



# Help Documentation

Help Documentation

The page /SmarterStats/v4/Topics/General/Browsers.aspx cannot be generated.

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## Product and Component Acknowledgements

### Interface components produced by



### Charting component produced by



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## Release Notes

Current release notes are available at

<http://www.smartertools.com/Products/SmarterStats/ReleaseNotes.aspx>

## Installation and Deployment

### SmarterStats System Requirements

The initial requirements for using SmarterStats are minimal. One of the unique benefits of SmarterStats is the ability to manage the resources it consumes. Therefore, the resources used by SmarterStats can be adjusted to work in any environment with a variety of other desktop or server applications. For example; on a machine with multiple concurrent applications running, the system

requirements can be adjusted to account for a number of different factors on the server (e.g., other processes that are running, the size of individual web sites, the amount of traffic, the size of the log files generated, etc.).

Currently, SmarterStats supports these common log file types: W3C, IIS, NCSA, NCSA Extended, Apache, Apache NCSA, and IPlanet Common Logs. Rotating logs not supported.

#### Minimum Requirements

- 450 MHz Processor
- 256MB RAM
- 100MB Hard Disk Space (only allows for SmarterStats, .NET framework and small web site logs)
- IIS 6\* or higher with the Microsoft .NET 3.5 Framework (including all applicable service packs and/or patches).
- Windows Operating System:
  - Windows XP (Home or Professional, SP2 recommended)
  - Windows Vista
  - Windows 2003
  - Windows 2008
  - The Management Web Interface supports the following browsers:
    - Internet Explorer 5.5 and higher
    - Firefox 1.5 and higher
    - Opera 8.5 or higher
    - Mozilla 1.7 or higher
    - End Users can access the Customer Portal Web Interface from most major browsers

\*SmarterStats includes a basic Web server so that the product is fully functional upon installation even without the existence of IIS or other web servers. In medium to high volume environments it is recommended that IIS 6 or higher be installed in place of the SmarterStats Web Server for increased performance and security.

### Sample Installation

A sample installation of 150 Sites locally or through UNC and 50 Sites scheduled through FTP with an average daily log file of 15 MBs per site would require the following configuration:

- Windows 2003 or higher
- RAM: 256MB
- CPU: PIII 800

- DISK: 1/3 of the total space that would be required to store the raw LOG formats
- IIS 6 or higher

## SmarterStats Enterprise Edition Remote Service

The Remote Service itself can run on any server where log files reside. Extremely large sites (i.e. more than 1,000,000 visits) with extremely large log files may require the service to use up to 256MB of RAM. Obviously, this should be taken into consideration when looking at a specific web server's hardware configuration (CPU, available memory, etc.).

Minimum Requirements for Web servers where the Remote Service will be utilized are:

- Microsoft .NET 3.5 Framework (including all applicable service packs and/or patches).
- Windows Operating System:
  - Windows XP (Home or Professional, SP2 recommended)
  - Windows Vista
  - Windows 2003
  - Windows 2008

Finally, the Web Interface communicates with the Remote Service via port 50003. Firewalls or any other security measures that might prohibit communication from this port must have rules established to open this port.

Additional configuration information is available in the online Help, in supplemental documentation, or by contacting [sales@smartertools.com](mailto:sales@smartertools.com).

NOTE: Every installation and environment is unique. Extra load caused by excessive volume and/or other factors may require more disk space, memory, database allocation, etc. No warrantee or guarantee is expressed or implied as to the efficacy or viability of these recommendations for a particular environment or application.

## Installation

SmarterStats comes as a single installation file that contains everything necessary to run the product. The SmarterStats installer can be downloaded from [www.smartertools.com](http://www.smartertools.com). The FREE Edition and the licensed version of SmarterStats are both contained within this installation file, so it will not be necessary to download or install the file again if you purchase a license after trying the FREE Edition.

Note: If you are using Enterprise Edition and installing the product on a remote server, use the service MSI installer package instead of the standard installer.

Note: Users of Windows 2003 Advanced Server may need to install SmarterStats from Add/Remove Programs in the control panel in order for file permissions to be properly set.

If you have IIS 6.0 or later, it is recommended that you run the SmarterStats web interface under IIS instead of using the built-in web server for performance reasons. See the topic [Running as an IIS site](#) for more information.

## Running Web Interface Under IIS

By default, SmarterStats will install a basic web server that allows you to start using SmarterStats immediately after installation. However, it is recommended that you move SmarterStats to a more robust and secure web server, such as Microsoft's Internet Information Server (IIS). To configure SmarterStats to run under IIS 5.0 or higher, follow the step-by-step instructions below. For IIS7 in Windows 2008, please see the end of this page.

This section explains how to setup SmarterStats as its own IIS site (recommended method). If you wish to run SmarterStats as a virtual directory under an existing IIS site, [click here](#).

Note: This topic assumes that you are familiar with IIS and how it works. SmarterTools recommends that you use the web server included with SmarterStats if you do not feel comfortable using IIS.

Note: Several steps that were necessary under previous versions of SmarterStats are no longer necessary, and thus have been removed from this topic.

### Install IIS (if necessary)

|  |  |
|--|--|
|  | Click on Start -> Control Panel -> Add Remove Programs |
|--|--|

|  |   |
|--|---|
|  | Click on Add / Remove Windows Components. |
|--|---|

|  |  |
|--|--|
|  | Check the box for Internet Information Services (IIS). |
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|  | Complete the Wizard and wait for the installation to complete. |
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|  | <p>If Microsoft.Net mappings are not correct (for example, if you install IIS after Microsoft.Net), run the following at the command prompt (replace "\Windows\" with "\WinNT\" for Windows 2000 installations):</p> <ul style="list-style-type: none"> <li>• c:</li> <li>• cd</li> <li>\Windows\Microsoft.Net\Framework\v3.5</li> <li>• aspnet_regiis -i</li> </ul> |
|--|--|

## Disable the SmarterStats Web Server

While not absolutely necessary, this step will improve security on your server and is highly encouraged.

These steps will stop and disable the Web Server included with SmarterStats. They will also have the side-effect of disabling the shortcut to SmarterStats on your desktop until you update it with the new URL for SmarterStats.

|  |  |
|--|--|
|  | Click on Start -> Program Files -> SmarterTools -> SmarterStats -> Configure SmarterStats Web Server |
|--|--|

|  |                          |
|--|--------------------------|
|  | Click on the Stop button |
|--|--------------------------|

|  |   |
|--|---|
|  | Change the Startup Mode to Disabled and click on the Apply button |
|--|---|

|  |                           |
|--|---------------------------|
|  | Click on the Close button |
|--|---------------------------|

## Add SmarterStats to IIS

|  |  |
|--|--|
|  | Click on Start -> Control Panel -> Administrative Tools -> Internet Information Services (IIS) |
|--|--|

|  |  |
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|  | Right-click on the web sites tree on the left of the page and choose New -> Web Site |
|--|--|

|  |  |
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|  | When asked for a description, enter SmarterStats |
|--|--|

|  |   |
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|  | Choose the IP address to use for web interface. If this IP address is shared with another web site, you will need to use a different port or Host Headers. For more information about using Host Headers, refer to the IIS documentation. |
|--|---|

|  |   |
|--|---|
|  | For Path, use "C:\Program Files\SmarterTools\SmarterStats\MRS" (or use the location in which you installed SmarterStats). |
|--|---|

|  |  |
|--|--|
|  | Leave the "Allow anonymous access to this web site" box checked. |
|--|--|

|  |   |
|--|---|
|  | When asked what permissions to grant, choose only Read and Run Scripts. |
|--|---|

|  |                   |
|--|-------------------|
|  | Finish the wizard |
|--|-------------------|

## Verify IIS Settings

|  |   |
|--|---|
|  | If you are using Windows 2003, verify that the ASP.NET v2 Web Service Extension is set to Allowed in IIS. If you do not see ASP.NET under Web Service Extensions, ensure that ASP.NET is enabled in the Application Server. (Control Panel -> Add / Remove Programs -> Windows Components -> Application Server -> Details) |
|--|---|

|  |  |
|--|--|
|  | In IIS, right-click on the Config directory for the SmarterStats site and choose properties. Uncheck the Read flag and click on OK. If asked, choose to apply the change to child objects as well. |
|--|--|

|  |   |
|--|---|
|  | Ensure that the default document for the site is Default.aspx (under the Documents tab) |
|--|---|

