SmarterStats 8.x

Help Documentation

SmarterStats Help

Welcome to the SmarterStats Help System. On the left you can find various topics that will help you use SmarterStats more effectively. Above, you can find links that will allow you to search the help, watch product videos, browse the knowledge base or visit the SmarterTools Community. Find more information on paid support options and self-help resources at the Support Portal .

To the right of each Help category in the tree view you'll see a PDF icon. This allows you to view each topic under that category as a single PDF file. This file can be saved for later review or easily printed out. In addition, at the top of each help page you will see both a Print button as well as a View PDF button. This allows for a more versatile way to interact with Help.

Common Help Topics for Users

- Logging in

Common Help Topics for Site Administrators

- Logging in
- User administration

Common Help Topics for System Administrators

- Logging in for the first time
- Installing SmarterStats
- Adding a Site

SmarterTools YouTube Channel

- SmarterTools Videos

Getting Started

SmarterStats is a full suite of business analytics tools that helps a business manage its online presence. For example, SmarterStats cost-effectively delivers accurate and detailed website statistics and log analytics for websites on Windows and Linux Web servers. Next, it allows marketers to create Search Engine Optimization reports to help improve a site's search rankings and increase traffic. Finally, web developers can use the Site Tuning features to help find issues with how a website is contructed, identifying things like broken links or multiple redirects that can adversely affect how a site is indexed and spidered by Google, Yahoo!, Bing and even international search engines.

Use this Getting Started section of the SmarterStats Online Help as a quick resource to help you set up the application.

Note: This section assumes you have already downloaded and installed SmarterStats from the SmarterTools website.

Setting Up SmarterStats

This section explains the various steps associated with getting SmarterStats set up after it's been installed.

- Getting Started Page - After SmarterStats is installed, a Getting Started webpage will load. This page includes a video that provides some additional information about SmarterStats as well as a walkthrough of the Setup Wizard. Next to the video link is a link to launch the Setup Wizard itself.
- License Setup - The Setup Wizard will ask you for a valid license key that will activate the Professional or Enterprise edition of the software. If you choose not to provide a license key at this step, the product will run as the Free edition. For more information, see Activating SmarterStats .
- Create System Administrator - The system administrator account will be used to manage your entire SmarterStats installation. (You will set up site administrator accounts when you add a new site to SmarterStats.) The Setup Wizard will ask you for the username and password you want to use for your system administrator. By default, the username is 'admin' but you can use any name you like.
- Default System Settings - Here you'll provide information that SmarterStats uses when processing reports. The Setup Wizard will ask for the directory in which you want to save your "SmarterLogs" - the log file data SmarterStats generates for processing reports. By default, SmarterStats will save the SmarterLogs in the root of the C: drive, but you can change the default location to any physical drive you want. In addition, you'll set the default time zone that

should be used for calculating reports. If you need to use a different time zone for each site in SmarterStats, you can do so after completing the Setup Wizard.

• Default SMTP Settings - Here you'll provide the default email address SmarterStats will use to send reports. You'll need to know your SMTP server, SMTP server port and the username and password you use to authenticate with the SMTP server (if SMTP authentication is required) to complete this step. SmarterStats can even test the SMTP settings to make sure they're correct. If you don't have this information, you can to contact your email provider to get it, or skip this step and configure SMTP at a later time.

• When you click Finish in the Setup Wizard, you will be automatically logged into SmarterStats using the system administrator account you created in an earlier step. From here, you'll be able to watch configuration tutorials, add sites and customize your Web analytics and SEO software to meet your unique needs.

• NOTE: If you plan on deploying SmarterStats Enterprise in a distributed environment and will have multiple remote servers processing logs, you will need to add those servers to SmarterStats as the system administrator. For more information, see Manage Servers .

• Now that the initial setup of your Web analytics and SEO software is complete, you will need to add a site to SmarterStats. Any websites that you want to import log files from should be added as a site in SmarterStats. This will allow you to review reports about visitor behavior and spider/bot activity. When you add a site in SmarterStats, you will also designate the site administrator (the account responsible for managing the site) and create any users you want to have access to the site. For more information, see Adding a Site .

Recommended Step to Secure Your Installation

• Set up SmarterStats as an IIS site, if necessary. For more information, see Running SmarterStats as an IIS Site .

General Information

What is SmarterStats?

SmarterStats is a full suite of business analytics tools that helps a business manage its online presence. For example, SmarterStats cost-effectively delivers accurate and detailed website statistics and log analytics for websites on Windows and Linux Web servers. Next, it allows marketers to create Search Engine Optimization reports help imrove a site's search rankings and increae traffic. Finally, web developers can use the Site Tuning features to help find issues with how a website is contructed, identifying things like broken links or multiple redirects that can adversely affect how a site is indexed and spidered by Google, Yahoo!, Bing and even international search engines.

SmarterStats is an ideal platform for any sized business, from a single site running on a single server to tens of thousands of sites across a fully-distributed, multi-platform network. SmarterStats supports numerous log file types, such as Internet Information Server (IIS) and Apache on Windows and Linux Web servers. The unique methodology in which SmarterStats interprets and converts log files reduces disk space utilization up to 85% while creating an ideal platform for reporting statistics, data mining, site tuning and search engine optimization reporting.

Professional vs. Enterprise Editions

SmarterStats Professional is built and priced for companies or individuals who support anywhere from one to many sites on a single server.

SmarterStats Enterprise is built for companies such as medium to large Web hosts, internet service providers, corporations, or various other enterprise-level organizations running a distributed architecture network. Using a single Web interface plus a Windows Service that is installed on each log-generating server, the functionality of SmarterStats Enterprise is optimally distributed across your network to provide advanced features for system administrators and end users alike. This results in fewer software licenses and a reduction in hardware costs associated with additional servers. SmarterStats Enterprise can reduce the number of reporting servers 30-to-1 over competing products.

Finally, SmarterStats Enterprise provides industry-standard Web services that allow easy integration into external applications. This means that the vast majority of management tasks associated with providing log analysis (adding or deleting sites and users, etc.) are fully automated. This drastically reduces the cost of ownership for system administrators. Because of this, SmarterStats is the log analysis package of choice for some of the largest companies in the world.

SmarterStats Edition Explanation

Professional Edition vs. Enterprise Edition

SmarterStats Professional has all of the features you need in a complete business analytics (Web log analysis, search engine optimization and site tuning) solution. SmarterStats Enterprise offers additional features, including:

- Custom reporting
- Scheduled and on-demand email reports
- Support for up to 30,000 websites per SmarterStats installation
- Reports across distributed networks on a virtually unlimited number of servers
- Propagation of settings across distributed networks

SmarterStats Free

SmarterStats Free includes the same functionality as SmarterStats Enterprise, but does not include support for distributed analysis and is limited to a single site and a single SEO campaign. This is to give you an opportunity to try all of the features out before making a decision on which edition to purchase.

Features	Free 1	Pro	Enterprise
Licensing			
Allows for multiple sites per server		•	•
Distributed analysis across multiple servers			•
Business Analytics			
Site activity reports (traffic, visitors, files, paths, referrals, etc.)	•	•	•
Demographic reports (browsers, devices, OS, geographic, etc.)	•	•	•
Server activity reports (includes server utilization breakdown)	•	•	•
Spider and bot reports	•	•	•
Site tuning	•	•	•
Data mining	•	•	•
Search Engine Optimization			
SEO campaigns	•	•	•

SEO reports (search engine ranking, keyword, competitor, etc.)	•	•	•
Keyword suggestion tool	•	•	•
Competitor suggestion tool	•	•	•
Administration			
Administration from a Web browser	•	•	•
Getting Started wizard	•	•	•
Support for rotating logs	•	•	•
Auto-detect log file types	•	•	•
Custom skinning	•	•	•
Review and download log files from interface	•	•	•
Mass propagation of settings for sites	•	•	•
Mass propagation of settings for servers			•
User impersonation	•	•	•
Import site settings directly from IIS	•	•	•
Requires no database backend	•	•	•
Standalone Web server included	•	•	•
Optional IIS integration	•	•	•
Easy site setup	•	•	•
Background processing	•	•	•
Automation with Web services	•	•	•
Architecture and Log Files			
Support for the most common log formats (including .GZ and .ZIP)	•	•	•
Import from multiple log sources	•	•	•
Automated site diagnostics	•	•	•

Compressed SmarterLog files	•	•	•
Low-impact log processing	•	•	•
Log file exporting	•	•	•
Dynamic page support	•	•	•
IP and directory exclusions	•	•	•
Distributed log analysis (FTP, UNC, and SAMBA)			•
Distributed log analysis (remote agent)			•
Reporting			
Separation of human and spider/bot traffic data	•	•	•
Dual axis charting	•	•	•
Filter sets (exclude and/or include data in reports)	•	•	•
Page aliases	•	•	•
Data drill down available from report items	•	•	•
Define custom reports	•		•
Scheduled and on-demand email reports (in more than 20 different languages)	•		•
Geographic mapping	•	•	•
Custom data ranges	•	•	•
Time-zone specific reporting	•	•	•
Customizable chart views	•	•	•
Export reports to CSV and tab formats	•	•	•
Clickable URLs in report tables	•	•	•
Web Interface			
Multi-language compatible	•	•	•

Optimized AJAX controls provide desktop application performance	•	•	•
Compatible with most mobile devices and tablets (iPad, iPhone, Android, etc.)	•		•

1 SmarterStats Free includes the same functionality as SmarterStats Enterprise, but is limited to a single site and a single SEO campaign. This is to give you an opportunity to try all of the features out before making a decision on which edition to purchase.

How SmarterStats Works

There are three main components that work together within SmarterStats: the Web interface, the SmarterStats service, and the SmarterStats Web server.

Web Interface

The Web interface is a browser-based administration platform that installs on a single server and supports all users as well as administrators who are managing the usage of the SmarterStats application. End users use the Web interface to check statistics, create filters, create custom reports, and more. System and site administrators use the Web interface to add, delete, or move sites, as well as to check various administrative functions.

SmarterStats Service

The SmarterStats service is responsible for most of the local processing done by SmarterStats, such as gathering the log information, processing the log information, and communicating results back to the Web interface for display. With the Enterprise edition, the service can reside on the same machine as the Web interface and/or reside on each separate Web server as a remote service. This is the primary reason a single Web interface can handle up to 30,000 individual websites--the majority of information processing is done on each Web server versus processing on the Web interface server. In addition, the local service uses available CPU, but at the lowest priority. This means that if any other application (such as IIS) with a higher priority requires CPU, the stats engine will fall into the background. Setting up a remote service ensures performance of SmarterStats without affecting other applications on the server.

SmarterStats Web Server

SmarterStats includes a basic Web server, so the product is fully functional upon installation□even without the existence of IIS or other Web Servers. However, SmarterTools recommends installing

Microsoft IIS 7.0 or higher in place of the SmarterStats Web server for increased performance, reliability and security.

Release Notes

Current release notes are available at

http://www.smartertools.com/Products/SmarterStats/ReleaseNotes.aspx

Installation and Deployment

Browser Requirements

SmarterStats is fully supported by the browsers below.

- Google Chrome 10 and higher
- FireFox 3.6 and higher
- Safari 3 and higher
- Opera 10 and higher
- Internet Explorer 9 and higher

SmarterStats System Requirements

SmarterStats was designed to operate efficiently with multiple applications on the same server based on the following minimum requirements:

- Windows 7, Windows 8**, Windows Server 2003 or higher, including Windows Server 2012**
- Microsoft .Net 4.0
- SmarterStats Web server (included)* or IIS 6.0+

One of the unique benefits of SmarterStats is its ability to manage the resources it consumes. Therefore, the resources used by SmarterStats can be adjusted to work in any environment with a variety of other desktop or server applications. For example: On a machine with multiple applications running, the system requirements can be adjusted to account for a number of different factors on the server (such as other processes that are running, the size of individual websites, the amount of traffic, the size of the log files generated, etc.). For more information, see Deployment Guides .

*SmarterStats includes a basic Web server, so the product is fully functional upon installation--even without the existence of IIS or other Web servers. However, SmarterTools recommends installing Microsoft IIS 7.0 or higher in place of the SmarterStats Web server for increased performance, reliability and security in medium to high-volume environments. For more information, see Running SmarterStats as an IIS Site .

SmarterStats Enterprise Remote Service

If you are running SmarterStats Enterprise with the remote service, SmarterTools recommends the following requirements:

       • Windows Server 2008 R2 or higher

       • Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)

Note: IIS 7.0 requires that the IIS 6.0 Management Compatibility (and all subsets therein) to be installed.

The remote service can run on any server on which log files reside. It can also use FTP to pull the log files from other servers or it can be configured to pull log files from a network location. Most sites will require the service to use 256MB of RAM or less. However, sites with an abnormal amount of unique page names or sites with extrememly large log files (greater than 1GB per day) could require more RAM. Please keep this in mind when looking at a specific Web server's hardware configuration (CPU, available memory, etc.).

In addition, the Web interface communicates with the remote service via port 50003. Firewalls or any other security measures that might prohibit communication from this port must have rules established to open this port.

Note: Every installation and environment is unique. Extra load caused by excessive volume and/or other factors may require more disk space, memory, database allocation, etc. No warrantee or guarantee is expressed or implied as to the efficacy or viability of these recommendations for a particular environment or application.

**Only the most current versions of SmarterStats (7.6 or higher) were tested on Windows 8 and Windows Server 2012. Previous versions may install on Windows 8 and/or Windows Server 2012 and run. However, some work arounds may be necessary to get them to run well. See the SmarterTools knowledge base for more information.

Installation

SmarterStats comes as a single installation file that contains everything necessary to run the product. The SmarterStats installer can be downloaded from www.smartertools.com . Both the free and the licensed editions of SmarterStats are contained within this installation file, so it is not necessary to download or install the file again if you purchase a license after trying the free edition. For more information, see Activating SmarterStats

Please refer to the KB article How To - Install SmarterStats for step-by-step installation instructions.

Note: If you plan to install SmarterStats Enterprise on a remote server, use the service MSI installer package in addition to the standard installer.

Also, Windows Server 2003 users may need to install SmarterStats from Add/Remove Programs in the control panel in order for file permissions to be properly set.

Running as an IIS Site

By default, SmarterStats installs a basic Web server that allows companies to start using the application immediately after installation. However, SmarterTools recommends moving to a more robust and secure Web server, such as Microsoft IIS. For step-by-step instructions on configuring SmarterStats to run with Microsoft IIS 7.0, please refer to the KB article How To - Set up SmarterStats as an IIS Site .

Alternatively, you may run SmarterStats as a virtual directory under an existing site. However, this is not recommended. For more information, please refer to the KB article How To - Set Up SmarterStats as a Virtual Directory Under an Existing IIS Site .

Note: This help topic assumes familiarity with Microsoft IIS and how it works. SmarterTools recommends using the basic Web server included with SmarterStats if you are unfamiliar with or uncomfortable using Microsoft IIS.

Activating SmarterStats

In order for SmarterStats to function for more than a single site, the product must be activated using a valid license key. In addition, if SmarterStats is moved to another server or assigned to a different database, the product may need to be reactivated.

To access the product activation wizard, fist log in as a system administrator and click the Settings icon . Then click the Activation folder and click Licensing in the navigation pane. The edition and license level information for the version of SmarterStats currently being used will load in the content pane.

To activate or reactivate a valid license key, click the Activate or Reactivate button in the actions toolbar. (You need to Activate new licenses, but if you move SmarterStats to a new server or modify the license level, you will need to Reactivate). For step-by-step activation instructions, please refer to the KB article How To - Activate SmarterStats . Note: Activation of a license key requires the server to contact SmarterTools over port 443 (HTTPS). Please ensure that any firewall or internet security software you have installed allows an outgoing TCP port 443 request.

Return to Getting Started

Upgrading SmarterStats

Because the SmarterStats download contains all of the installation files needed for any licensing level or edition, upgrading editions or levels is relatively easy. With a valid license key, companies can easily upgrade to the Professional or Enterprise editions or increase the number of sites allowed in

SmarterStats. For more information, see the Activating SmarterStats . For step-by-step instructions, please refer to the KB article How To - Upgrade SmarterStats Levels and Editions .

