



# Site Settings

Help Documentation

# Site Settings

## General Settings

This feature is only available to site administrators.

Site administrators can use this page to control how the website's log files are processed. For example, SmarterStats can be configured to ignore specific query strings variables, directories or host headers. Note: Some changes to these settings may require a reprocessing of your log files. Keep in mind that statistics are unavailable during reprocessing.

To access this section, click the settings icon . Then expand the Site Settings folder and click General Settings in the navigation pane. The general settings will load in the content pane and the following tabs will be available:

### Options

Use this tab to specify the following options:

- Site URL - The URL of the website in which you are gathering statistics for.
- Time Zone - Select your time zone from the list.

### Ignore Items

Use this tab to specify items that should be ignored:

- Query string items to ignore - If you have query string variables in your site that have near random values such as page refresh randomizers or session IDs, add the names of the query variables to this text box, separated with commas. If you enable this option, the system will start ignoring the value of those variables when calculating page hits. The hits will still be registered, but without that variable. Please note that this option is a pre-filter, meaning that once you enable it, you cannot get the values of those variables back unless you keep the original logs.
- Enable removal of URL items after semicolon - Check this box if the website passes session variables in the URL separated with a semicolon.

### Log Processing Rules

Use this tab to add exclusions or inclusions to your stats data. These act as pre-filters and allow a sub-site to be created that ignores specific directories, host headers or hits from specific IP addresses. Unlike filter sets, exclusions and inclusions are processed before logs are analyzed, meaning that SmarterStats acts as if removed rows do not exist in the logs. (Whereas filter sets simply hide the data from specific reports.)

To create an exclusion or inclusion, click the Add menu in the content pane toolbar and click Log Processing Rule . The following options will be available:

- Type - To specify the type of item to be included or excluded from log processing, select the appropriate option from the list. Depending on the item selected, you may be asked to provide the specific directory, IP address, path, filename or host header. Available rule types are: Exclude an IP Address, Exclude a Range of IP Addresses, Exclude a File, Exclude a Directory (and children), Include a Directory (others will be ignored), Exclude a Host Header, Include a Host Header or Exclude a Request URI.

## Query Variables

Query variables can be used to differentiate multiple pages that would normally be processed and displayed as only one page. Use this tab to specify query variables that should be processed as separate pages based on the variables passed through the page. For example, imagine you're tracking the following URLs: `http://www.mydomain.com/dir1/page.php?src=test1`

`http://www.mydomain.com/dir1/page.php?src=test2`

`http://www.mydomain.com/dir1/page.php?src=test3` Without a query variable, reports would display these pages together as `"/dir1/page.php"`. After adding a query variable and reprocessing the site stats, reports would then display the following: `/dir1/page.php?src=test1 /dir1/page.php?src=test2 /dir1/page.php?src=test3`

To add a query variable to SmarterStats, click the Add menu in the content pane toolbar and click Query Variable . The following options will be available:

- Match Type - To specify how the page information is used to determine which pages are query variables, select the appropriate option from the list.
- Page - The page information used to determine which pages are query variables. From the example above, if the match type is set to Exact, you would enter `"/dir1/page.php"`. If the match type is set to Ends With, you would enter `"page.php"`.
- Query String Variables - The variables used to determine which pages are query variables. From the example above, the query string variable would be `"src"`. This denotes that if the variable has a value of 1, it would be treated as a separate page from a value of 3. Note: An equal sign (=) is not required in the list, and a warning will display when one is present.

## Email Settings

This feature is only available to site administrators using SmarterStats Enterprise.

Site administrators can use this section to customize how SmarterStats sends scheduled email reports. To use the default values set by your system administrator, leave the options on this page blank.

To access this section, click the settings icon . Then expand the Site Settings folder and click Email Settings in the navigation pane. The email settings will load in the content pane and the following options will be available.

- From Address - The email address from which reports will be sent.
- SMTP Server - The mail server that will be used to email reports. Note: If you wish to use a port other than 25 for your SMTP Server, include it after the server name or IP with a colon. For example, if your mail server is mail.example.com and it listens on port 10000, use mail.example.com:10000 as the server name.
- From Display Name - The friendly name that emails sent from SmarterStats will show as being sent from.
- SMTP Server - The name or IP Address of the server SmarterStats should send email from.
- SMTP Server Port - The port number that should be used when sending email through SMTP. In most cases, the SMTP server port is 25.
- Enable secure sockets layer (SSL) - Select this option if your server requires SSL authentication.
- 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 SMTP server. In some cases, this may be the full email address of the account.
- Password - The corresponding password used to authenticate with the SMTP server.

