



# Help for Users & Site Administrators

Help Documentation

## **Help for Users & Site Administrators**

### **Logging into SmarterStats**

Users and site administrators will need to obtain the link to the SmarterStats Web interface login page and the Site ID from their system administrator. System administrators can simply use their system admin login and leave the Site ID blank. 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. --%>

### **Site Activity**

#### **Traffic**

##### **Traffic Trend**

This report displays your 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](#) .

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

## Top Query Variables

This report displays the most frequently viewed query variables (webpages that change content based on database information or user settings) 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 .

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

## 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 .

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

## 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](#) .

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

## 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 .

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

## 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](#) .

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

## 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 .

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

## 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 .

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

## **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](#) .

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

### **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](#) .

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

## 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](#) .

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

## 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](#) .

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

## 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](#) .

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

## 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](#) .

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

## 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](#) .

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

## 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](#) .

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

### 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](#) .

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

## **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](#) .

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

## **Demographics**

### **User Agents**

#### **Browsers**

This report displays the most popular browsers used by your visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors. Conversely, if a particular browser becomes less and less popular, or disappears completely from this report, designers can potentially remove any custom coding added to a site specifically for that browser or browser version.

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](#) .

#### **Browser Versions**

This report displays the most popular versions of browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors. Conversely, if a particular browser version becomes less and less



popular, or disappears completely from this report, designers can potentially remove any custom coding added to a site specifically for that browser version.

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](#) .

## Devices

This report displays the mobile and desktop devices used by website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by visitors to the site. In addition, this report can be used to better understand the type of traffic that a site receives. For example, if a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

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](#) .

## Mobile Devices

This report displays the mobile devices used by website visitors during the selected date range. It can be used to better understand the type of traffic that a site receives. For example, if a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

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](#) .

## Device Versions

This report displays the most popular versions of the devices (mobile or desktop) used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

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 .

## Operating Systems

This report displays the most popular operating systems used by your website visitors during the selected date range. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift. Note: Some user agents, such as Microsoft Web Service Client, do not send information about the platform they are running on. In those cases, they will be categorized as "unknown" in 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 .

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

## Operating System Versions

This report displays the most popular versions of operating systems used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the operating systems used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

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 .

## User Agents

A user agent is the raw information relating to the visitor connecting to your site. Whenever someone, or some thing, connects to your website, they are passing information pertaining to the agent used to connect to your site. While most see Internet Explorer as the method of connection, a Web server sees something like: mozilla/4.0 (compatible; msie 6.0; windows nt 5.0). This is the user agent. Web browsers, search engine spiders and robots, and various website monitoring tools all have specific user agents.

This report displays information about the user agent and is most commonly used by advanced users

and website developers. For example, this report can be used to determine the proportion of users that are using traditional Web browsers versus accessing your site via mobile phone or other devices.

In addition, the user agent string is one of the criteria by which Web crawlers can be excluded from certain pages or parts of a website using the robots.txt file. This allows webmasters to request exclusion of individual webpages or directories from the data gathered by a particular crawler, or when a particular crawler is using up too much bandwidth, by requesting that crawler not to visit certain pages.

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 .

## **Countries**

### **World Countries**

This report shows the traffic from the countries of the world, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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 .

### **African Countries**

This report shows the traffic from the countries of Africa, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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](#) .

## Asian Countries

This report shows the traffic from the countries of Asia, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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](#) .

## European Countries

This report shows the traffic from the countries of Europe, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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](#) .

## North American Countries

This report shows the traffic from the countries of North America, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may

be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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](#) .

## Oceanic Countries

This report shows the traffic from the countries of Oceania (i.e., Australia, New Zealand, Tazmania, etc.), with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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](#) .

## South American Countries

This report shows the traffic from the countries of South America, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular country it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

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](#) .

## Regions

### United States

This report shows the traffic from the states of the United States of America, with the highest activity state being listed first. The states that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular state it may be worth starting a PPC campaign to further increase that traffic or, if the business has a brick-and-mortar storefront, exploring the possibility for opening a business in that state.

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](#) .

### Canadian Provinces

This report shows the traffic from the provinces of Canada, with the highest activity state being listed first. The provinces that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular province it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that province. (e.g., a French Canadian version specifically for Quebec).

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](#) .

## Cities

### World Cities

This report shows the traffic from cities around the world, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that city.

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](#) .

## African Cities

This report shows the traffic from the cities and countries of Africa, with the highest activity country being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .

## Asian Cities

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city. 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](#) .

## European Cities

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .

## North American Cities

This report shows the traffic from the cities and countries of North America, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .

