



SmarterStats 3.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, or visit our community forums. The forums are an excellent source of information from other SmarterStats users.

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
- Properly installing SmarterStats
- Adding a Site

Getting Started

The setup of SmarterStats is intended to be a relatively painless experience. Follow the steps below to get your server up and running.

- Installing SmarterStats
- Setup under IIS (optional)
- Login as the Administrator
- Activate SmarterStats
- Change the Administrator Password
- Add a Site to SmarterStats

1 - Installing SmarterStats

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. The FREE Edition and the licensed version of SmarterStats are both contained within this installation file, so it will not be necessary to download or install the file again if you purchase a license after trying the FREE Edition.

Note: If you are using Enterprise Edition and installing the product on a remote server, use the service MSI installer package instead of the standard installer.

Note: Users of Windows 2003 Advanced Server may need to install SmarterStats from Add/Remove Programs in the control panel in order for file permissions to be properly set.

	Run the installer, and choose a location to install the files.
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2 - Setup IIS (optional)

SmarterStats comes equipped with a web server that allows those that do not have IIS to use the product. SmarterTools recommends using IIS if you have it, however, as it is more capable than the included web server. If your computer is equipped with IIS 5.0 or later, follow the instructions in the topic [Running as an IIS Site](#).

	If you have IIS 5.0 or later, convert the web interface to run under IIS.
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3 - Login as the Administrator

NOTE: The shortcut placed on your desktop when you install the software will automatically log you in as the system administrator, but only until you change the URL of the interface or the system administrator login. After that, you will need to update the shortcut.

All administration of SmarterStats is performed through the web interface. There are three different levels of user that determine what can be seen when using the web interface:

- System Administrator - This account lets you manage all facets of SmarterStats
- Site Administrator - Every site added to SmarterStats needs to have a site administrator that is in charge of the site. This offloads the responsibility of managing users and site-specific settings from the System Administrator.
- User - This level of access is for people who are logging in to view their statistics.

	Use your browser to navigate to http://127.0.0.1:9999 . If you have converted SmarterStats to run with IIS, browse to the URL you chose when adding the IIS web site.
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	Use " admin " for the site ID field, " admin " for the username, and " admin " for the password field (without the quotes). If you have changed the system administrator's username or password, you should use those values instead.
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4 - Activate SmarterStats (licensed users)

If you have obtained a license key from SmarterTools, please refer to the help topic Activating SmarterStats for more information on this process.

	Activate SmarterStats if you have a license key.
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5 - Change the Administrator Password

The most important step in locking down the security of your stats server is changing the System Administrator username and password. Once you change the username and password, you will need to remember the values you used, so either write them down, or use information you can remember.

Also, bear in mind that the password is case-sensitive. To change the login, follow the steps below:

	From the Settings menu at the top of the page, choose General Settings.
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	Enter a new system administrator username and password into the fields in the System Administrator section.
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	Write down the username and password and store it in a secure location.
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	Click on the Save button to save your changes to the system.
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6 - Add a Site to SmarterStats

Detailed instructions for adding a site can be found in the topic [Adding a Site](#) .

	From the Manage menu at the top of the page, choose Add Site.
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	Add a site to SmarterStats.
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General Information

What is SmarterStats?

SmarterStats is an application that essentially takes the information stored in the log files created by a web server and portrays that information in a graphical, easy-to-read format. It is also the most advanced web analytic software currently available, allowing system administrators to decrease the overall cost of providing web analytics to end users, and in most cases it will end up saving companies over 50% of the costs of competing products. In addition to providing the system administrator with advanced features, the client (i.e. marketing or sales departments, webmasters, etc.) will have access to the most advanced reporting system available, from anywhere at any time via a simple web-based interface, further increasing the return on investment.

Benefits of SmarterStats

In addition to the features and benefits you will find with SmarterStats Professional Edition, there were features missing in competing products that SmarterTools Inc. wanted to address. Below is an explanation of a few of these:

Reduction in overall log storage requirements

It can take gigabytes of space for some web servers to save and store log files. SmarterStats reduces disk space requirements by nearly 90%, which can drastically reduce the costs associated with hard drives and backups, etc. For many ISP's and hosting companies, this can save thousands of dollars on a monthly basis.

Increase in potential stats hosting per server

Many competing products can only support around 1,000 to 2,000 sites per licensed application. SmarterStats incorporates an optimized architecture that increases the number of websites supported, improving hardware optimization and decreasing the cost per site of providing stats for end users. This allows you to fit more web sites on the Web Interface to get more out of your log analyzer. Due to its low-impact design, SmarterStats can even run on machines that are running other applications.

Professional Edition

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

Enterprise Edition

SmarterStats Enterprise Edition is built and priced 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 web 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 Edition can reduce the number of reporting servers 30 to 1 over competing products.

Finally, SmarterStats 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 (e.g. adding and 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.

How SmarterStats Enterprise Edition Works

Three main components work together in SmarterStats Enterprise Edition; the Web Interface, the Service and the Web Server.

SmarterStats Enterprise Edition Web Interface

The Web Interface is a browser-based administration platform that installs on a single server and supports all users as well as Enterprise administrators who are managing the usage of the SmarterStats application. Users, when checking statistics, creating filters, creating custom reports, or checking various reports and report items will do so by accessing SmarterStats via the Web Interface.

Administrators who install SmarterStats, add, delete or move sites, check various admin functions, etc. will also do so via the Web Interface.

SmarterStats Enterprise Edition Service

The SmarterStats Service can reside on the same machine as the Web and/or reside on each separate web server as a Remote Service. It is responsible for 90% of all local processing done by SmarterStats, like gathering the log information, processing the log information, and then communicating results back to the Web Interface for display. This is the primary reason the Web Interface can handle upwards of 50,000 individual websites: the majority of processing the information 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. This way we ensure performance for SmarterStats as well as for other applications on the server.

SmarterStats Web Server

SmarterStats includes a basic web server that installs behind the Web Interface by default so no configuration is necessary for SmarterStats to function properly directly after it is installed. However, it is advisable that, after installing SmarterStats in a medium to large environment, the Web Interface should be moved from the SmarterStats Web Server to Microsoft IIS for more stability and security. For step by step instructions of this process, see [Converting to IIS](#) under the installation section of the help menu. [Basic Diagram of SmarterStats Enterprise Edition](#)

For a more detailed explanation of how SmarterStats integrates into your network configuration, click on one of the descriptions below:

Medium Installation - Combined Web Interface Server with Service and several separate web servers.

Large Installation - Web Interface Server as a standalone server with several separate web servers (optimal). --%>

Log File Compression Explained

SmarterStats was developed for all manner of users, from the webmaster with one or two sites, to large scale enterprises with 10,000 sites or more. With this in mind, SmarterStats incorporates a compression scheme that reduces the amount of raw log files stored on a web server. The benefits of this architecture are practically limitless:

- Smaller log files mean less disk space required for log file storage.
- Smaller log files means less backup space required for backing up log files plus faster backup schedules.
- Smaller log files mean shorter download times for clients.
- Smaller log files mean faster data queries and faster display times.
- Smaller disk space requirements means less initial investment in hardware.
- Faster backup schedules means less overhead for monitoring backups.
- And the list goes on and on.