## Update DNS

|  |   |
|--|---|
|  | If any domains are already setup with pointers to SmarterStats, make sure to update their DNS records to point to the new IP address. |
|--|---|

## Test the Site

|  |   |
|--|---|
|  | Open up a web browser, and type in the IP address of the site you just added. |
|--|---|



## To Configure IIS7 for Windows 2008

### Disable the SmarterStats Web Server

|  |   |
|--|---|
|  | Click Start -> Program Files -> SmarterTools -> SmarterStats -> Configure SmarterStats Web Server |
|--|---|

|  |            |
|--|------------|
|  | Click Stop |
|--|------------|

|  |  |
|--|--|
|  | Change the Startup mode to Disable and click Apply |
|--|--|

|  |             |
|--|-------------|
|  | Click Close |
|--|-------------|

### Add an Application Pool

|  |  |
|--|--|
|  | Click Start -> Control Panel -> Administrative Tools -> Internet Information Service (IIS) Manager |
|--|--|

|  |   |
|--|---|
|  | Right click Application Pools and select "Add Application Pool" |
|--|---|

|  |   |
|--|---|
|  | Name the pool "SmarterStats" (or something similar) |
|--|---|

|  |   |
|--|---|
|  | Set Managed Pipeline Mode to "Classic" and click OK |
|--|---|

## Add SmarterStats to IIS

|  |  |
|--|--|
|  | Click Start -> Control Panel -> Administrative Tools -> Internet Information Service (IIS) |
|--|--|

|  |  |
|--|--|
|  | Select Server Name -> Open ISAPI and CGI Restriction -> Verify that ASP.NET v.2. 0 is allowed (If not, right click on ASP.NET v2.0 and select "Allowed") |
|--|--|

|  |  |
|--|--|
|  | On the left side of the page, right click Sites and choose "Add Website" |
|--|--|

|  |                              |
|--|------------------------------|
|  | Name the site "SmarterStats" |
|--|------------------------------|

|  |   |
|--|---|
|  | If you created an Application Pool name other than "SmarterStats" click Select and choose the correct Application Pool. |
|--|---|

|  |  |
|--|--|
|  | For the physical path, browse to the SmarterStats\MRS folder. The default location is C:\Program Files\SmarterTools\SmarterStats\MRS |
|--|--|

|  |   |
|--|---|
|  | For Binding, choose an IP Address to use for Webmail. If this IP address is shared with another Web site, you will need to use a different port of Host Headers. For more information about using Host Headers, refer to the IIS documentation. |
|--|---|

|  |          |
|--|----------|
|  | Click OK |
|--|----------|

[Return to Getting Started](#)

## Running Web Interface Under an Existing IIS Site

By default, SmarterStats will install a basic web server that allows you to start using SmarterStats immediately after installation. However, it is recommended that you move SmarterStats to a more robust and secure web server, such as Microsoft's Internet Information Server (IIS). To configure SmarterStats to run under an existing web site in IIS 5.0 or higher, follow the step-by-step instructions below.

This section explains how to setup SmarterStats as a virtual directory under an existing IIS site. This is not the recommended method. While it will function properly, it is recommended that you set SmarterStats up as its own IIS site instead. To learn how to set SmarterStats up on its own IIS site, [click here](#) .

Note: This topic assumes that you are familiar with IIS and how it works. SmarterTools recommends that you use the web server included with SmarterMail if you do not feel comfortable using IIS.

Note: It is important that SmarterStats runs as only a single instance on your server. SmarterStats will not function with separate virtual directories on the same server. This is the primary reason a dedicated IIS site is recommended.

### Disable the SmarterStats Web Server

While not absolutely necessary, this step will improve security on your server. As a result, while not mandatory, this step is highly encouraged.

These steps will stop and disable the Web Server included with SmarterStats. They will also have the side-effect of disabling the shortcut to SmarterStats on your desktop until you update it with the new URL for SmarterStats.

|  |  |
|--|--|
|  | Click on Start -> Program Files -> SmarterTools -> SmarterStats -> Configure SmarterStats Web Server |
|--|--|

|  |                          |
|--|--------------------------|
|  | Click on the Stop button |
|--|--------------------------|

|  |   |
|--|---|
|  | Change the Startup Mode to Disabled and click on the Apply button |
|--|---|

|  |                           |
|--|---------------------------|
|  | Click on the Close button |
|--|---------------------------|

### Add SmarterStats to an IIS Site

|  |  |
|--|--|
|  | Click on Start -> Control Panel -> Administrative Tools -> Internet Information Services (IIS) |
|--|--|

|  |   |
|--|---|
|  | Open up the Web Sites tree and locate the site under which you want to place SmarterStats |
|--|---|

|  |   |
|--|---|
|  | Right-click on the web site and choose New -> Virtual Directory |
|--|---|

|  |  |
|--|--|
|  | When asked for an Alias, enter "SmarterStats", "Stats", or another name. This will be used in the URL to get to web interface, as in <a href="http://www.example.com/SmarterStats">http://www.example.com/SmarterStats</a> . |
|--|--|

|  |   |
|--|---|
|  | For Path, use "C:\Program Files\SmarterTools\SmarterStats\MRS" (or use the location in which you installed SmarterStats). |
|--|---|

|  |   |
|--|---|
|  | When asked what permissions to grant, choose only Read and Run Scripts. |
|--|---|

|  |                   |
|--|-------------------|
|  | Finish the wizard |
|--|-------------------|

## Verify IIS Settings

|  |   |
|--|---|
|  | If you are using Windows 2003, verify that the ASP.NET v2 Web Service Extension is set to Allowed in IIS. If you do not see ASP.NET under Web Service Extensions, ensure that ASP.NET is enabled in the Application Server. (Control Panel -> Add / Remove Programs -> Windows Components -> Application Server -> Details) |
|--|---|

|  |  |
|--|--|
|  | In IIS, right-click on the Config directory for the SmarterStats site and choose properties. Uncheck the Read flag and click on OK. If asked, choose to apply the change to child objects as well. |
|--|--|

|  |   |
|--|---|
|  | Ensure that the default document for the site is Default.aspx (under the Documents tab) |
|--|---|

## Update DNS

|  |  |
|--|--|
|  | If any domains are already setup with SmarterStats, make sure to update their DNS records to point to the new site, if needed. |
|--|--|

## Test the Site

|  |   |
|--|---|
|  | Open up a web browser, and type in the URL of the virtual directory (ex. <a href="http://www.example.com/virtualdirectory">http://www.example.com/virtualdirectory</a> ). |
|--|---|

## Activating SmarterStats

UPDATE: Activating an installation on this version requires manual activation. Please contact the SmarterTools Sales Department for assistance.

In order for SmarterStats to function for more than a single web site, the product must be activated. If you move SmarterStats to another server, you may have to re-activate the product in order for it to work. To get to the product activation wizard, go to the Settings area of the application and choose Activate Product.

If you have any difficulties activating SmarterStats, please contact SmarterTools support. Information can be found at [www.smartertools.com](http://www.smartertools.com) .

There are two types of activation modes in which SmarterStats can run. The Free mode allows most functionality for a single site. As the name states, the FREE Edition costs nothing. Activating with a License Key allows you to enter a valid license key that has been purchased from SmarterTools. Limits to the number of sites that can be added, along with limits on functionality, depend on the license key that you purchase.

### Activate License Key

If you chose to activate a license key, you will need a valid license key and password that were emailed to you when you obtained your license key. Enter in the information from the email into the boxes and click on Activate Now to complete the activation.

Note: Activation of a license key requires the server to contact SmarterTools over port 443 (HTTPS). Please ensure that any firewall or internet security software you have installed allows an outgoing TCP port 443 request.

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## Performing a Full Uninstall

Note: Following these steps is not necessary to upgrade an existing installation.

The steps below can be taken to completely delete all SmarterStats related files and data from a system.

- Uninstall SmarterStats through Control Panel->Add/Remove Programs
- Delete the install folder which is at "c:\Program Files\SmarterTools\SmarterStats" by default
- Delete any SmarterLogs folders. Each site can have it's own SmarterLogs directory which is set in the sites settings. By default, all sites use "c:\SmarterLogs" for their SmarterLogs directory.

Note: Remote SmarterStats services are cleaned in the same way.

