



# Site Activity

Help Documentation

## Site Activity

### Traffic

#### Traffic Trend

This report displays your overall website activity (page views, visits, hits, and bandwidth) for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

If you change any variable information in this report (date range, chart type, etc.) you will need to click the Generate Report button in order for those changes to take effect. You may also email the report, export the report data in CSV or PDF format, or print the report from this page.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

#### Visitors Trend

This report displays information about your website visitors for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

If you change any variable information in this report (date range, chart type, etc.) you will need to click the Generate Report button in order for those changes to take effect. You may also email the report, export the report data in CSV or PDF format, or print the report from this page.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

### Files

#### Top Pages

This report displays the most popular pages of your website, as determined by the total number of page views and visits each page receives.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- Open URL - Opens the item in a new window.
- Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

## Top Directories

This report displays the website directories that received the most page views. Site administrators and users can use this report to determine the most popular areas of a website.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

## Top Documents

This report displays the most frequently downloaded documents on your website. Note: By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. However, the system administrator may set up additional extensions as documents.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- Open URL - Opens the item in a new window.
- Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

## Top Downloads

This report displays the most frequently downloaded files on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these files.

Note: By default, SmarterStats considers the following extensions to be downloads: .ASF, .AVI, .DOC, .EXE, .GZIP, .MP2, .MP3, .MPEG, .MPG, .MSI, .MSP, .QT, .QTM, .RA, .RAR, .SWF, .TAR.BZ, .TAR.BZ2, .TAR.GZ, .WMA, .WMF, .WPD, .ZIP. However, the system administrator may set up additional extensions as downloads.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- Open URL - Opens the item in a new window.

- **Set Page Alias** - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the [Page Alias overview](#) .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Top Dynamic Pages

"Dynamic pages" are those pages, most often associated with an ecommerce site, that depend on specific variables to display information. Things such as product name, model number, manufacturer, etc. and be used in a page's path to extract information from a database to display a page that matches whatever is sent with the URL query. These variables are also called "query variables" for this very reason. This report displays the most frequently viewed query variables on your website. An important step in optimizing the performance of your website is to identify the most commonly accessed query variables and speed up the script execution on those pages.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: [Data Mining](#), [Open URL](#), [Set Page Alias](#) and [View Details](#).

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the [Data Mining overview](#) .
- **Open URL** - Opens the item in a new window.
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the [Page Alias overview](#) .
- **View Details** - Displays a number of details about the specific item. For example, Traffic

details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Top Images

This report displays the most frequently downloaded image files on your website. Use this report to reduce bandwidth usage on your site by identifying the images that are downloaded most often and optimizing their size. If an image is getting excessive hits, use data mining to identify the direct referrals of the image. This will help you determine if another site is hot-linking to your images. Note: By default, SmarterStats considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. However, the system administrator may set up additional extensions as images.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: [Data Mining](#), [Open URL](#), [Set Page Alias](#) and [View Details](#).

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the [Data Mining overview](#) .
- **Open URL** - Opens the item in a new window.
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of `"SmarterStats Pricing"`. That way, any report items that reference that page URL will display `"SmarterStats Pricing"` instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the [Page Alias overview](#) .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found. Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Top Files

This report displays the most frequently accessed files on your website, regardless of the file extension. That includes any documents, images, downloads or query variables as defined in their respective Report Items.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the [Data Mining overview](#) .
- **Open URL** - Opens the item in a new window.
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the [Page Alias overview](#) .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Top File Types

This report displays the most popular file extensions on your website, as determined by hits and visits.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Paths

### Page Bounces

This report displays the pages on which visitors landed and left without navigating to other pages of your site. Site administrators and users can use this report to identify which pages should be optimized to provide the best visitor experience. For example, if a landing page was created to draw visitors into a website and then guide them to other pages or products, but this page has a HIGH bounce rate, that means visitors are coming to the page but then leaving the site rather than exploring further. Therefore, the page should be reviewed and revised to better encourage visitors to visit other pages of the site, view other products, etc.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more.
- **Open URL** - Opens the item in a new window. For more information, see the Data Mining overview .
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the Page Alias overview .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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## Entry Files

This report displays the top entry files (the first files downloaded by a visitor during a visit to your website) for the selected date range. Depending on the optimization of the site or the scripting used, any file extension can be the first file that loads. However, image files are often listed as the top entry files, as there are various scripts that enable image files to load in a browser prior to an actual page displaying.

This report is most useful to designers and developers. If the initial files are images or other files that can be larger in size, it is a good indication that designers may want to optimize those files to keep page load times as fast as possible.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the [Data Mining overview](#) .
- **Open URL** - Opens the item in a new window.
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the [Page Alias overview](#) .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Entry Pages

This report displays the pages visitors used most frequently to enter your website. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site. In addition, if landing pages were created for

marketing efforts, this report can give an indication of how well (or not so well) those marketing efforts are attracting visitors.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more. For more information, see the [Data Mining overview](#) .
- **Open URL** - Opens the item in a new window.
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of `"SmarterStats Pricing"`. That way, any report items that reference that page URL will display `"SmarterStats Pricing"` instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the [Page Alias overview](#) .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Exit Pages

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors. This report can be used in conjunction with the [Page Bounces](#) report to see where your site is losing traffic and can give some indications about how to better retain visitors.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more.

