



Reporting

Help Documentation

Reporting

The Home Page

The Home Page is the first thing you will see when logging into your site's statistics. SmarterTools has organized some of the most useful metrics into the home page for quick reference. Data displayed is for the last 7 days.

- Views and Visits - The number of page views that have happened on a daily basis along with the total number of visits
- Bandwidth Usage (KB) - The total amount of bandwidth used per day
- Top Pages - The top 10 pages that have been hit on your site in the last 7 days
- Top Referrers - The top 10 sites that referred people to your site. It is not unusual to see your own domain near the top of the list
- Search Engines - The top 5 search engines that referred people to your site
- Top Search Phrases - The top 10 search phrases that referred people to your site

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.

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.

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.

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.

Understanding Report Items

Report Items are the backbone of the SmarterStats application, and every statistic taken from your log files (e.g. Top Paths) is considered a Report Item. Report Items contain a single table of information and optionally, a chart.

Standard Reports and Custom Reports contain various Report Items. For example, a "Webmaster Report" would have a "Top Path" report item, a "Top Entry Pages" report item, etc.

SmarterStats provides a Report Item tree on the left sidebar. Using this sidebar, end-users know all the Report Items that are available for use.

For more information about report items, refer to the Report Reference from the tree on the left.

Understanding Standard Reports

As described in the Report Items help topic, Report Items display only one type of statistic taken from your log files. Standard Reports, on the other hand, are a collection of Report Items that serve to convey information as a whole, rather than one piece at a time, and are most beneficial to a particular person or occupation. For example, a Webmaster maintaining a site would find the Webmaster Report to be very beneficial as it includes many Report Items relating to the website (visitor statistics, browsers used, server errors, etc.).

To learn how to make your own collections of Report Items, please refer to the help topic Custom Reports .

For more information about the options when viewing reports, refer to the topic Using the Report Interface .

Understanding Custom Reports

This feature is available in Enterprise Edition only

Custom Reports are similar to Standard Reports ([more info](#)) except that with Custom Reports, you are able to add the Report Items you find most beneficial and generate your own Report.

SmarterStats comes with many Standard Reports but it may not have all the report items you would like to see. For information on how to create a custom report [click here](#) . After you name and save the report, it will immediately be listed under the Custom Reports section of the sidebar.

For more information about the options when viewing reports, refer to the topic [Using the Report Interface](#) .

Favorites

Favorites are a new feature added to SmarterStats that allows you to quickly access common report items and settings, similar to a shortcut. An [example](#) provides the best explanation of how favorites work.

John Doe, a webmaster for a small company, uses SmarterStats to compare the activity of his company's site on a monthly basis. Specifically, he is interested in the trend of the web browsers his visitors use. Primarily, he is interested in comparing last month to this month.

John brings up the Browsers report and then he clicks on the "Add To Favorites" link in the right section of the page. Using the dialog, he configures the favorite to be the Browsers report with a date range of Last Month and names it "Browsers Last Month". He then repeats this process and chooses a date range of Month to Date and names the favorite "Browsers This Month."

In the left sidebar, John can now quickly click between the favorites and see the results at a glance, making his day-to-day job much easier.

For more information about adding favorites, see the help topic [My Favorites](#)

Understanding Data Mining

Data Mining is different than other reports. Whereas Custom and Standard Reports provide a general overview of the various statistics available from your log files, Data Mining takes this general information a step further and provides you with fully-detailed reports that allow you to drill-down and analyze your statistical data. These reports are priceless for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your

investment, or for a variety of other tasks requiring a large-scale, fully detailed analysis of your website traffic.

You can begin to perform data mining by either clicking on the data mining link on the sidebar, or clicking on the data mining icon next to items returned in a report.

For more information on the data mining queries, please see the topics below from the Report Reference:

- What are the referrers of this file?
- What sites were people on before they hit this file?
- Which visitors used the most bandwidth by downloading this file?
- Where did people who hit this file enter the site?
- Where did people exit the site after hitting this file?
- How many times did people return to my site before hitting this file?
- What query strings were passed to this file?
- What query items were passed to this file?