The steps for upgrading to SmarterStats from an older version of the application vary depending on which version you are currently using. For more information, please refer to the KB article How To - Upgrade SmarterStats . Note: SmarterStats Enterprise users that have installed the remote service on machines other than the Web interface server should update the remote service before updating the main SmarterStats server.

SmarterStats Deployment Guide

Introduction

Who Should Use This Document

This document is intended for use by all users of SmarterStats to help determine the most effective architecture to gather statistics on their websites and/or in hosted environments.

Determining the Required Architecture

The authors have chosen to divide their recommendations into four categories: individual website deployments, low-volume deployments, medium-volume deployments, and high-volume and specialized deployments. For the purposes of these recommendations:

- • Individual website deployments are those in which the Free edition of SmarterStats is utilized to gather statistics on one domain either locally or on a remote, hosted server.
- • Low-volume deployments are those where a purchased edition of SmarterStats is reporting on up to 250 websites—based locally and/or on remote servers delivering log files to the SmarterStats server for analysis.
- • Medium-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 2,000 websites from multiple remote Web servers and/or locally hosted websites. NOTE: SmarterTools recommends no more than 5000 sites per server in medium- and high-volume deployments.
- • High-volume and specialized deployments are those in which a higher-level Enterprise edition of SmarterStats is reporting on tens of thousands of websites per Management Reporting Server (MRS) across potentially distributed networks in a variety of methods. NOTE: SmarterTools recommends no more than 5000 sites per server in medium- and high-volume deployments.

If you have questions about which category may be the best one for your environment, contact sales@smartertools.com for additional information and assistance.

Calculating Disk Space Requirements

SmarterStats uses advanced data storage techniques that enable it to store log files as relational files (called SmarterLogs) that are faster to query and much smaller than the original log files. On average, SmarterStats can store the same log data in 10% to 15% of the hard disk space required by the original log files.

SmarterStats can also export log data to the original log format, eliminating the need to keep raw log files for extended periods of time, resulting in a substantial savings in disk space usage. In most cases, customers actually free up hard drive space on their servers when using SmarterStats instead of taking additional space.

In distributed installations, the MRS is a Web reporting engine that only serves as a request/response engine. It is for this reason that an MRS can handle up to 30,000 websites in a single installation. The MRS itself does not store any imported log data (unless there are sites on the MRS being processed). Log data on distributed Web servers is contained on the remote service installations.

Understanding CPU Requirements

SmarterStats was engineered to process statistics quickly, and to reduce CPU requirements when other processes are running. This allows SmarterStats to run on the Web server without negatively affecting the performance or delivery of the websites on the server.

If the server is dedicated to SmarterStats, or if the server is used strictly as a SmarterStats collector (described herein), the authors recommend allocating additional CPU capacity to the SmarterStats and/or collector processes to increase performance. For instructions on how to make this change, please refer to the Knowledge Base article How To -- Configure SmarterStats to Use More CPU to Process Logs .

Recommended CPU requirements for medium and high-volume deployments are included in this section. However, it should be noted that the following recommendations are estimates based on the average utilization by an average number of sites with an average number of hits. System administrators may need to adjust their CPU requirements based on their site and/or server needs.

CPU Requirements for MRS

MRS fall into three different categories: Web servers reporting on up to 250 sites; high-volume MRS that do not act as collectors and process a maximum of 30,000 sites; and high-volume MRS acting as a collector for a maximum of 1,500 sites and reporting on a maximum of 30,000 total sites.

For Web servers reporting on up to 250 sites, the authors recommend a single-core 1.5 GHz processor.

For high-volume MRS that do not act as collectors and process a maximum of 30,000 sites, the authors recommend a single-core 1.5 GHz processor.

The authors also recommend a dual-core 2.5 GHz processor for high-volume MRS that act as a collector for up to 1,500 sites and report on a maximum of 30,000 total sites.

CPU Requirements for Collectors

The authors recommend a single-core 1.5 GHz processor for collector servers that perform no other tasks besides processing log files from a maximum of 2,000 sites.

Web Servers Using Remote Agents

The authors recommend a dual-core 2.5 GHz processor for individual Web servers running remote agents for up to 1,000 websites.

Individual Websites (SmarterStats Free Edition)

The free edition of SmarterStats can be used to collect statistical data for a single website. In this case, SmarterStats needs to be installed on a user's PC. In the scenario below, the user has a hosted website so the website's log files need to be downloaded via FTP and then imported into SmarterStats. Once the importing process is complete and the SmarterLog files are created, website traffic reports can be generated and viewed via the PC's Web browser.

Remote Web Server and Local SmarterStats Installation
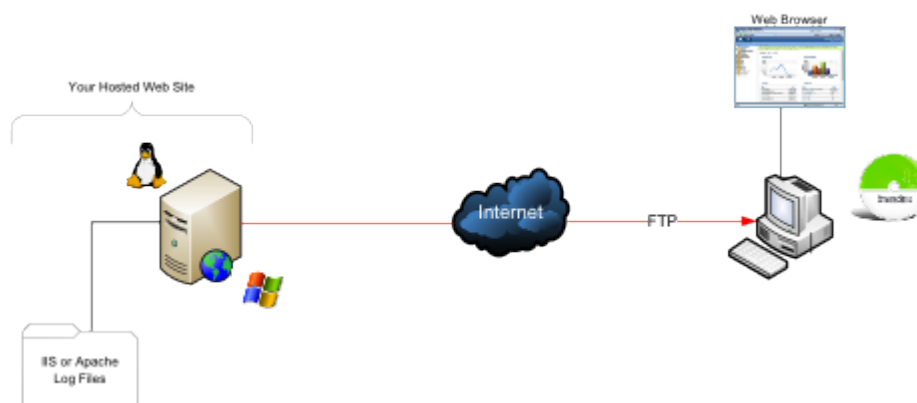
Local Website and SmarterStats Installation

In this scenario, SmarterStats is installed on the same PC or server as the website. This eliminates the need to download the log file via FTP since the website log files are stored locally.
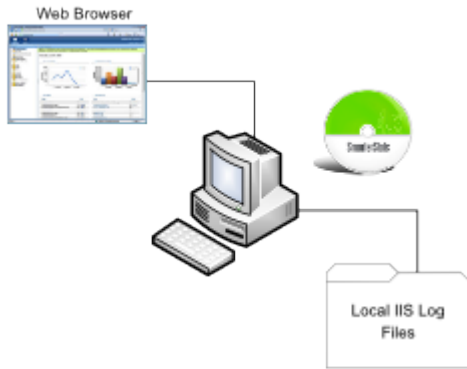
System Recommendations

The authors recommend the following hardware for SmarterStats local machines (PCs):

- 512 MB RAM
- 100 MB hard disk space (only allows for SmarterStats, .NET Framework and small website logs)
- IIS 6* or higher with the Microsoft .NET 4.0 Framework (with all applicable service packs and/or patches)
- Windows Operating System:

- Windows XP (Home or Professional, SP2 recommended)
- Windows 2003 or higher
- Windows Vista
- The Web interface supports the following browsers:

- Internet Explorer 6 and higher
- Firefox 2 and higher
- Google Chrome 2 and higher
- Opera 10 and higher
- Safari 1.7 and higher

*SmarterStats includes a basic Web server so that the product is fully functional upon installation—even without the existence of IIS or other Web servers. Although not required in single-site and low-volume installations, it is recommended to install IIS 6 or higher in place of the SmarterStats Web server for increased performance and security.

Low-volume Deployment (One Web Server)

Low-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 250 websites—based locally and/or on remote servers delivering log files to the SmarterStats server for analysis.

SmarterStats Professional or Enterprise Edition

SmarterStats is installed directly on the Web server where it can import the locally stored IIS log files.
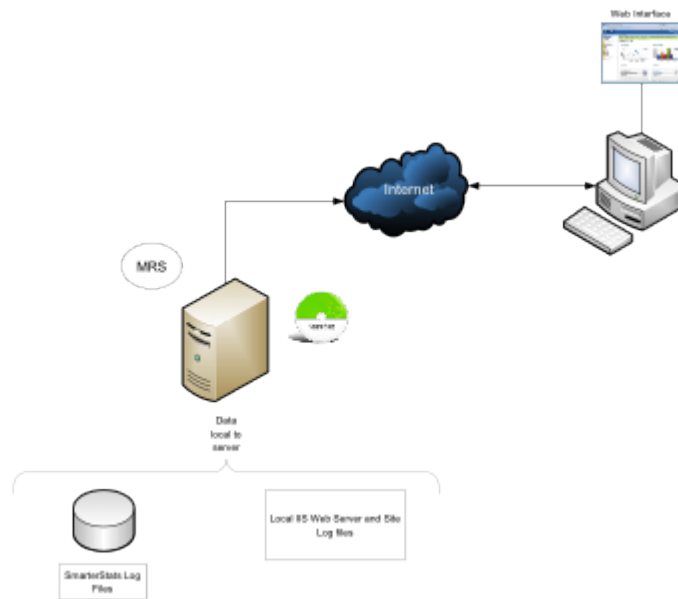
System Recommendations

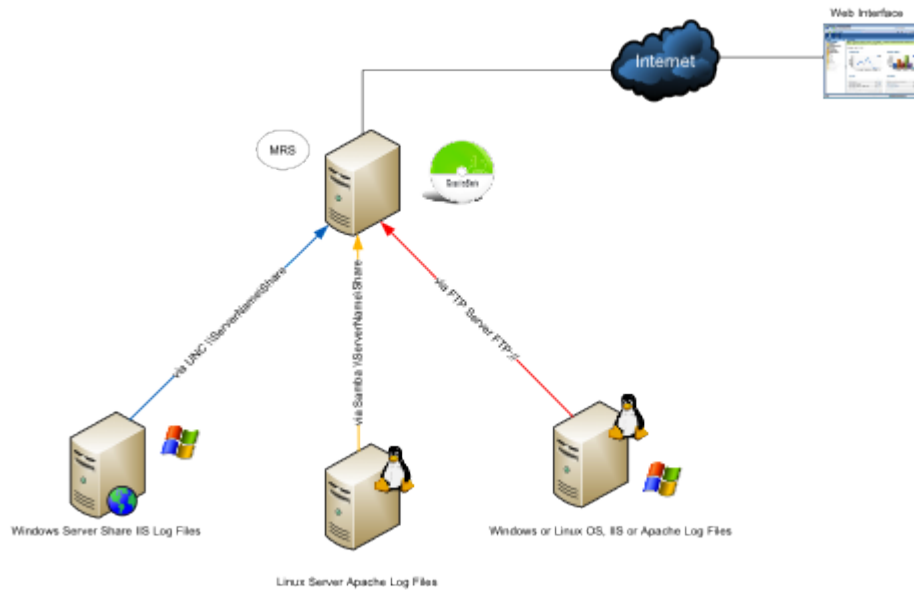The authors recommend the following hardware for SmarterStats local servers:

- Windows 2003 or higher
- 512 MB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- IIS 6 or higher

Medium-volume Deployments (Multiple Web Servers)

Medium-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 2,000 websites from multiple remote Web servers and/or locally hosted websites.

SmarterStats Professional with Shares

SmarterStats Professional can import website logs files from Windows IIS Web servers via UNC Shares or FTP server. In addition, SmarterStats can import log files from Linux Apache servers via Samba Shares and FTP server.
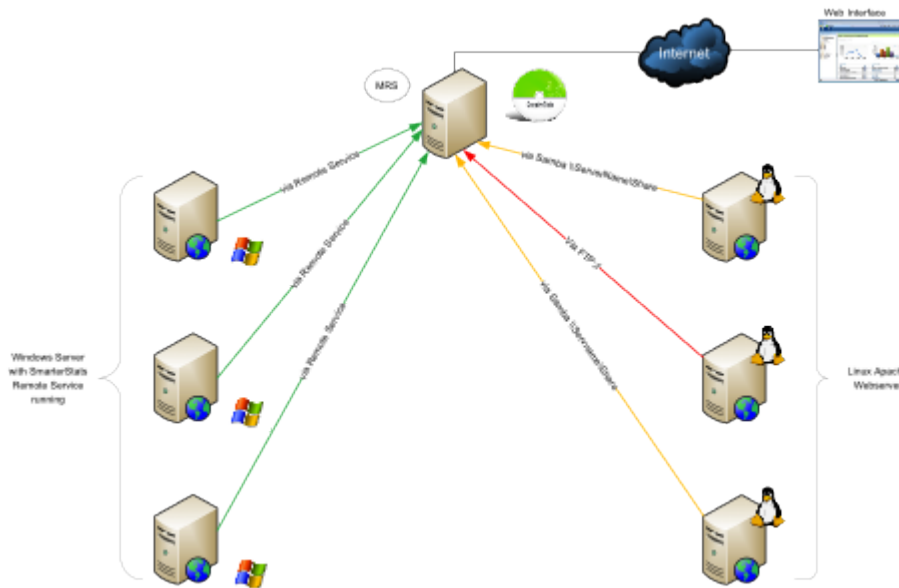
System Recommendations

The authors recommend the following hardware for SmarterStats medium-volume distributed networks:

- Windows 2003 or higher
- 1 GB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- IIS 6 or higher

SmarterStats Enterprise Edition

This configuration shows SmarterStats Enterprise edition's flexibility. The imports log files from Linux Apache Web servers via Samba Shares and FTP servers. In addition, SmarterStats receives reports from the SmarterStats Remote Service running on Windows Web servers. MRS

Running the SmarterStats Remote Service on the Windows Web server is the most efficient configuration in terms of speed and system utilization.

System Recommendations

The authors recommend the following hardware for SmarterStats Enterprise medium-volume distributed networks:

MRS

- Windows 2003 or higher
- 1 GB RAM
- 200 MB hard disk space
- IIS 6 or higher

Web Servers Using Remote Agents

- 2 GB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:
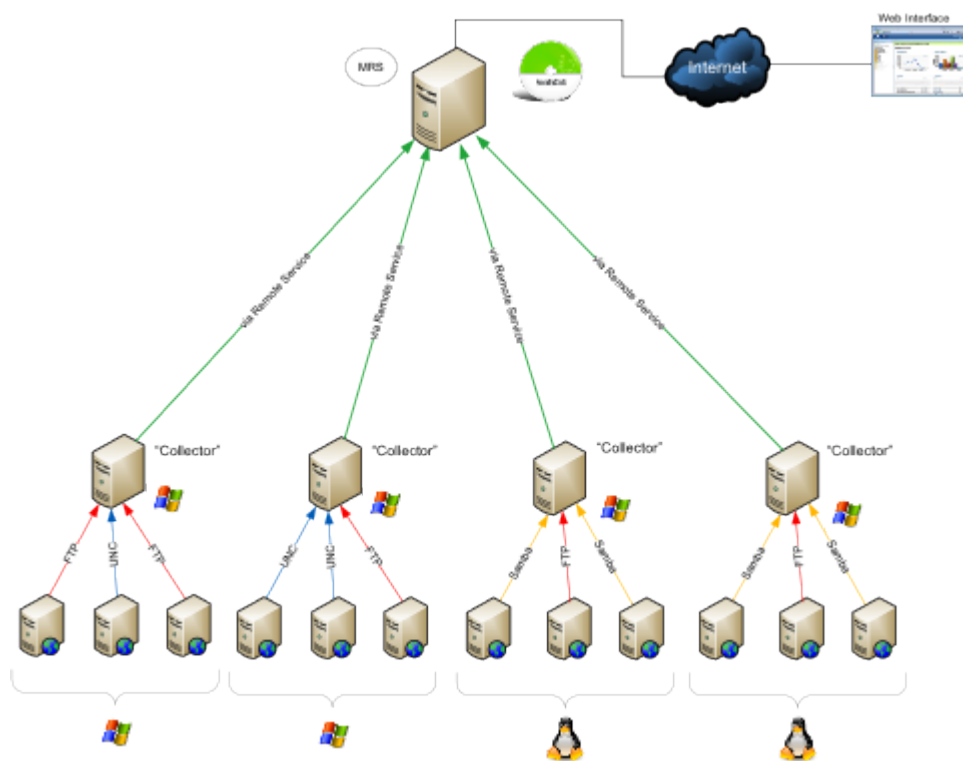
- Windows XP
- Windows 2003 or higher
- Windows Vista

Note: For ease of installation on Web servers and collectors, an automatable setup package containing just the remote service is available as a separate download.