## Installation Checklist

This checklist highlights the important steps to get SmarterStats up and running. For more details on each item, click on the more info links.

|  |   |
|--|---|
|  | Run the installer, and choose a location to install the files. <a href="#">more info</a>            |
|  | If you have IIS 6.0 or later, convert the web interface to run under IIS. <a href="#">more info</a> |
|  | Login to SmarterStats as the System Administrator. <a href="#">more info</a>                        |
|  | Activate SmarterStats (if you have a license key). <a href="#">more info</a>                        |
|  | Add additional sites to SmarterStats. <a href="#">more info</a>                                     |

## Upgrade Instructions

To upgrade an older version of SmarterStats to the most recent release, perform the instructions below.

Please note that if you are upgrading from a version previous to 4.x, and you are not running under the Free Edition, you will need to upgrade your license key first.

### Enterprise Edition Users

Users of Enterprise Edition that have installed the remote service on machines other than the web interface server should update the remote service first before updating the main SmarterStats server.

### From a previous 4.x release

For example, if you are upgrading from SmarterStats 4.0 to SmarterStats 4.1.

- Backup your SmarterStats installation and data
- Download and run the installer for the updated version ( [download here](#) )
- When asked where to install the product, install into the same location as it was installed before (by default C:\Program Files\SmarterTools\SmarterStats)
- All configuration data and email will be preserved

### From a release before 4.x

For example, if you are upgrading from SmarterStats 3.x to SmarterStats 4.x.

- Backup your SmarterStats installation and data
- Ensure you have a valid license key for SmarterStats 4.x
- Uninstall your current version of SmarterStats. All configuration data and email will be preserved.
- Download and run the installer for the updated version ( [download here](#) )
- When asked where to install the product, install into the same location as it was installed before (by default C:\Program Files\SmarterTools\SmarterStats)
- If you are not running the Free Edition, log into SmarterStats as the system admin (site ID = "admin"), go to Help -> Activate Product and reactivate with your license key.



# Help for End Users

## Reporting

### **The 7-Day Overview Page**

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

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

### **Terms Used**

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

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

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

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

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

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

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

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

## Understanding Report Items

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

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

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

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

## Understanding Standard Reports

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

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

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

## My Custom Reports

This feature is available in Enterprise Edition only

A custom report is similar to a Standard Report, except Custom Reports grants the user the flexibility of adding any report items that would be most beneficial to them. Custom reports show up in the left sidebar, directly under Standard Reports, and are also available for email reports.

In My Custom Reports, a user can create, edit or delete Custom Reports.

### Adding a Custom Report

- Click on New Custom Report from the Custom Reports folder in the left tree view.
- Name - Enter a descriptive name for the custom report.
- Default Date Range - Choose a default date range for the report items in the custom report.
- Use default date range on all report items - Check this box to allow the same date range to affect all report items in the report. If you wish to allow each report item to override the date range, uncheck the box.
- Filter Set - If you wish to apply a default filter set to the report items, choose it from the drop-down.
- Use default filter set on all report items - Check this box to apply the selected filter set to all report items in the custom report. If you uncheck this box, each report item can choose a filter, allowing you to compare different filter sets on the same report.
- Click on the Save icon from the actions tool bar.
- Add report items to the custom report, as outlined below.

### Adding Report Items to a Custom Report

- Click on the Report Items tab .
- Click on the Add Item icon on the actions tool bar to add an item to the list, or click on an existing item's name to edit it
- Report Item - Choose the report item that you wish to add. Changing this option may refresh the page with different options. Note: Some of the items below may or may not appear depending on the report item you choose.
- Name - Enter a friendly name for the report item, if you wish.
- Rows - Choose the number of rows that you wish to have appear.
- Sort By - Choose the sort order of the data. Numerical values (like bandwidth, views, etc) will always be sorted in descending order when selected.
- Date Range - Choose the date range you wish to have applied for this item. Note: This item will not appear if you have chosen to use the default date range for all report items in the report.

- Chart - Choose the chart style you wish to use for the report. 3D charts will use the perspective setting chosen in My Settings.
- Values - Choose the values that will be charted. If you have chosen Pie as the chart type, only the first value option will be used.
- Filter Set - Choose the filter set you wish to have applied for this item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the report.
- Click on the Save icon in the actions tool bar.

## Favorites

A favorite is a feature of SmarterStats that allows you to save your most requested report items and settings into a simple list for quick recall. Using favorites can greatly reduce your time analyzing statistics, as you can quickly jump between report items that interest you.

In Favorites, a user can create, edit, or delete Favorites. Favorites can also be added using the Add to Favorites icon on the actions tool bar when viewing a report item or when data mining.

### Adding a Favorite

- Click on the Add Favorite icon on the actions tool bar, or click on the name of an existing favorite to edit it.
- Name - Enter a friendly name for the favorite, if you wish.
- Default Date Range - Choose the date range you wish to have applied for this item.
- Rows - Choose the number of rows that you wish to have appear.
- Sort By - Choose the sort order of the data. Numerical values (like bandwidth, views, etc) will always be sorted in descending order when selected.
- Default Date Range - Choose the date range you wish to have applied for this item.
- Chart - Choose the chart style you wish to use for the report. 3D charts will use the perspective setting chosen in My Settings.
- Values - Choose the values that will be charted. If you have chosen Pie as the chart type, only the first value option will be used.
- Filter Set - Choose the filter set you wish to have applied for this item.
- Click OK

## Scheduled Email Reports

|  |
|--|
| This feature is available in Enterprise Edition only |
|--|

Email Reports gives you the ability to schedule daily, weekly, or monthly reports and have them emailed to you automatically. Weekly Email Reports are sent every Monday morning, and Monthly

Email Reports are sent on the first day of every month (information in the Monthly Reports would therefore be for the month previous). Any Standard or Custom Report is able to be sent via email.

The times at which email reports are sent depends on the time zone setting chosen in Site Import Settings.

To get started, click the Reports button on the main tool bar, then select Scheduled Email Reports from the left tree view.

## Adding an Email Report

- Click on the Add Email Report icon from the actions tool bar, or click on the name of an email report to edit it.
- Report - Choose the standard or custom report you want to email.
- Frequency - Choose the frequency with which the email will be sent.
- To - Enter the email address of the recipient. Separate multiple email addresses with semicolons.
- CC (optional) - Enter any email addresses you want to carbon copy.
- Subject (optional) - If you wish to override the default subject of the message, enter the new subject here.
- Message (optional) - If you wish to send a customized message along with the report, enter it here.
- Email Format - Choose the format to send the email. While HTML emails are easier to read, plain text emails are smaller.
- Enable graphical charts - Enable this to have charts placed in the email. Graphical charts are only sent in HTML emails.
- Click on the Save icon on the actions tool bar to finalize the changes.

## Understanding Data Mining

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

You can begin to perform data mining by either clicking on Reports on the main tool bar and then

selecting Data Mining from the left tree view, or by clicking on the data mining icon next to items returned in a report (where applicable).

Refer to the Report Reference in the left tree to learn more about the specific reports.

For more information on the data mining queries, please see the help topic Report Reference.

## Settings

### Account Settings

This section will allow you to make some basic changes to your settings, and also gives users a method of changing their password.

#### User

Username - For reference, your username shows here.

New Password - Enter the new password you want to use for your account.

Confirm Password - To prevent data entry errors, please re-enter your new password.

Default Skin - Select a skin from the drop down menu to use for the SmarterStats interface. Note that this option may not be available if your administrator has not chosen to allow other skins.

### Report Options

Default Date Range - This is the default date range that will be selected when you login.

Default Rows - Choose the default number of rows to show in report item tables.

Chart Type - Enable this and select from the drop down menu the types of charts you want utilized within in your reports. When this box is unchecked, all Report Items will display tables only, and no graphics.

Enable Animation - Enable this to turn on chart animations for the Silverlight charts, if enabled.

Enable IP Address Resolution - Enable this to resolve all IP addresses that show up in reports to their host names. Enabling this feature will increase the amount of time it takes to render report items with IP addresses. Your administrator may limit the number of resolutions performed per report item.

Enable auto-generation of Reports on Page Load - Enable this to have reports automatically generated each time you choose one from the menu. Enabling this option will make navigating through the site slower, but will reduce the amount of clicking you have to do to see reports.

Enable randomization of chart colors - Enable this to allow the system to use a semi-random color palette for charts. Each time you refresh a report, it may look different.

Click the Save icon on the actions tool bar to save all changes.

## Filter Sets

Filtering specific data out of reports has become simple in SmarterStats. With Filter Sets, you can easily create multiple sets of data to limit the return values of your reports. Create different Filter Sets for each subset of data you want to track, and you can quickly flip between them when viewing reports.