In a nutshell, SmarterStats takes traditional web server log files and segregates redundant data, turning log file data into an optimized file-based relational database. This step, in and of itself, 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.

Browser Support Information

Various browsers interpret information from web pages differently. Due to the differences in browsers, various pages in SmarterStats may act differently based on the browser and OS being used. Below is a list of various supported browsers, as well as any known issues that may exist.

Windows Browsers	Version	Known Issues
Internet Explorer	5.0 +	No known issues
Mozilla	1.4 - 1.7.1	No known issues
Mozilla Firebird	0.6.1	No known issues
Netscape	6.01 +	No known issues
Netscape	4.79 and Earlier	<ul style="list-style-type: none"> • Not Supported - Upgrade your browser at http://www.netscape.com
Opera	5.11 +	No known issues

Linux Browsers	Version	Known Issues
Konquerer	-	No known issues
Mozilla	1.4	No known issues
Mozilla Firebird	0.6.1	No known issues
Macintosh Browsers	Version	Known Issues
Internet Explorer	5	<ul style="list-style-type: none"> • Menu display irregularities • IE for Mac 5.0 is not recommended with SmarterStats. We suggest using a Mozilla derivative browser for the best experience
Mozilla	1.4 - 1.7.1	No known issues
Safari	-	No known issues

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Rev. 20081015

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Product and Component Acknowledgements

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Menu component produced by

The logo for ComponentArt, featuring the word "ComponentArt" in a sans-serif font. The letter "A" in "Art" is stylized with a red dot above it.

Charting component produced by

The logo for Nevron LLC, featuring the word "NEVRON.LLC" in a bold, sans-serif font. The letter "O" in "NEVRON" is stylized with an orange arc above it. Below the main text, the phrase "professional data visualization" is written in a smaller, lowercase, sans-serif font.

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Release Notes

Current release notes are available at

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

Installation and Deployment

SmarterStats System Requirements

The overall requirements of SmarterStats are rather minimal as it will only use the resources you assign to it. In addition, SmarterStats components are optimized so that the only limitation in performance is in the quality of hardware used for the server(s).

One of the unique benefits of SmarterStats is the ability to manage the resources it consumes. This can be extremely beneficial as administrators may choose to give SmarterStats a low or high priority when compared to other applications running on the same server. Therefore, when looking at an installation of either the SmarterStats Web Interface or the Remote Service (in the case of Enterprise Edition), Network and System Administrators will need to take a few things into consideration: the size of the individual web sites that will be provisioned on the server in terms of monthly traffic, and the size of the log files generated for those sites. Obviously, the larger the site, and the larger the log files, the more resources SmarterStats will require to process and analyze the log files. SmarterStats is completely customizable for compatibility in any configuration.

The Web Interface runs as a simple website from its own web server or from an installation of IIS that is already on the server. It is actually advisable that SmarterStats run on a web server other than the one included in the installation as other web servers, such as IIS, are best suited for enterprise level applications.

The Web Interface is a .NET web application that can consume between 64MB worth of RAM in a medium configuration, and up to 256MB of RAM in a large configuration. As mentioned, however, the amount of resources used is dependent upon the number and size of the websites and log files that are installed and analyzed.

For Enterprise Edition, the Remote Service can be installed and run on any web server. Extremely large sites (i.e. more than 1,000,000 hits per day) with extremely large log files may require the service to use up more memory. Obviously, this should be taken into consideration when looking at a specific web server's hardware configuration.

Minimum software/OS requirements for both the Remote Service and the Web Interface are:

- The Microsoft .NET 1.1 Framework (with all applicable service packs and/or patches).
- Windows Operating System:
 - Windows 2000 Server (SP2 recommended)
 - Windows 2003

- Windows XP
- IIS 5 or IIS 6 (or simply use the basic web server included in the SmarterStats installation)

Currently, SmarterStats Enterprise Edition supports these common log file types: W3C, IIS and NCSA.

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. The FREE Edition and the licensed version of SmarterStats are both contained within this installation file, so it will not be necessary to download or install the file again if you purchase a license after trying the FREE Edition.

Note: If you are using Enterprise Edition and installing the product on a remote server, use the service MSI installer package instead of the standard installer.

Note: Users of Windows 2003 Advanced Server may need to install SmarterStats from Add/Remove Programs in the control panel in order for file permissions to be properly set.

If you have IIS 5.0 or later, it is recommended that you run the SmarterStats web interface under IIS instead of using the built-in web server for performance reasons. See the topic [Running as an IIS site](#) for more information.

Running Web Interface Under IIS

By default, SmarterStats will install a basic web server that allows you to start using SmarterStats immediately after installation. However, it is recommended that you move SmarterStats to a more robust and secure web server, such as Microsoft's Internet Information Server (IIS). To configure SmarterStats to run under IIS 5.0 or higher, follow the step-by-step instructions below. For IIS7 in Windows 2008, please see the end of this page.

This section explains how to setup SmarterStats as its own IIS site (recommended method). If you wish to run SmarterStats as a virtual directory under an existing IIS site, [click here](#).

Note: This topic assumes that you are familiar with IIS and how it works. SmarterTools recommends that you use the web server included with SmarterStats if you do not feel comfortable using IIS.

Note: Several steps that were necessary under previous versions of SmarterStats are no longer necessary, and thus have been removed from this topic.

Install IIS (if necessary)

	Click on Start -> Control Panel -> Add Remove Programs
--	--

	Click on Add / Remove Windows Components.
--	---

	Check the box for Internet Information Services (IIS).
--	--

	Complete the Wizard and wait for the installation to complete.
--	--

	<p>If Microsoft.Net mappings are not correct (for example, if you install IIS after Microsoft.Net), run the following at the command prompt (replace "\Windows\" with "\WinNT\" for Windows 2000 installations):</p> <ul style="list-style-type: none"> • c: • cd \Windows\Microsoft.Net\Framework\v1.1.4322 • aspnet_regiis -i
--	---

Disable the SmarterStats Web Server

While not absolutely necessary, this step will improve security on your server and is highly encouraged.

These steps will stop and disable the Web Server included with SmarterStats. They will also have the side-effect of disabling the shortcut to SmarterStats on your desktop until you update it with the new URL for SmarterStats.

