



Report Reference

Help Documentation

Report Reference

Report Items

Files

Top Pages

Top Pages shows the page resources that were viewed most often by visitors to your site. Use this report item to help you identify the most popular web pages on your site. Furthermore, use data mining on the report items to track where people are coming from that hit the 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.

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.

Top Directories

Top Directories shows the directories that received the most page views on 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.

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.

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.

Top Documents

Top Documents shows the document files that were downloaded the most from your site. Use this report item to help you identify the most popular documents downloaded from your site. Furthermore, use data mining on the report items to track where people getting to the documents.

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.

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.

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.

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.

Top Downloads

Top Downloads shows the most often downloaded file from your site. Use this report item to help you identify what resources are being downloaded most from your site. Furthermore, use data mining on the report items to track where people are coming from that download the file.

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.

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.

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.

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.

Top Dynamic Pages

Top Dynamic Pages shows the most often viewed dynamic pages on the server. An important step in optimizing the performance of your web site is to identify the most commonly accessed dynamic pages and work on speeding up script execution on those 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.

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.

Top Images

Top Images shows the image files that have been downloaded most often. To reduce bandwidth usage on your site, identify images that are downloaded frequently with this report and optimize their size. If an image is getting excessive hits, use data mining on it to identify the direct referrals of the image, to make sure another site is not hot-linking to your images.

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.

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.

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.

Top Files

Top Files shows the files that are retrieved most often from the server.

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.

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.

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.

Top File Types

Top File Types shows the most requested extensions for the web 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.

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

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.

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.

Traffic

Monthly Totals

This report item shows the activity of your web site for the months that your date range selection includes. Note: The monthly report items show the data for the entire month, regardless of where your date range falls within that month.

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 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.

Weekly Totals

This report item shows the activity of your web site for the weeks that your date range selection includes. Note: The weekly report item shows the data for the entire week, regardless of where your date range falls within that week.

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 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.

Daily Totals

This report item shows the activity of your web site for the days that your date range selection includes. Use this report to track the general ebb and flow of your web site traffic. It is common for web site traffic to follow weekly patterns, so you may want to refer to the Weekday Averages report item to identify the pattern.

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 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.

Hourly Totals

The Hourly Totals report item shows total traffic by hour for the date range you selected.

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 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.

Hourly Averages

The Hourly Averages report item shows average traffic by hour for the date range you selected. Use this report to determine and predict bandwidth requirements or set metering policies.

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 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.

Weekday Totals

This report item shows the activity of the site grouped by day of the week.

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 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.

Weekday Averages

Weekday Averages shows the average activity of the site by day of the week. Use this report item to identify common web activity patterns, and to plan for bandwidth usage or web site metering.

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.

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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.

Paths

Entry Files

When a visitor enters the site, the file (regardless of file extension) they land on is referred to as the Top Entry File. Depending on the optimization of the site, or the scripting used, any file can be the first file that loads. This is why, many times, image files are listed as the top entry files, as there are various scripts that enable image files to load into a browser prior to an actual page displaying.

Terms Used

Entry File - The entry file for a visit is the very first file that completed downloading for the visitor. These may frequently be images.

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.

Entry Pages

Entry Pages shows the pages that were most frequently the entry page for the site. Use this report to identify pages that should be optimized to provide the best experience to the visitor, and to pull the visitors to other areas of the site. If your top entry pages are few in number, with a large percentage of

the total traffic, you may want to consider making additional "landing pages" focused on specific areas of your business to allow for greater search engine exposure.

Terms Used

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

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.

Exit Pages

Exit pages shows the pages on which visitors most frequently left the site. Review pages that appear near the top of the list to identify methods of retaining your visitors better.

Terms Used

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

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.

Paths

Paths shows the most frequent traffic patterns for your site. Single-hit paths near the top of the list should be investigated as potential optimization areas, as they sometimes indicate a lack of interest-generating content or a bad visitor experience (slow load times, bad design, cultural issues, etc).

Terms Used

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.

Visitors

IP Addresses

When a user enters a website, their Internet Protocol Address (IP) gets captured by a web server in your site's log file. The IPs listed here are in descending order based on the number of views generated by the IP. This report can be used to identify abusers of 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 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.