With a filter set active, a separate line-item will appear at the bottom of reports that indicates the totals for the filtered items. In this fashion, the totals that appear in the tables still represent the actual values of your site.

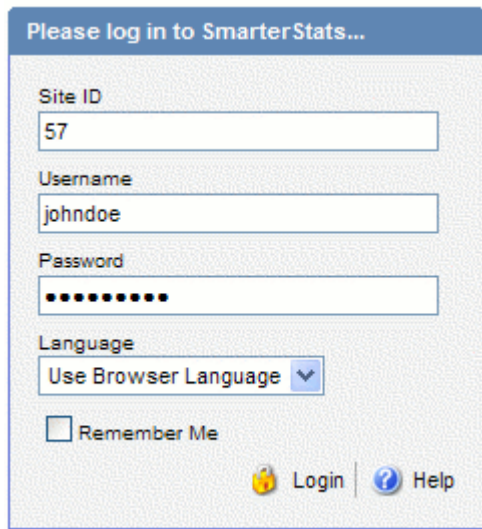
To get started, click the Settings button on the main tool bar, and then select Filter Sets from the My Settings folder in the left tree view.

### Adding a Filter Set

- Click on the Add Filter Set icon from the actions tool bar, or click on the name of a Filter Set to edit it.
- Filter Name - Enter a short but descriptive name for the filter set.
- Filters - Enter the items you want to exclude, one per line. Any text field in reports that contains any item in the list will be removed from the report and its values will be added to a summary line. Note: Filters are NOT case sensitive.
- Enable as active filter set - Enable this to use this set as the default whenever viewing reports.
- Click on Save icon from the actions tool bar to save the filter set.

## Logging in to SmarterStats

You will need to obtain the link to your SmarterStats server's web site from your Administrator or Site Administrator.

A screenshot of the SmarterStats login interface. The title bar reads "Please log in to SmarterStats...". The form contains the following fields: "Site ID" with the value "57", "Username" with the value "johndoe", "Password" with masked characters "\*\*\*\*\*", and "Language" with a dropdown menu set to "Use Browser Language". There is an unchecked "Remember Me" checkbox. At the bottom right, there are "Login" and "Help" buttons with corresponding icons.

To login to SmarterStats, type in your Username and Password on the login screen, along with the Site ID that was given to you by your administrator. If everything matches up, you will be presented with the home page for your statistics.

One thing to notice on the Login page is the "Remember Me" checkbox. By checking this box SmarterStats encrypts your login and password, then you can close the browser window and not have to re-login when you return. This function works as long as you do not "log out" of SmarterStats prior to closing your browser window. If you do log out, you will have to log back in upon your return, regardless of whether the "Remember Me" box was checked or not. You will need cookies enabled on your browser for this feature to work.

If you have just installed SmarterStats and are having trouble logging in as the administrator, click [here](#) .

## [Help for Site Administrators](#)

### [Site Settings](#)

#### **Skins**

This page allows Site Administrators to select the skin to use throughout SmarterStats. This page may or may not show up, depending on if your administrator has chosen to allow different skins.

To get started, click the Settings button from the main tool bar, then select Skins from the Site Settings folder in the left tree view.

Default Skin - Select from the drop down menu the skin you would like set as your default skin.



Enable Users to Change Skin - Enable this if site administrators have the option to override the default skin.

Click the Save icon from the actions tool bar to save all changes.

## Users

End users with Site Admin permissions have the ability to add and delete additional end users for a particular site. End users can be a person, or persons, who require or request access to a particular site's statistics. Additional end users will be able to see all Reports and Report Items, and will have access to the options under the Settings menu. However, end users without Site Admin permissions will not be able to add other end users, nor will they be able to adjust particular stats settings.

To get started, login as the Site Admin, then click the Settings button from the main tool bar, and then select Users from the Site Settings folder in the left tree view.

To add a new user, click the New icon from the actions tool bar.

### User

Username - Choose a username for the account. This username will be used when the user logs in to SmarterStats.

New Password - Enter the password you want to use for your account.

Confirm Password - To prevent data entry errors, please re-enter the password.

Enable as Administrator - Enable this to give the user access to all options under the Site Settings menu, like User Administration.

## Report Settings

- Default Date Range - This is the default date range that will be selected when the user logs in.
- Default Rows - Choose the default number of rows to show in report item tables.
- Chart Viewpoint - Choose the viewpoint from which you want to view reports when using 3D charts:
  - Perspective - A flat frontal view of the data. This view is most useful when directly analyzing data from the chart.
  - Perspective Rotated - A more aesthetically appealing 3D view of the chart (The default viewpoint).
  - Perspective Tilted - A more top-down 3D view of the chart.
- Enable Charts - Enable this to have all Report Item charts display for this user. It is checked by

default. When this box is unchecked, all Report Items will display tables only, and no graphics.

- **Enable Resolution of IP Addresses** - Enable this to resolve all IP addresses that show up in reports to their host names. Enabling this feature will increase the amount of time it takes to render report items with IP addresses. Your system administrator may limit the number of resolutions performed per report item.
- **Enable Auto-Generate Reports on Page Load** - Enable this to have reports automatically generated each time you choose one from the menu. Enabling this option will make navigating through the site slower, but will reduce the amount of clicking you have to do to see reports.
- **Enable Randomization of Chart Colors** - Enable this to allow the system to use a semi-random color palette for charts. Each time the user refreshes a report, it may look different.

## SMTP Settings

This feature is available in Enterprise Edition only

The email report settings can be used to customize the email account from which email reports are sent. To use the default values set by your system administrator, leave the items on this page blank.

- **SMTP Server** - This is the mail server that will be used to send your email reports. If you wish to use a port other than 25 for your SMTP Server, include it after the server name or IP with a colon. For example, if your mail server is mail.example.com and it listens on port 10000, use mail.example.com:10000 as the server name.
- **From Address** - This is the email address the reports will be sent from.
- **Enable SMTP Authentication** - Enable this setting if your mail server requires SMTP Authentication. If so, you will need to enter the username and password as well.
- **Authentication Username** - Enter the username that the email account uses to authenticate. In some cases, this may be the full email address of the account.
- **Authentication Password** - Enter the password the email account uses to authenticate.

Click the Save icon from the actions tool bar to save all changes.

## Site Importing

SmarterStats gives you control over how your log files are processed. The Site Import Settings page allows you to configure options to adjust the time zone of your logs or ignore specific rows in the logs.

Note: Some changes to your settings may require a reprocessing of your log files. Keep in mind that this will cause your statistics to become unavailable while reprocessing occurs.

To get started, login as the Site Admin, then click the Settings button from the main tool bar, and then select Site Importing from the Site Settings folder in the left tree view.

Click the Re-Process icon from the actions tool bar to run through the SmarterLog files and recreate the statistic files. These are the files that the reports are run off of.

## Options

- Time Zone - As log files are based off of Greenwich Mean Time (GMT), you have the ability to reprocess the log files for your specific time zone. Choose your time zone from the list to have stats reported to you in that time zone.

## Ignore Items

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

## Import Filtering

You can use this page to add various exclusions or inclusions to your stats data. These act as pre-filters and allow a sub-site to be created that ignores specific directories, host headers or hits from specific IP addresses. There is no limit as to the number of inclusions and exclusions you can add.

Unlike Filter Sets, exclusions and inclusions are processed before logs are analyzed, meaning that SmarterStats acts as if removed rows do not even exist in the logs. Filter sets simply hide the data from specific reports.

Click the Add Exclusion or Inclusion icon from the actions tool bar to begin.

Type - Select from the drop down list what you would like to include or exclude then populate the related field. Once completed, click the Save icon from the actions tool bar to save all changes.

## Export Logs

This feature may not be available if an export directory was not set for your site during site creation.

This page will allow you to export your processed log files. The resulting file will be compressed and will contain daily logs conforming to the date range you specify.

