



Workspace

Help Documentation

Workspace

Site Overview

The site overview provides a snapshot of some of the site's metrics for the last seven days.

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

Standard Reports

Standard Reports Overview

Most of the reports in SmarterStats display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis.

Standard reports are unique because they combine statistics from multiple reports items to give site administrators and users a comprehensive analysis of your website. Standard reports are best used to provide the most pertinent data to specific people or departments within an organization as they often show how different report items relate to a particular function or goal. For example, a webmaster or IT department would likely find the Webmaster report beneficial as it includes many report items relating to the website (visitor statistics, browsers used, server errors, etc.).

To access the standard reports, click the workspace icon . Then expand the Standard Reports folder in the navigation pane and select the desired report. The report will load in the content pane and the following options will be available in the content pane toolbar:

- Email - Emails a copy of the report to the desired recipient(s)
- Export - Exports the report in CSV or TAB format
- Print - Prints the report.

Note: Because standard reports include data from many different report items, these reports may take longer to load.

CEO Report

The CEO report is designed to give the chief executive officer an overview of the website statistics and reports used by the other employees in the organization (such SEO, marketing, and webmaster reports).

The CEO report contains the following report items:

- Top Pages
- Referring Sites
- Entry Pages
- Paths
- Platforms
- Browsers
- Monthly Totals
- Weekday Totals
- Search Engines Breakdown

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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 to see the impact a banner advertising or showcase advertising campaign has on website traffic and/or sales. This report shows which search engines provide the most referring traffic, and which keywords and phrases are pointing users to their site. Using this report, site administrators and users can target specific entry pages in their advertising campaigns, judge which campaigns are most effective, or even compare the statistics returned by SmarterStats with the statistics given by the sites featuring the advertising.

The marketing report contains the following report items:

- Search Engine Breakdown
- Phrases
- Referring Sites
- Referring URLs
- Entry Pages
- Exit Pages
- Phrase Sources

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

Search Engine Report

The search engine report contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine.

The search engine report is comprised of the following report items:

- Search Engine Breakdown
- Spiders
- Phrases
- Phrase Sources
- Keywords
- Keyword Sources
- Referring Sites
- Referring URLs
- Entry Pages

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

Site Activity Report

The site activity report is designed to give you a snapshot of the activity on your website. The report includes statistics relating to views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details.

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

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

Site Usage Report

The site usage report is 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.).

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

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

Site User Report

The site user report displays information about the users that are visiting your site, such as browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details.

The report items contained in the site user report include:

- Browsers
- Browser Versions
- Platforms
- Top IP Addresses
- Recent Visitor Stats
- Recent Visitor Details

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

Webmaster Report

The webmaster report 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 SEO or marketing specialist to help drive traffic to particular pages.

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

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

Favorites

Site administrators and users can mark any report item as a favorite, allowing easy access to the most frequently used report items. Using favorites can greatly reduce your time analyzing statistics, as you can quickly jump between report items that interest you. For instructions on how to add a report item to your favorites list, please refer to the KB article [How To -- Create a Favorite Report](#) .

To access your favorite reports, click the workspace icon . Then expand Favorites in the navigation pane and select the desired report. The report will load in the content pane and the following options will be available in the content pane toolbar:

- Email - Emails a copy of the report to the desired recipient(s)
- Export - Exports the report in CSV or TAB format
- Print - Prints the report

Creating a Favorite Report

To mark a report item as a favorite, click the workspace icon . Then expand Favorites in the navigation pane and click [Manage Favorite Reports](#) . A list of favorite reports will load in the content pane and the following options will be available in the content pane toolbar:

- New - Creates a new favorite report.
- Edit - Edits the configuration settings for the selected favorite report.
- Delete - Permanently removes the report item from the favorites list.

When editing or creating a favorite report, the following configuration settings are available:

- Report Item - The specific report item to be marked as a favorite. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Rows - The number of rows displayed in the report.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Chart - To specify a specific chart type, select the appropriate option from the list.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the favorite report .
- SEO Campaign - The specific SEO campaign that will be applied to the report item.
- Site - The specific website that will be applied to the report item.

Custom Reports

This feature is only available in SmarterStats Enterprise.

Most of the reports items display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis.

With custom reports, statistics from multiple report items can be combined to give site administrators and users a comprehensive analysis of your website. Note: A custom report is similar to a standard report, except custom reports grant users the flexibility to include an unlimited number of report items in a single report, not just a specific set of report items and can be adjusted to meet your organization's needs.

To access the custom reports, click the workspace icon . Then expand Custom Reports in the navigation pane and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Emails a copy of the report to the desired recipient(s).
- Export - Exports the report in CSV or TAB format.
- Print - Prints the report.

Creating a Custom Report

To create a new custom report, click the workspace icon . Then expand Custom Reports in the navigation pane and click Manage Custom Report . A list of custom reports will load in the content pane and the following options will be available in the content pane toolbar:

- New - Creates a new custom report.
- Edit - Edits the configuration settings for the selected custom report.
- Delete - Permanently removes the report item from the custom reports list.

When editing or creating a favorite report, the following configuration tabs are available:

Custom Report

Use this tab to specify the following options:

- Name - The name of the custom report.
- Default Date Range - The default time period from which report item data is collected.
- Filter Set - To apply a default filter set to the report items, select the appropriate filter from the list.
- Use default date range on all report items - Checking this box will apply to the default date range to all report items in the custom report. Note: To allow each report item to override the date range, uncheck the box.
- Use default filter set on all report items - Checking this box will apply the selected filter set to all report items in the custom report. Note: To allow each report item to have a different filter, uncheck the box. This will allow you to compare different filter sets on the same report.

Report Items Use this tab to specify which report items to include in the custom report:

- Report Item - The specific site report to be added to the custom report. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Chart - To specify a specific chart type, select the appropriate option from the list. Note: 3D charts will use the perspective selected in My Settings.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the custom report.
- SEO Campaign - The specific SEO campaign that will be applied to the report item.

- Site - The specific website that will be applied to the report item.
- Search Engine - The specific search engine that will be applied to the report item.

Scheduled Email Reports

This feature is available in Enterprise Edition only

The Enterprise edition of SmarterStats has the ability to email standard and custom reports on a daily, weekly, and monthly basis.

- Daily email reports are sent at 2:00 AM the next day.
- Weekly email reports are sent on 2:00 AM Monday.
- Monthly email reports are sent at 2:00 AM of the first day of the month.

The reports are generated and sent by SmarterStats according to the time zone configured for that particular site. This gives the Web server a solid opportunity to flush all log files out and allows the system to import the previous day's log file before generating the report. Note: The time zone is configured during the initial site setup, but can be changed by logging in as the site administrator and editing the site importing settings.

For instructions on how to schedule an email report, please refer to the KB article [How To -- Create a Scheduled Email Report](#).

To see which reports are scheduled to be emailed, click the workspace icon. Then click Scheduled Email Reports in the navigation pane. A list of scheduled email reports will load in the content pane and the following options will be available in the actions toolbar:

- New - Creates a new scheduled email report
- Edit - Click this button to edit the email options for the report
- Delete - Click this button to permanently remove the report from the emailed reports list

Export Logs

This feature is only available to site administrators if an export directory was configured for the site during site creation.

Site administrators have the ability to export processed log files into a single compressed file that contains the daily logs for the specified date range. To export log files, click the workspace icon. Then click Export Logs in the navigation pane.

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.

Depending on the amount of data in the site's log files, this page may take awhile to process. As a result, site administrators are limited to a 31-day date range per export.

Note: 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.