Views per Visit

This report item displays the number of views versus the number of visits made. If you visit a site multiple times, regardless of the timeframe between visits, your IP is still counted only once, or as a single "visit". However, the number of different pages you access across your various visits are counted individually as different "views". Therefore, one visit can account for one, ten or a thousand 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 on those pages to carry the visitors on to other areas of your site.

Terms Used

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.

Authenticated Users

Authenticated Users lists the most common visitors to your site.

Terms Used

Authenticated Visitor - An authenticated visitor is a web site user who successfully logs into a website using authentication. Scripted authentication like ASP.NET Forms Authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the web server.

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 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.

Recent Visitor Stats

This report item shows information on the most recent visitors to a website (based on a 15 minute period). Information available pertains to the first hit for that visitor, the last logged hit for the visitor, and some basic information on their number of hits, views, and bandwidth usage.

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.

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.

Recent Visitor Details

This report item shows detailed information on the most recent visitors to a website (based on a 15 minute period). Information available pertains to the last hit logged for the visitor and information about their path through the site, the browser they were using, and the platform used.

Terms Used

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

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

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.

Return Visits

This report item the number of times people return to your site. To get the most accurate view of the information, use larger date ranges when viewing this report.

Terms Used

Return Visits - Return visits represent the times when previous visitors come back to the site again. A high percentage of return visits to total visits indicates that your web site is holding visitors' attention.

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.

Spiders

In order for your website to be included in a Search Engine, it first has to be visited and read (commonly referred to as "indexed") by the Search Engine. Search Engines use specially created software (called "robots" or "spiders") to traverse the internet and index web pages. This report lists the various Search Engine spiders that have visited, and indexed, your website, based on the number of visits the spider has made.

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 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.

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.

Monthly Visitors

This report item shows you a profile of the visitors to your site. For the date range you select, all visitors are gathered into groups of new and returning visitors.

Terms Used

New Visitors - A new visitor represents a visit by a computer that has not yet been to the web site in the time period of the report.

Return Visitors - A return visit is counted when a computer that has already been to the site before returns for another visit.

Unique Visitors - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

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.

Monthly Visit Length

This shows you the average visit length, in seconds, of all visits that occurred in the time period you select. A visit length is from the time a session starts on your site to the time a session ends. Data shown will be for the months that encapsulate the date range selected.

Terms Used

Visit Length - The number of seconds that a visit lasts. On reports dealing with visit length, the average visit length is calculated and shown for all visits. Visits length assumes that the visitor stays several seconds after their last hit.

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.

Daily Visitors

This report item shows you a profile of the visitors to your site. For the date range you select, all visitors are gathered into groups of new and returning visitors.

Terms Used

New Visitors - A new visitor represents a visit by a computer that has not yet been to the web site in the time period of the report.

Return Visitors - A return visit is counted when a computer that has already been to the site before returns for another visit.

Unique Visitors - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

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.

Daily Visit Length

This is a overview of the average visit length, or average time spent on your site in seconds, by day for a given time period.

Terms Used

Visit Length - The number of seconds that a visit lasts. On reports dealing with visit length, the average visit length is calculated and shown for all visits. Visits length assumes that the visitor stays several seconds after their last hit.

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.

Weekday Visit Length

This is an overview of the average visit length, or average time spent on your site in seconds, by day of the week for a given time period.

Terms Used

Visit Length - The number of seconds that a visit lasts. On reports dealing with visit length, the average visit length is calculated and shown for all visits. Visit length assumes that the visitor stays several seconds after their last hit.

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.

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 address was the referrer.

As of version 3.1 of SmarterStats, this report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

Referring URLs

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the "referring URL". This report shows you the URL (minus the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

As of version 3.1 of SmarterStats, this report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

Referring Links

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the "referring URL". This report shows you the full URL (including Query String) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

This report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

In-Site Referrers

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the "referring URL". This report shows you the full URL that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

Every time someone navigates within your site the page they were on prior to clicking on a link is considered a referring URL.

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

Browsers

Browsers

This report item lists the top browsers (like IE, Netscape, etc) used by your web site visitors. You may want to use the results of this report when site planning, to target your audience more effectively.

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.

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.

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.