## Notes

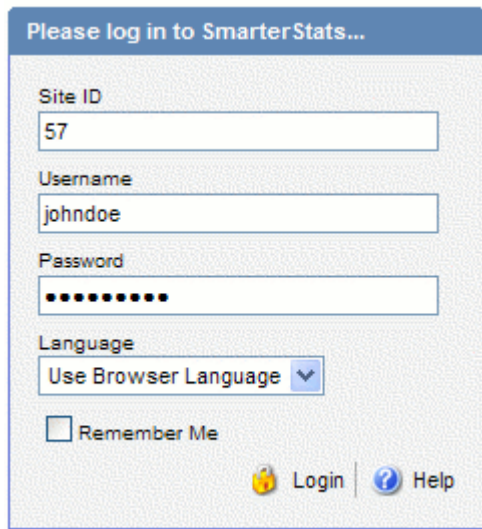
- This page may take a very long time to process depending on the amount of data in your site's log files. You are limited to selecting no more than 31 days per export. Logs can be exported in any log file format, regardless of the original web server that initially created the log files. This means that, even if your site is hosted on a Windows server running IIS, you will be able to export your log files in an Apache format. When you are done, you will have the opportunity to download your file.
- Cookies are not maintained in SmarterLogs; if this information is needed by the end user, they will need to maintain a backup of the original log files. SmarterLogs does keep the first cookie used in a session, but does not keep the subsequent cookies.

## To export your logs

- Select the Start Date, or the first date you want included in your exported logs.
- Select the End Date, or the last date you want included in your exported logs (this date can be no more than 30 days from your start date).
- Select log file format.
- Click on the Begin Export icon from the actions tool bar.
- After the export is completed, you will be presented with a link that will allow you to download the exported log files. The downloadable file will be in a compressed, or "zipped" format, so be sure you have the ability to uncompress the file.

## Logging in to SmarterStats

You will need to obtain the link to your SmarterStats server's web site from your Administrator or Site Administrator.



Please log in to SmarterStats...

Site ID  
57

Username  
johndoe

Password  
••••••••

Language  
Use Browser Language

Remember Me

Login Help

To login to SmarterStats, type in your Username and Password on the login screen, along with the Site ID that was given to you by your administrator. If everything matches up, you will be presented with the home page for your statistics.

One thing to notice on the Login page is the "Remember Me" checkbox. By checking this box SmarterStats encrypts your login and password, then you can close the browser window and not have to re-login when you return. This function works as long as you do not "log out" of SmarterStats prior to closing your browser window. If you do log out, you will have to log back in upon your return, regardless of whether the "Remember Me" box was checked or not. You will need cookies enabled on your browser for this feature to work.

## [Help for System Administrators](#)

### [Manage](#)

#### [View Logs](#)

This page allows administrators to get quick access to a the log files generated by SmarterStats that show errors and processing information. Administrators can view log files by utilizing this page, or they can download the selected log file as a .zip file by clicking the Download icon from the Actions toolbar.

Log files can be viewed by clicking the Manage button from the main toolbar, and then selecting View Logs from the left tree view.

Server - Select the server from the drop down menu that you would like to view log files from.

Date - Enter the date which you would like to view log files from.

Type - Select the delivery method from the drop down box that you would like to analyze.

Search String - Enter a string of words that you would like to search.

## Sites

This page shows all the sites the System Administrator has added to SmarterStats. This page also allows Administrators to perform many actions  Create a New Site, Edit an existing Site, and Delete a Site.

To add a new site, click the Manage button on the main tool bar, then select Sites from the left tree view, and then click the New icon from the actions tool bar.

## Options

- Site ID - Site IDs uniquely identify a site in SmarterStats. Enter a unique ID for the site, or accept the default value. Site IDs must be integers greater than 0.
- Server (Enterprise Edition Only) - In a distributed environment, the site may reside on a server other than the web interface. From the drop down list, select which web server the site's original logs are on.
- Site Name - Enter the domain name into the domain name textbox (e.g. example.com).
- Time Zone - Select the time zone that you would like the statistics processed under.
- Default Documents - Enter the default documents for the web site. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".
- Current State - Select from the drop down box the state in which the site should start.
- Site Administrator Username - Enter the username of the Site Admin. The Site Admin is the primary user account responsible for this site.
- Site Administrator Password - Choose a password for the site admin.

## Log Location

- Log Location - Choose whether the log files are on a local directory or should be obtained through FTP.
- Log Wildcard - Enter the log file wildcards (i.e. specify the format of the log titles, with dates or other variable information removed: \*.log ).
- Log Format - Select the log file format (W3C, NCSA, IIS). If you wish to use auto-detect, please be aware that it only works on local log files, not FTP logs.
- Full Path - Indicate the full path to where the log files reside on the web server. This is usually set during the installation of the web site on the server. Full paths are required (e.g.

c:\WINDOWS\system32\LogFiles\W3SVC1 for a local path or \\webservername\c\$\inetpub\domainname\logs\ for a UNC path).

- Auto-Deletion - Set the auto deletion for the number of days that the original log files remain on the web server. Please be very careful when setting this value to anything besides Never Delete, and ensure that backups are kept in case of data corruption or drive failure.

## Log Options

- Auto-Deletion - Select the maximum number of months you want the SmarterLog files to be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of logs versus saving the standard web server log files.
- SmarterLog Path - Enter the full path of where you would like the SmarterStats log files to reside for this website. This should be a location dedicated to storing the SmarterLog files on a drive with ample free space. Full paths are required (e.g. c:\SmarterLogs or d:\SmarterLogs, as the SmarterLog files do not have to reside on the same drive as the website itself).
- Export Directory - This field is optional - Enter the location where log files will be exported to. This option refers to where the log files will be placed when the user asks to download the files from the SmarterStats application. A good rule of thumb is to put the logs back into the root of that particular site (e.g. c:\inetpub\wwwroot).
- Export Url - This field is optional - Enter the URL for the exported log files. This is the absolute link that is set up in order to allow the user to retrieve the log file when the export is completed. Again, the full URL for that site should suffice (e.g. http://www.smartertools.com).

## Checking Import Progress

The Site Information area gives System Administrators information on the log files that have been processed by the SmarterStats application. Information given is the actual log file name, the last time stamp on the log file, and the number of rows that were processed in that log file.

To get started, click the Manage button from the main tool bar, then select Sites from the left tree view, and then hover your mouse over the Actions icon from the actions tool bar. When you hover above the Actions icon the following choices will be available  Run Diagnostics, Re-process a Site, Re-import a Site, Move a Site, and Logs Imported.

- Run Diagnostics - Click on this menu item if you suspect one or more files may have gotten corrupted. SmarterStats will run an automated diagnostic of all files required for this site.
- Reprocess Site - This menu item will cause all log file data to be reprocessed, but not reimported.
- Reimport Site - Choose this option to cause all log files associated with a particular domain to be reimported, from the earliest log file to the latest. This essentially deletes all SmarterLog files

for the site and starts importing the site over again from the beginning.

- Move Site (Enterprise Edition Only) - This allows a site's statistics to be moved between servers that are supported by the SmarterStats Web Interface. This only moves the SmarterLogs, it does not move the physical site or its standard log files.
- Logs Imported - This shows System Administrators the progress of logs files that are being imported into SmarterStats.

## Adding a Server

This page lists all the servers that are available on SmarterStats. System Administrators can add, edit, and delete all servers from this page.

To add a new server, click the Manage button from the main tool bar, then select Servers from the left tree view, and then click the New icon from the actions tool bar.

### Options

- Server ID - uniquely identifies the server and is not editable.
- Server IP - Enter the IP address associated with the Server.
- Server Name - Enter a friendly name for the server. This is only used for display purposes.

### Importing

- Compression Level - Select the level from the drop down box that imported files should follow.
- Idle Time between Loops - Enter the number of minutes the sever should be idle between loops.
- Import Time of Day - Enter the start and end time the sever should be importing files.

### Processing

- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Reader Time Slice - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Reader Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Base Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.



- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set this to 0.
- Debug Level - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.

## Moving a Site to Another Server

This feature is available in Enterprise Edition only

SmarterStats has a move wizard built in to its infrastructure. Therefore, SmarterStats can handle moving all files associated with the statistics for a particular site from one server to another. This is just one more feature that makes SmarterStats Enterprise Edition exceptionally appealing to System Administrators. To move a site, do the following:

- Login to SmarterStats using your Admin SiteID, Username and Password.
- In the Manage Sites page, find the site that you wish to move.
- Click on the "action" menu that shows up to the right of the site and choose Move Site
- Choose the destination server and the new locations of logs and SmarterLog files
- Click the "start move" button to confirm that you want to move all of its Smarter Log files to the destination server.

Note: Moving a site's statistics will make the statistics for that site become unavailable until the process is complete.

### How-To: Manually Move a Site

Due to your Network settings, "Move Site" may not be available or may error. If this is the case, follow the instructions below to move the site manually. If errors persist, contact your Network Administrator.