High-volume and Specialized Deployments

SmarterStats Enterprise Edition with Servers Running in a Collector Role

In this configuration, all collectors are Windows-based servers running the SmarterStats Remote Service. Each collector imports data from other Windows IIS Web servers via UNC Shares or FTP servers. Other collectors can import logs from Linux Apache Web servers via Samba Shares or FTP Server.

This method is highly efficient and all SmarterStats log files are created and stored locally. The MRS is only used as the customer user interface when reports are requested from the collectors and then displayed.

Sytem Requirements

The authors recommend the following hardware for SmarterStats Enterprise high-volume collector networks:

MRS

- Windows 2003 or higher
- 1 GB RAM
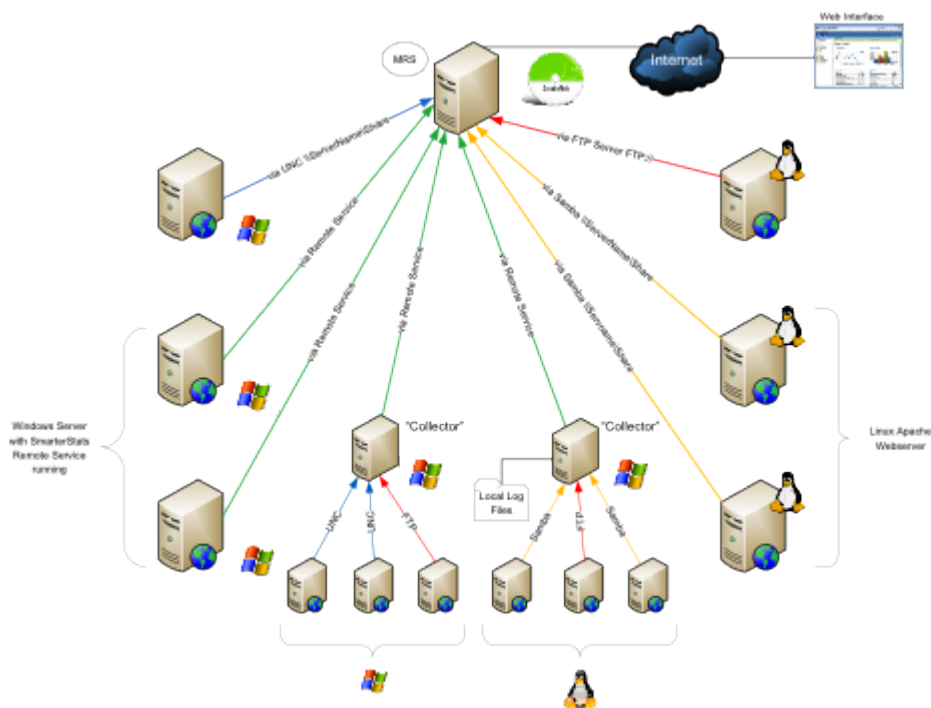- 200 MB hard disk space
- IIS 6 or higher

Collector Servers

- 512 MB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:

- Windows XP
- Windows 2003 or higher
- Windows Vista

Note: For ease of installation on Web servers and collectors, an automatable setup package containing just the remote service is available as a separate download.

SmarterStats Enterprise Edition Hybrid

This configuration demonstrates the power and flexibility of SmarterStats in its ability to import and provide website statistics from many different sources.

System Recommendations

The authors recommend the following hardware for SmarterStats Enterprise high-volume networks with multiple data collection methods:

MRS

- Windows 2003 or higher
- 1 GB RAM

- 200 MB hard disk space
- IIS 6 or higher

Collector Servers

- 512 MB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:

- Windows XP
- Windows 2003 or higher
- Windows Vista

Web Servers Using Remote Agents

- 2 GB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:

- Windows XP
- Windows 2003 or higher
- Windows Vista

Note: For ease of installation on Web servers and collectors, an automatable setup package containing just the remote service is available as a separate download.

Load-balanced Websites (Clustering) for High Traffic Websites

A load-balanced (clustered) website is one in which a single website is distributed across more than one server. Another common term for this type of structure is "Web farm". This technique is utilized by very high-volume websites, websites that have particularly high up-time requirements, and/or other mission critical functions that require fail-over resilience exceeding the norm.

There are two common methods of load-balancing: session-based and hit-based. Each method requires following different steps to ensure SmarterStats analyzes the data correctly. Note: The load-balanced deployment is recommended for users of SmarterStats 4.x and earlier. Because the latest versions of SmarterStats allow importing from multiple log sources, this deployment solution does not apply to users of SmarterStats 5.x and later.

Session-based Load Balancing

Session-based load balancers attempt to keep all traffic for a specific visitor on the same server. This is known as "persistence" or "stickiness."

The following steps explain how to copy and rename logs from per-session load-balanced servers to a single server so that SmarterStats can import them. You can alter or adjust these steps to accommodate particular requirements as needed.

On each of the load-balanced servers, do the following:

- Make a new directory on the C: drive called C:\SmarterStatsLogFileMerge
- Create a new batch file using notepad called DoLogFileMerge.bat that contains the code below (all one line).

```
XCOPY "C:\WINDOWS\system32\Logfiles\W3SVC1\*.LOG" "
\\SmarterStats\Logs\Site1\*.LOG_A " /D /Y
```

Note 1: This code assumes that your original logs on this server are contained at C:\WINDOWS\system32\Logfiles\W3SVC1, that SmarterStats is running on a remote server called file://smarterstats/, and that the share \Logs\Site1 is where the logs should be copied to on that server.

Note 2: The file mask *.LOG_A below should be different for each server. For example, other servers may be *.LOG_B, *.LOG_C, etc.

- Save the file and exit Notepad.
- Go to Start –> Programs –> Accessories –> System Tools –> Scheduled Tasks
- Add a new scheduled task.
- Click Browse and click the newly created batch file.
- Choose the frequency of the copy you want. Most will want to set this to Daily, starting around 1:00 AM.
- Enter a username and password for a user that has permission to copy to the share you made.
- Save the scheduled task.
- Test the scheduled task by right-clicking it and choosing Run. After it runs, ensure that the logs were successfully copied.

Hit-based Load Balancing

A hit-based load balancer distributes all requests evenly across its websites. For example, a visitor requesting a Web page may receive the HTML from one server and images from one or more other servers. This is the best performing style of load balancing, but it results in stats that are difficult to track because of time differences and delays in logging the data.

If your website is load balanced and separate log storage locations appear on different servers, you will need to manually combine the logs so that SmarterStats can treat them as one website. To do this, you will need a third-party log combining tool, of which many are available and can be found by searching Google.

Additional information regarding this process and aggregation tools may be available within the SmarterTools Knowledge Base and/or community forums accessible through the SmarterTools Portal .

Search Engine Optimization

Users of SmarterStats 5.x and later benefit from the software's search engine optimization (SEO) tools, which help SEO analysts and webmasters monitor SEO campaigns and enhance optimization efforts. SEO processing is performed by the SmarterStats service and each service is limited in the amount of processing it can complete each day.

SEO Processing

In order to retrieve SEO statistics, SmarterStats needs to retrieve search pages from the supported search engines. In order to avoid getting blocked by search engines, page retrievals are limited to one page every 10 seconds. For this reason, the number of page retrievals SmarterStats can do for a specific search engine is limited to six per minute (or 360 per hour or 8,640 per day).

In addition, the number of page retrievals is different for each type of SEO statistic:

> • Each keyword added for a site requires 10 page retrievals.
> • Each competitor added for a site requires two page retrievals for visibility statistics and one page retrieval for the Google PageRank statistics, resulting in three total page retrievals per competitor.
> • Each SEO collection also tracks the user's site, resulting in two page retrievals for visibility statistics and one page retrieval for the Google PageRank statistics (or a total of three page retrievals).

For example, let's assume a SmarterStats site administrator adds two SEO campaigns. The first campaign has four keywords and three competitor sites. The second campaign has six keywords and two competitor sites. The number of page retrievals required is calculated as follows:

Campaign 1				
4 keywords	X	10 page retrievals per keyword	=	40 keyword page retrievals
3 competitor sites	X	3 page retrievals per competitor	=	9 competitor page retrievals

1 local site	X	3 page retrievals	=	3 local site page retrievals

At 10 seconds per page retrieval, it would take 8 minutes and 40 seconds to process the SEO statistics for this campaign.

Campaign 2				
6 keywords	X	10 page retrievals per keyword	=	60 keyword page retrievals
2 competitor sites	X	3 page retrievals per competitor	=	6 keyword page competitor
1 local site	X	3 page retrievals	=	3 local site page retrievals

At 10 seconds per page retrieval, it would take 11 minutes and 30 seconds to process the SEO statistics for this campaign.

In this example, it would take 20 minutes and 10 seconds to process the SEO statistics for the site.

By default, sites are limited to five competitors and five keywords, as a large number of keywords and competitors for a single site could severely limit the processing time available for other sites. SmarterStats installations with a large number of sites should keep these limits low. However, installations with only a few sites may wish to greatly increase these limits.

As a final note to SmarterStats Enterprise users: Because the processing is done by the SmarterStats service (not the website), an Enterprise version of SmarterStats with 30 remote servers can support 30 times as much SEO processing as a single SmarterStats server.

Summary

The proper configuration and system architecture outlined in this document will provide a solid, reliable foundation. Because variations exist due to different volumes and client needs, the authors suggest starting with these recommendations and then adjusting server proportions, limits, and specifications based on the usage patterns that result.

Automation with Web Services

SmarterStats was built with custom configuration and integration in mind. Developers and/or system administrators have the ability to perform operations on the SmarterStats installation using Web services to automate a variety of different functions and tasks normally available through the product interface.

The Automation with Web Services documentation may include services that have not been released to the public yet or are not available in the version you are using. For the most accurate Web services information, log into SmarterStats as the system administrator and click the settings icon . Then click Web Services in the navigation pane.

Note: Web services are intended for use by high-volume and automated businesses environments and hosting companies as they develop procedures to automate their SmarterStats system and workflow. In addition, this document assumes a basic understanding of Web service technologies programming techniques.
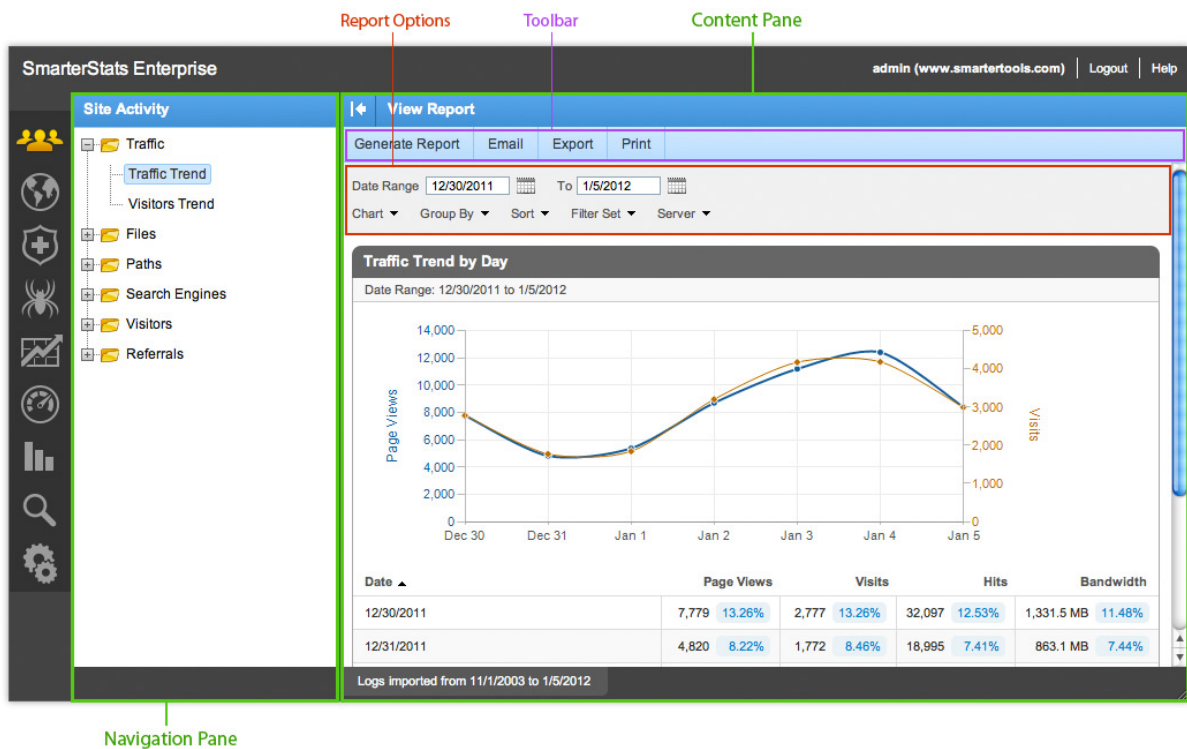
Interface Diagrams

SmarterStats User Interface

To better understand the different areas of the user interface, please refer to the diagram below:
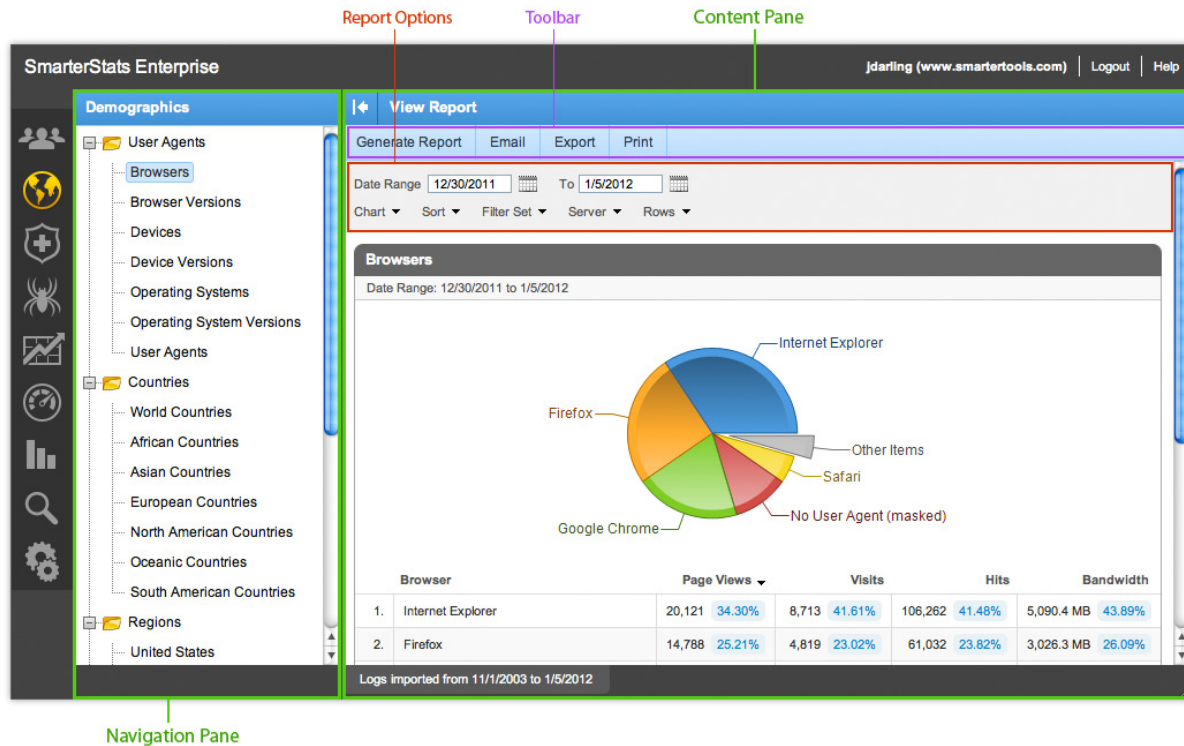
SmarterStats Site Administrator Interface