## Oceanic Cities

This report shows the traffic from the cities of Oceania, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .



## South American Cities

This report shows the traffic from the cities and countries of South America, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .

## United States Cities

This report shows the traffic from the cities and states of the United States of America, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .

## Canadian Cities

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be

worth starting a PPC campaign to further increase that traffic or even possibly creating a landing page specifically for visitors from that city.

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](#) .

## [Server Health](#)

### [Server Responses](#)

#### **Result Codes**

When a request is made to your server for a page on your website (for instance, when a visitor accesses your page in a browser or when a spider crawls the page), your server returns a result code (also called an HTTP status code) in response to the request. This report item shows the most common codes returned by your server during the selected date range. Codes are grouped according to the list below:

- 200-level codes - Indicate a successful return of data. 2xx codes are good.
- 300-level codes - Indicate that the browser was redirected to another site resource. 3xx codes do not usually indicate a problem.
- 400-level codes - Indicate that a resource was either not found or was denied for some reason. If you get many 4xx codes, it may be worth investigating the cause.
- 500-level codes - Indicate that an error occurred while responding to the request. If you get many 5xx codes, it may be worth investigating the cause.

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](#) .

#### **404 - Page Not Found**

This report displays a list of the files that a visitor attempted to access that no longer exist on the server, possibly because they were deleted, they were never created or the URL was misspelled. While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Using data mining to find the referrers to the 404 pages will yield useful information as to the cause.

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.
- 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.
- 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 .

## 5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

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 .

## **Server Utilization**

### **Activity by Server IP**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if one server is being utilized more than others and/or to get an overall idea of the health of the environment.

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](#) .

### **Activity by Server Name**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if one server is being utilized more than others and/or to get an overall idea of the health of the environment.

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](#) .

### **Activity by Hostname**

If your website has multiple host headers pointing to it, this report displays the activity by hostname. Users and site administrators can use this information to determine which host header is more popular.

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](#) .

### **Time Taken by Server IP**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if a specific server is slow to generate pages.

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](#) .

## **Time Taken by Server Name**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if a specific server is slow to generate pages.

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](#) .

## **Time Taken by Hostname**

If your website has multiple host headers pointing to it, this report displays the activity by each hostname. Users and site administrators can use this information to determine if a specific host header is slow to generate pages.

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](#) .

## **Page Utilization**

### **Page Bandwidth In**

This report displays the incoming bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to pages that allow file uploads. Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

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](#) .

## Page Bandwidth Out

This report displays the outgoing bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression 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](#) .

## Page Time Taken

This report displays the average time taken for specific pages to load in the given timeframe. Website developers can use this report to identify the pages that need the most optimization with regards to page loading.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching. 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](#) .

## Document Bandwidth Out

This report displays the outgoing bandwidth for documents on the site. Website developers can use this report to identify files that could be compressed or reduced in size.

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](#) .

## **Download Bandwidth Out**

This report displays the outgoing bandwidth for downloads on the site. Website developers can use this report to identify files that should be compressed for downloads.

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](#) .

## **Image Bandwidth Out**

This report displays the outgoing bandwidth for images on the site. Website developers can use this report to identify images that could be compressed or reduced in size. In addition, site owners can use this report to spot potential image "leechers" - those who steal images or link to images for use on their own websites. Note: Many image optimization software products and services are available online. In general, these can greatly reduce the size of images without sacrificing image quality.

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](#) .

## **Spiders and Bots**

### **Traffic**

#### **Spiders**

Spiders and robots are applications that crawl the Web indexing and retrieving content, usually for the benefit of search engines, information resources, and news organizations. For example, the primary search engine robots for Google, Bing, and Yahoo! are Googlebot, Slurp, and MSNbot.

This report displays information about the search engine spider activity (spider, page views, hits, and bandwidth) on your website. Site administrators and users can use this report to evaluate and enhance their SEO 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](#) .

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

## Spider Traffic Trend

This report displays all of the spider and/or bot activity (page views hits, and bandwidth) on your website for the selected date range. 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](#) .

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

## Files

### Pages Not Indexed

This report displays a list of the webpages that were not indexed by spiders and/or bots. Site administrators and users can use this report to determine which pages may not be available in search engine results pages. Pages can be excluded for a number of reasons. For example, they're excluded in robots.txt files, there are no internal links to the pages, 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](#) .

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

### Pages Indexed Not Viewed

This report displays a list of the webpages that were indexed by spiders and/or bots but that were not viewed by the public. Site administrators and users can use this report to identify pages that may have been deleted recently or that may need to be optimized to increase page views.

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](#) .