- Login as Administrator on the Web Interface
- Find the site you want to move in Manage Sites
- Click the "actions" menu next to the site, then the "Site Info" link. Note which server the site is on. Click on the "next" button twice and note the path (location) to the SmarterLog files. Then cancel the wizard.
- Login to that server to check to see that there are/were SmarterLogs created for that site.
- If there are, copy that folder (note: the name of the folder containing that site's SmarterLogs

will be same as the site ID).

- Login to the server the site is moving to. Paste the SmarterLog folder you copied in Step 5 to the same location on the new server.
- Go back to the "Site Info" page in SmarterStats again.
- Click on the button "show server list." Select the correct "Server" from the drop down list associated with that site.
- IMPORTANT: you must make sure to change the "Log File Location" for the domain to conform to the location on the new server by clicking on the button "next" three times, and entering the new location for the SmarterLogs.
- Click "save". The site should now be moved.

## Status

### Server Status

The Server Status page is an essential tool for monitoring SmarterStats on any Enterprise. It provides valuable information regarding each web server running the SmarterStats service, the status of the server, and information pertaining to the sites that cause the highest usage of server resources for the SmarterStats application.

To get started, click the Manage button from the main tool bar, then select Server Status from the left tree view.

- Server Name - This is the common name for each web server running the SmarterStats service as it was named during the time the server was added to the Web Interface.
- Status - This is the status of the SmarterStats service on that particular web server. If an error occurred while communicating with the service, it will show up in red text.
- High/Current/Low - This highest amount of memory used, in MB, the current amount of memory being used, and the lowest amount of memory used for stats processing on that server.
- High Site ID - This is the site ID of the domain that used the most memory on that server.
- High Site Name - This is the name of the domain that used the most memory on that server.
- Queries - The number of queries running on the server at that time.

### Service Version Info

|  |
|--|
| This feature is available in Enterprise Edition only |
|--|

Service Version Info gives System Administrators an overview of the version of Remote Service running on all web servers. If a red "Failed" line appears, that means that the service possibly is not installed on that server, or there is a communication error with the service.

Note: In order for SmarterStats to fully function properly, all of the version numbers should match with the version that shows up in Help -> About SmarterStats.

To get started, click the Manage button from the main tool bar, then select Service Version Info from the left tree view.

The Service Version Info page is broken down into the following columns:

- Server Name - The name of the server as it appears in the Web Interface.
- Server ID - The ID of the server as it appears in the Web Interface.
- Version # - The version of Remote Service that is running on that particular server.
- Build Date - The date that service was originally built.

## Settings

### General Settings

This page allows System Administrators to make and set general decisions about SmarterStats.

To get started, click the Settings button from the main tool bar, then select General Settings from the left tree view.

### System Administrator

- Site ID - For reference, the System Administrator Site ID is shown. It cannot be changed.
- User Name - This is the username for the System Administrator to have full access and permissions to the Web Interface and all remote services. By default, this is set to "admin".
- Password - The password associated with the System Administrator account. By default, it is "admin".

### Administrative Emails

- SMTP Server - The mail server IP address that will receive emails sent to the "Problems" email address.
- Email Address - The email address of the SmarterStats administrator.
- Enable Notification - Enable this to allow the designated email address to receive an email when the server encounters a problem with SmarterStats.

### Web Settings

- Rows per Page - The default number of rows to show per page in the Manage Sites page and elsewhere.

Click the Save icon from the actions tool bar to save all changes.

## Report Settings

This page allows System Administrators to set certain parameters for reports that will be run within SmarterStats.

To get started, click the Settings button from the main tool bar, then select Report Settings from the left tree view.

### Options

- Max days for standard reports - Sets the maximum number of days that users can retrieve statistics for on standard reports.
- Max days for custom reports - Sets the maximum number of days that users can retrieve statistics for on custom reports. (Enterprise Edition Only)
- Max items per custom report - Limits the number of report items that can be added to one custom report. (Enterprise Edition Only)

### DNS Resolution

- Max resolution threads - Depending on your computers hardware configuration, it may be beneficial to raise or lower how much processing it does by changing the maximum IP addresses it resolves at one time. The default value of 100 will work for most servers.
- Max lookups per report - Allows you to set a limit on the number of resolved IP addresses that are returned when an user checks the "Resolve IPs" box in their settings. The higher the number of resolved IP addresses you allow, the longer those Report Items will take to display, and the higher load is placed on your server.

### Email

- Processing Interval - Select from the drop down menu the number of hours the interval should be between processing of reports.
- Sleep Between Reports - Select from the drop down menu the number of milliseconds there should be for emailing reports.
- Enable Admin Error Emails - Enable this so System Admins will receive error emails.

## SMTP Settings

|  |
|--|
| This feature is available in Enterprise Edition only |
|--|

The email report settings can be used to customize the email account from which email reports are sent. These values will be used unless a Site Administrator overrides the setting for the user's site.

- SMTP Server - This is the mail server that will be used to send your email reports. If you wish to use a port other than 25 for your SMTP Server, include it after the server name or IP with a colon. For example, if your mail server is mail.example.com and it listens on port 10000, use mail.example.com:10000 as the server name.
- Postmaster Mailbox - This is the email address the reports will be sent from.
- SMTP Authentication - Enable this setting if your mail server requires SMTP Authentication. If so, you will need to enter the username and password as well.
- Authentication Username - Enter the username that the email account uses to authenticate. In some cases, this may be the full email address of the account.
- Authentication Password - Enter the password the email account uses to authenticate.

Click the Save icon from the actions tool bar to save all changes.

## Extension Settings

This configuration page shows the common file extensions that categorize files on a site. Enter extensions one per line, including the period.

To get started, click the Settings button from the main tool bar, then select Extension Settings from the left tree view.

Default settings are shown below:

- Downloads - A list of file extensions referred to when processing all Download Report Items. Defaults are: .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
- Documents - A list of file extensions referred to when processing all Document Report Items. Defaults are: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML
- Dynamic Pages - A list of file extensions referred to when processing all Dynamic Page Report Items. Defaults are: .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
- Images - A list of file extensions referred to when processing all Image File Report Items. Defaults are: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF

Click the Save icon from the actions tool bar to save all changes.

## Skins

This page allows System Administrators to select the skin to use throughout SmarterStats.

To get started, click the Settings button from the main tool bar, then select Skins from the left tree view. Users can also create custom skins to emulate their own style or that of their company.

Default Skin - Select from the drop down menu the skin you would like set as your default skin.

Enable ability for sites to override skin - Enable this if site administrators have the option to override the default skin.

Click the Save icon from the actions tool bar to save all changes.

## Server Defaults

### Importing

- Compression Level - Select the level from the drop down box that imported files should follow.
- Idle Time between Loops - Enter the number of minutes the sever should be idle between loops.
- Import Time of Day - Enter the start and end time the sever should be importing files.

### Processing

- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Reader Time Slice - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Reader Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Base Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set

this to 0.

- Debug Level - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.

Click the Save icon from the actions tool bar to save all changes.

## Server Propagation

This page gives System Administrators to make certain changes to span across all servers for SmarterStats.

To get started, click the Settings button from the main tool bar, then select Server Propagation from the Defaults folder in the left tree view.

Select which settings from the Importing and Processing tabs that you would like to propagate, then click the Propagate Now icon from the actions tool bar.

## Site Defaults

### Options

- SmarterLog Directory - Enter the directory for SmarterStats that log files will be saved to.
- Default Documents - Enter the types of documents for SmarterStats to recognize.
- Time Zone - Select from the drop down list the time zone that SmarterStats should follow.

### Auto-Deletion

- SmarterLogs - Select from the drop down list how often these logs should be deleted.
- Original Logs - Select from the drop down list how often these logs should be deleted.

Click the Save icon from the actions tool bar to save all changes.

## Site Propagation

This page gives System Administrators to make certain changes to span across all sites for SmarterStats.

To get started, click the Settings button from the main tool bar, then select Site Propagation from the Defaults folder in the left tree view.

Select which settings from the Options and Auto-Deletion tabs that you would like to propagate, then click the Propagate Now icon from the actions tool bar.

## [Additional Admin Topics](#)

### Automating Login to SmarterStats

This HTML code below demonstrates how you can make a text link (e.g. "See Your Stats") automatically log a person in to the SmarterStats application. By putting a hidden form on a simple web page, you can fill in the "Site ID", "Username,, and "Password" information either via hard coding the data or through a scripting language like ASP, ASP.Net or ColdFusion.