	Click on Start -> Program Files -> SmarterTools -> SmarterStats -> Configure SmarterStats Web Server
--	--

	Click on the Stop button
--	--------------------------

	Change the Startup Mode to Disabled and click on the Apply button
--	---

	Click on the Close button
--	---------------------------

Add SmarterStats to IIS

	Click on Start -> Control Panel -> Administrative Tools -> Internet Information Services (IIS)
--	--

	Right-click on the web sites tree on the left of the page and choose New -> Web Site
--	--

	When asked for a description, enter SmarterStats
--	--

	Choose the IP address to use for web interface. If this IP address is shared with another web site, you will need to use a different port or Host Headers. For more information about using Host Headers, refer to the IIS documentation.
--	---

	For Path, use "C:\Program Files\SmarterTools\SmarterStats\MRS" (or use the location in which you installed SmarterStats).
--	---

	Leave the "Allow anonymous access to this web site" box checked.
--	--

	When asked what permissions to grant, choose only Read and Run Scripts.
--	---

	Finish the wizard
--	-------------------

Verify IIS Settings

	If you are using Windows 2003, verify that the ASP.NET v1.1.4322 Web Service Extension is set to Allowed in IIS. If you do not see ASP.NET under Web Service Extensions, ensure that ASP.NET is enabled in the Application Server. (Control Panel -> Add / Remove Programs -> Windows Components -> Application Server -> Details)
--	--

	In IIS, right-click on the Config directory for the SmarterStats site and choose properties. Uncheck the Read flag and click on OK. If asked, choose to apply the change to child objects as well.
--	--

	Ensure that the default document for the site is Default.aspx (under the Documents tab)
--	---

Update DNS

	If any domains are already setup with pointers to SmarterStats, make sure to update their DNS records to point to the new IP address.
--	---

Test the Site

	Open up a web browser, and type in the IP address of the site you just added.
--	---

To Configure IIS7 for Windows 2008

Disable the SmarterStats Web Server

	Click Start -> Program Files -> SmarterTools -> SmarterStats -> Configure SmarterStats Web Server
--	---

	Click Stop
--	------------

	Change the Startup mode to Disable and click Apply
--	--

	Click Close
--	-------------

Add an Application Pool

	Click Start -> Control Panel -> Administrative Tools -> Internet Information Service (IIS) Manager
--	--

	Right click Application Pools and select "Add Application Pool"
--	---

	Name the pool "SmarterStats" (or something similar)
--	---

	Set Managed Pipeline Mode to "Classic" and click OK
--	---

Add SmarterStats to IIS

	Click Start -> Control Panel -> Administrative Tools -> Internet Information Service (IIS)
--	--

	Select Server Name -> Open ISAPI and CGI Restriction -> Verify that ASP.NET v.2. 0 is allowed (If not, right click on ASP.NET v2.0 and select "Allowed")
--	--

	On the left side of the page, right click Sites and choose "Add Website"
--	--

	Name the site "SmarterStats"
--	------------------------------

	If you created an Application Pool name other than "SmarterStats" click Select and choose the correct Application Pool.
	For the physical path, browse to the SmarterStats\MRS folder. The default location is C:\Program Files\SmarterTools\SmarterStats\MRS
	For Binding, choose an IP Address to use for Webmail. If this IP address is shared with another Web site, you will need to use a different port of Host Headers. For more information about using Host Headers, refer to the IIS documentation.
	Click OK

[Return to Getting Started](#)

Running Web Interface Under an Existing IIS Site

By default, SmarterStats will install a basic web server that allows you to start using SmarterStats immediately after installation. However, it is recommended that you move SmarterStats to a more robust and secure web server, such as Microsoft's Internet Information Server (IIS). To configure SmarterStats to run under an existing web site in IIS 5.0 or higher, follow the step-by-step instructions below.

This section explains how to setup SmarterStats as a virtual directory under an existing IIS site. This is not the recommended method. While it will function properly, it is recommended that you set SmarterStats up as its own IIS site instead. To learn how to set SmarterStats up on its own IIS site, [click here](#) .

Note: This topic assumes that you are familiar with IIS and how it works. SmarterTools recommends that you use the web server included with SmarterMail if you do not feel comfortable using IIS.

Note: It is important that SmarterStats runs as only a single instance on your server. SmarterStats will not function with separate virtual directories on the same server. This is the primary reason a dedicated IIS site is recommended.

Disable the SmarterStats Web Server

While not absolutely necessary, this step will improve security on your server. As a result, while not mandatory, this step is highly encouraged.

These steps will stop and disable the Web Server included with SmarterStats. They will also have the side-effect of disabling the shortcut to SmarterStats on your desktop until you update it with the new URL for SmarterStats.

	Click on Start -> Program Files -> SmarterTools -> SmarterStats -> Configure SmarterStats Web Server
--	--

	Click on the Stop button
--	--------------------------

	Change the Startup Mode to Disabled and click on the Apply button
--	---

	Click on the Close button
--	---------------------------

Add SmarterStats to an IIS Site

	Click on Start -> Control Panel -> Administrative Tools -> Internet Information Services (IIS)
--	--

	Open up the Web Sites tree and locate the site under which you want to place SmarterStats
	Right-click on the web site and choose New - > Virtual Directory
	When asked for an Alias, enter "SmarterStats", "Stats", or another name. This will be used in the URL to get to web interface, as in http://www.example.com/SmarterStats .
	For Path, use "C:\Program Files\SmarterTools\SmarterStats\MRS" (or use the location in which you installed SmarterStats).
	When asked what permissions to grant, choose only Read and Run Scripts.
	Finish the wizard

Verify IIS Settings

	<p>If you are using Windows 2003, verify that the ASP.NET v1.1.4322 Web Service Extension is set to Allowed in IIS. If you do not see ASP.NET under Web Service Extensions, ensure that ASP.NET is enabled in the Application Server. (Control Panel -> Add / Remove Programs -> Windows Components -> Application Server -> Details)</p>
--	---

	<p>In IIS, right-click on the Config directory for the SmarterStats site and choose properties. Uncheck the Read flag and click on OK. If asked, choose to apply the change to child objects as well.</p>
--	---

	<p>Ensure that the default document for the site is Default.aspx (under the Documents tab)</p>
--	--

Update DNS

	<p>If any domains are already setup with SmarterStats, make sure to update their DNS records to point to the new site, if needed.</p>
--	---

Test the Site

	<p>Open up a web browser, and type in the URL of the virtual directory (ex. http://www.example.com/virtualdirectory).</p>
--	---

Activating SmarterStats

UPDATE: Activating an installation on this version requires manual activation. Please contact the SmarterTools Sales Department for assistance.

In order for SmarterStats to function in non-Evaluation mode, the product must be activated. If you move SmarterStats to another server, you may have to re-activate the product in order for it to work. To get to the product activation wizard, click on the Help menu and choose Activate Product.

If you have any difficulties activating SmarterStats, please contact SmarterTools support. Information can be found at www.smartertools.com.

There are two types of activation modes in which SmarterStats can run. The Free mode allows most functionality for a single site. As the name states, the FREE Edition costs nothing. Activating with a License Key allows you to enter a valid license key that has been purchased from SmarterTools. Limits to the number of sites that can be added, along with limits on functionality, depend on the license key that you purchase.

Activate License Key

If you chose to activate a license key, you will need a valid license key and password that were emailed to you when you obtained your license key. Enter in the information from the email into the boxes and click on Activate Now to complete the activation.

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](#)

Performing a Full Uninstall

Note: Following these steps is not necessary to upgrade an existing installation.

The steps below can be taken to completely delete all SmarterStats related files and data from a system.

- Uninstall SmarterStats through Control Panel->Add/Remove Programs
- Delete the install folder which is at "c:\Program Files\SmarterTools\SmarterStats" by default
- Delete any SmarterLogs folders. Each site can have it's own SmarterLogs directory which is set in the sites settings. By default, all sites use "c:\SmarterLogs" for their SmarterLogs directory.

Note: Remote SmarterStats services are cleaned in the same way.

Installation Checklist

This checklist highlights the important steps to get SmarterStats up and running. For more details on each item, click on the more info links.

