

For more information on adding or editing a site, see [Adding a Site](#) .

Adding a Site

System administrators can use this section to add a site to SmarterStats. To access this section, click the sites icon . Then click New in the navigation pane toolbar. To edit an existing site, select the desired site and click Edit in the content pane toolbar. The site settings will load in a new window and the following options will be available in the toolbar:

- Save - Saves any changes made to the page.
- View Site Stats - Opens a new tab displaying the statistics for that particular site. NOTE: Displays only when editing an existing site.
- Import - Allows you to import a site from IIS. When websites are set up in Internet Information Services (IIS), using this feature allows the system admin to select the site from IIS and have the site name and log path automatically filled out in the site Options.

The following tabs will be available in the site settings window:

Options

Use this tab to specify the following options:

- Site ID - The unique identifier for the site in SmarterStats. Site IDs must be integers greater than 0.
- Site Name - A friendly name for the site. Generally, the domain name for the site, such as example.com.
- Site URL - The URL used to access the site, such as http://www.example.com
- Site Admin Username - The username of the site administrator. This individual will be the

primary user account responsible for this site.

- Site Admin Password - The password associated to the site admin username.
- Confirm Password - Re-type the password associated to the site admin username.
- Site Admin Email - The email address associated with the site admin.
- Server - In a distributed environment, the site may reside on a server other than the web interface. Select the web server on which the site's original logs reside. Note: This option is only available in SmarterStats Enterprise.
- Current State - The state in which the site should start. Generally, this should remain as "Started." When editing sites, this is where sites are paused or disabled.
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. This path must be local to the server and may not be a UNC path. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Time Zone - The time zone under which log files are processed.
- Enable Log Analysis - Select this option to collect and report on log file data for the site. Note: If you do not have the ability to import the site's log files into SmarterStats, this option should be disabled. If this option is disabled, many reports and options will not be available.
- Enable SEO - Select this option to collect and report on SEO data for the site.
- Enable Site Tuning - Select this option to allow SmarterStats to scan the site for errors and potential issues that could affect its search engine ranking or visitor experience. Note: If this option is disabled, users and site administrators will not have access to the site tuning section of the interface.

Log Analysis

SmarterStats can analyze many different log file types from a variety of locations. Supported log formats include W3C Extended Logs (Default for IIS), Common Log Format (CLF), NCSA Extended/Combined Log Format and IIS Log Format, and they can be imported into SmarterStats using a local path, UNC path or via FTP. Use this tab to specify the following options for pulling logs into SmarterStats. Varying settings will display based on the log location chosen, as detailed below:

Note: The Import menu button in the window toolbar allows you to import a site from IIS. Imported IIS sites will automatically fill in the site name and log path.

LOCAL PATH

- Log Location - The location of the log files. Select Local Path if the log files are stored on the same server where SmarterStats is installed with no special permissions.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: *.log).
- Log File Paths (one per line) - The directory in which the site's log files are stored. Enter only

one path per line break.

- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.
- Include logs stored in subfolders - Select this option if your logs are stored within sub-folders inside a root log folder.

UNC PATH

- Log Location - The location of the log files. Select this UNC Path if your log files are secured on a separate server or in a folder with permission restrictions, where it may be necessary to specify the UNC account credentials needed to access the raw IIS logs.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: *.log).
- Use Default UNC Settings - Checkmark this option if this site should use the UNC credentials configured within the General Settings . When checked, the UNC Username, Password and Domain fields below will become disabled.
- UNC Username - The identifier used to authenticate with the UNC account.
- UNC Password - The corresponding password used to authenticate with the UNC account.
- UNC Domain - The corresponding domain used to authenticate with the UNC account.
- Log File Paths (one per line) - The directory in which the site's log files are stored. Enter only one path per line break.
- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.
- Include logs stored in subfolders - Select this option if your logs are stored within sub-folders inside a root log folder.