Browser Versions

This report item lists the top browsers (like IE, Netscape, etc) used by your web site visitors. Unlike the browsers report item, different versions of the same browser are counted separately. You may want to use the results of this report when site planning, to target your audience more effectively.

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.

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.

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.

Platforms

This report item lists the top platforms (Operating Systems) used by your web site visitors. You may want to use the results of this report when site planning, to target your audience more effectively.

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 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.

User Agents

This report item is most commonly used by advanced users and web site developers.

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.

Terms Used

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.

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.

User Agent - The User Agent string is sent by browsers to identify the browser, the operating system they are running on, and installed browser extensions. There are countless varieties of user agent strings.

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.

Server Responses

Result Codes

Various result codes exist that can be returned by a server when a user requests a web site resource. This report item shows the most common codes being returned by your site. 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 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.

Terms Used

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.

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.

404 - Page Not Found

Page Not Found errors indicate that a user is attempting to access a resource that no longer exists. 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.

Terms Used

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.

5xx - Server Errors

500-level errors 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.

Terms Used

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.

Search Engines

Search Engine Breakdown

This report shows the Search Engines that are directing traffic to your website. By default, SmarterStats keeps a list of over 100 different Search Engines.

Terms Used

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.

Phrases

When a person types a phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase is included in the Engine's referring URL. This report, therefore, shows the top search phrases used by people to find your website in a Search Engine.

Terms Used

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

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.

Phrase Sources

When a person types a phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase is included in the Engine's referring URL. This report, therefore, shows the top search phrases used by people to find your website, and displays these results by Search Engine used.

Terms Used

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

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.

Keywords

When a person types a word or phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase or word is included in the Engine's referring URL. This report, therefore, shows the top search keywords (which equated to individual words or search phrases broken down into individual words) used by people to find your website.

Terms Used

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

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.

Keyword Sources

When a person types a word or phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase or word is included in the Engine's referring URL. This report, therefore, shows the top search keywords (which equated to individual words or search phrases broken down into individual words) used by people to find your website, and displays these results by Search Engine used.

Terms Used

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

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.

Geographics

World Countries

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

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 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.

African Countries

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

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 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.

Asian Countries

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

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 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.

European Countries

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

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 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.

North American Countries

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

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 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.

Oceanic Countries

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

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 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.

South American Countries

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

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 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.

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 visitors are coming from are identified by IP address.

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 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.

Canadian Provinces

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

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 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.

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.

Data Mining Queries

Data Mining - Daily Activity by File

What is the daily activity that this file gets?

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, to see if people are accessing the file more or less than they used to.

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.

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.

Data Mining - Direct Referrals

What are the referrers of this file?

This query is useful for marketing, or to detect image leaching.

For marketing, if you have an image that you have exposed on other web sites 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 "Refferals" in which your image was viewed.

If you have a nice graphic, chances are that someone else will want to use it on their web site. If they link your image path to their web site, this report will list the top URLs that the image or graphic is viewed from.

Terms Used

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.

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.

Data Mining - Initial Referrals

What sites were people on before they hit this file?

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.

Terms Used

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.

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.

Data Mining - Visitor Bandwidth

Which visitors used the most bandwidth by downloading this file?

This query allows you 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.

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.

Data Mining - Entry Pages

Where did people who hit this file enter the site?

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.

Terms Used

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

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.

Data Mining - Exit Pages

Where did people exit the site after hitting this file?

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.

Terms Used

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

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.

Data Mining - Repeat Visits

How many times did people return to my site before hitting this file?

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.

Terms Used

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

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.

Data Mining - Query Strings

What query strings were passed to this file?

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 Item in the Web Interface, a query string is passed from the SmarterStats application to the SmarterTools online help. This query string relates to the particular page or Report Item the user is seeking help with. This report shows what query string was passed to generate the page.

This query differs from the Query Items query 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` .

Terms Used

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.

Query String - Query strings are parameters that are passed to web pages in the URL string, commonly scripted pages.

Data Mining - Query Items

What query items were passed to this file?

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 Item, a query string is passed from the SmarterStats application to the SmarterTools online help. This query string relates to the particular page or Report Item the user is seeking help with. This report shows what individual items were passed to generate the page.

This query differs from the Query Strings query 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` .

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Query Item - A query item is an individual parameter passed to a web page, typically a script.