



# Help for System Administrators

Help Documentation

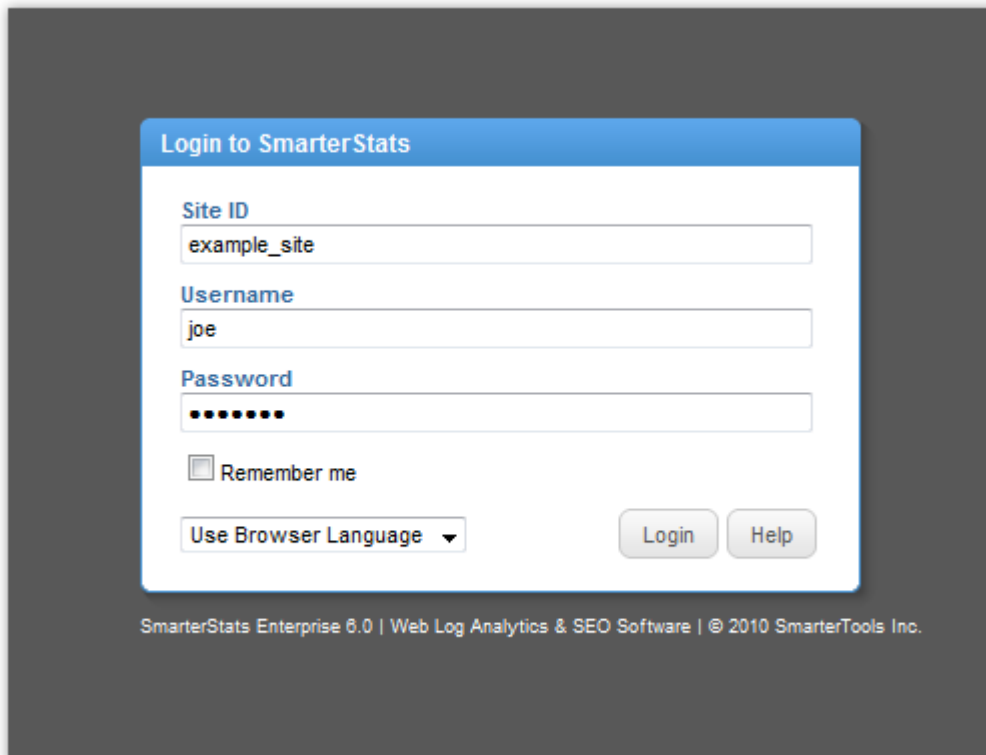
## Help for System Administrators

### Logging in to SmarterStats

System administrators can access the SmarterStats Web interface login page by navigating to the location of the SmarterStats installation in their Web browser. By default, this URL is `http://127.0.0.1:9999` (if running the browser on the server itself) or the IP address of the server (instead of 127.0.0.1).

To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login . By default, the site ID, username, and password for the system administrator is "admin" (without the quotes).

To stay logged in to SmarterStats even after closing the browser, be sure to select the Remember Me checkbox. This will allow SmarterStats to encrypt the username and password. This feature works as long as you do not log out of SmarterStats prior to closing your browser window. Note: Browser cookies must be enabled for this feature to work.



SmarterStats Enterprise 6.0 | Web Log Analytics & SEO Software | © 2010 SmarterTools Inc.

## Manage

### Sites

System administrators can use this section to manage the sites in SmarterStats. To access this section, click the manage icon . Then click Sites in the navigation pane. A list of the sites will load in the content pane and the following options will be available in the content pane toolbar:

- New - Click this button to add a new site to SmarterStats.
- Edit - Click this button to edit the selected site.
- Delete - Click this button to permanently remove the site from SmarterStats.
- View Site - Click this button to impersonate a user or site administrator.
- Actions - Click this button and select one of the following options:
  - Run Diagnostics - Select this option 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 - Select this option to reprocess the log file data. Note: Log file data will not be re-imported.
  - Re-import Site - Select this option to delete the SmarterLog files for the site and re-import them, starting with the earliest files.
  - Move Site - Select this option to move the site statistics to another server supported by the SmarterStats Web interface. Note: This option is only available in SmarterStats Enterprise. Selecting this option will only move the SmarterLogs; it will not move the physical site or its standard log files.

For more information on adding or editing a site, see [Adding a New Site](#) .

