



General Information

Help Documentation

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What is SmarterStats?

SmarterStats is a full suite of business analytics tools that helps a business manage its online presence. For example, SmarterStats cost-effectively delivers accurate and detailed website statistics and log analytics for websites on Windows and Linux Web servers. Next, it allows marketers to create Search Engine Optimization reports help improve a site's search rankings and increase traffic. Finally, web developers can use the Site Tuning features to help find issues with how a website is constructed, identify issues such as broken links or multiple redirects, or other issues that can adversely affect how a site is indexed and spidered by Google, Yahoo!, Bing and even international search engines.

SmarterStats is an ideal platform for any sized business, from a single site running on a single server to tens of thousands of sites across a fully-distributed, multi-platform network. SmarterStats supports numerous log file types such as Internet Information Server (IIS) and Apache on Windows and Linux Web servers. The unique methodology in which SmarterStats interprets and converts log files reduces disk space utilization up to 85% while creating an ideal platform for reporting statistics, data mining, site tuning and search engine optimization reporting.

Professional vs. Enterprise Editions

SmarterStats Professional is built and priced for companies or individuals who support one or more sites on a single server. It includes virtually the same feature-set as the Enterprise version of the product without the support for a distributed environment.

SmarterStats Enterprise is built for companies such as medium to large Web hosts, Internet service providers, corporations or various other enterprise-level organizations running a distributed network. Using a single Web interface plus a Windows service that is installed on each log-generating server, the functionality of SmarterStats Enterprise is optimally distributed across your network to provide advanced features for system administrators and end users alike. This results in fewer software licenses and a reduction in hardware costs associated with additional servers. SmarterStats Enterprise can reduce the number of reporting servers 30-to-1 over competing products.

Finally, SmarterStats Enterprise provides industry-standard Web services that allow easy integration into external applications. This means that the vast majority of management tasks associated with providing log analysis (adding or deleting sites and users, etc.) are fully automated. This drastically reduces the cost of ownership for system administrators. Because of this, SmarterStats is the log analytics package of choice for some of the largest companies in the world.

SmarterStats Edition Explanation

Professional Edition vs. Enterprise Edition

SmarterStats Professional has all of the features you need in a complete business analytics solution, including Web log analytics, search engine optimization and site tuning. SmarterStats Enterprise offers additional features, including:

- Custom reporting
- Scheduled and on-demand email reports
- Support for up to 30,000 websites spread over multiple Web servers per SmarterStats installation
- Reports across distributed networks on a virtually unlimited number of servers
- Propagation of settings across distributed networks

SmarterStats Free

SmarterStats Free includes the same functionality as SmarterStats Enterprise, but does not include support for distributed analysis and is limited to a single site and a single SEO campaign. This is to give you an opportunity to try all of the features out before making a decision on which edition to purchase.

Features	Free 1	Pro	Enterprise
Licensing			
Allows for multiple sites per server		•	•
Distributed analysis across multiple servers			•
Business Analytics			
Site activity reports (traffic, visitors, files, paths, referrals, etc.)	•	•	•
Demographic reports (browsers, devices, OS, geographic, etc.)	•	•	•
Server activity reports (includes server utilization breakdown)	•	•	•
Spider and bot reports	•	•	•
Site tuning	•	•	•
Data mining	•	•	•
Search Engine Optimization			

SEO campaigns	•	•	•
SEO reports (search engine ranking, keyword, competitor, etc.)	•	•	•
Keyword suggestion tool	•	•	•
Competitor suggestion tool	•	•	•
Administration			
Administration from a Web browser	•	•	•
Getting Started wizard	•	•	•
Support for rotating logs	•	•	•
Auto-detect log file types	•	•	•
Custom skinning	•	•	•
Review and download log files from interface	•	•	•
Mass propagation of settings for sites	•	•	•
Mass propagation of settings for servers			•
User impersonation	•	•	•
Import site settings directly from IIS	•	•	•
Requires no database backend	•	•	•
Standalone Web server included	•	•	•
Optional IIS integration	•	•	•
Easy site setup	•	•	•
Background processing	•	•	•
Automation with Web services	•	•	•
Architecture and Log Files			
Support for the most common log formats (including .GZ and .ZIP)	•	•	•
Import from multiple log sources	•	•	•
Automated site diagnostics	•	•	•

Compressed SmarterLog files	•	•	•
Low-impact log processing	•	•	•
Log file exporting	•	•	•
Dynamic page support	•	•	•
IP and directory exclusions	•	•	•
Distributed log analysis (FTP, UNC, and SAMBA)			•
Distributed log analysis (remote agent)			•
Reporting			
Separation of human and spider/bot traffic data	•	•	•
Dual axis charting	•	•	•
Filter sets (exclude and/or include data in reports)	•	•	•
Page aliases	•	•	•
Data drill down available from report items	•	•	•
Define custom reports	•		•
Scheduled and on-demand email reports (in more than 20 different languages)	•		•
Geographic mapping	•	•	•
Custom data ranges	•	•	•
Time-zone specific reporting	•	•	•
Customizable chart views	•	•	•
Export reports to CSV and PDF	•	•	•
Clickable URLs in report tables	•	•	•
Web Interface			
Multi-language compatible	•	•	•

Optimized AJAX controls provide desktop application performance	•	•	•
Compatible with most mobile devices and tablets (iPad, iPhone, Android, etc.)	•		•

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How SmarterStats Works

There are three main components that work together within SmarterStats: the Web interface, the SmarterStats service, and the SmarterStats Web server.

Web Interface

The Web interface is a browser-based administration platform that installs on a single server and supports all users as well as administrators who are managing the usage of the SmarterStats application. End users use the Web interface to check statistics, create filters, create custom reports, and more. System and site administrators use the Web interface to add, delete or move sites, as well as to check various administrative functions.

SmarterStats Service

The SmarterStats service is responsible for most of the local processing done by SmarterStats. This includes gathering the log information, processing the log information and communicating results back to the Web interface for display. With the Enterprise edition, the service can reside on the same machine as the Web interface and/or reside on each separate Web server as a remote service. This is the primary reason a single Web interface can handle up to 30,000 individual websites--the majority of information processing is done on each Web server versus processing on the Web interface server. In addition, the local service uses available CPU, but at the lowest priority. This means that if any other application (such as IIS) with a higher priority requires CPU cycles, the stats engine will fall into the background. Setting up a remote service ensures performance of SmarterStats without affecting other applications on the server.

SmarterStats Web Server

SmarterStats includes a basic Web server, so the product is fully functional upon installation even without the existence of IIS or other Web Servers. However, SmarterTools recommends installing

Microsoft IIS 7.0 or higher in place of the SmarterStats Web server for increased performance, reliability and security.