To better understand the different areas of the site administrator interface, please refer to the diagram below:

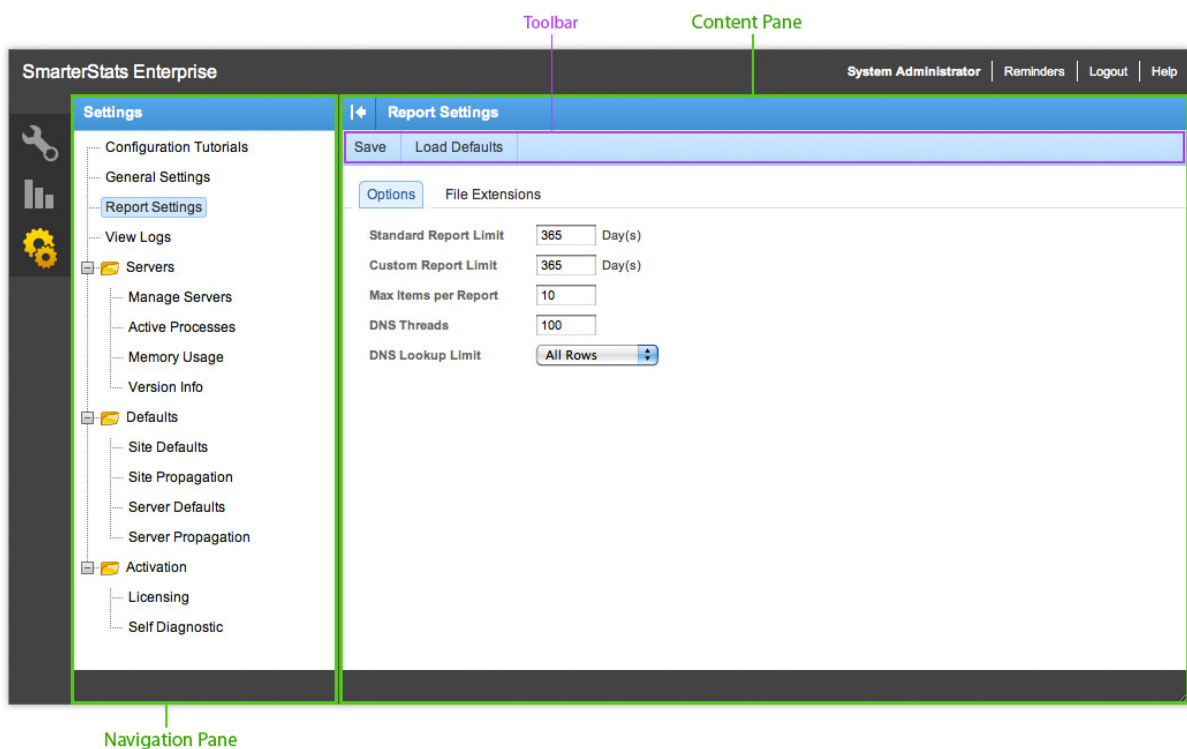# SmarterStats System Administrator Interface

To better understand the different areas of the system administrator interface, please refer to the diagram below:

Concepts

Understanding Server Logs and SmarterLogs

SmarterStats was developed for a wide variety of users, from the webmaster with one or two sites to large-scale enterprises with 10,000 sites. With this philosphy in mind, SmarterStats incorporates a data structure that reduces the amount of raw log files stored on a Web server.

In a nutshell, SmarterStats acts like an optimized file-based relational database by taking traditional Web server log files and segregating redundant data. This step alone can reduce log file sizes up to 80%. Additionally, SmarterStats compresses the already small SmarterLogs even further, adding another 5-10% reduction in the size of the log files. This allows system administrators to easily archive, or even delete, the orginal log files created by the Web server to conserve disk space on the server. However, if the original logs are evern needed, SmarterLogs can easily be exported in their original format.

Because the unique architecture results in smaller log files and smaller disk space requirements, the benefits include:

- Less disk space is required for log file storage
- Less backup space is required for backing up log file
- Shorter download times for clients
- Faster data queries and faster display times
- Faster backup schedules
- Lower overhead for monitoring backups
- Lower initial hardware investment

Supported Log Files

SmarterStats supports these common log file types: W3C, IIS, NCSA, NCSA Extended, Apache, Apache NCSA, and IPlanet Common Logs. Compressed logs in .GZ or .ZIP format are also supported. Rotating logs are also supported as of SmarterStats 8.x.

Understanding Report Items

SmarterStats breaks down virtually every report available within the interface into individual report items, which are considered to be the backbone of the SmarterStats application. Most of these report items display only one type of information pulled from the site's log files or set up through SEO and Site Tuning reporting, and typically contain a single table of information and a chart (when

applicable). Examples include Top Pages, Referring Sites, Position by Engine, Weekday Averages, Keyword Positions, and Google PageRank Trends.

Custom reports are user-created reports that combine an unlimited number of report items into a single, comprehensive report to meet your business needs. For more information on custom reports, see Custom Reports .

Understanding Visits, Views, and Hits

A visit occurs when an individual (or spider) comes to your website and looks around a bit. He may go to one page or he may go to 100 pages, but he is only visiting your website once.

A view refers to the number of pages that were seen during that visit.

A hit refers to the number of physical resources requested from the server during that visit. Pages are made up of many items (images, text, etc). Each of those is a hit, while a view is the page itself.

Think of it like a book store. A person goes into the store (visit) and picks up five books to buy (views). While he is holding the books, he flips through them and looks at a few pictures (hits). So he would have one visit to the store, five books handled during his visit (views), and maybe 30 pictures he looked at (hits).

So which value is more useful? It depends on the use of the information. If you're in marketing and you're striving for bragging rights or high activity numbers, use hits. However, if you are using your stats to actually identify trends and the personal impact of your site, use views and visits. Hits can always be inflated artificially by adding a few more images to a page, for example. Visits and views, however, represent people coming to your site and the number of webpages they saw, which is much more useful for analyzing usage patterns.

SmarterStats vs. Google Analytics A Comparison of Log File and Script-based Analysis for Accurate Website Statistics

Who Should Use This Document

This document provides a comparison of SmarterTools' SmarterStats Web log analytics and SEO software and the Google Analytics website statistics service. The comparison is from the end user's point of view.

Overview

Regardless of whether a website is designed for a business or individual, it is important to collect and evaluate the site's analytics. At a very basic level, this involves tracking information about unique

visits, page views, bounce rates and conversion rates. Analyzing this data will help you predict visitor behavior and modify your website design and/or marketing campaigns for improved success.

Methods for Gathering Website Analytics

The Web Analytics Association defines Web analytics as "the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage." There are two main methods for collecting website analytics: log file analysis and script-based analysis.

Every time someone visits a website, the Web server records information about every file request, i.e., the HTML files, CSS files, JavaScript files, graphic files, PDF documents, MP3 s, etc., and stores them in log files. These log files also include information on site and Web server errors, page processing time, bandwidth used, visitor IP address, referring websites, and much more. Log file analyzers like SmarterStats interpret this data to create website statistics and reports.

Alternatively, script-based analyzers like Google Analytics require the use of tracking code (usually JavaScript) on each webpage that is to be tracked. As visitors surf the website, the code places a cookie on their computer so they have a unique identifier and can be tracked—provided the visitor is using a browser that supports JavaScript, has cookies enabled and is not using security software to protect the browser.

Log Analyzers vs. Script-based Analyzers

Each method for gathering website analytics has its benefits and drawbacks. For example, script-based analyzers only record data from pages that have the JavaScript tracking code; any pages without the code will not have statistics available. This is also one of the reasons log file analyzers report higher traffic (views, visits and hits) than Google Analytics does, as the Web server log files track every interaction visitors have with a website.

Similarly, because log file analyzers process log file data instead of relying on forward-facing JavaScript, they have access to information that script-based analyzers don't (such as data relating to traffic from spiders and bots, server errors and bandwidth statistics).

Please refer to the following tables for further comparison on the strengths and weaknesses of log file analyzers and script-based analyzers.

Log File Analyzers		
Pros	Cons	

• Access to server-side information (404 pages, 500 errors, time taken, etc.) • Every resource is counted (images, RSS feeds, etc.) • Bandwidth information is available • Since logs are always stored, privacy software is limited in the information it can mask (browser type and referrer) • Provides the most accurate view of what is actually happening on the Web server. • Visits by automated bots are tracked, which can reveal security problems or hack attempts, as well as search engine spider activity.	• Not as good at counting "live" users that may visit the website via proxies • No intrinsic ability to report on browser-side data (resolution, number of colors, etc.)	

Script-based Analyzers		
Pros	Cons	

• More accurate "live" visitor count (for webpages only), if all pages are tagged correctly • Access to browser-side data	• Anti-spyware software and security software now block JavaScript callback methods, leading to untracked users • No server-side information about the website can be collected • Requires more maintenance to get the site set up for analytics • Potential for forgetting to tag some pages with the tracking code, resulting in lost/incomplete analytics • No method for tracking items like downloads or RSS traffic • No information is stored on the server • No way to detect abusers/hack attempts • No access to historical data. Statistics start on the date the tracking code was implemented; data prior to that date is unavailable	

SmarterStats and Google Analytics Feature Comparison

Please refer to the chart below for a comparative list of key features available in SmarterStats and Google Analytics:

Features	SmarterStats	Google Analytics
Install and manage on your own server(s)	•	
Can be used on firewall-protected corporate Intranet	•	
Ability to reprocess historical data (from log files)	•	
Ability to process/reprocess log files locally	•	
Ability to collect information through tags		•
Reports on spider and bot activity	•	

Reports on server errors and status codes	•	
Tightly integrated with Google AdWords		•
Ability to report on paid search campaigns	•	•
Ability to report on banner and traditional marketing campaigns	•	•
Geo-targeted reporting	•	•
Visitor session/navigation path analysis	•	•
Access to raw data for custom report-building	•	
SEO reports to analyze search engine ranking	•	
Competitor analysis reports	•	
Free	• 1	• 2

1 SmarterStats Free edition is available for download from the SmarterTools website. However, SmarterStats Free is limited to a single site and a single SEO campaign.

2 Google Analytics limits the number of hits (pageviews) it will track for free. Larger sites with high traffic counts are required to link an active Google Adwords account that has at least one active and running campaign that is subject to a minimum budget of $1 per day. That boosts the cost of Google Analytics to a minimum of $30 per month for larger sites that want to continue collecting analytics once they reach the maximum number of monthly hits.

Accuracy of Statistics from SmarterStats and Google Analytics

As previously discussed, users of both analytics program may notice reporting discrepancies, particularly in regards to visitor counts. Because of the limitations of script-based analytics, Google Analytics will underreport or misrepresent some website statistics. Consider:

• When comparing data on website visits, it is important to realize that SmarterStats and Google Analytics process data at different intervals. Google Analytics uses a 30-minute window while SmarterStats uses a 20-minute idle timeout window. For this reason, SmarterStats will report a higher number of visits for visitors that keep the browser window open but do not navigate to new pages within the window.

• Look at the referral reports in SmarterStats. Are there any referrals listed that are part of the base domain (i.e., IP addresses or aliased domains)? These referrals are not available in Google Analytics reporting.

• Hits from people "borrowing" content from your website. Are people linking directly to documents or images on your website? SmarterStats counts any request for those files as visits

and hits; Google never reports them because JavaScript can't be placed on files, just HTML pages.

In the end, SmarterStats provides more accurate website statistics than Google Analytics because SmarterStats reports all requests to the server, not just what is tagged with tracking code.

Help for Users & Site Administrators

Logging in to SmarterStats

Users and site administrators will need to obtain the link to the SmarterStats Web interface login page and the Site ID from their system administrator. System administrators can simply use their system admin login and leave the Site ID blank. To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login .

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. --%>

Site Activity

Traffic

Traffic Trend

This report displays your website activity (page views, visits, hits, and bandwidth) for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

If you change any variable information in this report (date range, chart type, etc.) you will need to click the Generate Report button in order for those changes to take effect. You may also email the report, export the report data in CSV or tab delimited format or print the report from this page.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Visitors Trend

This report displays information about your website visitors for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

If you change any variable information in this report (date range, chart type, etc.) you will need to

click the Generate Report button in order for those changes to take effect. You may also email the report, export the report data in CSV or tab delimited format or print the report from this page.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Files

Top Pages

This report displays the most popular pages of your website, as determined by the total number of page views and visits each page receives.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- • Open URL - Opens the item in a new window.
- • Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- • View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top Directories

This report displays the website directories that received the most page views. Site administrators and users can use this report to determine the most popular areas of a website.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top Documents

This report displays the most frequently downloaded documents on your website. . Note: By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. However, the system administrator may set up additional extensions as documents.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- • Open URL - Opens the item in a new window.
- • Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- • View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top Downloads

This report displays the most frequently downloaded files on your website. By data mining this report item, site administrators and uses can identify the websites/pages that referred visitors to these files. Note: By default, SmarterStats considers the following extensions to be downloads: .ASF, .AVI, .DOC, .EXE, .GZIP, .MP2, .MP3, .MPEG, .MPG, .MSI, .MSP, .QT, .QTM, .RA, .RAR, .SWF, .TAR.BZ, .TAR.BZ2, .TAR.GZ, .WMA, .WMF, .WPD, .ZIP. However, the system administrator may set up additional extensions as downloads.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

  • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
  • Open URL - Opens the item in a new window.
  • Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
  • View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top Dynamic Pages

This report dislays the most frequently viewed dynamic pages (webpages that change content based on database information or user settings) on your website. An important step in optimizing the performance of your website is to identify the most commonly accessed dynamic pages and speed up the script execution on those pages.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

> • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
> • Open URL - Opens the item in a new window.
> • Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
> • View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top Images

This report displays the most frequently downloaded image files on your website. Use this report to reduce bandwidth usage on your site by identifying the images that are downloaded most often and optimizing their size. If an image is getting excessive hits, use data mining to identify the direct referrals of the image. This will help you determine if another site is hot-linking to your images. Note: By default, SmarterStats considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. However, the system administrator may set up additional extensions as images.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

> • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .

• Open URL - Opens the item in a new window.

• Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .

• View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top Files

This report displays the most frequently accessed files on your website, regardless of the file extension. That includes any documents, images, downloads or dynamic pages as defined in their respective Report Items.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

• Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .

• Open URL - Opens the item in a new window.

• Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .

• View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Top File Types

This report displays the most popular file extensions on your website, as determined by hits and visits.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more.
- Open URL - Opens the item in a new window.
- Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37.
- View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Paths

Page Bounces

This report displays the pages on which visitors landed and left without navigating to other pages of your site. Site administrators and users can use this report to identify which pages should be optimized to provide the best visitor experience. For example, if a landing page was created to draw visitors into a website and then guide them to other pages or products, but this page has a HIGH bounce rate, that means visitors are coming to the page but then leaving the site rather than exploring further. Therefore,

the page should be reviewed and revised to better encourage vistiors to visit other pages of the site, view other products, etc.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more.
- • Open URL - Opens the item in a new window. For more information, see the Data Mining overview .
- • Set Page Alias - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- • View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Entry Files

This report displays the top entry files (the first files downloaded by a visitor during a visit to your website) for the selected date range. Depending on the optimization of the site or the scripting used, any file extension can be the first file that loads. However, image files are often listed as the top entry files, as there are various scripts that enable image files to load in a browser prior to an actual page displaying.

This report is most useful to designers and developers. If the inital files are images or other files that can be larger in size, it is a good indication that designers may want to optimize those files to keep page load times as fast as possible.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over

a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- Open URL - Opens the item in a new window.
- Set Page Alias - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .
- View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Entry Pages

This report displays the pages visitors used most frequently to enter your website. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site. In addition, if landing pages were created for marketing efforts, this report can give an indication of how well (or not so well) those marketing efforts are attracting visitors.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more. For more information, see the Data Mining overview .
- Open URL - Opens the item in a new window.
- Set Page Alias - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can

instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .

• View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Exit Pages

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors. This report can be used in conjunction with the Page Bounces report to see where your site is losing traffic and can give some indications about how to better retain visitors.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

• Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more.

• Open URL - Opens the item in a new window. For more information, see the Data Mining overview .

• Set Page Alias - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37. For more information, see the Page Alias overview .

• View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Paths

This report displays the most frequent traffic patterns of your website visitors. When a visitor moves from page to page within a site, they generate a specific path for their movement. For example, if a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank_you.html, they generate the following path: default.html/product.html/order.html/thank_you.html.

Single-hit paths near the top of the list should be investigated as potential areas for optimization, as they sometimes indicate a lack of interest-generating content or a bad visitor experience (slow load times, bad design, cultural issues, etc.).

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Search Engines

Search Engine Breakdown

This report displays the number of visits referred to your website by each search engine. By default, SmarterStats keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website. Knowing this information can give a good indication of how effective search engine optimization efforts are across different search engines.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Phrases

This report displays the most popular search phrases used to find, and access, your website. The phrases listed can be single keywords or longtail keywords. This report is useful for not only determining the phrases used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts. If a marketing department optimizes for the phrase "log

analytics software", but that phrase is not a top search phrase, that is an indication that either a) the optimization efforts aren't effective, or b) that the phrase being optimized is not a good one to target.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Phrase Sources

This report displays the most popular search phrases used to find, and access, your website by search engine. The phrases listed can be single keywords or longtail keywords.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Keywords

This report displays the most popular search words that were used to find, and access, your website. The words listed can either be individual keywords used in searches or search phases broken down into individual words. This report is useful for not only determining the keywords used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Keyword Sources

This report displays the most popular search words used to access your website by search engine. The words listed can either be individual keywords or search phases broken down into individual words.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Visitors

Authenticated Users

This report displays information about website visitors that logged in to the site using authentication. Note: Scripted authentication like ASP.NET forms authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the Web server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

IP Addresses

This report displays information about the IP addresses that accessed your website during the selected date range. The IPs are listed in descending order based on the number of page views generated by the IP. This report can prove useful if, for example, your site is under attack. Seeing an IP that counts for a large number of visits can help you determine who your attacker is (or at least his proxy). The IP address can then be handed off to a Server Administrator or security team to assist with mitigating the attack.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

ISPs

This report displays information about the Internet Service Providers (ISPs) that visitors used to access your website. Having this information can prove useful for web developers, or even marketers, as it can indicate visitors from a particular area of the country or the world. Therefore, personalization can be added for those users or even marketing efforts can be started to target those particular visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Recent Visitor Details

This report displays information about your most recent website visitors (within a 15 minute period). Information available pertains to the last hit logged for the visitor and information about their entry page, exit page, the browser they were using and the platform used.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Recent Visitor Activity

This report displays information about your most recent website visitors (within a 15 minute period). Information available pertains to the first hit for the visitor, the last logged hit for the visitor, and their total hits, views and bandwidth usage.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Return Visits

This report displays the number of times website visitors returned to your site during the selected date range. To get the most accurate view of the information, use larger date ranges when viewing this report.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Views per Visit

This report displays the correlation between the number of page views and the number of visits made during the specified date range.

If you visit a site multiple times (regardless of the timeframe between visits), your IP is still counted as a single visit. However, the different pages you access during your various visits are counted individually as different views. Therefore, one visit can account for one, 10, or a 1,000 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 to carry visitors to other areas of your site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Visit Length Trend

This report displays the average visit lengths for the selected date range. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends. A short visit length means you're not holding the attention of your website visitors, so some effort needs to be made to increase the amount of time visitors spend on your site. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Referrals

Referring Sites

Any time a visitor comes to your site, chances are they came from somewhere else. The site that they come from, therefore, is called the "referring site". This report shows you the domain name or IP address that referred a visitor to your site, in descending order, based on the number of times that domain name or IP referred visitors to your site. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Referring URLs

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the referring URL. This report displays the referring URL (minus the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Referring Links

Any time a visitor comes to your site, chances are they came from somewhere else. The link the visitor clicked on to get to your site, therefore, is called the "referring link". This report displays the full URL (including the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Inclusing of the actual query string or any other attibute of the link is what separates a Referring Link from a Referring URL. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

In-Site Referrers

Referring URLs are those that send you traffic. Many times, the referring URL can come from your own website. For example, when someone clicks from one page to another within your site by clicking on a link, page name or other naviagation device. This report displays the in-site URLs that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In

addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Demographics

User Agents

Browsers

This report displays the most popular browsers used by your visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors. Conversely, if a particular browser becomes less and less popular, or disappears completely from this report, designers can potentially remove any custom coding added to a site specifically for that browser or browser version.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Browser Versions

This report displays the most popular versions of browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors. Conversely, if a particular browser version becomes less and less popular, or disappears completely from this report, designers can potentially remove any custom coding added to a site specifically for that browser version.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Devices

This report displays the most popular devices (mobile or desktop) used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in

all of the devices used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Device Versions

This report displays the most popular versions of the devices (mobile or desktop) used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Operating Systems

This report displays the most popular operating systems used by your website visitors during the selected date range. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift. It should be noted that some user agents, such as Microsoft Web Service Client, do not send information about the platform they are running on. In those cases, they will be categorized as "unknown" in this report.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Operating System Versions

This report displays the most popular versions of operating systems used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the operating systems used by your visitors. In addition, this report can be used to better understand the type of traffic (e.g., mobile versus desktop) that your site receives. If a marked

increase in mobile browsing is noticed, changes to the site may need to be made to accommodate that shift.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

User Agents

A user agent is the raw information relating to the visitor connecting to your site. Whenever someone, or some thing, connects to your website, they are passing information pertaining to the agent used to connect to your site. While most see Internet Explorer as the method of connection, a Web server sees something like: mozilla/4.0 (compatible; msie 6.0; windows nt 5.0). This is the user agent. Web browsers, search engine spiders and robots, and various website monitoring tools all have specific user agents.

This report displays information about the user agent and is most commonly used by advanced users and website developers. For example, this report can be used to determine the proportion of users that are using traditional Web browsers versus accessing your site via mobile phone or other devices.

In addition, the user agent string is one of the criteria by which Web crawlers can be excluded from certain pages or parts of a website using the robots.txt file. This allows webmasters to request exclusion of individual webpages or directories from the data gathered by a particular crawler, or when a particular crawler is using up too much bandwidth, by requesting that crawler not to visit certain pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Countries

World Countries

This report shows the traffic from the countries of the world, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may

be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

African Countries

This report shows the traffic from the countries of Africa, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Asian Countries

This report shows the traffic from the countries of Asia, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

European Countries

This report shows the traffic from the countries of Europe, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

North American Countries

This report shows the traffic from the countries of North America, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Oceanic Countries

This report shows the traffic from the countries of Oceania (i.e., Australia, New Zealand, Tazmania, etc.), with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

South American Countries

This report shows the traffic from the countries of South America, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar country it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that country.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Regions

United States

This report shows the traffic from the states of the United States of America, with the highest activity state being listed first. The states visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar state it may be worth starting a PPC campaign to futher increase that traffic or, if the business has a brick-and-mortar storefront, exploring the possibility for opening a business in that state.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Canadian Provinces

This report shows the traffic from the provinces of Canada, with the highest activity state being listed first. The provinces visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar province it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that provice. (E.g., a French Canadian version specifically for Quebec).

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Cities

World Cities

This report shows the traffic from cities around the world, with the highest activity city being listed first. The visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a version of the website specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

African Cities

This report shows the traffic from the cities and countries of Africa, with the highest activity country being listed first. The visitors are are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Asian Cities

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

European Cities

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

North American Cities

This report shows the traffic from the cities and states of North America, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Oceanic Cities

This report shows the traffic from the cities of Oceania, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

South American Cities

This report shows the traffic from the cities of South America, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

United States Cities

This report shows the traffic from the cities of the United States of America, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Canadian Cities

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities visitors are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website vistitors from a particluar city it may be worth starting a PPC campaign to futher increase that traffic or even possibly creating a landing page specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Server Health

Server Responses

Result Codes

When a request is made to your server for a page on your website (for instance, when a visitor accesses your page in a browser or when spider crawls the page), your server returns a result code (also called an HTTP status code) in response to the request. This report item shows the most common codes returned by your server during the selected date range. Codes are grouped according to the list below:

- 200-level codes - Indicate a successful return of data. 2xx codes are good.
- 300-level codes - Indicate that the browser was redirected to another site resource. 3xx codes do not usually indicate a problem.
- 400-level codes - Indicate that a resource was either not found or was denied for some reason. If you get many 4xx codes, it may be worth investigating the cause.
- 500-level codes - Indicate that an error occurred while responding to the request. If you get many 5xx codes, it may be worth investigating the cause.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

404 - Page Not Found

This report displays a list of the files that a visitor attempted to access that no longer exist on the server, possibly because they were deleted, they were never created or the URL was misspelled. While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Using data mining to find the referrers to the 404 pages will yield useful information as to the cause.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more.
- Open URL - Opens the item in a new window.
- Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37.
- View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Server Utilization

Activity by Server IP

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if one server is being utilized more than others and/or to get an overall idea of the health of the environment.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Activity by Server Name

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if one server is being utilized more than others and/or to get an overall idea of the health of the environment.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Activity by Hostname

If your website has multiple host headers pointing to it, this report displays the activity by hostname. Users and site administrators can use this information to determine which host header is more popular.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Time Taken by Server IP

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if a specific server is slow to generate pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Time Taken by Server Name

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if a specific server is slow to generate pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Time Taken by Hostnmae

If your website has multiple host headers pointing to it, this report displays the activity by each hostname. Users and site administrators can use this information to determine if a specific host header is slow to generate pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Page Utliziation

Page Bandwidth In

This report displays the incoming bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to pages that allow file uploads. Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Page Bandwidth Out

This report displays the outgoing bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression on the web server.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Page Time Taken

This report displays the average time taken for specific pages to load in the given timeframe. Website developers can use this report to identify the pages that need the most optimization with regards to page loading.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Document Bandwidth Out

This report displays the outgoing bandwidth for documents on the site. Website developers can use this report to identify files that could be compressed or reduced in size.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Download Bandwidth Out

This report displays the outgoing bandwidth for downloads on the site. Website developers can use this report to identify files that should be compressed for downloads.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Image Bandwidth Out

This report displays the outgoing bandwidth for images on the site. Website developers can use this report to identify images that could be compressed or reduced in size. IN addition, site owners can use this report to spot potential image "leechers" - those who steal images or link to images for use on their own websites. Note: Many image optimization software products and services are available online. In general, these can greatly reduce the size of images without sacrificing image quality.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spiders and Bots

Traffic

Spiders

Spiders and robots are applications that crawl the Web indexing and retrieving content, usually for the benefit of search engines, information resources, and news organizations. For example, the primary search engine robots for Google, Bing, and Yahoo! are Googlebot, Slurp, and MSNbot.

This report displays information about the search engine spider activity (spider, page views, hits, and bandwidth) on your website. Site administrators and users can use this report to evaluate and enhance their SEO efforts.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider Traffic Trend

This report displays all of the spider and/or bot activity (page views hits, and bandwidth) on your website for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Recent Spider Details

This report displays information about your most recent website spiders (based on a 15 minute period). Information available pertains to the last hit logged for the spiders and information about their path through the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Recent Spider Activity

This report displays information about your most recent website spiders (based on a 15 minute period). Information available pertains to the first hit for the spiders, the last logged hit for the spiders, and their hits, views and bandwidth usage.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Files

Pages Not Indexed

This report displays a list of the webpages that were not indexed by spider and/or bots. Site administrators and users can use this report to determine which pages may not be available in search engine results pages. Pages can be excluded for a number of reasons. For example, they're excluded in robots.txt files, there are no internal links to the pages, etc.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Pages Indexed Not Viewed

This report displays a list of the webpages that were indexed by spiders and/or bots but that were not viewed by the public. Site administrators and users can use this report to identify pages that may have been deleted recently or that may need to be optimized to increase page views.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider Pages

This report displays a the top pages of your website crawled by spiders and/or bots. By selecting a specific spider in the report options pane, you can see the top pages indexed by that spider.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- • Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more.
- • Open URL - Opens the item in a new window.
- • Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37.
- • View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider Directories

This report displays the website directories (folders and paths) that received the most page views by spiders and/or bots.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider Top Files

This report displays the website files (web pages, images, etc.) most frequently accessed by spiders and/or bots, regardless of the file extension.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

• Data Mining - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referrering URLs, bandwidth used, query strings and more.

• Open URL - Opens the item in a new window.

• Set Page Alias - Allows users to set a friendly name for sometimes complex URLs. For example, if a Page shows up as "/smartertools/products/smarterstats/pricing.aspx", users can instead attach the alias of "SmarterStats Pricing". That way, any report items that reference that page URL will display "SmarterStats Pricing" instead of the URL itself. This feature is especially usedful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37.

• View Details - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Server Responses

Spider 404 - Page Not Found

This report displays a list of the files that a spider attempted to access that no longer exist on the server, possibly because they were deleted, they were never created or the URL was misspelled. While some 404 errors are common due to user error. Many 404 errors to a specific resource indicate a problem with your site. Typically, a 404 result to a spider will result in the page being removed from the spider's index and could affect your SEO efforts.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider 5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting

problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

Spiders encountering 500-level errors will usually try loading the page again later. After several failed retries, the page will likely be removed from the spider's index.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Server Utilization

Spider Page Bandwidth In

This report displays the incoming bandwidth for pages on the site accessed by spiders and bots. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to pages that allow file uploads. Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider Page Bandwidth Out

This report displays the outgoing bandwidth for pages on the site hit by spiders and bots. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For

example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression on the web server.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

Spider Page Time Taken

This report displays the average time taken for specific pages to load in the given timeframe when hit by spiders and bots. Website developers can use this report to identify the pages that need the most optimization with regards to page loading.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching.

Regarding "Severity" - this is a calculated field that is based on the impact of the measured result (e.g., page load time) multiplied by the number of pages affected, then normalized across the entire result set. In general, Severity can be used as a way of making responsible decisions about the impact your site is having on the server and to avoid making unnecessay optimizations. For example, pages with high load times that are accessed infrequently may have lower serverity than smaller pages that are hit much more often. In this case, there's no reasone to optimize the higher load time page as it has less impact on the server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items .

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

SEO

SEO Overview

Improving a website's search engine visibility and competing with other websites for a top position isn't easy, but SmarterStats users can use the SEO tools to evaluate their site's search engine performance and compare their ranking against their competitors. To access the SEO tools, click the SEO icon .

To start a new SEO Campaign, you will want to click the New button. For more information, see SEO Campaigns .

NOTE: SEO checks are performed in 2 minute intervals to protect the checks from being blocked by various search engines. This should be taken into account when setting up SEO campaigns for various sites, keywords, competitors and more.

SEO Overview Report

The SEO overview provides general details about your SEO statistics, including the date they were last processed, the search engines being evaluated and the number of keywords and competitors in each campaign.

SEO Campaigns

A SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors. Note: Although SmarterStats Professional and SmarterStats Enterprise do not have limitations on the number of campaigns, your system administrator may set limits on the number of campaigns that can be created.

Each campaign will have the following report items available:

> • Campaign Details - Displays general information about the SEO campaign, including the site URL, keywords and competitors.
> • PageRank - Displays the PageRank of your website and your competitors' website
> • PageRank Trend - Displays the PageRank of your site and a competing site during the selected date range.
> • Position - Displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. SEO analysts can use this report to compare

their website's position for a specific keyword to that of a competitor's. Note: To see these metrics for a different search engine, choose the desired search engine from the report options header.

• Position by Search Engine - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the campaign. Note: To see these metrics for a competing website, choose the desired site from the report options header.

• Position by Keyword - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to evaluate the position of a specific keyword across all search engines. Note: To see these metrics for a competing website, choose the desired site from the report options header.

• Position Trend - Displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range. Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options header.

