



Visitors

Help Documentation

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.

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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.

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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.

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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.

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