### Adding a Site

System administrators can use this section to add a site to SmarterStats. To access this section, click the manage icon . Then click the New menu and click New Site in the navigation pane toolbar. To edit an existing site, click the manage icon . Then click Sites in the navigation pane. A list of sites on the server will load in the content pane. Select the desired site and click Edit in the content pane toolbar. The site settings will load and the following tabs will be available:

### Options

Use this tab to specify the following options:

- Site Name - The domain name for the site (e.g. example.com).
- Site ID - The unique identifier for the SmarterStats site. Site IDs must be integers greater than 0.
- Server - In a distributed environment, the site may reside on a server other than the web interface. Select the web server on which the site's original logs reside. Note: This option is only available in SmarterStats Enterprise.
- Current State - The state in which the site should start.
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Time Zone - The time zone under which log files are processed.
- Site Admin - Select the user responsible for managing the site from the list. If you select a new user, you will also see the Site Administrator Username and Site Administrator Password fields.
  
- Site Administrator Username - The username of the site administrator. This individual will be the primary user account responsible for this site.
- Site Administrator Password - The password associated to the site administrator username.
- Enable SEO - Check this box to enable SmarterStats to collect and report on SEO data for the site.

## Log Options

Use this tab to specify the following options:

- Log Location - The location of the log files (local directory or obtained through FTP).
- Log Format - The log file format (W3C, NCSA, IIS). Note: Auto-detect only works on local log files; it will not work on FTP logs.
- Auto-Deletion - The maximum number of months SmarterLog files should 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.
- Export Directory - The full path to the location to which log files are exported when a user downloads the files from SmarterStats. Note: 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 - 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.example.com).
- Enable removal of URL items after semicolon - Certain sites can generate logs where the page that SmarterStats tries to parse includes a semicolon with some extra information after it.

Check this box to automatically remove this extra information when applicable.

- Default Documents - Type the default documents for the website in the text box. 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 "/".

## Log Locations

Use this tab to specify the full path to the location in which log files reside on the Web server. To add a log location, click the Add menu and click Log Location . Then complete all fields in the popup window. Note: The log locations are usually set when installing the website on the server.

Use this tab to specify the following FTP options:

- Server - The IP or URL of the FTP server.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: \*.log ).
- Port - The port the FTP server uses. By default, the FTP port is 21.
- Username - The username used to login to the FTP server.
- Password - The associated password used to login to the FTP server.
- Directory - The path to the log files.
- Interval - To specify how frequently the logs will be retrieved from the FTP server, select the appropriate option from the list.
- Enable FTP resumming if available - Check this box to only download unprocessed portions of log files. This option allows administrators to save bandwidth. --%>

## SEO Options

Use this tab to specify the following SEO options:

- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 keywords.
- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 competitors.
- Max Position to Retrieve - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 100. All positions after 100 are listed in SmarterStats as >100.
- Search Engines - Select the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

## Log Status

Use this tab to view the progress of log files that are being imported into SmarterStats.

## SEO Processing Status

Use this tab to check the retrieval status of the site's SEO statistics. By default, SmarterStats updates the SEO statistics daily. This process starts at midnight and can last several hours, depending on the number of SEO campaigns, keywords, search engines, etc. that SmarterStats is retrieving statistics for.

## Servers

System administrators can use this section to manage the servers in SmarterStats. To access this section, click the manage icon . Then click Servers in the navigation pane. A list of the servers will load in the content pane.

To add a new server, click New in the content pane toolbar. To edit an existing server's settings, select the desired server and click Edit in the content pane toolbar. The server settings will load and the following tabs will be available:

## Options

Use this tab to specify the following options:

- Server ID - The unique identifier for the server.
- Server IP - The IP address associated with the server.
- Server Name - The friendly name for the server.

## Importing

Use this tab to specify the following importing options:

- Import Time of Day - The start and end times the sever should be importing files.
- Import 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.
- Import Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Import Frequency - The number of minutes the sever should be idle between loops.
- Import Time Per Site - 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.
- 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.
- **Compression Level** - The level of compression that imported files should follow.
- **Max Sessions Per Site** - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- **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.

## Server Status

The Server Status section 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 access this section, click the manage icon button. Then click Server Status in the navigation pane. A list of servers will load and the following columns will be available:

- **Server Name** - 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** - 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** - The 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 Name** - The name of the domain that used the most memory on that server.
- **High Site ID** - The site ID 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 only available in SmarterStats Enterprise.
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System administrators can use this page to get an overview of the version of remote service running on all Web servers. If a red "Failed" line appears, that means that the service is not installed on the server or there is a communication error with the service.