• Visibility - Displays the link popularity and search engine saturation of your website and your competitors' websites in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

• Visibility by Competitor - Displays the link popularity and search engine saturation of your website and your competitors' websites by search engine.In general, SEO analysts should aim to have high numbers for popularity and saturation.

• Visibility Trend - Displays the link popularity and search engine saturation of your website and a competing website in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns. In addition, any of these report items can be added to a custom report. For a definition of the terms listed in these report items, please refer to the Glossary ..

Creating SEO Campaigns

A SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

To create a SEO campaign, click the SEO icon and then click New in the navigation pane toolbar. The campaign settings will load in a new window and the following tabs will be available:

NOTE: SEO processing request occur with a 2 minute interval to avoid potential issues with domains and/or IP addresses being blocked by various search engines. This can delay the speed with which data and report items are returned.

Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
- Site Name - The friendly name used to identify your website.
- Site URL - The URL to your website. Type the URL following the format www.example.com

Keywords

Use this tab to add keywords to the campaign. To add a new keyword, click the Add menu in the toolbar and click Add Keyword . Fore more information, see Getting Keyword/Competitor Suggestions . The following options will be available:

- Keyword - The keyword to be added to the campaign.
- Enabled - Select this checkbox to enable SEO processing on the keyword. Note: Disabled keywords will remain a part of the campaign, but SEO processing will not be performed on them and they will not appear in applicable reports.

Competing Sites

Use this tab to add competing sites to the campaign. To add a new competitor, click the Add menu in the toolbar and click Competitor . Fore more information, see Getting Keyword/Competitor Suggestions . The following options will be available:

- Name - The name used to identify the competitor's website.
- Site - The URL to the competing website. Type the URL following the format www.example.com

Getting Keyword and Competitor Suggestions

SmarterStats' built-in suggestion tools can help SEO analysts refine their SEO campaigns by identifying alternative keywords to monitor and/or by identifying additional websites that may be competing for traffic.

Using the Keyword Suggestion Tool

The keyword suggestion tool is available when creating or editing a campaign. Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details . Then click Edit

in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see Creating a SEO Campaign .

To access the keyword suggestion tool, click the Keyword tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- • Suggestion Method - The method SmarterStats will use to create a list of suggested keywords.
- • Site URL - The URL of the site for which you want keyword suggestions. Note: If you are editing an existing campaign, this field may be pre-filled.

Adding Keyword Suggestions to a Campaign

If the keyword suggestion tool has suggestions that you want to add to your SEO campaign, select the desired keyword(s) from the suggestion list and click Finish . The selected keyword(s) will be added as enabled keywords for the campaign. If there are no keywords that you want to add to the campaign, simply click Cancel .

Using the Competitor Suggestion Tool

The competitor suggestion tool is available when creating or editing a campaign. Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details . Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see Creating a SEO Campaign .

To access the competitor suggestion tool, click the Competing Sites tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- • Suggestion Method - The method SmarterStats will use to create a list of suggested competitors.
- • Site URL - The URL of the site for which you want competitor suggestions. Note: If you are editing an existing campaign, this field may be pre-filled.

Adding Competitor Suggestions to a Campaign

If the competitor suggestion tool has suggestions that you want to add to your SEO campaign, select the desired site(s) from the suggestion list and click Finish . The selected site(s) will be added as enabled competitors for the campaign. If there are no competitors that you want to add to the campaign, simply click Cancel .

Site Tuning

Site Tuning Overview

Users and site administrators can use SmarterStats' site tuning functionality to scan their site for problems known to affect a site's search engine ranking, such as broken links, excessive linking, META and title tags, and multiple redirects. By correcting the issues site tuning uncovers, you can improve both the visitor experience and your search engine ranking. To access site tuning, click the site tuning icon .

Site Tuning Overview Report

The site tuning overview provides general details about the site scan, including the site URL, number of pages and links scanned and the number of issues identified.

Site Tuning Results

Users and administrators can view site tuning results by the severity of the issue(s) or by the type(s) of issue. When a site tuning scan is performed, potential issues may fall under one of the following types:

Blank Page

It's important that every page of your website includes quality content. Empty website pages may indicate that your website is under construction and can lower the credibility of your website to both visitors and search engines. Possible fixes include creating unique content for the page or deleting the page. Note: If you choose to remove the page from your site, there may be unintended consequences, such as newly broken links if other pages linked to this page.

Broken Link

Broken links are a serious problem and can adversely affect your website's search engine ranking. Poor usability from broken links can drive visitors away and can prevent search engines from properly indexing your website. Possible fixes include updating/correcting the URL, using a redirect or removing the link. Note: SmarterTools recommends double-checking any broken links to make sure the website wasn't temporarily offline or overloaded when the scan was performed.

Cache Expiration

Website visitors and search engines like sites that load quickly. Well-coded pages send freshness indicators with each request to the server so the Web browser can pull files directly from the browser's cacheon subsequent visits. This negates the need for server validation until the expiration time is reached and greatly improves the responsiveness of the website.

Duplicate Page

Best practice dictates that you should eliminate, to the best of your ability, the occurrence of duplicate pages in the search engines. While the site tuning scan does not identify duplicate content issues with another website, it does notify you if pages within your website have duplicate content. Possible fixes include rewriting the content on one page or deleting one of the duplicate pages. Note: If you choose to remove the page from your site, there may be unintended consequences, such as newly broken links if other pages linked to this page.

Long Description

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. Meta description tags can be short or long, but long descriptions won't display in full on SERPs. Most SEO experts recommend that the description be 100-200 characters.

Long Title

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. Most SEO experts recommend that the title be under 65 characters to ensure the full title displays in the SERPs.

Long View State

Search engines generally ignore ViewState code, but large quantities of ViewState code will force the actual content of the page further down in the HTML. Since search engines may analyze only the first 100 KB of a page, it is possible that the ViewState block may prevent search engines from indexing page content. Possible fixes include disabling ViewState on pages that don't need it or moving the ViewState code to the bottom of the page.

Missing Canonical

If your webpages load with both www.example.com and example.com, you have not specified the preferred link structure. Failing to properly define the canonical URL results in duplicate content penalties, as search engines will view all URL versions of a webpage as different websites. Adding a canonical URL tag to the HTML header or Robots.txt file will tell search engines to treat the page as a copy (rather than a separate and distinct page) and that the link and content metrics should technically flow back to the preferred URL.

Missing Description

The meta description provides the search engine a brief description of the page content. While this description is not visible to website visitors, the search engine usually displays the descriptions in the

SERPs. A good description might encourage search engine users to visit your website instead of others. If your page doesn't have a meta description, the search engine may arbitarily choose text to display in the SERPs, which may result in less search engine traffic. Most SEO experts recommend that the description be 100-200 characters.

Missing Sitemap

A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can more intelligently crawl the site. Creating a sitemap is not difficult and there are services available that can help you create a sitemap quickly.

Missing Sitemap Page

A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can more intelligently crawl the site. It is important to ensure that all the URLs in the sitemap are up-to-date and direct to an existing webpage. Possible fixes include correcting the URL, adding the missing page or removing the URL from the sitemap.

Missing Title

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. If your page does not have a title, the search engines may arbitarily choose text to display in the SERPs, which may result in less search engine traffic. Most SEO experts recommend that the title be under 65 characters to ensure the full title displays in the SERPs.

Multiple Descriptions

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. While this description is not visible to website visitors, the search engine usually displays the descriptions in the SERPs. There is no benefit to having multiple meta descriptions, as the search engine will only use one of them or display arbitrary text from the site. Keep the most descriptive and keyword-rich description and delete the rest from the page.

Multiple Redirect

Redirection is process of forwarding one URL to a different URL. A 301 redirect is a permanent redirect which passes between 90-99% of link juice (ranking power) to the redirected page and is the preferred method for implementing redirects on a website. However, multiple 301 redirects (i.e, when a link on page A redirects to page B and page C before going to the inteded page) will affect the ranking of that page. For this reason, it is best to do a one-to-one 301 redirect from the old page to the new page.

Multiple Titles

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. There is no benefit to having multiple titles, as the search engine will only use one of them or display arbitrary text from the site. Keep the most descriptive title and delete the rest from the page.

Robot File Missing

The robots.txt file has become a standard way of giving instructions to the search engines concerning your website, such as the location of the XML sitemap or which pages to exclude from indexing. For this reason, all sites should have a robots.txt file in the root directory.

Same Title and Description

Because the title and meta description summarize the content of a specific webpage, it is important that each page of your site have a unique title and description. These tags help the search engines determine the relevancy of a page and can play an important role in determining how a page ranks in the SERPs. Rewrite the title and descriptions to ensure they are unique and relevant to the content on each page.

Short Description

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. Meta description tags can be short or long, but short descriptions may not provide enough information to entice search engine users to click. Most SEO experts recommend that the description be 100-200 characters.

Short Title

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. Most SEO experts recommend that the title be at least 20 characters.

Too Many Links

Linking to internal and external webpages is a good practice, provided the links are relevant to the content on the page. However, search engines may penalize a site if there are too many links on a page, as this can indicate the site is spammy or is lower quality. Keep the links on a given page to a reasonable number. To help determine the correct number of links on a given page, think about the visitor experience: When they run across a link, they either click the link to get to the information they

are searching for or they ignore the link and continue reading the current page. If you have 100 links on a single page, you are asking the visitor to choose 100 times whether they think the link provides the information they seek.

Too Many Scripts

Although scripts like JavaScript can be great for adding interesting elements to your website that will make it more user-friendly, too many scripts they can also slow a site to a crawl. Because both website visitors and search engines like sites that load quickly, it is recommended to remove unneccesary script and/or combine multiple scripts when possible.

Performing a Site Tuning Scan

Users and site administrators can use SmarterStats' site tuning functionality to scan their site for more than 20 problems known to affect a site's search engine ranking, such as broken links, excessive linking, META and title tags, and multiple redirects.

To perform a site scan, click the site tuning icon . Then click Site Tuning Details in the navigation pane. The site tuning details will load in the content pane and the following options will be available in the content pane toolbar:

> • Scan Site - Scans/re-scans the site for errors or potential issues affecting the visitor experience and search engine ranking.

Depending on the size of your website, the site tuning may take a few seconds or a few minutes. For more information on site tuning and the possible issues it identifies, see Site Tuning Overview .

Custom Reports

Custom Reports--%>

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.

To access the custom reports, click the custom reports icon . A list of custom reports will load in the navigation pane and the following options will be available in the navigation pane toolbar:

> • New - Creates a new custom report.
> • Actions - Click this button and choose the appropriate option to select all reports or delete the selected report(s).

By default, SmarterStats includes the following custom reports, which you can modify to meet your unique needs:

- CEO Overview - 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 as top pages, referring sites, browsers and traffic trends).

- Marketing - 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.

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

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

- Site Usage - 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.).

- Site User - 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.

- Webmaster - The webmaster report gives 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.

Viewing Custom Reports

Because custom reports may include an unlimited number of report items, they may take a while to load. For this reason, custom reports do not load automatically. To view a custom report, select the desired report and click Generate Report . The report will load in the content pane and the following options will be available in the content pane toolbar:

• Generate Report - Processes the report data and loads the custom report in the content pane.

• Edit - Edits the custom report settings.

• Delete - Permanently removes the report from the list of custom reports.

• Email - Sends a copy of the custom report to the desired recipient(s).

• Export - Exports the report in CSV or TAB format.

• Print - Prints the report.

Creating Custom Reports

To create a new custom report, click the custom reports icon and click New in the navigation pane. When editing or creating a custom 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.

• Date Range - The time period from which report item data is collected.

• Rows - The number of rows that should display for this report item in the custom 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. 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.

Note: To add a report item to the report, click the Report Items tab and click Add Item in the toolbar.

Data Mining

Data Mining Overview

While custom provide a general overview of the various statistics extracted from your log files, data mining allows site administrators and users to drill-down and analyze statistical data on a deeper level. These reports are an invaluable resource for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your investment(s), or for a variety of other tasks requiring a large-scale, detailed analysis of website traffic.

To reduce the complexity often associated with data mining, SmarterStats presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they need to evaluate the effectiveness of an online marketing or advertising campaign. For more information, see Data Mining Report Types .

To access data mining reports, click the data mining icon . The following options will be available in the navigation pane:

- Report - Select the data mining report you would like to run on the selected file. For more information on each report, see Data Mining Report Types .
- Filename - The file to be data mined. To browse for a specific file, click the magnifying glass .

- Start and End Date - The time frame on which the data mining report statistics are generated.
- Rows - The number of rows in the data mining report.
- Chart - The chart type displayed in the data mining report.
- Filter Set - The filter set that should be applied to the data mining report.

You can also perform data mining by selecting it from the dropdown arrow next to items returned in a report (where applicable).

Data Mining Report Types

Site administrators and users can choose to generate the following data mining report types:

• Daily Activity - This query allows you to select a single page or resource contained within your website and see the daily activity over time. This type of mining is good to identify trends in the activity of that resource and to see if people are accessing the file more or less than they used to.

• Entry Pages - This query allows you to select a single page contained within your website and see the top pages used to access the page. This is a particularly useful form of data mining that allows you to track where people are coming from when they access a specific page. For example, if a page is specified in an advertising campaign or marketing campaign, users can see exactly how people are accessing that page and verify any information that is given by the particular site that contains the advertising.

• Exit Pages - This query allows you to select a single page contained within your website and see the last pages people viewed before exiting the website. This is useful in order to track how far users get in a process (such as placing an order) and where they are exiting your site.

• IP Addresses - This query allows you to track which visitors (IP addresses) most often requested a file on your website. When used in conjunction with other data mining queries, this report is helpful in understanding the behavior of visitors that request certain files.

• Paths through Page - This query allow you to track the most common paths taken for visitors that request a specfic file. This report is useful in understanding how visitors are accessing various files on your website.

• Query Items - This query allows you to view the various query string items that are passed to a particular page of your website. A typical example is the SmarterStats help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which individual items were passed to generate the page. Note: This report differs from the Query Strings report in that it separates each query string item and reports them individually. For example, assuming you have a hit that looks like /help/default.aspx?section=Administrator&page=Getting+Started. The Query Items report will show two lines: One for section=Administrator and one for page=Getting+Started. Conversely, the Query Strings report will show one line that looks like section=Administrator&page=Getting+Started.

• Query Strings - This query allows you to view the various query strings that are passed to a particular page of your website. A typical example is the SmarterStats help system. Whenever

anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which query string was passed to generate the page. Note: This report differs from the Query Items report in that it does not separate query string items. For example, assuming you have a hit that looks like /help/default.aspx?section=Administrator&page=Getting+Started. The Query Items report will show two lines: One for section=Administrator and one for page=Getting+Started. Conversely, the Query Strings report will show one line that looks like section=Administrator&page=Getting+Started .

• Referrers - This query is useful for marketing or to detect image leeching. For example, if you have an image that you have exposed on other websites that resides on your Web server, the URL it was viewed on is recorded every time a browser views your image. This report will list the top URLs or "referrals" in which your image was viewed. If you have a nice graphic, chances are that someone else will want to use it on their website. If they link your image path to their website, this report will list the top URLs that the image or graphic is viewed from.

• Referring Sites - This query reports the original source of visitors that came into your site that eventually hit the page or file you choose. This can be most useful for marketing purposes. For example, if you have a "Thank You" page after a person orders your product, you can identify the original sources of visitors that reached that page, effectively discovering where your orders came from.

• Top Files from IP Address - This query allows you to track the files most commonly requested by a particular IP address. This report is useful in understanding the behavior of specific visitors on your website.

• Top Paths from IP Address - This query allows you to track the most common paths taken by an IP address during its visits to your website. This report is useful in understanding the behavior of specific visitors on your website.

• Usernames - This query allows you to track which authenticated users hit a specific page of your site. This report is useful in understanding the behavior of specific visitors on your website.

• Visitor Bandwidth - This query allows users to track the bandwidth usage, total bandwidth usage, and the IP address of requests for specific files you have placed on your website. This report is most useful in detecting web site abuse. Typically, you will identify a high-bandwidth file from Top Files or a related report item, then start data mining on it to discover if there are a few IP addresses that are attempting to use your bandwidth by repeatedly downloading files. Those IP addresses can then be metered or denied access on your Web server.