	Run the installer, and choose a location to install the files. more info
	If you have IIS 5.0 or later, convert the web interface to run under IIS. more info
	Login to SmarterStats as the System Administrator. more info
	Activate SmarterStats (if you have a license key). more info
	Change the System Administrator username and password. more info
	Add a site to SmarterStats. more info

Upgrade Instructions

To upgrade an older version of SmarterStats to the most recent 3.x release, perform the instructions below.

Please note that if you are upgrading from a version previous to 3.0, and you are not running under the Free Edition, you will need to upgrade your license key first.

Enterprise Edition Users

Users of Enterprise Edition that have installed the remote service on machines other than the web interface server should update the remote service first before updating the main SmarterStats server.

From a previous 3.x release

For example, if you are upgrading from SmarterStats 3.0 to SmarterStats 3.1.

- Backup your SmarterStats installation and data
- Download and run the installer for the updated version ([download here](#))
- When asked where to install the product, install into the same location as it was installed before (by default C:\Program Files\SmarterTools\SmarterStats)
- All configuration data and email will be preserved

From a release before 3.0

For example, if you are upgrading from SmarterStats 2.x to SmarterStats 3.x.

- Backup your SmarterStats installation and data
- Ensure you have a valid license key for SmarterStats 3.x
- Uninstall your current version of SmarterStats. All configuration data and email will be preserved.
- Download and run the installer for the updated version ([download here](#))
- When asked where to install the product, install into the same location as it was installed before (by default C:\Program Files\SmarterTools\SmarterStats)
- If you are not running the Free Edition, log into SmarterStats as the system admin (site ID = "admin"), go to Help -> Activate Product and reactivate with your license key.

Help for End Users

Reporting

The Home Page

The Home Page is the first thing you will see when logging into your site's statistics. SmarterTools has organized some of the most useful metrics into the home page for quick reference. Data displayed is for the last 7 days.

- Views and Visits - The number of page views that have happened on a daily basis along with the total number of visits
- Bandwidth Usage (KB) - The total amount of bandwidth used per day
- Top Pages - The top 10 pages that have been hit on your site in the last 7 days
- Top Referrers - The top 10 sites that referred people to your site. It is not unusual to see your own domain near the top of the list
- Search Engines - The top 5 search engines that referred people to your site
- Top Search Phrases - The top 10 search phrases that referred people to your site

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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

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.

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

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.

Understanding Report Items

Report Items are the backbone of the SmarterStats application, and every statistic taken from your log files (e.g. Top Paths) is considered a Report Item. Report Items contain a single table of information and optionally, a chart.

Standard Reports and Custom Reports contain various Report Items. For example, a "Webmaster Report" would have a "Top Path" report item, a "Top Entry Pages" report item, etc.

SmarterStats provides a Report Item tree on the left sidebar. Using this sidebar, end-users know all the Report Items that are available for use.

For more information about report items, refer to the Report Reference from the tree on the left.

Understanding Standard Reports

As described in the Report Items help topic, Report Items display only one type of statistic taken from your log files. Standard Reports, on the other hand, are a collection of Report Items that serve to convey information as a whole, rather than one piece at a time, and are most beneficial to a particular person or occupation. For example, a Webmaster maintaining a site would find the Webmaster Report to be very beneficial as it includes many Report Items relating to the website (visitor statistics, browsers used, server errors, etc.).

To learn how to make your own collections of Report Items, please refer to the help topic Custom Reports .

For more information about the options when viewing reports, refer to the topic Using the Report Interface .

Understanding Custom Reports

This feature is available in Enterprise Edition only

Custom Reports are similar to Standard Reports ([more info](#)) except that with Custom Reports, you are able to add the Report Items you find most beneficial and generate your own Report.

SmarterStats comes with many Standard Reports but it may not have all the report items you would like to see. For information on how to create a custom report click [here](#) . After you name and save the report, it will immediately be listed under the Custom Reports section of the sidebar.

For more information about the options when viewing reports, refer to the topic [Using the Report Interface](#) .

Favorites

Favorites are a new feature added to SmarterStats that allows you to quickly access common report items and settings, similar to a shortcut. An [example](#) provides the best explanation of how favorites work.

John Doe, a webmaster for a small company, uses SmarterStats to compare the activity of his company's site on a monthly basis. Specifically, he is interested in the trend of the web browsers his visitors use. Primarily, he is interested in comparing last month to this month.

John brings up the Browsers report and then he clicks on the "Add To Favorites" link in the right section of the page. Using the dialog, he configures the favorite to be the Browsers report with a date range of Last Month and names it "Browsers Last Month". He then repeats this process and chooses a date range of Month to Date and names the favorite "Browsers This Month."

In the left sidebar, John can now quickly click between the favorites and see the results at a glance, making his day-to-day job much easier.

For more information about adding favorites, see the help topic [My Favorites](#)

Understanding Data Mining

Data Mining is different than other reports. Whereas Custom and Standard Reports provide a general overview of the various statistics available from your log files, Data Mining takes this general information a step further and provides you with fully-detailed reports that allow you to drill-down and analyze your statistical data. These reports are priceless for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your

investment, or for a variety of other tasks requiring a large-scale, fully detailed analysis of your website traffic.

You can begin to perform data mining by either clicking on the data mining link on the sidebar, or clicking on the data mining icon next to items returned in a report.

For more information on the data mining queries, please see the topics below from the Report Reference:

- What are the referrers of this file?
- What sites were people on before they hit this file?
- Which visitors used the most bandwidth by downloading this file?
- Where did people who hit this file enter the site?
- Where did people exit the site after hitting this file?
- How many times did people return to my site before hitting this file?
- What query strings were passed to this file?
- What query items were passed to this file?

Settings

My Settings

This section will allow you to make some basic changes to your settings, and also gives users a method of changing their password.

User Information

- Username - For reference, your username shows here

Change My Password

- New Password - Enter the new password you want to use for your account
- Confirm Password - To prevent data entry errors, please re-enter your new password

Report Settings

- Default Date Range - This is the default date range that will be selected when you login
- Default Rows - Choose the default number of rows to show in report item tables
- Chart Viewpoint - Choose the viewpoint from which you want to view reports when using 3D charts
- Perspective - A flat frontal view of the data. This view is most useful when directly analyzing data from the chart

- Perspective Rotated - A more asthetically appealing 3D view of the chart (The default viewpoint)
- Perspective Tilted - A more top-down 3D view of the chart
- Show Charts - When this box is checked, all Report Item charts will display for this user. It is checked by default. When this box is unchecked, all Report Items will display tables only, and no graphics.
- Resolve IP Addresses - Check this box to resolve all IP addresses that show up in reports to their host names. Enabling this feature will increase the amount of time it takes to render report items with IP addresses. Your administrator may limit the number of resolutions performed per report item.
- Auto-Generate Reports - When this box is checked, reports will be automatically generated each time you choose one from the menu. Enabling this option will make navigating through the site slower, but will reduce the amount of clicking you have to do to see reports.
- Randomize Chart Colors - Enabling this option will allow the system to use a semi-random color palette for charts. Each time you refresh a report, it may look different.

My Custom Reports

This feature is available in Enterprise Edition only

A custom report is similar to a Standard Report, except Custom Reports grants the user the flexibility of adding any report items that would be most beneficial to them. Custom reports show up in the left sidebar, directly under Standard Reports, and are also available for email reports.

