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 sites icon . Then click New in the navigation pane toolbar. To edit an existing site, click the settings icon . A list of sites on the server will load in the navigation 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 ID - The unique identifier for the SmarterStats site. Site IDs must be integers greater than 0.
- Site Name - The domain name for the site, such as example.com.
- Site URL - The URL used to access the site, such as http://www.example.com
- 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.
- 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.
- Enable log analysis - Select this option to collect and report on log file data for the site. Note: If you do not have the ability to import the site's log files into SmarterStats, this option should be disabled. If this option is disabled, many reports and options will not be available.
- Enable SEO - Select this option to collect and report on SEO data for the site.
- Enable site tuning - Select this option to allow SmarterStats to scan the site for errors and potential issues that could affect its search engine ranking or visitor experience. Note: If this option is disabled, users and site administrators will not have access to the site tuning section of the interface.

Log Analysis

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.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: *.log).
- Log File Paths - The The directory in which the site's log files are stored.
- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.

SEO

Use this tab to specify the following SEO options:

- Max Campaigns The maximum number of campaigns a site can have. Note: SmarterStats Free users are limited to one campaign.
- 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.
- 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.
- 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.
- Available 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 Tuning

Use this tab to specifiy the following site tuning options:

- Max Pages To Crawl - The maximum number of pages on which SmarterStats should scan for errors and performance issues. By default, the max pages to crawl is 10,000.
- Max Pages Per Minute - The maximum number of pages SmarterStats crawls per minute. This setting is used to control the load put on Web server. By default, SmarterStats will crawl up to 600 pages per minute.

• Max Query Pages - The The number of query string variants that will be inspected on each page of a site. By default the max query is 1,000 pages. Highly dynamic sites, such as those with a forum, may want to increase this number to ensure all pages of the site are crawled.

Advanced

Use this tab to specify the following options:

• SmarterLog Auto-delete - The maximum amount of time 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.

• Log File Auto-delete - The maximum amount of time original log files should be stored.

• 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. For example, 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. Typically, you'll use the full URL for the site, such as http://www/example.com.

• Enable removal of URL items after semicolon - Certains 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 "/".