To access this section, click the manage icon . Then click Service Version Info in the navigation pane. The service version info will load in the content pane and the following columns will be available:

- 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. Note: In order for SmarterStats to function properly, all of the version numbers should match with the version that shows up in Help -> About SmarterStats.
- Build Date - The date that service was originally built.

## View Logs

System administrators can easily access the log files generated by SmarterStats to view errors and processing information. To access these logs, click the manage icon . Then click View Logs in the navigation pane. The following options will be available in the content pane:

- Server - The server from which the log files are collected.
- Date - The date you want to view log files from.
- Type - The type of logs you would like to view (general, email reports, exceptions, service communications)
- Search String - The word or phrase for which to search.

To view the logs, click Search in the content pane toolbar. To download the logs as a .zip file, click Download in the content pane toolbar.

## Reports

### Server Summary

### Traffic Summary

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

### Visitors Summary

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers.



For a definition of the terms listed on this page, please refer to the Glossary .

## **Server Trend**

### **Traffic Trend**

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers. This report is useful in identifying traffic trends on a server.

For a definition of the terms listed on this page, please refer to the Glossary .

### **Visitors Trend**

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers. This report is useful in identifying visitor trends on a server.

For a definition of the terms listed on this page, please refer to the Glossary .

## **Site Summary**

### **Traffic Summary**

This report displays the traffic activity (page views, visits, hits, and bandwidth) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

### **Visitors Summary**

This report displays the visitor activity (visits, unique visitors, new visitors, and return visitors) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

For a definition of the terms listed on this page, please refer to the Glossary .

## Settings

### General Settings

System administrators can use this section to configure general SmarterStats settings. To access this section, click the settings icon . Then click General Settings in the navigation pane. The general settings will load and the following tabs will be available:

### Web Settings

Use this tab to specify the following settings:

- Rows per Page - The default number of rows displayed in SmarterStats.
- Default Skin - The default skin for SmarterStats users.
- Enable users to override skin - Check this box to allow users to specify their own skin.
- Enable automatic reminder popups - Check this box to allow SmarterStats to display licensing and other administrative reminders.

### System Administrator

Use this tab to specify the following administrator-based settings:

- Site ID - The unique identifier for the system administrator area of the SmarterStats site.
- Username - The username of the system administrator. By default, the system administrator username is admin.
- Old Password - The password associated to the system administrator username. By default, the system administrator password is admin.
- New Password - The new password the system administrator wants to use to login to SmarterStats.
- Confirm New Password - The new password the system administrator wants to use to login to SmarterStats. Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.

### Administrative Emails

Use this tab to specify the following settings:

- Email Address - The email address of the SmarterStats administrator.
- SMTP Server - The mail server IP address that will receive emails sent to the administrator email address listed in the Email Address field on this tab.

- Enable email notification - Check this box to allow the designated email address to receive an email when the server encounters a problem with SmarterStats.

## SMTP Settings

This feature is only available in SmarterStats Enterprise.

System administrators can use this section to specify the email account from which email reports are sent. Note: Site administrators can override these settings.

To access this section, click the settings icon . Then click Email Settings in the navigation pane. The email report settings will load in the content pane and the following options will be available:

- Email Address - The email address from which reports will be sent.
- SMTP Server - The mail server used to send email reports. Note: 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.
- Enable SMTP authentication - Check this box if SMTP authentication is required to send mail from this email address.
- Auth Username - The identifier used to authenticate with the SMTP server. In some cases, this may be the full email address of the account.
- Auth Password - The corresponding password used to authenticate with the SMTP server.

## Extension Settings

Although SmarterStats automatically assigns file extensions to specific categories, system administrators have the ability to reassign file extensions to different categories.

To access the extension settings, click the settings icon . Then click Extension Settings in the navigation pane. There are four categories for extensions:

- Downloads
- Documents
- Dynamic Pages
- Images

## Report Settings

System administrators can use this section to specify general settings for SmarterStats reports. To access this section, click the settings icon and then click Report Settings in the navigation pane. The report settings will load in the content pane and the following tabs will be available:

## Options

Use this tab to specify the following options:

- **Standard Report Limit** - The maximum number of days for which users can retrieve statistics on standard reports.
- **Custom Report Limit** - The maximum number of days for which users can retrieve statistics for on custom reports. Note: This option is only available in SmarterStats Enterprise.
- **Max Items Per Report** - Limits the number of report items that can be added to one custom report. Note: This option is only available in SmarterStats Enterprise.