FTP

- Log Location - The location of the log files. Select FTP if the log files are stored on separate server where FTP access is available.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: *.log).
- FTP Connection Type - The type of connection FTP will use. FTP supports connections through Standard FTP, FTPS - Implicit, FTPS - Explicit or SFTP. Depending on the connection type selected, varying settings may display.
- Server - The location path to the FTP server. Depending on the FTP server setup, this could be entered as a full URL or IP address.
- Test - After the FTP server path and authentication credentials have been completed, use this button to test the connection to the FTP server.

- Paste or Upload OpenSSH Key File - In this textbox, paste the OpenSSH Key File or upload the file containing it. The OpenSSH Key File can be obtained from your FTP provider. Note: This setting will only display when SFTP has been selected for the FTP Connection Type.
- Port - The port the FTP server uses to communicate. The standard port for FTP connections is 21.
- Username - The identifier used to authenticate with the FTP server.
- Password - The corresponding password used to authenticate with the FTP server.
- Directory - The directory, or location, in which FTP logs are stored on the server.
- Interval - The rate at which logs are pulled from the FTP server.
- Enable FTP resuming if available - If the server supports the resume command, select this option to allow the FTP connection to be automatically resumed when the FTP server becomes available again.
- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.

SEO

Use this tab to specify the following SEO options:

- Max Campaigns The maximum number of campaigns a site can have. Note: SmarterStats Free users are limited to one campaign.
- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords means reports will generate faster.
- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of competitors means reports will generate faster.
- Max Position to Retrieve - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 100. All positions after 100 are listed in SmarterStats as >100.
- Available Search Engines - Select the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

Site Tuning

Use this tab to specify the following site tuning options:

- Max Pages To Crawl - The maximum number of pages on which SmarterStats should scan for errors and performance issues. By default, the max pages to crawl is 10,000.

- **Max Pages Per Minute** - The maximum number of pages SmarterStats crawls per minute. This setting is used to control the load put on Web server. By default, SmarterStats will crawl 120 pages per minute. The maximum is 600 pages per minute.
- **Max Query Pages** - The number of query string variants that will be inspected on each page of a site. By default the max query pages is 10. The maximum is 1,000 pages. Highly dynamic sites, such as those with a forum, may want to increase this number to ensure all pages of the site are crawled.

Advanced

Use this tab to specify the following options:

- **Compress Log Files** - The amount of time to wait before compressing original log files.
- **Log File Auto-delete** - The maximum amount of time original IIS or Apache log files will be stored.
- **SmarterLog Auto-delete** - The maximum amount of time SmarterLog files will be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of logs versus saving the standard web server log files.
- **Enable removal of URL items after semicolon (used for jsessionid)** - Certain sites can generate logs where the page that SmarterStats tries to parse includes a semicolon with some extra information after it. Check this box to automatically remove this extra information when applicable.
- **Default Documents** - Type the default documents for the website in the text box. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".

Reports

Server Summary

Traffic Summary

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

Visitors Summary

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

Server Trend

Traffic Trend

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers. This report is useful in identifying traffic trends on a server.

For a definition of the terms listed on this page, please refer to the Glossary .

Visitors Trend

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers. This report is useful in identifying visitor trends on a server.

For a definition of the terms listed on this page, please refer to the Glossary .

Site Summary

Traffic Summary

This report displays the traffic activity (page views, visits, hits, and bandwidth) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

Visitors Summary

This report displays the visitor activity (visits, unique visitors, new visitors, and return visitors) for all

of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

Settings

General Settings

System administrators can use this section to configure general SmarterStats settings. To access this section, click the settings icon . Then click General Settings in the navigation pane. The general settings will load and the following tabs will be available:

Options

Use this tab to specify the following settings:

- Enable notification reminder popups - Select this option to allow SmarterStats to display licensing and other administrative reminders.
- Enable user password reset functionality - Select this option to allow users to reset their password from the login screen if they forget it. Note: Users must have an email address configured in their user settings in order to use the password reset functionality.
- Send notification emails to system administrator - Select this option to send emails to the system administrator if errors occur.
- Force all traffic over HTTPS - Select this option to force all SmarterStats traffic over HTTPS. This improves SmarterStats security by allowing all traffic to be encrypted. Note: Prior to enabling this setting, SmarterStats must be set up as a site in IIS and have a valid SSL certificate in place for the SmarterStats site.
- Send Email Reports After - Use this setting to specify the time that email reports should be sent after. Note: Email reports will be sent after the time configured. While some reports may be sent a few minutes after, others may take a couple of hours.

