



# Adding Sites

Help Documentation

## 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 resuming 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.