### Spider Pages

This report displays the top pages of your website crawled by spiders and/or bots. By selecting a specific spider in the report options pane, you can see the top pages indexed by that spider.



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.
- 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.
- 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 .

## Spider Directories

This report displays the website directories (folders and paths) that received the most page views by spiders and/or bots.

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 .

## Spider Top Files

This report displays the website files (web pages, images, etc.) most frequently accessed by spiders and/or bots, regardless of the file extension.

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.
- **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.
- **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](#) .

## [Server Responses](#)

### **Spider 404 - Page Not Found**

This report displays a list of the files that a spider attempted to access that no longer exist on the server, possibly because they were deleted, they were never created or the URL was misspelled. While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Typically, a 404 result to a spider will result in the page being removed from the spider's index and could affect your SEO 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](#) .

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

### **Spider 5xx - Server Errors**

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting

problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

Spiders encountering 500-level errors will usually try loading the page again later. After several failed retries, the page will likely be removed from the spider's index.

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](#) .

## **Server Utilization**

### **Spider Page Bandwidth In**

This report displays the incoming bandwidth for pages on the site accessed by spiders and bots. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to pages that allow file uploads. Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

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](#) .

### **Spider Page Bandwidth Out**

This report displays the outgoing bandwidth for pages on the site hit by spiders and bots. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression 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 .

## Spider Page Time Taken

This report displays the average time taken for specific pages to load in the given timeframe when hit by spiders and bots. Website developers can use this report to identify the pages that need the most optimization with regards to page loading.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching.

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 .

## SEO

### SEO Overview

Improving a website's search engine visibility and competing with other websites for a top position isn't easy. However, SmarterStats users can use the SEO tools to evaluate their site's search engine performance and compare their ranking against their competitors. To access the SEO tools, click the SEO icon .

To start a new SEO Campaign, you will want to click the New button. For more information, see SEO Campaigns .

NOTE: SEO checks are performed in 2 minute intervals to protect the checks from being blocked by various search engines. This should be taken into account when setting up SEO campaigns for various sites, keywords, competitors and more.

### SEO Overview Report

The SEO overview provides general details about your SEO statistics, including the date they were last processed, the search engines being evaluated and the number of keywords and competitors in each campaign.

### SEO Campaigns

An SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to

each product and evaluate the performance of its website against each product's competitors. Note: Although SmarterStats Professional and SmarterStats Enterprise do not have limitations on the number of campaigns, your system administrator may set limits on the number of campaigns that can be created.

Each campaign will have the following report items available:

- Campaign Details - Displays general information about the SEO campaign, including the site URL, keywords and competitors.
- PageRank - Displays the PageRank of your website and your competitors' website.
- PageRank Trend - Displays the PageRank of your site and a competing site during the selected date range.
- Position - Displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. SEO analysts can use this report to compare their website's position for a specific keyword to that of a competitor's. Note: To see these metrics for a different search engine, choose the desired search engine from the report options header.
- Position by Search Engine - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the campaign. Note: To see these metrics for a competing website, choose the desired site from the report options header.
- Position by Keyword - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to evaluate the position of a specific keyword across all search engines. Note: To see these metrics for a competing website, choose the desired site from the report options header.
- Position Trend - Displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range. Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options header.
- Visibility - Displays the link popularity and search engine saturation of your website and your competitors' websites in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.
- Visibility by Competitor - Displays the link popularity and search engine saturation of your website and your competitors' websites by search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.
- Visibility Trend - Displays the link popularity and search engine saturation of your website and a competing website in each search engine. In general, SEO analysts should aim to have

high numbers for popularity and saturation. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns. In addition, any of these report items can be added to a custom report. For a definition of the terms listed in these report items, please refer to the Glossary .

## Creating SEO Campaigns

An SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

To create an SEO campaign, click the SEO icon and then click New in the navigation pane toolbar. The campaign settings will load in a new window and the following tabs will be available:

NOTE: SEO processing requests occur with a 2 minute interval to avoid potential issues with domains and/or IP addresses being blocked by various search engines. This can delay the speed with which data and report items are returned.

### Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
- Site Name - The friendly name used to identify the website the SEO campaign is associated with.
- Site URL - The URL to the website. Type the URL following the format `www.example.com`.

### Keywords

Use this tab to add keywords to the campaign. To add a new keyword, click the Add menu in the toolbar and click Add Keyword . For more information, see Getting Keyword/Competitor Suggestions . The following options will be available:

- Keyword - The keyword to be added to the campaign.
- Enabled - Select this checkbox to enable SEO processing on the keyword. Note: Disabled keywords will remain a part of the campaign, but SEO processing will not be performed on them and they will not appear in applicable reports.