UNC

If your log files are secured on a separate server or in a folder with permission restrictions, it may be necessary to specify the UNC account credentials needed to access the raw IIS logs. Use this tab to configure the system level UNC credentials for your installation:

- UNC Username - The identifier used to authenticate with the UNC account.
- UNC Password - The corresponding password used to authenticate with the UNC account.
- UNC Domain - The corresponding domain used to authenticate with the UNC account.

Note: Configuring the UNC credentials here will apply to each site configured within SmarterStats. Individual sites can override the system level UNC account by unchecking the site setting Use Default UNC Settings .

SMTP

Use this tab to specify the following settings:

- From Address - The email address from which reports will be sent.
- From Display Name - The name that appears in the From field of emails.
- SMTP Server - The mail server used to send email reports.
- SMTP Security - Select this option if the connection to the server must be SSL.
- SMTP Server Port - The port used to connect to the mail server. By default, the port is 25.
- Enable site administrators to override SMTP settings - Select this option to allow site administrators to specify their own SMTP settings. In that way, email reports and other items can be sent from an email address associated with the site being analyzed.
- Enable SMTP authentication - Select this option if SMTP authentication is required to send mail from this email address.
- Auth Username - The identifier used to authenticate with the external email server. In some cases, this may be the full email address of the account.
- Password - The corresponding password used to authenticate with the external email server.
- Confirm Password - Re-type the password used to authenticate with the external email server.

System Administrator

Use this tab to specify the following system administrator-based settings:

- Site ID - The unique identifier for the system administrator area of the SmarterStats site.
- Username - The username of the system administrator. By default, the system administrator username is admin.
- New Password - The new password the system administrator wants to use to login to SmarterStats.
- Confirm Password - The new password the system administrator wants to use to login to SmarterStats. Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.
- Email Address - The email address of the SmarterStats administrator.

Report Settings

System administrators can use this section to specify general settings for SmarterStats reports. To access this section, click the settings icon and then click Report Settings in the navigation pane. The report settings will load in the content pane and the following options will be available in the content pane toolbar:

- Save - Saves any changes made on the page.
- Load Defaults - There are default values set for each item listed in Report Settings that are available and that will accommodate the majority of servers running SmarterStats. If, at any time, system admins want to revert to these default settings they simply click this button.

The following tabs will be available in the content pane:

Options

Use this tab to specify the following settings:

- Custom Report Limit - The maximum number of days for which users can retrieve statistics when creating custom reports. Note: This option is only available in SmarterStats Enterprise.
- Max Items Per Report - Limits the number of report items that can be added to one custom report. Note: This option is only available in SmarterStats Enterprise.
- DNS Threads - Depending on your computer's hardware configuration, it may be beneficial to raise or lower how much processing it does by changing the maximum number of IP addresses it resolves at one time. The default value of 100 will work for most servers.
- DNS Lookup Limit - Allows you to set a limit on the number of resolved IP addresses that are returned when an user checks the Resolve IPs option in their settings. The higher the number of resolved IP addresses you allow, the longer those report items will take to display, which also results in a higher load on your server.

File Extensions

Although SmarterStats automatically assigns file extensions to specific categories, system administrators have the ability to reassign file extensions to different categories. Use this tab to specify whether specific file extensions should be categorized as downloads, documents, query variables or images.

View Logs

System administrators can easily access the log files generated by SmarterStats to view errors and

processing information. To access these logs, click the settings icon . Then click View Logs in the navigation pane. The following options will be available in the content pane:

- Server - The server from which the log files are collected.
- Type - The type of logs you would like to view (general, email reports, exceptions, service communications)
- Date - The date you want to view log files from.
- Search String - The word or phrase for which to search.

To view the logs, click Search in the content pane toolbar. To download the logs as a .zip file, click Download in the content pane toolbar.