## DNS Resolution

Use this tab to specify the following options:

- **DNS Threads** - Depending on your computer's hardware configuration, it may be beneficial to raise or lower how much processing it does by changing the maximum number of 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 option in their settings. The higher the number of resolved IP addresses you allow, the longer those report items will take to display, which also results in a higher load on your server.

## Email

Use this tab to specify the following email options:

- **Processing Interval** - Scheduled email reports are processed in loops. When processing email reports, SmarterStats reviews each site and sends the appropriate scheduled email report. The processing interval is the wait time between loops. For example, if the processing interval is set to 2 hours, SmarterStats will wait 2 hours before reviewing each site and sending additional scheduled reports that need emailed to its recipients.
- **Sleep Between Reports** - The wait time after sending a scheduled email report. For example, if a site has multiple scheduled email reports that need delivered, SmarterStats will wait the amount of time specified by this setting before sending the next report.
- **Enable admin error emails** - Check this box to allow SmarterStats to send an email to the system administrator when an error occurs.

## Defaults

### Server Defaults

Use this section to create global default settings that will be applied to new servers added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Note: Modifications to these settings will not affect existing servers.

To access the default server settings, click the settings icon . Then expand the Defaults folder and click Server Defaults in the navigation pane. The default server settings will load in the content pane and the following options will be available:

- Import Time of Day - The start and end times the sever should be importing files.
- Import 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.
- Import Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Import Frequency - The number of minutes the sever should be idle between loops.
- Import Time Per Site - 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.
- 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.
- Compression Level - The level of compression that imported files should follow.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- 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.

### Server Propagation

Use this section to apply global default settings to all of the servers in SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. To access server

propagation, click the settings icon . Then expand the Defaults folder and click Server Propagation in the navigation pane. The default server settings will load in the content pane. For more information on these settings, refer to Server Defaults . To apply some or all of the default settings to all of the servers in SmarterStats, select the appropriate settings and click Propagate Now.

## Site Defaults

Use this section to create global default settings that will be applied to new sites added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Note: Modifications to these settings will not affect existing sites.

To access the default site settings, click Settings in the main toolbar and expand the Defaults folder. Then click Site Defaults in the left tree view. The default site settings will load in the content pane and the following tabs will be available:

### Options

Use this tab to specify the following options:

- Site Name - The domain name for the site (e.g. example.com).
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Time Zone - The time zone under which log files are processed.
- Enable SEO - Check this box to enable SmarterStats to collect and report on SEO data for the site.

### Auto-deletion

Use this tab to specify the following options:

- SmarterLogs - The maximum number of months SmarterLog files should 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.
- Original Logs - The maximum number of months original log files should be stored.

### SEO Options

Use this tab to specify the following SEO options:

- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 keywords.

- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 competitors.
- Max Position to Retrieve - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 100. All positions after 100 are listed in SmarterStats as >100.
- Search Engines - Select the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

## Site Propagation

Use this section to apply global default settings to all of the sites in SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. To access site propagation, click the settings icon . Then expand the Defaults folder and click Site Propagation in the navigation pane. The default site settings will load in the content pane. For more information on these settings, refer to Site Defaults . To apply some or all of the default settings to all of the sites in SmarterStats, select the appropriate settings and click Propagate Now.

## Activation

### Licensing

To view licensing information for SmarterStats, click the settings icon . Then expand the Activation folder and click Licensing in the navigation pane. The edition, version, and license level information for the version of SmarterStats currently being used will load in the content pane.

The following options will be available in the content pane toolbar:

- Activate - Activates a new SmarterStats license key.
- Reactivate - Reactivates a SmarterStats license key.
- Details - Displays details about the license, including feature, status, expiration, limits and available trials.
- Buy Now - Allows the system administrator to purchase SmarterTools products. Start Trial - Allows the system administrator to begin an available trial. --%>

## SmarterStats Self Diagnostic

Use the Smarterstats Self Diagnostic to test versions, locale settings, folder permissions, and Internet connectivity. To access this feature, click the settings icon . Then expand the Activation folder and

click Self Diagnostic in the navigation pane. SmarterStats will perform a test and display the results in a popup window.

## [Additional Help Topics](#)

### **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