## Competing Sites

Use this tab to add competing sites to the campaign. To add a new competitor, click the Add menu in the toolbar and click Competitor . For more information, see Getting Keyword/Competitor Suggestions . The following options will be available:

- Name - The name used to identify the competitor's website.
- Site - The URL to the competing website. Type the URL following the format `www.example.com`

## Getting Keyword and Competitor Suggestions

SmarterStats' built-in suggestion tools can help SEO analysts refine their SEO campaigns by identifying alternative keywords to monitor and/or identify additional websites that may be competing for traffic.

### Using the Keyword Suggestion Tool

The keyword suggestion tool is available when creating or editing a campaign. Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details . Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see Creating SEO Campaigns .

To access the keyword suggestion tool, click the Keyword tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- Suggestion Method - The method SmarterStats will use to create a list of suggested keywords.
- Site URL - The URL of the site for which you want keyword suggestions. Note: If you are editing an existing campaign, this field may be pre-filled.

### Adding Keyword Suggestions to a Campaign

If the keyword suggestion tool has suggestions that you want to add to your SEO campaign, select the desired keyword(s) from the suggestion list and click Finish . The selected keyword(s) will be added as enabled keywords for the campaign. If there are no keywords that you want to add to the campaign, simply click Cancel .

### Using the Competitor Suggestion Tool

The competitor suggestion tool is available when creating or editing a campaign. Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details . Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see Creating SEO Campaigns .

To access the competitor suggestion tool, click the Competing Sites tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- Suggestion Method - The method SmarterStats will use to create a list of suggested competitors.
- Site URL - The URL of the site for which you want competitor suggestions. Note: If you are editing an existing campaign, this field may be pre-filled.

### **Adding Competitor Suggestions to a Campaign**

If the competitor suggestion tool has suggestions that you want to add to your SEO campaign, select the desired site(s) from the suggestion list and click Finish . The selected site(s) will be added as enabled competitors for the campaign. If there are no competitors that you want to add to the campaign, simply click Cancel .

## **Site Tuning**

### **Site Tuning Overview**

Users and site administrators can use SmarterStats' site tuning functionality to scan their site for problems known to affect a site's search engine ranking, such as broken links, excessive linking, META and title tags, and multiple redirects. By correcting the issues site tuning uncovers, you can improve both the visitor experience and your search engine ranking. To access site tuning, click the site tuning icon .

### **Site Tuning Details Report**

The site tuning details report provides general information about the site scan, including the site URL, number of pages and links scanned and the number of issues identified.

### **Site Tuning Results**

Users and administrators can view site tuning results by the severity of the issue(s) or by the type(s) of issue. When a site tuning scan is performed, potential issues may fall under one of the following types:

#### **Blank Page**

It's important that every page of your website includes quality content. Empty website pages may indicate that your website is under construction and can lower the credibility of your website to both visitors and search engines. Possible fixes include creating unique content for the page or deleting the page. Note: If you choose to remove the page from your site, there may be unintended consequences, such as newly broken links if other pages linked to this page.



### **Broken Link**

Broken links are a serious problem and can adversely affect your website's search engine ranking. Poor usability from broken links can drive visitors away and can prevent search engines from properly indexing your website. Possible fixes include updating/correcting the URL, using a redirect or removing the link. Note: SmarterTools recommends double-checking any broken links to make sure the website wasn't temporarily offline or overloaded when the scan was performed.

### **Cache Expiration**

Website visitors and search engines like sites that load quickly. Well-coded pages send freshness indicators with each request to the server so the Web browser can pull files directly from the browser's cache on subsequent visits. This negates the need for server validation until the expiration time is reached and greatly improves the responsiveness of the website.

### **Duplicate Page**

Best practices dictate that you should eliminate, to the best of your ability, the occurrence of duplicate pages in search engines. While the site tuning scan does not identify duplicate content issues with another website, it does notify you if pages within your website have duplicate content. Possible fixes include rewriting the content on one page or deleting one of the duplicate pages. Note: If you choose to remove the page from your site, there may be unintended consequences, such as newly broken links if other pages linked to this page.

### **Images Missing Alt Tags**

An alt tag denotes an alternate text for an image if the image cannot be displayed. They are also useful for visually impaired users and improving accessibility of your website. Alt tags should be detailed in nature and used to describe what the images are displaying. In addition, alt tags should contain SEO rich content as they can help increase SEO results.

### **Long Description**

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. Meta description tags can be short or long, but long descriptions won't display in full on SERPs. Most SEO experts recommend that the description be 100-200 characters.