Personalization

SmarterStats supports the ability to personalize the interface so that system administrators, can create skins that represent their own style or emulate the company's branding and appearance.

To view the personalization settings, click the settings icon then Personalization in the navigation pane. The following tabs will load in the content pane:

Settings

The Settings tab will be where system administrators select whether to use the default settings or to customize the general color scheme and overall CSS of the SmarterStats interface. The following options are available:

- Use default settings - Selecting this will use the default personalization settings.
- Override Settings - Selecting this activates the Colors and Custom CSS tabs and allows system administrators to customize those settings.
- Enable users to override skin - Selecting this option will allow end users to modify the skin used for their site login.
- Skin - This dropdown will list any skins developed for SmarterStats. In general, the Default skin will always be available, but others may appear in this list as well.

Custom Help Links

Small businesses using SmarterStats on their own servers, or even companies using SmarterStats from their hosting provider, will benefit from the ability to add a custom link to the SmarterStats Help menu. Administrators can add a custom link to direct site users to anything they desire, including additional contact information (ideal for those hosting SmarterStats for a large number of users) or support resources.

- Custom Help URL - Enter a full URL in this field to add a custom button to the Help menu that users can access in the SmarterStats interface. (ex: <https://example.com/contact>)
- Custom Help Text - The hyperlink text for the custom URL in the Help menu. (ex: Talk to an Expert!)

Colors

The Colors tab allows users to modify the Primary, Secondary and Link colors for the SmarterStats interface.

- Primary Color - This is the color for the title bar, highlight colors for input boxes, etc. The default is #519CDE.
- Secondary Color - This is the color of the button bar. The default is #D1E8FC.
- Link Color - This is the color of hyperlinks that appear throughout SmarterStats. The default is #1677C2.

Custom CSS

The Custom CSS tab allows system administrators to take the existing styles used in the SmarterStats interface and modify them based on branding or personal preference. As noted on the page, however, errors in custom CSS may cause the interface to have issues, so modifications should only be made if the person making the changes is extremely proficient with styles and stylesheets.

To modify a style, you should first use a Web browser like Chrome to inspect the element that you want to modify. (Using Firefox's Firebug plug-in will work as well). By inspecting the element you will see the class used and any styles associated with the class. You can then create a version of that style yourself and paste it in the box to override the default. Realize this will happen wherever that style is used, so changing one style can affect several pages within the interface. To enable the custom styles, simply check the Enabled box on the Custom CSS tab.

To remove any customization and personalization of the interface, remove the custom style and save the changes. Alternatively, you can uncheck the Enable box. This will reset the interface back to its original default settings.

Servers

Servers

System administrators can use this section to manage the servers in SmarterStats. To access this section, click the settings icon . Then expand the Servers menu in the navigation pane and click Servers . A list of the active servers will load in the content pane.

To add a new server, click New in the content pane toolbar. To edit an existing server's settings, select the desired server and click Edit in the content pane toolbar. The server settings will load in a new window and the following tabs will be available:

Options

Use this tab to specify the following options:

- Server ID - The unique identifier for the server.
- Server IP - The IP address associated with the server.
- Server Name - The friendly name given to the server.

Import Settings

Use this tab to specify the following importing options:

- Import Time of Day - The start and end times the sever should be importing files.
- Session Timeout - The minutes between when one session counts as a separate session or the time of inactivity between website hits before one session becomes another. For example, if the session timeout is set to 30 minutes and a visitor hits the site and doesn't visit another page of the site until 40 minutes later, this would be considered a new visit.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Debug Level - The level of detail kept in the service log file. This should remain at normal unless instructed to change it by a SmarterTools representative/.
- Resource Usage - The amount of CPU used to process statistics. For more information, refer to the KB article [Configure SmarterStats to Use More/Less System Resources](#) .

Active Processes

System administrators can use this page to see the activity of SmarterStats servers and troubleshoot problems. To access this section, click the settings icon , expand the Servers folder and then click Active Processes in the navigation pane. The active processes will load in the content pane and the following columns will be available:

- Server Name - The name of the server.
- Site - The site on the server that is performing an activity.
- Activity - The action being performed on the site. For example, idle, gathering statistics, reprocessing stats or importing SEO.