For the example code listed below, we have the form values set to generic text (e.g. "put\_their\_siteid\_or\_domain") to show where you would hard code values that are submitted to the login.aspx page. You could also dynamically generate these values using a scripting language like ASP or ColdFusion (a sample ASP script would substitute value="put\_their\_siteid\_or\_domain" with value=<% =txtSiteID %>). The form action shown (<http://127.0.0.1:9999/smarterstats/login.aspx>) uses the default location of the SmarterStats Web Interface. If you have created a separate web site for SmarterStats, or assigned a different IP address for SmarterStats within IIS, this action would have to be altered to reflect this change. This example demonstrates how easy and powerful the SmarterStats application is in allowing companies to automate entry into the application.

```
<html>
```

```
<head> <meta http-equiv= "Content-Language" content= "en-us" > <meta http-equiv= "Content-  
Type" content= "text/html; charset=windows-1252 "> <title>SmarterStats Login</title> </head>
```

```
<SCRIPT LANGUAGE= "JavaScript" > function GoToStats() { document.statsform.submit(); }  
</SCRIPT>
```

```
<body>
```

```
<form name= "statsform" action= "http://127.0.0.1:9999/Login.aspx" method= "post" > <input type=  
"hidden" name= "shortcutLink" value= "autologin" id= "shortcutLink" > <input type= "hidden"  
name= "txtSiteID" id= "txtSiteID" value= "put_their_siteid_or_domain" > <input type= "hidden"  
name= "txtUser" id= "txtUser" value= "put_their_username" > <input type= "hidden" name= "txtPass"  
id= "txtPass" value= "put_their_password" > </form>
```



```
<p><a href= "JavaScript:GoToStats()" > Log into your stats </a></p>
```

```
</body>
```

```
</html>
```

## SmarterStats Web Services

SmarterStats was built with custom configuration in mind. In addition to being able to customize the look and feel of SmarterStats, developers and/or System Administrators have the ability to code to the SmarterStats application using several different web services. These web services allow developers and/or System Administrators to automate a variety of different things: add sites to the Web Interface on the fly, grab site-specific bandwidth usage for billing purposes, set details on a specific site or server, update site information, test servers added to the Web Interface, and more.

To view the web services, and their corresponding functions, available to you, go to your default Web Interface install location and append "services/services\_page.aspx". Your particular SmarterStats location can be the specific IP address of the Web Interface (e.g. if you installed SmarterStats with the default installation you would use <http://127.0.0.1:9999/services/SiteAdmin.aspx>, etc. or a specific IP address you assigned for the Web Interface if you custom-installed SmarterStats or moved SmarterStats to a new web server) or a specific site name if you configured SmarterStats as an actual website within IIS (e.g. [smarterstats.yourdomain.com](http://smarterstats.yourdomain.com)). Below you will find a brief explanation of the web services available to you, along with the default installation paths to the specific web services details page.

### Server Admin Web Service

<http://127.0.0.1:9999/services/serveradmin.aspx>

There are six (6) functions of the service available for customization. These services allow developers and/or System Administrators to pull information relating to a server or servers from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions, and their corresponding properties, are:

- **GetServers** - returns a list of all servers running SmarterStats Enterprise Edition .
- **GetGlobalDefaults** - returns the global default settings for a specific server. These default settings include server IP address, server status, default file, document and download extensions, and more.
- **PingServer** - allows you to ping a specific server and see the results.
- **DeleteServer** - allows you to delete a server from the Web Interface.

- AddServer - allows you to add a server directly in to the Web Interface.
- UpdateServer - allows you to change server configurations on the fly.

## Site Admin Web Service

<http://127.0.0.1:9999/services/siteadmin.asmx>

There are nine (9) functions of the service available for customization. These services allow developers and/or System Administrators to pull information relating to a particular site or sites from a custom page using SOAP, an HTTP GET protocol, or an HTTP POST command (examples for each are provided as well). Constants for these web services can be found here . These functions, and their corresponding properties, are:

- AddSite - allows you to add sites to the Web Interface on the fly.
- DeleteSite - allows you to delete a site from the Web Interface on the fly.
- GetAllSites - returns a listing of all sites being monitored by the Web Interface.
- GetSitesForServer - returns sites from a particular Server ID.
- moveSite - allows you to initiate a move command to the service for a particular site. This would allow you to automate moves within a control panel application.
- getSiteStatus - allows you to check the site status for a particular Site ID.
- UpdateSite - allows you to update information pertaining to a particular site that resides in the Web Interface.
- AddSiteWithFTP - Allows you to add a site with FTP logs directly in to the Web Interface.
- GetSite - returns a single site that you specify and that is listed in the Web Interface.

## Bandwidth Web Service

<http://127.0.0.1:9999/services/bandwidth.asmx>

There are two (2) functions of the service available for customization. These services allow developers and/or System Administrators to pull information relating to bandwidth usage for a particular site or server from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). These functions can be extremely useful when providing bandwidth statistics to end users or for bandwidth monitoring and overage billing. The functions, and their corresponding properties, are:

- GetForSite - returns all bandwidth for a particular site.
- GetForServer - returns all bandwidth for a particular server on a per-site basis.

## Product Information Web Service

<http://127.0.0.1:9999/services/productinfo.asmx>

There are four (4) functions of the service available for customization. These services allow developers and/or System Administrators to pull information (e.g. licensing info) or set information (e.g. license activation) relating to the product installed on the server from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions, and their corresponding properties, are:

- `ActivateLicenseKey` - allows you to activate the license key purchased for your product.
- `GetLicenseInfo` - returns information pertaining to the current product license.
- `GetProductInfo` - returns information pertaining to the currently installed product.
- `SetLicenseKey` - sets a license key for the Web Interface.

## User Administration Web Service

<http://127.0.0.1:9999/services/useradmin.asmx>

There are seven (7) functions of the service available for customization. These services allow developers and/or System Administrators to perform various user functions, such as user creation and deletion, updating user information, retrieving user information and more from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions, and their corresponding properties, are:

- `AddUser` - automatically add users to a specific site.
- `SetSiteOwner` - set site ownership for a specific site to a specific user.
- `GetUser` - returns a user for a particular site.
- `ValidateLogin` - returns login results for a particular user.
- `GetUsers` - returns all users for a specific site.
- `UpdateUser` - updates user information for a site.
- `DeleteUser` - deletes the specified user from a site.

## Enhancing Geographic Reports

SmarterStats uses a very efficient and accurate Geographic engine based on databases provided by MaxMind. These databases are very accurate, and correctly identify most traffic hitting your server. Because geo-location data changes frequently, SmarterStats will release a new update of these databases with every minor release of SmarterStats.

For those requiring constantly up-to-date geo-location data, MaxMind makes available a premium database that is updated monthly. In addition, the premium database takes into account dial-up services like AOL and Earthlink.

[Click here for the MaxMind premium database compatible with SmarterStats](#)



For questions regarding the premium MaxMind GeoIP City Database, please click [here](#) . SmarterTools does not directly support the MaxMind databases.

## Instructions for installing premium database updates

- Download the latest Binary Format distribution of the Region database
- Using a product like WinZip or WinRar, extract the file to a temporary directory
- Locate a file named something similar to GeoIPCity-###.dat and rename it to GeoIPCity.dat
- Copy the file to your C:\program files\SmarterTools\SmarterStats\Service directory

## Logging in to SmarterStats - System Admin

You will need to open a web browser to the location of your SmarterStats installation. By default, this URL is <http://127.0.0.1:9999> (if running the browser on the server itself, otherwise use the IP address of the server instead of 127.0.0.1), but it may be different if you have changed the location of SmarterStats.

Please log in to Smarter Stats...

Site ID  
admin

Username  
admin

Password  
\*\*\*\*\*

Language  
Use Browser Language

Remember Me

Login | Help

To login to SmarterStats, type in the system admin username and password on the login screen, along with a Site ID of "admin". By default, the username and password are both "admin" (without the quotes). If everything matches up, you will be presented with the manage sites page.

One thing to notice on the Login page is the "Remember Me" checkbox. By checking this box SmarterStats encrypts your login and password. You can then close the browser window and not have to re-login when you return. This function works as long as you do not "log out" of SmarterStats prior to closing your browser window. If you do log out, you will have to log back in upon your return,

regardless of whether the "Remember Me" box was checked or not. You will need cookies enabled on your browser for this feature to work.

## Report Reference

### Report Items

#### Overview

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

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

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

Note: Not all reports are available for users and/or domains. Consult your system or domain administrator for report availability.

#### Formulating the Graph

You will see a calendar of the current month and fields with drop down menus on the right side.