### **Long Title**

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. Most SEO experts recommend that the title be under 65 characters to ensure the full title displays in the SERPs.

### **Long View State**

Search engines generally ignore ViewState code, but large quantities of ViewState code will force the actual content of the page further down in the HTML. Since search engines may analyze only the first 100 KB of a page, it is possible that the ViewState block may prevent search engines from indexing page content. Possible fixes include disabling ViewState on pages that don't need it or moving the ViewState code to the bottom of the page.

### **Missing Canonical**

If your webpages load with both `www.example.com` and `example.com`, you have not specified the preferred link structure. Failing to properly define the canonical URL results in duplicate content penalties, as search engines will view all URL versions of a webpage as different websites. Adding a canonical URL tag to the HTML header or robots.txt file will tell search engines to treat the page as a copy (rather than a separate and distinct page) and that the link and content metrics should technically flow back to the preferred URL.

### **Missing Description**

The meta description provides the search engine a brief description of the page content. While this description is not visible to website visitors, a search engine usually displays the descriptions in the SERPs. A good description might encourage search engine users to visit your website instead of others. If your page doesn't have a meta description, the search engine may arbitrarily choose text to display in the SERPs, which may result in less search engine traffic. Most SEO experts recommend that the description be 100-200 characters.

### **Missing Sitemap**

A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can more intelligently crawl the site. Creating a sitemap is not difficult and there are services available that can help you create a sitemap quickly.

### **Missing Sitemap Page**

A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can more intelligently crawl the site. It is important to ensure that all the URLs in the sitemap are up-to-date and direct to an existing webpage. Possible fixes include correcting the URL, adding the missing page or removing the URL from the sitemap.

### **Missing Title**

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or

tabs, in the SERPs and as anchor link text on external websites. If your page does not have a title, the search engines may arbitrarily choose text to display in the SERPs, which may result in less search engine traffic. Most SEO experts recommend that the title be under 65 characters to ensure the full title displays in the SERPs.

### **Multiple Descriptions**

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. While this description is not visible to website visitors, the search engine usually displays the descriptions in the SERPs. There is no benefit to having multiple meta descriptions as the search engine will only use one of them or display arbitrary text from the site. Keep the most descriptive and keyword-rich description and delete the rest from the page.

### **Multiple Redirect**

Redirection is the process of forwarding one URL to a different URL. A 301 redirect is a permanent redirect which passes between 90-99% of link juice (ranking power) to the redirected page and is the preferred method for implementing redirects on a website. However, multiple 301 redirects (i.e, when a link on page A redirects to page B and page C before going to the intended page) will affect the ranking of that page. For this reason, it is best to do a one-to-one 301 redirect from the old page to the new page.

### **Multiple Titles**

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. There is no benefit to having multiple titles, as the search engine will only use one of them or display arbitrary text from the site. Keep the most descriptive title and delete the rest from the page.

### **Robot File Missing**

The robots.txt file has become a standard way of giving instructions to the search engines concerning your website, such as the location of the XML sitemap or which pages to exclude from indexing. For this reason, all sites should have a robots.txt file in the root directory.

### **Same Title and Description**

Because the title and meta description summarize the content of a specific webpage, it is important that each page of your site have a unique title and description. These tags help the search engines determine the relevancy of a page and can play an important role in determining how a page ranks in the SERPs. Rewrite the title and descriptions to ensure they are unique and relevant to the content on each page.

### **Short Description**

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. Meta description tags can be short or long, but short descriptions may not provide enough information to entice search engine users to click. Most SEO experts recommend that the description be 100-200 characters.

### **Short Title**

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. Most SEO experts recommend that the title be at least 20 characters.

### **Too Many Links**

Linking to internal and external webpages is a good practice, provided the links are relevant to the content on the page. However, search engines may penalize a site if there are too many links on a page as this can indicate the site is spammy or is lower quality. Keep the links on a given page to a reasonable number. To help determine the correct number of links on a given page, think about the visitor experience: When they run across a link, they either click the link to get to the information they are searching for or they ignore the link and continue reading the current page. If you have 100 links on a single page, you are asking the visitor to choose 100 times whether they think the link provides the information they seek.

### **Too Many Scripts**

Although scripts like JavaScript can be great for adding interesting elements to your website that will make it more user-friendly, too many scripts they can also slow a site to a crawl. Because both website visitors and search engines like sites that load quickly, it is recommended to remove unnecessary script and/or combine multiple scripts when possible.

## **Performing a Site Tuning Scan**

Users and site administrators can use SmarterStats' site tuning functionality to scan their site for more than 20 problems known to affect a site's search engine ranking, such as broken links, excessive linking, META and title tags, and multiple redirects.