Memory Usage

The Memory Usage section provides valuable information regarding each Web server running the SmarterStats remote service, the status of the server, and information pertaining to the sites that cause the highest usage of server resources for the SmarterStats application.

To access this section, click the settings icon . Then, expand the Servers folder and click Memory Usage in the navigation pane. A list of servers will load and the following columns will be available:

- Server Name - The common name for each Web server running the SmarterStats service as it was named during the time the server was added to the Web interface.
- Status - The status of the SmarterStats service on that particular web server. If an error occurred while communicating with the service, it will show up in red text.
- High/Current/Low - The highest amount of memory used (in MB), the current amount of memory being used, and the lowest amount of memory used for stats processing on that server.
- High Site - The domain that used the most memory on that server.
- Queries - The number of queries running on the server at that time.

Version Info

This feature is only available in SmarterStats Enterprise.

System administrators can use this page to get an overview of the version of remote service running on all Web servers. If a red "Failed" line appears, that means that the service is not installed on the server or there is a communication error with the service. In addition, having multiple versions of the remote service can lead to issues and cause inconsistencies across a network.

To access this section, click the settings icon . Then expand the Servers folder and click Version Info in the navigation pane. The version info will load in the content pane and the following columns will be available:

- Server Name - The name of the server as it appears in the Web interface.
- Server ID - The ID of the server as it appears in the Web interface.
- Version - The version of Remote Service that is running on that particular server. Note: In order for SmarterStats to function properly, all of the version numbers should match with the version that shows up in Help -> About SmarterStats.
- Build Date - The date that service was originally built.

Defaults

Site Defaults

Use this section to create global default settings that can be applied to new sites added to SmarterStats. These default settings can be overwritten and are only intended to avoid repetitive data entry. Using site defaults makes it especially easy for ISPs, hosting providers or large enterprises that manage multiple websites to add those sites quickly, easily and to ensure that data is accurate across all of the sites in their network. Note: Modifications to these settings will not affect existing sites.

To access the default site settings, click the Settings icon and expand the Defaults folder. Then click Site Defaults in the navigation pane. The default site settings will load in the content pane and the following tabs will be available:

Options

Use this tab to specify the following options:

- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Time Zone - The time zone under which log files are processed.
- Enable Log Analysis - Select this option to collect and report on log file data for sites. Note: If you do not have the ability to import sites' log files into SmarterStats, this option should be disabled. If this option is disabled, many reports and options will not be available.
- Enable SEO - Select this option to collect and report on SEO data for the site.
- Enable Site Tuning - Select this option to allow SmarterStats to scan the site for errors and potential issues that could affect its search engine ranking or visitor experience. Note: If this option is disabled, users and site administrators will not have access to the site tuning section of the interface.

Log Analysis

Use this tab to specify the following options:

- Compress Log Files - The amount of time to wait before compressing original log files.
- Log File Auto-Delete - The maximum amount of time the original log files (those created by the Web server) should be stored.
- SmarterLog Auto-Delete - The maximum amount of time SmarterLog files should be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of

logs versus saving the standard web server log files.

- **Default Documents** - Type the default documents for the website in the text box. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".
- **Look for logs in .gz and .zip archives** - Select this option to look for logs in compressed archives.
- **Include logs stored in subfolders** - Select this option if your logs are stored within sub-folders inside a root log folder.

SEO

Use this tab to specify the following SEO options:

- **Max Campaigns** The maximum number of campaigns a site can have. Note: SmarterStats Free users are limited to one campaign.
- **Max Keywords** - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords means reports will generate faster.
- **Max Competitors** - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of competitors means reports will generate faster.
- **Max Position to Retrieve** - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 100. All positions after 100 are listed in SmarterStats as >100.
- **Available Search Engines** - Select the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

Site Tuning Options

Use this tab to specify the following site tuning options:

- **Max Pages To Crawl** - The maximum number of pages on which SmarterStats should scan for errors and performance issues. By default, the max pages to crawl is 10,000.
- **Max Pages Per Minute** - The maximum number of pages SmarterStats crawls per minute. This setting is used to control the load put on Web server. By default, SmarterStats will crawl 120 pages per minute. The maximum is 600 pages per minute.
- **Max Query Pages** - The number of query string variants that will be inspected on each page of a site. By default the max query pages is 10. The maximum is 1,000 pages. Highly dynamic

sites, such as those with a forum, may want to increase this number to ensure all pages of the site are crawled.