In My Custom Reports, a user can create, edit or delete Custom Reports.

Adding a Custom Report

- Click on the Add Custom Report button
- Name - Enter a descriptive name for the custom report
- Default Date Range - Choose a default date range for the report items in the custom report
- Use default date range on all report items - Check this box to allow the same date range to affect all report items in the report. If you wish to allow each report item to override the date range, uncheck the box
- Default Filter Set - If you wish to apply a default filter set to the report items, choose it from the drop-down
- Use default filter set on all report items - Check this box to apply the selected filter set to all report items in the custom report. If you uncheck this box, each report item can choose a filter, allowing you to compare different filter sets on the same report

- Click on the Save button
- Add report items to the custom report, as outlined below

Adding Report Items to a Custom Report

- Click on the edit report items link next to the custom report
- Click on the Add Report Item button to add an item to the list, or click on an existing item's name to edit it
- Report Item - Choose the report item that you wish to add. Changing this option may refresh the page with different options. Note: Some of the items below may or may not appear depending on the report item you choose
- Name - Enter a friendly name for the report item, if you wish
- Rows - Choose the number of rows that you wish to have appear
- Sort By - Choose the sort order of the data. Numerical values (like bandwidth, views, etc) will always be sorted in descending order when selected
- Date Range - Choose the date range you wish to have applied for this item. Note: This item will not appear if you have chosen to use the default date range for all report items in the report
- Chart - Choose the chart style you wish to use for the report. 3D charts will use the perspective setting chosen in My Settings
- Values - Choose the values that will be charted. If you have chosen Pie as the chart type, only the first value option will be used
- Filter Set - Choose the filter set you wish to have applied for this item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the report
- Click on the Save button

My Favorites

A favorite is a new feature of SmarterStats that allows you to save your most requested report items and settings into a simple list for quick recall. Using favorites can greatly reduce your time analyzing statistics, as you can quickly jump between report items that interest you.

In My Favorites, a user can create, edit or delete Favorites. Favorites can also be added using the Add to Favorites link when viewing a report item or when data mining.

Adding a Favorite

- Click on the Add Favorite button, or click on the name of an existing favorite to edit it
- Report Item - Choose the report item that you wish to add. Changing this option may refresh the page with different options. Note: Some of the items below may or may not appear depending on the report item you choose

- Name - Enter a friendly name for the favorite, if you wish
- Rows - Choose the number of rows that you wish to have appear
- Sort By - Choose the sort order of the data. Numerical values (like bandwidth, views, etc) will always be sorted in descending order when selected
- Date Range - Choose the date range you wish to have applied for this item.
- Chart - Choose the chart style you wish to use for the report. 3D charts will use the perspective setting chosen in My Settings
- Values - Choose the values that will be charted. If you have chosen Pie as the chart type, only the first value option will be used
- Filter Set - Choose the filter set you wish to have applied for this item.
- Click on the Save button

My Email Reports

This feature is available in Enterprise Edition only
--

My Email Reports gives you the ability to schedule daily, weekly or monthly reports and have them emailed to you automatically. Weekly Email Reports are sent every Monday morning, and Monthly Email Reports are sent on the first day of every month (information in the Monthly Reports would therefore be for the month previous). Any Standard or Custom Report is able to be sent via email.

The times at which email reports are sent depends on the time zone setting chosen in Site Import Settings.

Adding an Email Report

- Click on the Add Email Report button, or click on the name of an email report to edit it.
- Report - Choose the standard or custom report you want to email
- Frequency - Choose the frequency with which the email will be sent
- To - Enter the email address of the recipient. Separate multiple email addresses with semicolons
- CC (optional) - Enter any email addresses you want to carbon copy
- Subject (optional) - If you wish to override the default subject of the message, enter the new subject here
- Message (optional) - If you wish to send a customized message along with the report, enter it here
- Email Format - Choose the format to send the email. While HTML emails are easier to read, plain text emails are smaller
- Charts - Uncheck this box to remove charts from the email, making it smaller. Graphical

charts are only sent in HTML emails

- Click on Save to finalize the changes

My Filter Sets

Filtering specific data out of reports has become simple in SmarterStats due to a new feature called Filter Sets. With Filter Sets, you can easily create multiple sets of data to limit the return values of your reports. Create different Filter Sets for each subset of data you want to track, and you can quickly flip between them when viewing reports.

With a filter set active, a separate line-item will appear at the bottom of reports that indicates the totals for the filtered items. In this fashion, the totals that appear in the tables still represent the actual values of your site.

Adding a Filter Set

- Click on the Add Filter Set button or click on the name of a Filter Set to edit it
- Name - Enter a short but descriptive name for the filter set
- Filters - Enter the items you want to exclude, one per line. Any text field in reports that contains any item in the list will be removed from the report and its values will be added to a summary line. Note: Filters are NOT case sensitive
- Make this the active filter set - Check this box to use this set as the default whenever viewing reports
- Click on Save to save the filter set

Logging in to SmarterStats

You will need to obtain the link to your SmarterStats server's web site from your Administrator or Site Administrator.

A screenshot of the SmarterStats login interface. The window title is "Please log in to SmarterStats...". It contains four input fields: "Site ID" with the value "57", "Username" with the value "johndoe", "Password" with masked characters, and "Language" with a dropdown menu set to "Use Browser Language". Below the fields is a "Remember Me" checkbox. At the bottom right, there are two buttons: "Login" with a key icon and "Help" with a question mark icon.

Please log in to SmarterStats...

Site ID
57

Username
johndoe

Password
●●●●●●●●

Language
Use Browser Language ▼

Remember Me

 Login |  Help

To login to SmarterStats, type in your Username and Password on the login screen, along with the Site ID that was given to you by your administrator. If everything matches up, you will be presented with the home page for your statistics.

One thing to notice on the Login page is the "Remember Me" checkbox. By checking this box SmarterStats encrypts your login and password, then you can close the browser window and not have to re-login when you return. This function works as long as you do not "log out" of SmarterStats prior to closing your browser window. If you do log out, you will have to log back in upon your return, regardless of whether the "Remember Me" box was checked or not. You will need cookies enabled on your browser for this feature to work.

If you have just installed SmarterStats and are having trouble logging in as the administrator, click [here](#) .

[Help for Site Admins](#)

[Site Settings](#)

User Administration

End users with Site Admin permissions have the ability to add and delete additional end users for a particular site. End users can be a person, or persons, who require or request access to a particular site's statistics. Additional end users will be able to see all Reports and Report Items, and will have access to the options under the Settings menu. However, end users without Site Admin permissions will not be able to add other end users, nor will they be able to adjust particular stats settings.

User Information

- Username - Choose a username for the account. This username will be used when the user logs in to SmarterStats.
- Administrator - Check this box to give the user access to all options under the Site Settings menu, like User Administration.