- **Open URL** - Opens the item in a new window. For more information, see the Data Mining overview .
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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## Paths

This report displays the most frequent traffic patterns of your website visitors. When a visitor moves from page to page within a site, they generate a specific path for their movement. For example, if a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank\_you.html, they generate the following path:  
default.html/product.html/order.html/thank\_you.html.

Single-hit paths near the top of the list should be investigated as potential areas for optimization, as they sometimes indicate a lack of interest-generating content or a bad visitor experience (slow load times, bad design, cultural issues, etc.).

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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## Search Engines

### Search Engine Breakdown

This report displays the number of visits referred to your website by each search engine. By default, SmarterStats keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website. Knowing this information

can give a good indication of how effective search engine optimization efforts are across different search engines.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Phrases

This report displays the most popular search phrases used to find, and access, your website. The phrases listed can be single keywords or longtail keywords. This report is useful for not only determining the phrases used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts. If a marketing department optimizes for the phrase "log analytics software", but that phrase is not a top search phrase, that is an indication that either a) the optimization efforts aren't effective, or b) that the phrase being optimized is not a good one to target.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Phrases by Source

This report displays the most popular search phrases used to find, and access, your website by search engine. The phrases listed can be single keywords or longtail keywords.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

## Keywords

This report displays the most popular search words that were used to find, and access, your website. The words listed can either be individual keywords used in searches or search phrases broken down into individual words. This report is useful for not only determining the keywords used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Keywords by Source

This report displays the most popular search words used to access your website by search engine. The words listed can either be individual keywords or search phrases broken down into individual words.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Visitors

### Authenticated Users

This report displays information about website visitors that logged into the site using authentication.

Note: Scripted authentication like ASP.NET forms authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the Web server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## IP Addresses

This report displays information about the IP addresses that accessed your website during the selected date range. The IPs are listed in descending order based on the number of page views generated by the IP. This report can prove useful if, for example, your site is under attack. Seeing an IP that counts for a large number of visits can help you determine who your attacker is (or at least his proxy). The IP address can then be handed off to a Server Administrator or security team to assist with mitigating the attack.

Each row returned in this report can be further analyzed by SmarterStats. By hovering your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: [Data Mining](#) and [View Details](#).

- [Data Mining](#) - Data mining allows site administrators and users to drill down into more detail about the item in the particular row, including the top files and paths from IP addresses. For more information, see the [Data Mining overview](#) .
- [View Details](#) - Displays a number of details about the specific item, including DNS resolution and statistics.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Return Visits

This report displays the number of times website visitors returned to your site during the selected date range. To get the most accurate view of the information, use larger date ranges when viewing this report.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Views per Visit

This report displays the correlation between the number of page views and the number of visits made during the specified date range.

If you visit a site multiple times (regardless of the timeframe between visits), your IP is still counted as a single visit. However, the different pages you access during your various visits are counted individually as different views. Therefore, one visit can account for one, 10, or a 1,000 different views. As way of explanation, say you have 200 visits that generate 50 views. This means that 200 different IPs have all viewed 50 pages each.

As a general rule-of-thumb, if you have the highest number of visitors only viewing a single page, run the [Top Entry Pages](#) report and identify ways to carry visitors to other areas of your site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## Visit Length Trend

This report displays the average visit lengths for the selected date range. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends. A short visit length means you're not holding the attention of your website visitors, so some effort needs to be made to increase the amount of time visitors spend on your site. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the [Group By](#) report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## [Referrals](#)

### [\*\*Referring Sites\*\*](#)

Any time a visitor comes to your site, chances are they came from somewhere else. The site that they come from, therefore, is called the "referring site". This report shows you the domain name or IP address that referred a visitor to your site, in descending order, based on the number of times that domain name or IP referred visitors to your site. Note: This report will not display if a valid URL is not configured for the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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### [\*\*Referring Links\*\*](#)

Any time a visitor comes to your site, chances are they came from somewhere else. The link or URL the visitor clicked on to get to your site, therefore, is called the "referring link". This report displays the referring full URL, including any query strings that may be available, that referred a visitor to your site. Statistics are displayed in descending order, based on the number of times that URL was the referrer. Note: This report will not display if a valid URL is not configured for the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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### [\*\*In-Site Referrers\*\*](#)

Referring URLs are those that send you traffic. Many times, the referring URL can come from your own website. For example, when someone clicks from one page to another within your site by clicking on a link, page name or other navigation device. This report displays the in-site URLs that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

Note: This report will not display if a valid URL is not configured for the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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