Site Propagation

Use this section to apply Site Defaults to all of the sites in SmarterStats. System admins can opt to propagate all settings, or select individual settings to propagate. For example, if the time zone of the sites needs to change, admins can ONLY propagate that one change.

To access site propagation, click the settings icon . Then expand the Defaults folder and click Site Propagation in the navigation pane. The default site settings will load in the content pane. To apply some or all of the default settings to all of the sites in SmarterStats, select the appropriate settings and click Propagate Now.

Server Defaults

Use this section to create global default settings that will be applied to new servers added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Using server defaults makes it especially easy for ISPs, hosting providers or large enterprises that manage multiple websites across multiple servers to add those servers quickly, easily and to ensure that settings are consistent across all of the servers in their network. Note: Modifications to these settings will not affect existing servers.

To access the default server settings, click the settings icon . Then expand the Defaults folder and click Server Defaults in the navigation pane. The default server settings will load in the content pane and the following options will be available:

- Import Time of Day - The start and end times the sever should be importing files.
- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. NOTE: This setting should not be changed.
- Debug Level - The level of detail kept in the service log file.
- Resource Usage - The amount of CPU used to process statistics. System administrators can modify this setting based on the type of server, the number of sites or other things that may affect log processing. For more information, refer to the KB article [Configure SmarterStats to Use More/Less System Resources](#) .

Server Propagation

Use this section to apply Server Defaults to all of the servers in SmarterStats. System admins can opt to propagate all settings, or select individual settings to propagate. For example, if the Import Time of Day needs to change, admins can ONLY propagate that one change.

To access server propagation, click the settings icon . Then expand the Defaults folder and click Server Propagation in the navigation pane. The default server settings will load in the content pane. To apply some or all of the default settings to all of the servers in SmarterStats, select the appropriate settings and click Propagate Now.

Activation

Licensing

To view licensing information for SmarterStats, click the settings icon . Then expand the Activation folder and click Licensing in the navigation pane. The edition, status, version, and license level information for the version of SmarterStats currently being used will load in the content pane.

The following options will be available in the content pane toolbar:

- Activate - Activates a new SmarterStats license key.
- Reactivate - Reactivates a SmarterStats license key.
- Details - Displays details about the license, including feature, status, expiration, limits and available trials.
- Buy Now - Allows the system administrator to purchase SmarterTools products.

SmarterStats Self Diagnostic

Use the Smarterstats Self Diagnostic to test versions, locale settings, folder permissions, and Internet connectivity. To access this feature, click the settings icon . Then expand the Activation folder and click Self Diagnostic in the navigation pane. SmarterStats will perform a test and display the results in a popup window.

Additional Help Topics

Enhancing Geographic Reports

SmarterStats uses a very efficient and accurate Geographic engine based on databases provided by MaxMind. These databases are very accurate and are able to correctly identify most traffic hitting your

server. Because geo-location data changes frequently, SmarterStats will release a new update of these databases with every minor release of SmarterStats.

For those requiring constantly up-to-date geo-location data, MaxMind makes available a premium database that is updated monthly. In addition, the premium database takes into account dial-up services like AOL and Earthlink.

Click here for the MaxMind premium database compatible with SmarterStats



For questions regarding the premium MaxMind GeoIP City Database, please click here . SmarterTools does not directly support the MaxMind databases.

Instructions for installing premium database updates

- Download the latest Binary Format distribution of the Region database
- Using a product like WinZip or WinRar, extract the file to a temporary directory
- Locate a file named something similar to GeoIPCity-###.dat and rename it to GeoIPCity.dat
- Copy the file to your C:\program files\SmarterTools\SmarterStats\Service directory