Password

- New Password - Enter the password you want to use for your account
- Confirm Password - To prevent data entry errors, please re-enter the password

Report Settings

- Default Date Range - This is the default date range that will be selected when the user logs in
- Default Rows - Choose the default number of rows to show in report item tables
- Chart Viewpoint - Choose the viewpoint from which you want to view reports when using 3D charts
 - Perspective - A flat frontal view of the data. This view is most useful when directly analyzing data from the chart
 - Perspective Rotated - A more asthetically appealing 3D view of the chart (The default viewpoint)
 - Perspective Tilted - A more top-down 3D view of the chart
- Show Charts - When this box is checked, all Report Item charts will display for this user. It is checked by default. When this box is unchecked, all Report Items will display tables only, and no graphics.
- Resolve IP Addresses - Check this box to resolve all IP addresses that show up in reports to

their host names. Enabling this feature will increase the amount of time it takes to render report items with IP addresses. Your system administrator may limit the number of resolutions performed per report item.

- Auto-Generate Reports - When this box is checked, reports will be automatically generated each time you choose one from the menu. Enabling this option will make navigating through the site slower, but will reduce the amount of clicking you have to do to see reports.
- Randomize Chart Colors - Enabling this option will allow the system to use a semi-random color palette for charts. Each time the user refreshes a report, it may look different.

Email Report Settings

This feature is available in Enterprise Edition only

The email report settings can be used to customize the email account from which email reports are sent. To use the default values set by your system administrator, leave the items on this page blank.

- SMTP Server - This is the mail server that will be used to send your email reports. 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 Address - This is the email address the reports will be sent from.
- SMTP Authentication - Enable this setting if your mail server requires SMTP Authentication. If so, you will need to enter the username and password as well.
- Authentication Username - Enter the username that the email account uses to authenticate. In some cases, this may be the full email address of the account.
- Authentication Password - Enter the password the email account uses to authenticate.

Export Logs

This feature may not be available if an export directory was not set for your site during site creation.

This page will allow you to export your processed log files. The resulting file will be compressed and contain daily logs conforming to the date range you specify.

Notes

- This page may take a very long time to process depending on the amount of data in your site's log files. You are limited to selecting no more than 31 days per export. 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. When you are done, you will have the opportunity to

download your file.

- 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.

To export your logs

- Select the Start Date, or the first date you want included in your exported logs.
- Select the End Date, or the last date you want included in your exported logs (this date can be no more than 30 days from your start date).
- Select log file format.
- Click on the "Begin Export" button.
- After the export is completed, you will be presented with a link that will allow you to download the exported log files. The downloadable file will be in a compressed, or "zipped" format, so be sure you have the ability to uncompress the file.

Site Import Settings

SmarterStats gives you control over how your log files are processed. The Site Import Settings page allows you to configure options to adjust the time zone of your logs or ignore specific rows in the logs.

Note: Some changes to your settings may require a reprocessing of your log files. Keep in mind that this will cause your statistics to become unavailable while reprocessing occurs.

Page 1 - General Import Settings

- Time Zone - As log files are based off of Greenwich Mean Time (GMT), you have the ability to reprocess the log files for your specific time zone. Choose your time zone from the list to have stats reported to you in that time zone.
- Strip URL items after semicolon - Enable this setting if you site passes session variables in the URL separated with a semicolon
- 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 the "Query String Items to Ignore" 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 still retain the original logs.

Page 2 - Exclusions and Inclusions

You can use this page to add various 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. There is no limit as to the number of inclusions and exclusions you can add.

Unlike Filter Sets, exclusions and inclusions are processed before logs are analyzed, meaning that SmarterStats acts as if removed rows do not even exist in the logs. Filter sets simply hide the data from specific reports.

- Inclusion - Inclusions are processed before exclusions are. If a specific log file entry does not meet the requirements of at least one of the inclusions, it is ignored. If there are no inclusions, the it is assumed that all log file entries are allowed, except where ignored by exclusions.
- Exclusion - Exclusions are processed after inclusions. If a specific log file entry meets the exclusion parameters, it is completely ignored when importing. The most common use of exclusions is to exclude temporary file directories or internal IP addresses.

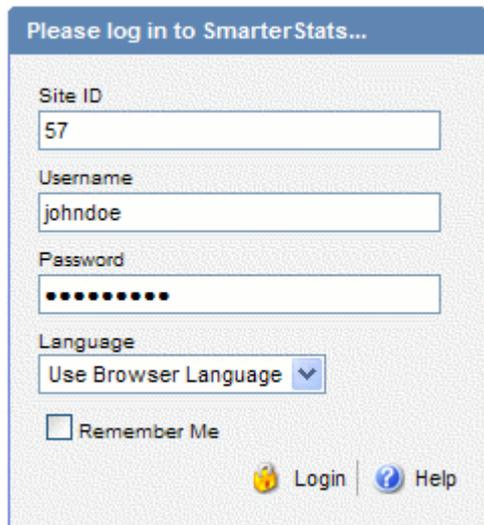
Page 3 - Reprocess Option

This page may or may not appear, depending on whether information was changed that may require SmarterStats to reprocess the log files.

- Do not re-process means that the changes you make will take effect from that moment forward, and will not affect any past statistics. It will also not require a reprocessing of your log files, and will not cause your statistics to become unavailable for any length of time.
- Re-process statistics means that the changes you make will affect all statistics, both past and present, for your domain. This requires a full reprocessing of your logs and will cause your statistics to become unavailable for a period of time.

Logging in to SmarterStats

You will need to obtain the link to your SmarterStats server's web site from your Administrator or Site Administrator.

The image shows a login form for SmarterStats. The form has a blue header with the text "Please log in to SmarterStats...". Below the header, there are four input fields: "Site ID" with the value "57", "Username" with the value "johndoe", "Password" with a masked password of ten dots, and "Language" with a dropdown menu set to "Use Browser Language". Below the input fields is a checkbox labeled "Remember Me" which is currently unchecked. At the bottom right of the form, there are two buttons: "Login" with a key icon and "Help" with a question mark icon.

To login to SmarterStats, type in your Username and Password on the login screen, along with the Site ID that was given to you by your administrator. If everything matches up, you will be presented with the home page for your statistics.

One thing to notice on the Login page is the "Remember Me" checkbox. By checking this box SmarterStats encrypts your login and password, then you can close the browser window and not have to re-login when you return. This function works as long as you do not "log out" of SmarterStats prior to closing your browser window. If you do log out, you will have to log back in upon your return, regardless of whether the "Remember Me" box was checked or not. You will need cookies enabled on your browser for this feature to work.

[Help for System Admins](#)

[Manage](#)

[Managing Servers](#)

This feature is available in Enterprise Edition only

The Manage Servers menu option shows a list of the servers on which the SmarterStats service is installed. Various functions are available on the Manage Servers page, which can be invoked by clicking on the [action] menu.

[Editing a Server](#)

Click on the name of a server to edit it, or choose Edit Server from the [action] menu. Use this function to account for changes within an organization's infrastructure.

- Server ID - This field uniquely identifies the server and is uneditable
- Server IP - The IP address of the server
- Server Name - A friendly name for the server, used only for display purposes

[Server Information](#)

Click on the [action] menu and choose Server Info to get to the Server Information page, which displays a listing of the sites on that particular server, the Friendly Name for the sites, and the Status of the log files for the sites. Available actions on this page appear below:

- Run Diagnostics - Runs various checks to ensure that no data files have been corrupted on the server.
- Reprocess all sites on server - The "Reprocess" button will cause all log file data to be reprocessed (taking into account time zones or data exclusions) for all sites on the server. Unlike reimporting, reprocessing does not require your original log files.
- Reimport all sites on server - The "Reimport" button will cause all log files associated with domains on the server to be reimported, from the earliest log file to the latest. Important Note: All Smarter logs will be deleted and then recreated from the original web server log files. If any of the original log files have been deleted, their data will be lost upon reimport. We suggest only using this feature when directed to by SmarterTools support.
- Restart Service -Restarts the SmarterStats service on the server
- Refresh - This button will refresh the page and show any updated information.

