



# Files

Help Documentation

## 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 referring 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 useful when using query variables, 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 referring 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 useful when using query variables, 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 .

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## Top Downloads

This report displays the most frequently downloaded files on your website. By data mining this report item, site administrators and users 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 referring 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 useful when using query variables, 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 .

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## Top Query Variables

This report displays the most frequently viewed query variables (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 query variables 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 referring 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 useful when using query variables, 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 .

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## 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 referring 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 useful when using query variables, 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 query variables 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 referring 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 useful when using query variables, 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](#) .

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## Top File Types

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

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](#) .

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