## Export Logs

Site administrators have the ability to export processed log files into a single compressed file that contains the daily logs for the specified date range. Logs can be exported in any log file format, regardless of the original web server that initially created the log files. This means that, even if your site is hosted on a Windows server running IIS, you will be able to export your log files in an Apache format.

To export log files, click the Settings icon . Then expand the Site Settings folder and click Export Logs in the navigation pane. The export settings will load in the content pane:

- Start Date - Enter the start date for the desired date range of logs that should be exported.
- End Date - Enter the end date for the desired date range of logs that should be exported.
- Output Type - Select the log file format desired for the exported logs. Available options are IIS - W3Cex Log Format, IIS - Microsoft IIS Log Format, IIS - NCSA Common Log Format, Apache - Common Log Format, Apache - NCSA Extended Log Format, IPlanet - Common Log Format and Other - Common Log Format.

Use the Begin Export button in the content pane toolbar to export the site log files. When the export has completed, click Download to download a zipped, local copy.

Note: Cookies are not maintained in SmarterLogs; if this information is needed by the end user, they will need to maintain a backup of the original log files. SmarterLogs does keep the first cookie used in a session, but does not keep the subsequent cookies.

## Page Alias

This feature is only available to site administrators.

Page aliases are a great way to apply "friendly" names to pages on a site that have long, complex URLs. For example, if your site is dynamically generated or uses query strings for pages, which is a common occurrence with Content Management Systems and shopping carts, using Page Aliases is a great way to simplify how your site data is displayed. This makes it much easier to read and understand the copious amounts of data available within SmarterTrack. To better illustrate how Page Aliases work, here is a concrete example.

Suppose the page URL for a the details page of a product on your site is `"/furniture/home/livingroom/endtables/elegant_collection/detail.aspx?prodid=3,"` where `"prodid=3"` is a specific model of end table. In the reports that return that page's URL, that is how the details page is listed in your results. Now imagine you have 150 different living room end tables featured on your site. Trying to keep the data straight about the different products and pages on your site can be a nightmare.

To resolve the confusion, adding in the Page Alias "Elegant End Table - Cherry" for that long URL makes identifying specific pages, and even specific products, much easier when viewing your reports. This is especially true if you are passing that information along to business owners, partners or even investors. The easier it is to identify information, the more impactful that information will be.

To access this section, click the settings icon . Then expand the Site Settings folder and click Page Aliases in the navigation pane. A list of existing page aliases will load in the content pane.

In addition, Page Aliases can be added right from reports themselves by selecting that option in the dropdown that appears at the end of rows (where applicable).

To add a new page alias, click New in the content pane toolbar. To edit a page alias, select the desired page alias and click Edit in the content pane toolbar. The following options will be available:

- Page Path - The page for which the alias is created.
- Page Alias - The friendly name of the page.

## SEO Settings

This feature is only available to site administrators.

Site administrators can use this page to specify which search engines SmarterStats should use for reporting. By default, SmarterStats gathers data from the following search engines: Google, Yahoo!, Ask and Bing. Note: The search engines available to site administrators are set by the system administrator.

To access this section, click the settings icon . Then expand the Site Settings folder and click SEO Settings in the navigation pane. The SEO settings will load in the content pane.

## Users

This feature is only available to site administrators.

Site administrators can add or delete end users for a particular site in SmarterStats. Users without administrator permissions can access site reports, SEO reports, and user settings. However, only users with administrator permissions can access the research tools, add or edit SEO collections, and change site settings.

To view a list of users for the site, click the settings icon . Then expand the Site Settings folder and click Users in the navigation pane. A list of users will load in the content pane.

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

### User

Use this tab to specify the following user-based settings:

- Username - The username the user uses to login to SmarterStats.
- Email Address - The email address of the user.
- Password - The password the user will to use to log in to SmarterStats.
- Confirm Password - The password the user will to use to login to SmarterStats. Note: To successfully set the password, be sure the text typed into this field matches the text typed into the Password field.
- Mark as administrator - Select this option to give the user site administrator permissions.

## Report Options

Use this tab to edit the following report settings for reports and report items:

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Report Rows - The default number of rows in each table of a report or report item.
- SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.
- Enable IP address resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of resolutions performed per report item.
- Enable percentage indicators in report columns - Select this option to display percentages next to the data in report columns.
- Generate reports automatically on page load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmarterStats slower, but will reduce the amount of clicking you have to do to see reports.