Standard Reports

Help Documentation

Standard Reports

Chief Executive Officer Report

The chief executive officer report is designed to give the CEO an overview look at the website statistics as well as the reports that are being used by the other employees in their organization (SEO, marketing, and webmaster). As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The CEO report contains the following report items:

- Top Pages
- Referring Sites
- Entry Pages
- Paths
- Platforms
- Browsers
- Monthly Totals
- Weekday Totals
- Search Engines Breakdown

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Browser - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Page - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmarterStats considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML,

.IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

Platform - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

Referrer Host - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Search Engine - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Web Site Path (Path) - When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, 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. Therefore, the path for this visit would look like: default.html/product.html/order.html/thank_you.html.

Marketing Report

The marketing report is a useful tool for an individual in marketing to make informed decisions about search engine marketing campaigns, as well as see the impact a banner advertising or showcase advertising campaign on website traffic and/or sales. The individual will be able to see what search engines give the most referring traffic, and what keywords and phrases are pointing users to their site. They will also be able to target specific entry pages in their advertising campaigns, and judge which campaigns are most effective, or even compare the statistics returned by SmarterStats with the statistics given by the sites featuring the advertising. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The Marketing Report contains the following report items:

- • Search Engine Breakdown
- • Phrases
- • Referring Sites
- • Referring URLs
- • Entry Pages
- • Exit Pages
- • Phrase Sources

Terms Used

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Exit Page - The page a visitor leaving your site was on prior to moving to a different website.

Phrase - A phrase shows the entire search string text used by web users to get to your site.

Referrer Host - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Referrer URL - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Search Engine - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Search Engine Optimization Report

The search engine optimization report (SEO) contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The SEO Report is comprised of the following report items:

- Search Engine Breakdown
- Spiders
- Phrases
- Phrase Sources
- Keywords
- Keyword Sources
- Referring Sites
- Referring URLs
- Entry Pages

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Keyword - A keyword represents a single word in the search string text used by web users to get to your site.

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

Phrase - A phrase shows the entire search string text used by web users to get to your site.

Referrer Host - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Referrer URL - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Search Engine - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

Spider - A spider is an automated program that searches and indexes web sites, usually with the intent of providing information for search engines.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Site Activity Report

The site activity report is a collection of report items designed to give you a snapshot of the activity on your website. The subjects touched on include various views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details to name a few. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The report items contained in this standard report are:

- Top Pages
- Top Directories
- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Entry Files
- Entry Pages
- Exit Pages
- Paths
- Top IP Addresses
- Browsers
- Platforms
- Spiders

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Browser - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

Directory - A collection of folders that contain files, regardless of their file extensions, associated with a website. Statistics do not include sub-directories, as those are reported separately.

Document - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. Your administrator may set up additional extensions as documents.

Download - A file that is able to be downloaded, or saved, to a visitor's local machine. Generally, downloads are specified as such by the site owner, and given either freely or charged on a per-download basis. 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. Your administrator may set up additional extensions as downloads.

Dynamic Page - Pages built using a variety of different scripting environments and/or scripting languages. Generally, this includes any page with an extension other than .htm or .html. By default, SmarterStats considers the following extensions to be dynamic pages: .ASP, .ASPX, .CFC, .CFM, .CFML, .CFMX, .CGI, .DLL, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML. Your administrator may set up additional extensions as downloads.

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Exit Page - The page a visitor leaving your site was on prior to moving to a different website.

File - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Image - Images are files that represent graphical bitmaps. 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. Your administrator may set up specific extensions as images. Typically, a single web page can link to several images.

Page - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmarterStats considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML, .IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

Platform - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

Spider - A spider is an automated program that searches and indexes web sites, usually with the intent of providing information for search engines.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Web Site Path (Path) - When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, 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. Therefore, the path for this visit would look like: default.html/product.html/order.html/thank_you.html.

Site Usage Report

The site usage report is exclusively a bandwidth report 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.). As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The report items contained are:

- Weekday Totals
- Hourly Totals

- Monthly Totals
- Top Pages
- Top Directories
- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Top IP Addresses

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Directory - A collection of folders that contain files, regardless of their file extensions, associated with a website. Statistics do not include sub-directories, as those are reported separately.

Document - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. Your administrator may set up additional extensions as documents.

Download - A file that is able to be downloaded, or saved, to a visitor's local machine. Generally, downloads are specified as such by the site owner, and given either freely or charged on a per-download basis. 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. Your administrator may set up additional extensions as downloads.

Dynamic Page - Pages built using a variety of different scripting environments and/or scripting languages. Generally, this includes any page with an extension other than .htm or .html. By default, SmarterStats considers the following extensions to be dynamic pages: .ASP, .ASPX, .CFC, .CFM, .CFML, .CFMX, .CGI, .DLL, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML. Your administrator may set up additional extensions as downloads.

File - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Image - Images are files that represent graphical bitmaps. 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. Your administrator may set up specific extensions as images. Typically, a single web page can link to several images.

Page - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmarterStats considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML, .IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Site User Report

Site user report gathers and displays information about the users that are visiting your site. The contained information references browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The report items contained in the site user report include:

- Browsers
- Browser Versions
- Platforms
- Top IP Addresses

- Recent Visitor Stats
- Recent Visitor Details

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Browser - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

Current Page - The current page is the most recent page that the visitor requested on the site.

Entry Page - The entry page is the first page a web site visitor goes to during a visit

First Hit - First Hit represents the date and time that the visitor first hit your web site during this visit.

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Last Hit - Last Hit represents the date and time that the visitor was last active on your site

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

Platform - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Webmaster Report

The webmaster report will give 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 Search Engine or Marketing specialist to help drive traffic to particular pages. As this is a

Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The webmaster report contains the following report items:

- Browsers
- Browser Versions
- Platforms
- Result Codes
- 404 - Page Not Found
- 5xx - Server Errors
- Top File Types
- Entry Pages

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Browser - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Extension - The extension represents the type of file hit by a web site request.

File - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

Platform - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

Result Code - Result codes are returned by your web server, and indicate whether or not resources were successfully downloaded from your web site. Large numbers of 404 errors, for example, may indicate a problem with your web site links.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.