



# Sites

Help Documentation

## 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 SmarterStats Enterprise will have a separate dropdown available at the top of the navigation pane. This dropdown allows system admins to select the particular 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.
  - View Site Stats - Opens the site statistics in a new window. Note: This is also the same as impersonating a site administrator.
  - 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 due to a search engine being down, etc.
  - Reprocess Log Files - Reprocesses the log file data. Note: This does not re-import log files.
  - Cancel Log Reprocessing - Stops the reprocessing of log file data.
  - 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, select the desired site and click Edit in the content pane toolbar. The site settings will load in a new window and the following options will be available in the toolbar:

- Save - Saves any changes made to the page.
- View Site Stats - Opens a new tab displaying the statistics for that particular site. NOTE: Displays only when editing an existing site.
- 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.

The following tabs will be available in the site settings window:

## 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 - A friendly name for the site. Generally, 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. Generally, this should remain as "Started." When editing sites, this is where sites are paused or disabled.
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. This path must be local to the server and may not be a UNC path. 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

SmarterStats can analyze many different log file types from a variety of locations. Supported log formats include W3C Extended Logs (Default for IIS), Common Log Format (CLF), NCSA Extended/Combined Log Format and IIS Log Format, and they can be imported into SmarterStats using a local path, UNC path or via FTP. Use this tab to specify the following options for pulling logs into SmarterStats. Varying settings will display based on the log location chosen, as detailed below:

Note: The Import menu button in the window toolbar allows you to import a site from IIS. Imported IIS sites will automatically fill in the site name and log path.

### LOCAL PATH

- Log Location - The location of the log files. Select Local Path if the log files are stored on the same server where SmarterStats is installed with no special permissions.
- 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 (one per line) - The directory in which the site's log files are stored. Enter only

one path per line break.

- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.
- Include logs stored in subfolders - Select this option if your logs are stored within sub-folders inside a root log folder.

## UNC PATH

- Log Location - The location of the log files. Select this UNC Path if your log files are secured on a separate server or in a folder with permission restrictions, where it may be necessary to specify the UNC account credentials needed to access the raw IIS logs.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: \*.log ).
- Use Default UNC Settings - Checkmark this option if this site should use the UNC credentials configured within the General Settings . When checked, the UNC Username, Password and Domain fields below will become disabled.
- UNC Username - The identifier used to authenticate with the UNC account.
- UNC Password - The corresponding password used to authenticate with the UNC account.
- UNC Domain - The corresponding domain used to authenticate with the UNC account.
- Log File Paths (one per line) - The directory in which the site's log files are stored. Enter only one path per line break.
- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.
- Include logs stored in subfolders - Select this option if your logs are stored within sub-folders inside a root log folder.

## FTP

- Log Location - The location of the log files. Select FTP if the log files are stored on separate server where FTP access is available.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: \*.log ).
- FTP Connection Type - The type of connection FTP will use. FTP supports connections through Standard FTP, FTPS - Implicit, FTPS - Explicit or SFTP. Depending on the connection type selected, varying settings may display.
- Server - The location path to the FTP server. Depending on the FTP server setup, this could be entered as a full URL or IP address.
- Test - After the FTP server path and authentication credentials have been completed, use this button to test the connection to the FTP server.

- Paste or Upload OpenSSH Key File - In this textbox, paste the OpenSSH Key File or upload the file containing it. The OpenSSH Key File can be obtained from your FTP provider. Note: This setting will only display when SFTP has been selected for the FTP Connection Type.
- Port - The port the FTP server uses to communicate. The standard port for FTP connections is 21.
- Username - The identifier used to authenticate with the FTP server.
- Password - The corresponding password used to authenticate with the FTP server.
- Directory - The directory, or location, in which FTP logs are stored on the server.
- Interval - The rate at which logs are pulled from the FTP server.
- Enable FTP resuming if available - If the server supports the resume command, select this option to allow the FTP connection to be automatically resumed when the FTP server becomes available again.
- 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 means reports will generate faster.
- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of competitors means reports will generate faster.
- 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 specify 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 120 pages per minute. The maximum is 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 pages is 10. The maximum 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:

- Compress Log Files - The amount of time to wait before compressing original log files.
- Log File Auto-delete - The maximum amount of time original IIS or Apache log files will be stored.
- SmarterLog Auto-delete - The maximum amount of time SmarterLog files will 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.
- Enable removal of URL items after semicolon (used for jsessionid) - Certain sites can generate logs where the page that SmarterStats tries to parse includes a semicolon with some extra information after it. Check this box to automatically remove this extra information when applicable.
- Default Documents - Type the default documents for the website in the text box. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".