Deleting a Server

To delete a server, click on the delete link next to it

As long as there were no sites inside SmarterStats that belong to the server you want to delete, the deletion will proceed without generating an error. If there is even one site still associated with the server you are trying to delete, SmarterStats will notify you of this. You will need to delete the site first, then proceed with the server deletion.

Adding a Server

This feature is available in Enterprise Edition only

SmarterStats Enterprise Edition allows you to install the Remote Service on web servers in your network and connect to them from a single instance of SmarterStats. When adding a remote service, ensure that you first install the remote service on the server which can be found on the SmarterStats Download Page .

To add a server to SmarterStats, login as the administrator and click on the Manage menu. Select "Add Server", and the main add servers screen will display.

- Server ID - This number uniquely represents the server. Server IDs must be integers greater than 0.
- Server IP - Enter the IP address associated with the Server.
- Server Name - Enter the name of the Server. This is only used as an identifier in SmarterStats

Once you add the server, you will be able to create SmarterStats sites to be processed on the remote server

Managing Sites

The Manage Sites option gives you the ability to initially add sites to SmarterStats. You can also get site information, edit a site, or delete a site from SmarterStats.

- Add Site - Click on this button to begin adding a site to SmarterStats. For more information, see the help topic Adding a Site .
- Site Name - Click on the site name to pop up the site's statistics in another browser window
- Actions Menu - A description of the items in the actions menu can be found in the next section below
- Delete - Clicking on the delete link will delete a site from SmarterStats. A confirmation dialog will be shown to make sure you want to delete the site

Actions Menu

- Site Info - Takes you to the Site Information page, where you can view the current import progress of the site. For more information, see the topic [Checking Import Progress](#)
- Edit Site - Edits a site's settings. For more information on the settings for a site, refer to [Adding a Site](#)
- User Admin - Pops up a window that lets you manage the users for the site. For more information, see [User Administration for Site Admins](#)
- Email Report Settings - Pops up a window that allows you to override the email report settings for the site. For more information, see [Email Report Settings for Site Admins](#)
- Import Settings - Pops up a window that lets you change import settings for the site. For more information, see [Site Import Settings for Site Admins](#)
- Move Site (Enterprise Edition Only) - Brings up the Move Site wizard, which can be used to transfer SmarterStats files from one server to another quickly. For more information, see [Moving a Site](#)

Adding Sites to SmarterStats

To add a site to the Web Interface, login as the administrator of the SmarterStats application (if you are not already) and click on "Manage" in the menu. Select "Add Site", and the first page of the add sites wizard will display.

Site Information

- Site ID - Site IDs uniquely identify a site in SmarterStats. Enter a unique ID for the site, or accept the default value. Site IDs must be integers greater than 0.
- Server (Enterprise Edition Only) - In a distributed environment, the site may reside on a server other than the web interface. From the drop down list, select which web server the site's original logs are on.
- Domain Name - Enter the domain name into the domain name textbox (e.g. example.com)

Site Admin Information

- User Name - Enter the username of the Site Admin. The Site Admin is the primary user account responsible for this site
- Password - Choose a password for the site admin

General Log Settings

- Log Location - Choose whether the log files are on a local directory or should be obtained through FTP.

- Log Wildcard - Enter the log file wildcards (i.e. specify the format of the log titles, with dates or other variable information removed: *.log)
- Log Format - Select the log file format (W3C, NCSA, IIS). If you wish to use auto-detect, please be aware that it only works on local log files, not FTP logs.

Local or UNC Log Files

Note: If you plan to transfer logs using UNC paths, please refer to this KB article .

- Auto-Import - Using the auto-import function may be useful if you are using IIS and SmarterStats is installed on your web server. In this way, you can immediately import the log file path and default documents.
- Full Path - Indicate the full path to where the log files reside on the web server. This is usually set during the installation of the web site on the server. Full paths are required (e.g. c:\WINDOWS\system32\LogFiles\W3SVC1 for a local path or \\webservename\c\$\inetpub\domainname\logs\ for a UNC path).
- Auto-Deletion - Set the auto deletion for the number of days that the original log files remain on the web server. Please be very careful when setting this value to anything besides Never Delete, and ensure that backups are kept in case of data corruption or drive failure.

FTP Log Files

- Server - Enter the URL for the FTP server (eg. ftp.yourdomain.com)
- Port - Enter the port that the FTP server uses (default is 21)
- User Name - Enter the username of the account to be used for FTP access. If connecting to an unsecured FTP, use Anonymous
- Password - Enter the password of the FTP account. If connecting to an unsecured FTP, use your email address
- Directory - Enter the path of the directory where the original logs reside.
- Interval - Choose how often you want SmarterStats to bring in new log files. Shorter settings may result in higher bandwidth usage.

Time Zone Options

- Time Zone - Select the time zone that you would like the statistics processed under.

Other Options

- Url Trimming - If the site contains URL paths that append ";jessionid=" or any semicolon separated variables, check the box that reads "Strip URL items after semicolon".
- Default Documents - Enter the default documents for the web site. 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 "/".

SmarterLog Files (data files)

- Auto-Deletion - Select the maximum number of months you want the SmarterLog files to 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.
- SmarterLog Path - Enter the full path of where you would like the SmarterStats log files to reside for this website. This should be a location dedicated to storing the SmarterLog files on a drive with ample free space. Full paths are required (e.g. c:\SmarterLogs or d:\SmarterLogs, as the SmarterLog files do not have to reside on the same drive as the website itself).

Log Export Settings

Note: This section is completely optional. Failure to enter the values in this section will result in the Export Logs option being hidden

- Export Directory - Enter the location where log files will be exported to. This option refers to where the log files will be placed when the user asks to download the files from the SmarterStats application. A good rule of thumb is to put the logs back into the root of that particular site (e.g. c:\inetpub\wwwroot).
- Export Url - Enter the URL for the exported log files. This is the absolute link that is set up in order to allow the user to retrieve the log file when the export is completed. Again, the full URL for that site should suffice (e.g. http://www.smartertools.com).

Checking Import Progress

The Site Information area gives System Administrators information on the log files that have been processed by the SmarterStats application. Information given is the actual log file name, the last time stamp on the log file, and the number of rows that were processed in that log file.