To perform a site scan, click the site tuning icon . Then click Site Tuning Details in the navigation pane. The site tuning details will load in the content pane and the following options will be available in the content pane toolbar:

- Scan Site - Scans/re-scans the site for errors or potential issues affecting the visitor experience and search engine ranking.

Depending on the size of your website, the site tuning may take a few seconds or a few minutes. For more information on site tuning and the possible issues it identifies, see [Site Tuning Overview](#) .

## Custom Reports

### Custom Reports

This feature is only available in SmarterStats Enterprise.

Most of the report items display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis. With custom reports, statistics from multiple report items can be combined to give site administrators and users a comprehensive analysis of your website.

To access the custom reports, click the custom reports icon . A list of custom reports will load in the navigation pane and the following options will be available in the navigation pane toolbar:

- New - Creates a new custom report.
- Actions - Click this button and choose the appropriate option to select all reports or delete the selected report(s).

By default, SmarterStats includes the following custom reports, which you can modify to meet your unique needs:

- CEO Overview - The CEO report is designed to give the chief executive officer an overview of the website statistics and reports used by the other employees in the organization (such as top pages, referring sites, browsers and traffic trends).
- Marketing - The marketing report is a useful tool for an individual in marketing to make informed decisions about search engine marketing campaigns, as well as to see the impact a banner advertising or showcase advertising campaign has on website traffic and/or sales. This report shows which search engines provide the most referring traffic, and which keywords and phrases are pointing users to their site. Using this report, site administrators and users can target specific entry pages in their advertising campaigns, judge which campaigns are most effective, or even compare the statistics returned by SmarterStats with the statistics given by the sites featuring the advertising.
- Search Engine - The search engine report contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine.

- **Site Activity** - The site activity report is designed to give you a snapshot of the activity on your website. The report includes statistics relating to views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details.
- **Site Usage** - The site usage report is designed to give the user a complete and thorough look at bandwidth usage from every angle. Using this report, a site owner can see what files are responsible for the highest bandwidth usage and act accordingly (optimize, etc.).
- **Site User** - The site user report displays information about the users that are visiting your site, such as browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details.
- **Webmaster** - The webmaster report gives the webmaster a look at the browsers and platforms connecting to the site, along with any errors (404, 500, etc.) that may happen. Additionally, the top documents and downloads by views/visits and top entry pages will be displayed. The webmaster can then target obvious or potential trouble spots on a site, optimize pages and/or graphics, or work in cooperation with a SEO or marketing specialist to help drive traffic to particular pages.

## Viewing Custom Reports

Because custom reports may include an unlimited number of report items, some may take a while to load. To view a custom report, select the desired report from the navigation pane. The report will load in the content pane and the following options will be available in the content pane toolbar:

- **Generate Report** - Processes the report data and loads the custom report in the content pane.
- **Edit** - Edits the custom report settings.
- **Delete** - Permanently removes the report from the list of custom reports.
- **Email** - Sends a copy of the custom report to the desired recipient(s).
- **Export** - Exports the report in CSV or PDF format.
- **Print** - Prints the report.

## Creating Custom Reports

To create a new custom report, click the custom reports icon and click **New** in the navigation pane.

When editing or creating a custom report, the following configuration tabs are available:

### Custom Report

Use this tab to specify the following options:

- **Name** - The name of the custom report.

## **Report Items Use this tab to specify which report items to include in the custom report:**

- Report Item - The specific report item to be added to the custom report. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item. This defaults to the name given by SmarterStats for the report item selected, but can be changed.
- Date Range - The time period for which report item data is collected.
- Rows - The number of rows that should display for this report item in the custom report.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc.) will be sorted in descending order when selected.
- Chart - To specify a specific chart type, select the appropriate option from the list. Note: 3D charts will use the perspective selected in My Settings.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the custom report.
- Campaign - The specific SEO campaign that will be applied to the report item.
- Competitor - When selecting SEO report items, the specific competitor you want to compare against.
- Site - The specific website that will be applied to the report item.
- Search Engine - The specific search engine that will be applied to the report item.

Note: To add a report item to the report, click the Report Items tab and click Add Item in the toolbar.

## **Data Mining**

### **Data Mining Overview**

While the default reports available in SmarterStats provide a general overview of the various statistics extracted from your log files, data mining allows site administrators and users to drill-down and analyze statistical data on a deeper level. These reports are an invaluable resource for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your investment(s) or for a variety of other tasks requiring a large-scale, detailed analysis of website traffic.