• Visits Before Hit - This query allows you to select a single page contained within your website and see the number of times a person visited the site prior to reaching and viewing the page

selected. The report itself shows the IP address of the visitor, the initial entry page for that visitor before they viewed the page selected, and the number of visits before the page selected was viewed.

• World Cities - This query allows you to identify the geographic regions that accessed a specific file on your website.

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

Settings

My Settings

Account Settings

To edit your personal settings, click the settings icon . Then expand the My Settings folder and click Account Settings in the navigation pane. The account settings will load in the content pane and the following tabs will be available:

User

Use this tab to edit the following user settings:

• Username - The name used to login to SmarterStats.

• Current Password - The current password used to login to SmarterStats.

• New Password - To change the Current Password, type in the new password the user wants to use to login to SmarterStats.

• Confirm Password - Re-type the new password the user 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.

Report Options

Use this tab to edit the following report settings for reports and report items:

• Default Date Range - The default date range for which statistics are calculated upon login.

• Default Report Rows - The default number of rows in each table of a report or report item.

• SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.

• Enable IP address resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of

resolutions performed per report item.

• Enable percentage indicators in report columns - Select this options to display percentages next to the data in report columns.

• Generate reports automatically on page load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmarterStats slower, but will reduce the amount of clicking you have to do to see reports.

Filter Sets

Site administrators and users can exclude data from a report with filter sets. For example, filter sets can be created to limit the report data to certain website directories or products, allowing users to quickly flip between subsets of data when viewing reports.

In addition, site administrators and users can easily turn a filter set exclusion into an inclusion by prefixing the item with an exclamation point. For example, the filter set /SmarterMail/ will exclude any paths that start with /SmarterMail/ from reports. By changing the filter set to !/SmarterMail/, only paths that start with /SmarterMail/ will be included in reports.

To access this section, click the settings icon . Then expand the My Settings folder and click Filter Sets in the navigation pane. A list of the existing filter sets will load in the content pane.

Adding a Filter Set

To create a new filter set, click New in the content pane toolbar. The following options will be available:

• Filter Name - The name of the filter set.

• Filters - Type the items you want to exclude, one per line. Any text field in reports that contain any item in this list will be removed from the report and its values will be added to a summary line. Note: Filters are NOT case sensitive.

• Filter out blank user agents from demographic reports - Check this box to exclude blank user agents from demographic report statistics. Filtering out blank user agents is another method users can use to gather stats on real website visitors, as blank user agents often indicate an automated script or bot.

• Filter out blank referrers from referral reports - Check this box to remove the No Referrer row in reports that include stats on referrers.

• Mark as default filter set - Check this box to automatically apply this filter set to reports upon loading. Enable as active filter set - Check this box to use this set as the default whenever viewing reports. Note: If this option is not selected, the filter set can be applied to a report from the report options pane. --%>

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 . NOTE: Email reports are only sent if there is data available in the report. Blank reports are not sent so if no data is available a scheduled email will not be sent.

To see which reports are scheduled to be emailed, click the settings icon . Then expand the My Settings folder and 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 content pane toolbar:

- New - Creates a new scheduled email report
- Edit - Edits the email options for the report
- Actions - Click this button and choose the appropriate option to send the selected email report(s) immediately.
- Delete - Permanently removes the selected report(s) from the emailed reports list.

Site Settings

General Settings

This feature is only available to site administrators.

Site administrators can use this page to control how the website's log files are processed. For example, SmarterStats can be configured to ignore specific query strings variables, directories, or host headers.

Note: Some changes to these settings may require a reprocessing of your log files. Keep in mind that statistics are unavailable during reprocessing.

To access this section, click the settings icon . Then expand the Site Settings folder and click General Settings in the navigation pane. The general settings will load in the content pane and the following tabs will be available:

Options

Use this tab to specify the following options:

- Site URL - The URL of the website in which you are gathering statistics for.
- Time Zone - Select your time zone from the list.

Ignore Items

Use this tab to specify items that should be ignored:

- Query string items to ignore - If you have query string variables in your site that have near random values (page refresh randomizers, session IDs, etc), add the names of the query variables to this text box, separated with commas. If you enable this option, the system will start ignoring the value of those variables when calculating page hits. The hits will still be registered, but without that variable. Please note that this option is a pre-filter, meaning that once you enable it, you cannot get the values of those variables back unless you kept the original logs.
- Enable removal of URL items after semicolon - Check this box if the website passes session variables in the URL separated with a semicolon.

Import Filters

Use this tab to add exclusions or inclusions to your stats data. These act as pre-filters and allow a sub-site to be created that ignores specific directories, host headers, or hits from specific IP addresses. Unlike filter sets, exclusions and inclusions are processed before logs are analyzed, meaning that SmarterStats acts as if removed rows do not exist in the logs. (Filter sets simply hide the data from specific reports.)

To create an exclusion or inclusion, click the Add menu in the content pane toolbar and click Import Filter . The following options will be available:

- Type - To specify the type of item to be included or excluded from log processing, select the appropriate option from the list. Depending on the item selected, you may be asked to provide the specific directory, IP address, path, filename, or host header.
- Make exclusions permanent (data cannot be recovered) - Check this box to permanently

exclude the filtered information. With this option, data cannot be recovered by deleting the exclusion or inclusion and reprocessing the site.

Dynamic Pages

Use this tab to specify dynamic pages that should be processed as separate pages based on the variables passed through the page.

To add a dynamic page to SmarterStats, click the Add menu in the content pane toolbar and click Dynamic Page . The following options will be available:

- • Match Type - To specify how the page information is used to determine which pages are dynamic pages, select the appropriate option from the list.
- • Page - The page information used to determine which pages are dynamic pages. For example, for the page /smarterstats/info.aspx, you would type /smarterstats/info.aspx if the match type was "exact" or info.aspx if the match type was "ends with."
- • Query String Variables - The variables used to determine which pages are dynamic pages. For example, if the variable ProductID has a value of 1, it would be treated as a separate page from a value of 10.

Email Settings

This feature is only available to site administrators using SmarterStats Enterprise.

Site administrators can use this section to customize how SmarterStats sends scheduled email reports. To use the default values set by your system administrator, leave the options on this page blank.

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

- • From Address - The email address from which reports will be sent.
- • SMTP Server - The mail server that will be used to email reports. Note: If you wish 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.
- • From Display Name - The friendly name that emails sent from SmarterStats will show as being sent from.
- • SMTP Server - The name or IP Address of the server SmarterStats should send email from.
- • SMTP Server Port - The port number that should be used when sending email through SMTP. In most cases, the SMTP server port is 25.
- • Enable secure sockets layer (SSL) - Select this option if your server requires SSL

authentication.

• Enable SMTP Authentication - Select this option 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.

• Password - The corresponding password used to authenticate with the SMTP server.

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 settings icon . Then expand the Site Settings folder and click Export Logs in the nagivation 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. --%>

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.

Page Alias

This feature is only available to site administrators.

Page aliases are a great way to apply "friendly" names to pages on a site that have long, complex URLs. For example, if your site is dynamically generated or uses query strings for pages (like Content Mangement Systems and shopping carts generally do), using Page Aliases is a great way to simplify how your site data is displayed. This makes it much easier to read and understand the copious amounts of data avialable within SmarterTrack. To better illustrate how Page Aliases work, here is a concrete example.

Suppose the page URL for a the details page of a product on your site is "/furniture/home/livingroom/endtables/elegant_collection/detail.aspx?prodid=3," where "prodid=3" is a specific model of end table. In the reports that return that page's URL, that is how the details page is listed in your results. Now imagine you have 150 different living room end tables featured on your site. Trying to keep the data straight about the different products and pages on your site can be a nightmare.

To resolve the confusion, adding in the Page Alias "Elegant End Table - Cherry" for that long URL makes identifying specific pages, and even specific products, much easier when viewing your reports. This is especially true if you are passing that information along to business owners, partners or even investors. The easier it is to identify information, the more impactful that information will be.

To access this section, click the settings icon . Then expand the Site Settings folder and click Page Aliases in the navigation pane. A list of existing page aliases will load in the content pane.

In addition, Page Aliases can be added right from reports themselves by selecting that option in the dropdown that appears at the end of rows (where applicable).

To add a new page alias, click New in the content pane toolbar. To edit a page alias, select the desired page alias and click Edit in the content pane toolbar. The following options will be available:

- • Page - The page for which the alias is created.
- • Page Alias - The friendly name of the page.

SEO Settings

This feature is only available to site administrators.

Site administrators can use this page to specify which search engines SmarterStats should use for reporting. By default, SmarterStats gathers data from the following search engines: Google, Yahoo!, Ask and Bing. Note: The search engines available to site administrators are set by the system administrator.

To access this section, click the settings icon . Then expand the Site Settings folder and click SEO Settings in the navigation pane. The SEO settings will load in the content pane.

Users

This feature is only available to site administrators.

Site administrators can add or delete end users for a particular site in SmarterStats. Users without administrator permissions can access site reports, SEO reports, and user settings. However, only users with administrator permissions can access the research tools, add or edit SEO collections, and change site settings.

To view a list of users for the site, click the settings icon . Then expand the Site Settings folder and click Users in the navigation pane. A list of users will load in the content pane.

To create a new user, click New in the content pane toolbar. To edit a user's settings, select the desired

user and click Edit in the content pane toolbar. The user settings will load and the following tabs will be available:

User

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

- Username - The username the user uses to login to SmarterStats.
- Email Address - The email address of the user.
- Password - The password the user will to use to log in to SmarterStats.
- Confirm Password - The password the user will to use to login to SmarterStats. Note: To successfully set the password, be sure the text typed into this field matches the text typed into the Password field.
- Mark as administrator - Select this option to give the user site administrator permissions.

Report Options

Use this tab to edit the following report settings for reports and report items:

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Report Rows - The default number of rows in each table of a report or report item.
- SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.
- Enable IP address resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of resolutions performed per report item.
- Enable percentage indicators in report columns - Select this options to display percentages next to the data in report columns.
- Generate reports automatically on page load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmarterStats slower, but will reduce the amount of clicking you have to do to see reports.

Status

Log Import Status

This feature is only available to site administrators.

Site administrators can use this page to check the import status of the site's log files. By default, SmarterStats updates the log files every 15 minutes. Site administrators can also use the information

provided under the good rows and bad rows columns to diagnose problems, such as choosing the wrong log file format.

SEO Processing Status

This feature is only available to site administrators.

If a site has any SEO Campaigns set up, Site administrators can use this page 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. If needed, site administrators can force SmarterStats to update statistics at any time from the SEO section.
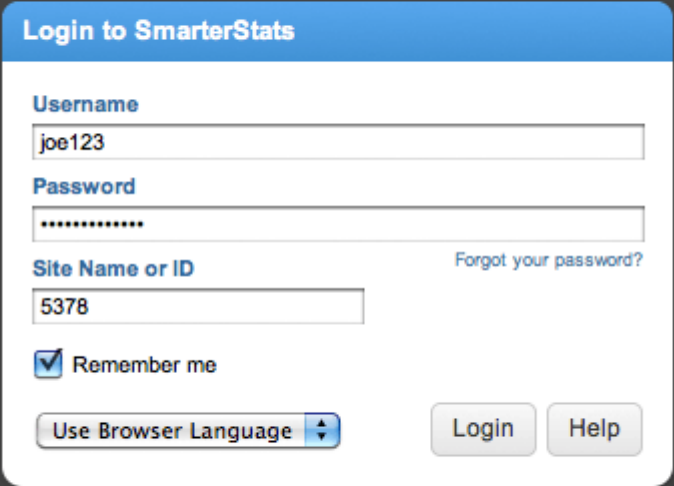
Help for System Administrators

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 . 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.

Sites

Sites

System administrators can use this section to manage the sites in SmarterStats. To access this section, click the sites icon . Note: System admins running SmarterStat Enterprise will have a separate dropdown available at the tip of the navigation pane. This dropdown allows system admins to select the server they want to manage from the Management Reporting Server they're logged into. This makes managing multiple servers from a single interface much easier and much more organized.

Navigating Sites

When you view the sites on the server, the page is divided into two sections. (For more information, please review the System Admin Interface Diagram .)

- The navigation pane displays the sites on the server. To view details for a specific site, simply click the desired site.
- The content pane displays all available details about the selected site.

In general, the following options are available from the navigation pane toolbar:

- New - Adds a new site to SmarterStats.
- Actions - Click this button and select one of the following options:

- Select All - Selects all of the sites on the server.
- Delete - Permanently removes the selected site(s) from SmarterStats.
- Move Site - Moves 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.
- Re-import Log Files - Deletes the SmarterLog files for the site and re-imports them, starting with the earliest files.
- Re-import SEO - Reprocess SEO statistics. This option is useful if there was an error collecting SEO data, the search engine was down, etc.
- Reprocess Log Files - Reprocesses the log file data. Note: Log file data will not be re-imported.
- 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.

- View - Allows for customization of how Sites are listed.
- Sort - Sets the sort order for the Sites on the server in either ascending or descending order,

and by site name, site ID, server name or status.

• Visible Fields - Sets the fields that are displayed along with each site. This includes site name, site ID, server name or status.

In general, the following options are available from the content pane toolbar:

• Edit - Edits the site settings.

• Delete - Permanently removes the selected site(s) from SmarterStats.

• View Site Stats - Opens the site statistics in a new window. Note: This is also the same as impersonating a site administrator.

• Impersonate User - Allows the system administrator to view site statistics as a selected user.

For more information on adding or editing a site, see Adding a Site .

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:

Buttons

• Save - Saves any changes made to the page.

• Import - Allows you to import a site from IIS. When websites are set up in Internet Information Services (IIS), using this feature allows the system admin to select the site from IIS and have the site name and log path automatically filled out in the site Options.

Options

Use this tab to specify the following options:

• Site ID - The unique identifier for the site in SmarterStats. 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 Username - The username of the site administrator. This individual will be the primary user account responsible for this site.

• Site Admin Password - The password associated to the site admin username.

• Confirm Password - Re-type the password associated to the site admin username.

• Site Admin Email - The email address associated with the site admin.

• 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 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:

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

• 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.

• 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 "/".

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:

Options

Use this tab to specify the following settings:

- Default Skin - The default skin SmarterStats users see when they log in.
- Enable users to override skin - Select this option to allow users to specify their own skin.
- Enable notification reminder popups - Select this option to allow SmarterStats to display licensing and other administrative reminders.
- Enable user password reset functionality - Select this option to allow users to reset their password from the login screen if they forget it.
- Send notification emails to system administrator - Select this option to send emails to the system administrator if errors occur.

SMTP

Use this tab to specify the following settings:

- From Address - The email address from which reports will be sent.
- From Display Name - The name that appears in the From field of emails.
- SMTP Server - The mail server used to send email reports.
- SMTP Security - Select this option if the connection to the server must be SSL.
- SMTP Server Port - The port used to connect to the mail server. By default, the port is 25.
- Enable site administrators to override SMTP settings - Select this option to allow site administrators to specify their own SMTP settings. In that way, email reports and other items can be sent from an email address associated with the site being analyzed.
- Enable SMTP authentication - Select this option if SMTP authentication is required to send mail from this email address.
- Auth Username - The identifier used to authenticate with the external email server. In some cases, this may be the full email address of the account.
- Password - The corresponding password used to authenticate with the external email server.
- Confirm Password - Re-type the password used to to authenticate with the external email server.

System Administrator

Use this tab to specify the following system 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.
- 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.
- Email Address - The email address of the SmarterStats administrator.

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:

Buttons

- Save - Saves any changes made on the page.
- Load Defaults - There are default values set for each item listed in Report Settings that are available and that will accommadte the majority of servers running SmarterStats. If, at any time, system admins want to revert to these default settings, they simply click this button.

Options

Use this tab to specify the following options:

- Custom Report Limit - The maximum number of days for which users can retrieve statistics when creating 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 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.
- DNS Lookup Limit - 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.

