



# Visitors

Help Documentation

## 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 .

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

### 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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