NOTE: Not all of the options below will be available for each report type.

- Calendar - You can choose any amount of time you wish to base your report on—day, week, or month.
- Rows - You can choose how many rows of usernames you would to have appear—10, 100, 500, 1000, 10,000.
- Sort - This allows you to choose how you want the different usernames sorted. Then you can select if you want it sorted in Ascending or Descending order.
- Chart - allows you to select which type of graph you want your data displayed in.
- Value 1 - This gives you the option of which values you want to use in your graph—None, Total Disk, Junk Email, Deleted Items.
- Value 2 - You can choose if you would like to add a second value to your graph.
- Filter Set - Select a filter set that you have already created. To create a filter set, click the Settings button on the main tool bar, then select Filter Sets from the My Settings folder in the

left tree view.

- Spider - You can select from the drop down menu a specific Spider/Bot to track.

Once you have the data which you want shown in the report, click the Get Report button on the right side.

Across the action toolbar there are four icons— Add Favorite , Email , Export , and Print .

- Add Favorite - This will allow you to add this report to your favorites list.
- Email - This will allow you to send another person your report.
- Export - This will allow you to export your report to a file.
- Print - This will allow you to print your graph and chart.

## 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.

## Pages Not Indexed

This report shows a list of pages that have not been indexed by spider and/or bots during the timeframe specified.

### Terms Used

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.

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

## Pages Indexed Not Viewed

This report will show a list of pages that have been indexed by spiders and/or bots but have not been viewed by the public during that timeframe.

### Terms Used

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.

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

## Spider Pages

This report will show the pages viewed by spiders and/or bots. By specifying a spider in the report options panel, you can see what pages are being indexed.

## 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 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.

## Spider Directories

This report will show the number of views and hits made by spiders and/or bots to each directory in the 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.

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

## Spider Top Files

This report will show the files that are getting the most hits and visits by spiders and/or bots.

## 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.

**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.

## 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.

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.

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## Spider Monthly Totals

This report item shows the total number of hits and page views by spiders and/or bots on 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.

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

## Spider Weekly Totals

This report item shows the total number of hits and page views by spiders and/or bots on 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.

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

## Spider Daily Totals

This report item shows the total number of hits and page views by spiders and/or bots on your web site for the days that your date range selection includes.

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

## Spider Hourly Totals

This report item shows the total number of hits and page views by spiders and/or bots on your web site 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.

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

## Spider Hourly Averages

This report item shows the average number of hits and page views by spiders and/or bots on your web site 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.

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.

## Spider Weekday Totals

This report item shows the total number of hits and page views by spiders and/or bots on your web site for a particular 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.

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

## Spider Weekday Averages

This report item shows the average number of hits and page views by spiders and/or bots on your web site 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.

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

## 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

### Authenticated Users

Authenticated Users lists the most common visitors to your site. Authenticated Users are those that are authenticated through the web server, not through custom user authentication on your web site. As a result, Windows Authentication will show results in this report, while other types of authentication may not.

### 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.

## 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.

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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.



## 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.

## 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.

## 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 a 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. 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.

## 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.

## 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.

## Spider 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. This report will show the number of hits a page that no longer exists received by a spider and/or bot.

Typically, a 404 result to a spider will result in the page being removed from the spider's index.

## 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.

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

## Spider 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 during server restarts, any 5xx error that occurs more than a few times should be investigated. This report will show the number of hits a page received during a 500-level error by a spider and/or bot.

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

## 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.

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

## 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.

## Server Utilization

### Page Bandwidth In

This report will show the Website developer which pages need the most optimization on incoming bandwidth. This is typically due to very large amounts of form data or viewstate, but can also be attributed to file upload pages.

If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

### 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.



Score - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesin}) * 10000$

## Page Bandwidth Out

This report will show the Website developer which pages need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized.

For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

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

**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.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesin}) * 10000$

## Page Time Taken

This report will show which pages need the most optimization for CPU usage on the server.

Highly accessed pages that are very fast may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized.

For example, a page that is hit 10,000 times a day that takes 10ms to process causes much more load than a page that is hit 10 times that takes 1000ms to process.

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

## Terms Used

Avg. Time Taken - This is the average time the server takes to process a file. This value is measured in milliseconds.

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.

Score - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(itemBytesIn/totalBytesin)*10000$

## Document Bandwidth Out

This report will show the Website developer which pages need the most optimization on outgoing bandwidth. This will show developers which files could be compressed or reduced in size.

## 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.

Score - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(itemBytesIn/totalBytesin)*10000$

## Download Bandwidth Out

This report will show the Website developer which pages need the most optimization on outgoing bandwidth for downloads. This will show developers which files should be compressed for downloads.

## 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.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$

## Image Bandwidth Out

This report will show the Website developer which pages need the most optimization on outgoing bandwidth for images. This will show which images would benefit most from size optimization.

Many image optimization software products and services are available on the web. Typically, use of these products can greatly reduce the size of images without sacrificing image quality.

## 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.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$

## Spider Page Bandwidth In

This report will show the Website developer which pages need the most optimization for incoming bandwidth for spiders and/or bots.

## 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.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$

## Spider Page Bandwidth Out

This report will show the Website developer which pages need the most optimization for outgoing bandwidth for spiders and/or bots.

### 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.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$

## Spider Page Time Taken

This report will show the Website developer which pages need the most optimization for page processing time for spiders and/or bots.

### Terms Used

**Avg. Time Taken** - This is the average time the server takes to process a file. This value is measured in milliseconds.

**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.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$

## 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.

### World Cities

This report shows the traffic from cities around the world, with the highest activity city being listed first. The visitors 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.

## African Cities

This report shows the traffic from the cities and countries of Africa, with the highest activity country being listed first. The visitors 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.

## Asian Cities

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed first. The cities visitors 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.

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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.

## 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.

## European Cities

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities visitors 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.

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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.

## 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.

## North American Cities

This report shows the traffic from the cities and states of North America, with the highest activity city being listed first. The cities visitors 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.

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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.

## 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.

## Oceanic Cities

This report shows the traffic from the cities of Oceania, with the highest activity city being listed first. The cities visitors 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.

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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.

## 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.

## South American Cities

This report shows the traffic from the cities of South America, with the highest activity city being listed first. The cities visitors 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.

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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.

## 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.

## United States Cities

This report shows the traffic from the cities of the United States of America, with the highest activity city being listed first. The cities visitors 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.

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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.

## 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.

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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.

## Canadian Cities

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities visitors 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` .

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

## Glossary

Below is an alphabetized list of the various terms and phrases used in SmarterStats.

**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.

**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.

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

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

**Exclusion** - An exclusion is a pre-filter used to remove log file entries that may not be pertinent to a



sites statistics. A common usage of exclusions is to ignore internal IP addresses or directories with temporary files.

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

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.

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.

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.

Inclusion - An inclusion is a pre-filter that is used to limit a site's statistics to only specific items of a log file. Inclusions are typically used to restrict a site's statistics to only one subdirectory of a larger parent site.

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

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

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.

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

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a

result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

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

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.

Rank - Rank indicates the position of the item when ordered

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.

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.

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

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.

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.

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.

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.

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.

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.

## End User License Agreement (EULA)

### SMARTERSTATS END USER LICENSE AGREEMENT SmarterTools, Inc. Software License Terms

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- \* Updates
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D. Limitation of Liability.

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Currently, SmarterTools provides technical support for the Software via SmarterTools personnel, documentation, and Internet resources. Depending on Your Features Selection, including but not limited to pricing, volume, Software version, and the number of licenses You purchased, a certain amount of technical support may be included at no additional charge. Otherwise, technical support may be available for an additional charge on a per incident, per call, per time-frame basis, or in other



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Upon the Effective Date and at other times during the term of this EULA You may be required to supply certain information including, but not limited to, email address(es), password(s), personal and/or company information, payment information (e.g. credit card information), and/or other personally identifiable and potentially valuable information. Acceptance of this Agreement indicates Your willingness to provide this information and have it transmitted to SmarterTools via internet, phone, facsimile, verbally, or otherwise and Your assumption of the incumbent risks associated with such transfers. SmarterTools takes the privacy and security of data very seriously and will make efforts to protect data in accordance with our privacy policy. A copy of the SmarterTools privacy policy is available by request. In any event, SmarterTools and its suppliers, licensors, successors, affiliates, agents, employees, executives, and assigns shall not be liable for any stolen, misdirected, or otherwise mishandled information pursuant to this EULA.

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