File Extensions

Although SmarterStats automatically assigns file extensions to specific categories, system administrators have the ability to reassign file extensions to different categories. Use this tab to specify whether specific file extensions should be categorized as downloads, documents, dynamic pages or images.

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 settings 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.

Servers

Manage Servers

System administrators can use this section to manage the servers in SmarterStats. To access this section, click the settings icon . Then click Manage 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 in a new window 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.

Import Settings

Use this tab to specify the following importing options:

- Import Time of Day - The start and end times the sever should be importing files.
- 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. For example, if the session timeout is set to 30 minutes and a visitor hits the site and doesn't visit another page of the site until 40 minutes later, this would be considered a new visit.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Debug Level - The level of detail kept in the service log file. This should remain at normal unless instructed to change it by a SmarterTools representative/.
- Resource Usage - The amount of CPU used to process statistics. For more information, refer to the KB article How To - Configure SmarterStats to Use More/Less System Resources .

Active Processes

System administrators can use this page to see the activity of SmarterStats servers and troubleshoot problems. To access this section, click the settings icon , expand the Servers folder and then click Active Processes in the navigation pane. The active processes will load in the content pane and the following columns will be available:

- Server Name - The name of the server.
- Site - The site on the server that is performing an activity.
- Activity - The action being performed on the site. For example, idle, gathering statistics, reprocessing stats or importing SEO.

Memory Usage

The Memory Usage 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 settings icon . Then click Memory Usage 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 - The domain that used the most memory on that server.
- Queries - The number of queries running on the server at that time.

Version Info

This feature is only available in SmarterStats Enterprise.

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. IN addition, having multiple versions of the remote service can lead to issues and cause inconsistencies across a network.

To access this section, click the settings icon . Then click Version Info in the navigation pane. The 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.

Defaults

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. Using site defaults makes it especially easy for ISPs, hosting providers or large enterprises that manage multiple websites to add those sites quickly, easily and to ensure that data is accurate across all of the sites in their network. Note: Modifications to these settings will not affect existing sites.

To access the default site settings, click the settings icon and expand the Defaults folder. Then click Site Defaults in the navigation pane. 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:

• 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 File Auto-Delete - The maximum amount of time the original log files (those created by the Web server) should be stored.

• 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.

• 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 "/".

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 Options

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 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.

Site Propagation

Use this section to apply Site Defaults 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. To apply some or all of the default settings to all of the sites in SmarterStats, select the appropriate settings and click Propagate Now.

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. Using server defaults makes it especially easy for ISPs, hosting providers or large enterprises that manage multiple websites across multiple servers to add those servers quickly, easily and to ensure that settings are consistent across all of the servers in their network. 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.
• 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.
• Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
• Debug Level - The level of detail kept in the service log file.
• Resource Usage - The amount of CPU used to process statistics. For more information, refer to the KB article How To - Configure SmarterStats to Use More/Less System Resources .

Server Propagation

Use this section to apply Server Defaults 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. To apply some or all of the default settings to all of the servers 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, status, 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.

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

Glossary

Below is an alphabetized list of the various terms and phrases used in SmarterStats.

Area Chart - A type of graph that highlights trends in the same manner as a line chart, using colored areas instead of lines. In SmarterStats, the top 10 results are used to create the area chart. All other results are grouped as "other items."

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.

Bar Chart - A type of graph in which different values are represented by rectangular bars. In SmarterStats, the top 10 results are used to create the bar chart. All other results are grouped as "other items."

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.

Directory - A collection of folders that contain files, regardless of their file extensions, associated with a website. Statistics do not include sub-directories, as those are reported separately.

Document - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. Your administrator may set up additional extensions as documents.

Download - A file that is able to be downloaded, or saved, to a visitor's local machine. Generally, downloads are specified as such by the site owner, and given either freely or charged on a per-download basis. By default, SmarterStats considers the following extensions to be downloads: .ASF, .AVI, .DOC, .EXE, .GZIP, .MP2, .MP3, .MPEG, .MPG, .MSI, .MSP, .QT, .QTM, .RA, .RAR, .SWF, .TAR.BZ, .TAR.BZ2, .TAR.GZ, .WMA, .WMF, .WPD, .ZIP. Your administrator may set up additional extensions as downloads.

Dynamic Page - Pages built using a variety of different scripting environments and/or scripting languages. Generally, this includes any page with an extension other than .htm or .html. By default,

SmarterStats considers the following extensions to be dynamic pages: .ASP, .ASPX, .CFC, .CFM, .CFML, .CFMX, .CGI, .DLL, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML. Your administrator may set up additional extensions as downloads.

Entry File - The entry file for a visit is the very first file that completed downloading for the visitor. These may frequently be images.

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Exclusion - An exclusion is a pre-filter used to remove log file entries that may not be pertinent to a sites statistics. A common usage of exclusions is to ignore internal IP addresses or directories with temporary files.

Exit Page - The page a visitor leaving your site was on prior to moving to a different website.

Extension - The extension represents the type of file hit by a web site request.

File - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

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.

Image - Images are files that represent graphical bitmaps. By default, SmarterStats considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. Your administrator may set up specific extensions as images. Typically, a single web page can link to several images.

Inclusion - An inclusion is a pre-filter that is used to limit a site's statistics to only specific items of a log file. Inclusions are typically used to restrict a site's statistics to only one subdirectory of a larger parent site.

Keyword - A keyword represents a single word in the search string text used by web users to get to your site.

Last Hit - Last Hit represents the date and time that the visitor was last active on your site

Line Chart - A type of graph that highlights trends by drawing connecting lines between data points. In

SmarterStats, the top 10 results are used to create the line chart. All other results are grouped as "other items."

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.

Page - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmarterStats considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML, .IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

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.

PageRank - A Google patented method that uses a link analysis algorithmto measure the importance of a wepage. PageRank values range from 0 to 10, with 10 being the best. While no specific page is mentioned in SmarterStats' PageRank reports, it is possible that the PageRank reported in SmarterStats is only for your site's homepage.

Phrase - A phrase shows the entire search string text used by web users to get to your site.

Pie Chart - A type of graph that represents data as wedges in a circle, or pie shape, so that the relationship between the data can be seen and analyzed more easily. In SmarterStats, the top five results are used to create the pie chart. All other results are grouped as "other items."

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.

Popularity - Refers to the number of links to your website from pages indexed in a search engine.

Query Item - A query item is an individual parameter passed to a web page, typically a script.

Query String - Query strings are parameters that are passed to web pages in the URL string, commonly scripted pages.

Rank - Rank indicates the position of the item when ordered

Referrer Host - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Referrer URL - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Result Code - Result codes are returned by your web server, and indicate whether or not resources were successfully downloaded from your web site. Large numbers of 404 errors, for example, may indicate a problem with your web site links.

Return Visitors - A return visit is counted when a computer that has already been to the site before returns for another visit.

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.

Saturation - Refers to the number of pages that a search engine has indexed from your website.

Score - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex. (itemBytesIn/totalBytesin)*10000. When referring to the results listed by the competitor suggestion tool, score refers to the sum of competitor's position rankings across all selected search engines. The actual formula used is Number of Search Engines * (Max Results - Ranking) = Score.

Search Engine - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

Spider - A spider is an automated program that searches and indexes web sites, usually with the intent of providing information for search engines.

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.

User Agent - The User Agent string is sent by browsers to identify the browser, the operating system they are running on, and installed browser extensions. There are countless varieties of user agent strings.

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.

Web Site Path (Path) - When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank_you.html. Therefore, the path for this visit would look like: default.html/product.html/order.html/thank_you.html.

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* Services, support, advice, and recommendations related to this Software that may be made available by SmarterTools on the Internet, in the Software documentation, or by telephone

* Any and all Technical Support Services offered in connection with the Software

DEFINITIONS

The following definitions shall apply for the purposes of this EULA:

* "Dedicated Hosting" shall refer to an individual, group, or organization ("Dedicated Host") that maintains a physical server device that is wholly or, in the case of Virtual Private Servers ("VPS"), a dedicated portion of a physical server device that is sold, leased, or otherwise made available to a third party; whether or not a fee or other compensation is exchanged; and in which the third party has authorization and/or access to the activation areas of the software and/or to system administration functions.

* "Effective Date" shall be the date upon which this EULA was accepted by You.

* "Elastic Computing" shall refer to a user's ability to install software, create websites or instantiate a database on one or more Workers that can then be given incremental CPU cycles or percentages, memory (RAM) allocations, and/or physical disk space and bandwidth allocations that can all, then, be managed (increased or decreased) separately and on an as needed basis.

* "Failover" is the ability of a system to automatically switch to a second, standby system should the primary system fail or is temporarily shut down.

* "License" shall refer to the revocable, non-exclusive, non-transferable license to use the Software ("License") in accordance with the terms and conditions of this EULA. The term License applies to purchased and non-purchased Licenses, including but not limited to the object code, source code, and any accompanying alphanumeric combinations used to enable and/or activate the software or certain Features Selection(s) in the Software (collectively, "License Keys").

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"Multi-tenancy" and "Multi-tenant license(s)" shall refer to the ability of any single license to support multiple separate and unique client organizations, particularly when offering a single license in a Software as a Service (SaaS) capacity. For the purposes of this EULA, only SmarterStats and SmarterMail are multi-tenant licenses.

* "Periodic License" shall be a License with a defined temporal component (start and end date) whether or not such License is subject to renewal, automatically renews, effectively terminates, or is extended (e.g., Monthly/Lease Licenses, Trial Licenses, Development Licenses). Periodic Licenses may be governed by additional terms and conditions in a separate written agreement.

* "Third Party Providers" shall be any other software, application, plug-in, add-on, utility, tool, device, or methodology by any individual, group, organization, affiliation, company, or other entity that connects, modifies, links, and/or integrates to/with the Software for any purpose whatsoever.

* "Shared Hosting" shall refer to an individual, group, or organization ("Shared Host") that maintains a physical server device upon which software and/or tools are owned and installed by the Shared Host and made available to third parties for access or use; whether or not a fee or other compensation is exchanged; and in which the third parties do not have authorization or access to the activation areas of the Software and/or do not have authorization or access to system administration functions.

* "Worker(s)" shall be the location where software, websites or databases are installed in an Elastic Computing environment. A Worker can then have CPU cycles, disk space and RAM allocations and bandwidth modified (i.e., increased or decreased) on an as needed basis to accommodate shifts in traffic and usage. Also known as a worker process.

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Your sole remedy under this Agreement shall be limited to replacement of the Software.

4. Technical Support

Currently, SmarterTools provides technical support for the Software via SmarterTools personnel, documentation, and Internet resources. Depending on Your Features Selection, including but not limited to pricing, volume, Software version, and the number of licenses You purchased, a certain amount of technical support may be included at no additional charge. Otherwise, technical support may be available for an additional charge on a per incident, per call, or per time-frame basis or in other support packages. The amount of these charges may vary from time to time. Technical support is provided AS-IS, and the provisions of section 3.A., 3.B., and 3.C. apply to technical support.

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* Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.227-7013.

8. Payments.

You shall pay the total fee(s) for the Software imposed by SmarterTools at the time of purchase. You shall pay all invoices rendered by SmarterTools within thirty (30) calendar days after the invoice date, or within another time frame set forth by SmarterTools in writing in a separate agreement. All payments shall be made in United States Dollars ($). If You fail to pay any amount due within the above timeframe, SmarterTools may impose late charges equal to the lesser of 1.5% per month or the highest interest rate allowable by applicable law, together with all related expenses and collection costs, including reasonable attorneys' fees, incurred by SmarterTools collecting any amounts owed under this EULA. Further, You shall reimburse SmarterTools for any out-of-pocket expenses incurred in connection with duties performed by SmarterTools hereunder. Upon request by You, SmarterTools

shall provide You with reasonable documentation evidencing the out-of-pocket expenses incurred by SmarterTools.

SmarterTools may disable License Keys for invoices that are not paid within a reasonable timeframe as determined by SmarterTools in its sole discretion. Licenses purchases that are made fraudulently, deceptively, or that result in a charge-back or disputed charge are considered to be not paid and are subject to disablement at the sole discretion of SmarterTools.

9. Limitations to Customization.

Should You choose to alter the appearance and/or user interface of the Software (the "Skin") by using the custom style or Skin options included in certain versions of the Software or by using a third-party process to alter the appearance or interface of the Software, the following requirements must be met:

* You shall maintain and not remove or obscure any proprietary notices in the Software. The SmarterTools name may be displayed in any font type or style, but it must be displayed in no smaller than 8-point font. The name of the Software shall remain visible to the naked eye and free from any clutter or similar color scheme (e.g. black font on a black or similarly dark background that would preclude the user from easily identifying the Software). Use of the qualifiers "powered by" and "provided by" is permitted (e.g. "Powered by SmarterMail"). Any deviation from these limitations must be approved in writing by SmarterTools in advance of implementation and may result in additional license fees, if applicable.

* All applicable copyright and trademark information shall not be removed, remain visible to the naked eye, free from any clutter or similar color scheme, and can be displayed in any font type or style but shall be displayed in no smaller than 8-point font.

10. Transmission of Information and Communication.

At purchase of the Software and at other times during the term of this EULA You will be required to supply certain information including, but not limited to, email address(es), password(s), personal and/or company information, payment information (e.g. credit card information), and/or other personally identifiable and potentially valuable information. Acceptance of this Agreement indicates Your willingness to provide this information and have it transmitted to SmarterTools via internet, phone, facsimile, verbally, or otherwise and Your assumption of the incumbent risks associated with such transfers. SmarterTools takes the privacy and security of data very seriously and will make efforts to protect data in accordance with our privacy policy. A copy of the SmarterTools privacy policy is available by request. In any event, SmarterTools and its suppliers, licensors, successors, affiliates, agents, employees, executives, and assigns shall not be liable for any stolen, misdirected, or otherwise mishandled information pursuant to this EULA.

From time to time SmarterTools may contact You at any address, including any email address(es), You have provided to SmarterTools regarding the Software, available Updates or Features Selection for the Software, or for promotional purposes. You hereby expressly consent to such communications. If you do not wish to receive further notices, you may notify SmarterTools of your preferences.

From time to time the Software may cause computers, servers, and/or other electronic devices on which You install and operate this Software to use the internet or other means to exchange data with computers, servers, or other electronic devices owned by SmarterTools in order to maintain licenses, communicate updates or instructions, track the location and install base of the Software, gauge performance, enforce SmarterTools' rights with regard to licensing and this EULA, or other information as is needed to properly maintain, protect, or update the Software. Acceptance of this Agreement indicates Your acceptance of this communication and Your assumption of the incumbent risks associated with such communication. Any attempt to prevent, preclude, disrupt, or modify this communication is not allowed under this EULA and may result in the disablement of the Software and license key.

11. Third-party Correspondence, Interaction, Purchase, Service, or Promotion

During use of the Software, You may enter into correspondence with, purchase goods and/or services from, or participate in promotions of third party advertisers or sponsors displaying goods and/or services through the Software. Any such activity, and any terms, conditions, warranties, or representations associated with such activity, is solely between You and the applicable third party. SmarterTools shall have no liability, obligation, or responsibility for any such correspondence, interaction, purchase, service or promotion between You and any such third-party including, but not limited to, translations, mapping, sharing, or any other service or transfer, even if such third-party correspondence, interaction, purchase, service, or promotion is listed as a benefit or feature of the Software. SmarterTools explicitly disclaims any liability, obligation or responsibility for the continuation, viability, quality, reliability, or availability of any such third party provided correspondence, interaction, purchase, service, or promotion.

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In all events, conditions, and circumstances the provisions and limitations of Sections 3, 5, and 7 shall apply.

12. Severability.

The provisions of this Agreement will be deemed severable and the invalidity or unenforceability of any provision(s) will not affect the validity or enforceability of any other provision(s) herein.

13. Entire Agreement.

This EULA constitutes and expresses the entire agreement and understanding between the parties hereto with respect to the subject matter, all revisions discussions, promises, representation, and understanding relative thereto, if any, being herein merged. This Agreement replaces and supersedes any prior agreement entered into between the parties hereto with respect to the subject matter herein.

Thank You for choosing SmarterTools Software.

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