To reduce the complexity often associated with data mining, SmarterStats presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they

need to evaluate the effectiveness of an online marketing or advertising campaign. For more information, see [Data Mining Report Types](#) .

To access data mining reports, click the data mining icon . The following options will be available in the navigation pane:

- **Report** - Select the data mining report you would like to run on the selected file. For more information on each report, see [Data Mining Report Types](#) .
- **Filename** - The file to be data mined. To browse for a specific file, click the folder icon to the right.
- **Start and End Date** - The time frame on which the data mining report statistics are generated.
- **Rows** - The number of rows in the data mining report.
- **Chart** - The chart type displayed in the data mining report.
- **Filter Set** - The filter set that should be applied to the data mining report.

You can also perform data mining by selecting it from the dropdown arrow next to items returned in a report (where applicable).

## Data Mining Report Types

Site administrators and users can choose to generate the following data mining report types:

- **Daily Activity** - This query allows you to select a single page or resource contained within your website and see the daily activity over time. This type of mining is good to identify trends in the activity of that resource and to see if people are accessing the file more or less than they used to.
- **Entry Pages** - This query allows you to select a single page contained within your website and see the top pages used to access the page. This is a particularly useful form of data mining that allows you to track where people are coming from when they access a specific page. For example, if a page is specified in an advertising campaign or marketing campaign, users can see exactly how people are accessing that page and verify any information that is given by the particular site that contains the advertising.
- **Exit Pages** - This query allows you to select a single page contained within your website and see the last pages people viewed before exiting the website. This is useful in order to track how far users get in a process (such as placing an order) and where they are exiting your site.
- **IP Addresses** - This query allows you to track which visitors (IP addresses) most often requested a file on your website. When used in conjunction with other data mining queries, this report is helpful in understanding the behavior of visitors that request certain files.
- **Paths through Page** - This query allow you to track the most common paths taken for visitors that request a specific file. This report is useful in understanding how visitors are accessing



various files on your website.

- **Query Items** - This query allows you to view the various query string items that are passed to a particular page of your website. A typical example is the SmarterStats help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which individual items were passed to generate the page. Note: This report differs from the Query Strings report in that it separates each query string item and reports them individually.

For example, assuming you have a hit that looks like

`/help/default.aspx?section=Administrator&page=Getting+Started`. The Query Items report will show two lines: One for `section=Administrator` and one for `page=Getting+Started`. Conversely, the Query Strings report will show one line that looks like

`section=Administrator&page=Getting+Started`.

- **Query Strings** - This query allows you to view the various query strings that are passed to a particular page of your website. A typical example is the SmarterStats help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which query string was passed to generate the page. Note: This report differs from the Query Items report in that it does not separate query string items. For example, assuming you have a hit that looks like `/help/default.aspx?section=Administrator&page=Getting+Started`. The Query Items report will show two lines: One for `section=Administrator` and one for `page=Getting+Started`. Conversely, the Query Strings report will show one line that looks like `section=Administrator&page=Getting+Started`.

- **Referrers** - This query is useful for marketing or to detect image leeching. For example, if you have an image that you have exposed on other websites that resides on your Web server, the URL it was viewed on is recorded every time a browser views your image. This report will list the top URLs or "referrals" in which your image was viewed. If you have a nice graphic, chances are that someone else will want to use it on their website. If they link your image path to their website, this report will list the top URLs that the image or graphic is viewed from.

- **Referring Sites** - This query reports the original source of visitors that came into your site that eventually hit the page or file you choose. This can be most useful for marketing purposes. For example, if you have a "Thank You" page after a person orders your product, you can identify the original sources of visitors that reached that page, effectively discovering where your orders came from.

- **Top Files from IP Address** - This query allows you to track the files most commonly requested by a particular IP address. This report is useful in understanding the behavior of specific visitors

on your website.

- **Top Paths from IP Address** - This query allows you to track the most common paths taken by an IP address during its visits to your website. This report is useful in understanding the behavior of specific visitors on your website.
- **Username**s - This query allows you to track which authenticated users hit a specific page of your site. This report is useful in understanding the behavior of specific visitors on your website.
- **Visitor Bandwidth** - This query allows users to track the bandwidth usage, total bandwidth usage, and the IP address of requests for specific files you have placed on your website. This report is most useful in detecting web site abuse. Typically, you will identify a high-bandwidth file from Top Files or a related report item, then start data mining on it to discover if there are a few IP addresses that are attempting to use your bandwidth by repeatedly downloading files. Those IP addresses can then be metered or denied access on your Web server.
- **Visits Before Hit** - This query allows you to select a single page contained within your website and see the number of times a person visited the site prior to reaching and viewing the page selected. The report itself shows the IP address of the visitor, the initial entry page for that visitor before they viewed the page selected, and the number of visits before the page selected was viewed.
- **World Cities** - This query allows you to identify the geographic regions that accessed a specific file on your website.

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

## [Settings](#)

### [My Settings](#)

#### **Account Settings**

To edit your personal settings, click the settings icon . Then expand the My Settings folder and click Account Settings in the navigation pane. The account settings will load in the content pane and the following tabs will be available:

#### **User**

Use this tab to edit the following user settings:

- **Username** - The name used to log into SmarterStats.
- **Email Address** - The full email address that's associated with the user.
- **New Password** - To change the current password, type in the new password the user wants to

use to log into SmarterStats.

- Confirm Password - Re-type the new password the user wants to use to log into SmarterStats.

Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.

## 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.

## Filter Sets

Site administrators as well as general users can use filter sets to view only the data they want to see in reports. Filter sets are created with a combination of website directories or single pages to limit the report data, allowing users to quickly flip between subsets of data when viewing reports.

For example, suppose your company sells furniture. In the reports you want to view the data associated with all bedroom furniture, except for a specific product ID for a nightstand that is being discontinued. The URL for the bedroom furniture page of the website might be `/furniture/bedroom.aspx`. To narrow down the reports to only bedroom furniture you would enter this directory in the Included Items field. Then, to exclude the discontinued nightstand, enter `/furniture/bedroom/nightstands/elegant_collection/detail.aspx?prodid=3` into the Excluded Items field.

To access this section, click the settings icon . Then expand the My Settings folder and click Filter Sets in the navigation pane. A list of the existing filter sets will load in the content pane if any have already been created.

## Adding a Filter Set

To create a new filter set, click New in the content pane toolbar. The following options will be available:

- Filter Name - The name of the filter set.
- Included Items (one per line) - Type the items you want added to the filter, one per line. Any text field in reports that contain any item in this list will be kept in the report and its values will remain in the summary line. Note: Filters are NOT case sensitive.
- Excluded Items (one per line) - Type the items you want excluded from the filter, one per line. Any text field in reports that contain any item in this list will be excluded from the report and its values will be removed from the summary line. Note: Filters are NOT case sensitive.
- Mark as default filter set - Check this box to automatically apply this filter set to reports upon loading. Note: If left unchecked, you will need to manually apply the filter to each report and click Generate Report to view the report with the selected filter.

## Scheduled Email Reports

This feature is available in Enterprise Edition only

The Enterprise edition of SmarterStats has the ability to email standard and custom reports on a daily, weekly, and monthly basis.

- Daily email reports are sent at 8:00 AM the next day.
- Weekly email reports are sent at 8:00 AM every Monday.
- Monthly email reports are sent at 8:00 AM of the first day of the month.

The reports are generated and sent by SmarterStats according to the time zone configured for that particular site. This gives the Web server a solid opportunity to flush all log files out and allows the system to import the previous day's log file before generating the report. Note: The time zone is configured during the initial site setup, but can be changed by logging in as the site administrator and editing the site importing settings. In addition, system administrators have the ability to change the default time that reports are sent after.

For instructions on how to schedule an email report, please refer to the KB article [Create a Scheduled Email Report](#) . Note: Email reports are only sent if there is data available in the report. Blank reports are not sent so if no data is available a scheduled email will not be sent.

To see which reports are scheduled to be emailed, click the settings icon . Then expand the My Settings folder and click Scheduled Email Reports in the navigation pane. A list of scheduled email

reports will load in the content pane and the following options will be available in the content pane toolbar:

- New - Creates a new scheduled email report.
- Edit - Edits the email options for the report.
- Actions - Click this button and choose the appropriate option to send the selected email report(s) immediately.
- Delete - Permanently removes the selected report(s) from the emailed reports list.

## [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.

## Status

### Log Import Status

This feature is only available to site administrators.

Site administrators can use this page to check the import status of the site's log files. By default, SmarterStats updates the log files every 15 minutes. Site administrators can also use the information provided under the Good Rows and Bad Rows columns to diagnose problems, such as choosing the wrong log file format.

### SEO Processing Status

This feature is only available to site administrators.

If a site has any SEO Campaigns set up, Site administrators can use this page to check the retrieval status of the site's SEO statistics. By default, SmarterStats updates the SEO statistics daily. This process starts at midnight and can last several hours, depending on the number of SEO campaigns, keywords, search engines, etc. that SmarterStats is retrieving statistics for. If needed, site administrators can force SmarterStats to update statistics at any time from the SEO section.