- Actions menu - This menu allows you to quickly perform some less common actions on the site. Full descriptions of each item can be found in a section below
- Refresh - Click this button to refresh the page
- Pause - Click on this button to pause the site. A paused site will still respond to queries, but will not process any new log files
- Disable - Click on this button to disable the site. A disabled site will not process log files, and will not respond to queries, essentially shutting down stats for the site
- Start - Click on this button to enable the site. This button will only appear if the site has been paused or disabled

- Current State - This field shows the current state of the site
- Currently - Displays the current action of the SmarterStats engine on the site
- Status - Any errors that may have occurred will show in this field

Actions Menu

- Run Diagnostics - Click on this menu item if you suspect one or more files may have gotten corrupted. SmarterStats will run an automated diagnostic of all files required for this site
- Reprocess Site - This menu item will cause all log file data to be reprocessed, but not reimported.
- Reimport Site - Choose this option to cause all log files associated with a particular domain to be reimported, from the earliest log file to the latest. This essentially deletes all SmarterLog files for the site and starts importing the site over again from the beginning
- Move Site (Enterprise Edition Only) - This allows a site's statistics to be moved between servers that are supported by the SmarterStats Web Interface. This only moves the SmarterLogs, it does not move the physical site or its standard log files

Impersonating a Site Administrator

There are times when you will need to access site-specific information. SmarterStats uses impersonation to accomplish this goal, causing a separate window to login automatically as the site administrator.

To impersonate a site, click on the site name in the Manage Sites page. A new window will pop up, and will be logged in as the site administrator of the site. From there, you may view stats, edit user accounts, general site settings, or whatever other part of the site needs to be changed.

Editing Site Users

Choosing User Admin from the [actions] menu for a site will bring up another window with the User Administration page for the site. For more information about how to use the page, see the help topic User Administration for Site Administrators .

Moving a Site to Another Server

This feature is available in Enterprise Edition only
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SmarterStats has a move wizard built in to its infrastructure. Therefore, SmarterStats can handle moving all files associated with the statistics for a particular site from one server to another. This is just one more feature that makes SmarterStats Enterprise Edition exceptionally appealing to System Administrators. To move a site, do the following:

- Login to SmarterStats using your Admin SiteID, Username and Password.
- In the Manage Sites page, find the site that you wish to move.
- Click on the "action" menu that shows up to the right of the site and choose Move Site
- Choose the destination server and the new locations of logs and SmarterLog files
- Click the "start move" button to confirm that you want to move all of its Smarter Log files to the destination server.

Note: Moving a site's statistics will make the statistics for that site become unavailable until the process is complete.

How-To: Manually Move a Site

Due to your Network settings, "Move Site" may not be available or may error. If this is the case, follow the instructions below to move the site manually. If errors persist, contact your Network Administrator.

- Login as Administrator on the Web Interface
- Find the site you want to move in Manage Sites
- Click the "actions" menu next to the site, then the "Site Info" link. Note which server the site is on. Click on the "next" button twice and note the path (location) to the SmarterLog files. Then cancel the wizard.
- Login to that server to check to see that there are/were SmarterLogs created for that site.
- If there are, copy that folder (note: the name of the folder containing that site's SmarterLogs will be same as the site ID).
- Login to the server the site is moving to. Paste the SmarterLog folder you copied in Step 5 to the same location on the new server.
- Go back to the "Site Info" page in SmarterStats again.
- Click on the button "show server list." Select the correct "Server" from the drop down list associated with that site.
- IMPORTANT: you must make sure to change the "Log File Location" for the domain to conform to the location on the new server by clicking on the button "next" three times, and entering the new location for the SmarterLogs.
- Click "save". The site should now be moved.

Site Import Settings

Choosing Import Settings from the [actions] menu for a site will bring up another window with the Site Import Settings page for the site. For more information about how to use the page, see the help topic Site Import Settings for Site Administrators .

Status

Server Status

The Server Status page is an essential tool for monitoring SmarterStats on any Enterprise. It 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. The Server Status page is broken down into the following columns:

- Server Name - This is 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 - This is 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 - This 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 ID - This is the site ID of the domain that used the most memory on that server.
- High Site Name - This is the name of the domain that used the most memory on that server.
- Queries - The number of queries running on the server at that time.

Service Version Info

This feature is available in Enterprise Edition only
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Service Version Info gives System Administrators an overview of the version of Remote Service running on all web servers. If a red "Failed" line appears, that means that the service possibly is not installed on that server, or there is a communication error with the service.

Note: In order for SmarterStats to fully function properly, all of the version numbers should match with the version that shows up in Help -> About SmarterStats.

- 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.
- Build Date - The date that service was originally built.

Settings

General Settings

System Administrator

- Site ID - For reference, the System Administrator Site ID is shown. It cannot be changed.
- User Name - The Administrative account having full access permission to the Web Interface and all remote services. By default, this is set to "admin". It is strongly recommended that this field be changed immediately after installation.
- Password - The password associated with the System Administrator account. By default, it is "admin". It is strongly recommended that this field be changed immediately after installation.

Administrative Emails

- SMTP Server - The mail server IP address that will receive emails sent to the "Problems" email address.
- Email Address - The email address of the SmarterStats administrator.
- Notify Administrator of SmarterStats Problems - This option allows the designated email address to receive an email when the server encounters a problem with SmarterStats.

Web Settings

- Rows per Page - The default number of rows to show per page in the Manage Sites page and elsewhere.
- New Version Alerts - Enable this box to check for updates periodically and notify you in the sidebar when new updates to SmarterStats are available.
- Sidebar Help Links - Disable this box to remove the common help links from the left sidebar for the administrator account.

Report Settings

Report Limits

- Max days for standard reports - Sets the maximum number of days that users can retrieve statistics for on standard reports.
- Max days for custom reports - Sets the maximum number of days that users can retrieve statistics for on custom reports. (Enterprise Edition Only)

- Max items per custom report - Limits the number of report items that can be added to one custom report. (Enterprise Edition Only)

DNS Resolution

- Max DNS resolution threads - Depending on your computers hardware configuration, it may be beneficial to raise or lower how much processing it does by changing the maximum IP addresses it resolves at one time. The default value of 100 will work for most servers.
- Max lookups per report - Allows you to set a limit on the number of resolved IP addresses that are returned when an user checks the "Resolve IPs" box in their settings. The higher the number of resolved IP addresses you allow, the longer those Report Items will take to display, and the higher load is placed on your server.

Default Site Settings

These settings affect all new sites added to SmarterStats. Changing these settings will not affect any site already configured in SmarterStats.

Auto-Deletion

Note: These settings automatically delete log files after the time frame you select. This is a complete deletion and is not something that can be undone. It is important that this setting only be selected if you no longer need the files or if they are backed up elsewhere.

- Smarter Logs - From the drop down arrow, select the length of time to keep Smarter logs for processing.
- Original logs - From the drop down arrow, select the length of time to keep Original logs for processing. Deleting logs after less than 7 days is possible, but not recommended.

Importing

- SmarterLog Directory - The directory that is pre-filled in the Add Site wizard.
- Default Documents - Enter the documents that are most often the default documents of sites. These will be pre-filled in the Add Site wizard.

Email Report Settings

This feature is available in Enterprise Edition only
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The email report settings can be used to customize the email account from which email reports are sent. These values will be used unless a Site Administrator overrides the setting for her site.

- SMTP Server - This is the mail server that will be used to send your email reports. 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 Address - This is the email address the reports will be sent from.
- SMTP Authentication - Enable this setting if your mail server requires SMTP Authentication. If so, you will need to enter the username and password as well.
- Authentication Username - Enter the username that the email account uses to authenticate. In some cases, this may be the full email address of the account.
- Authentication Password - Enter the password the email account uses to authenticate.

Extension Settings

This configuration page shows the common file extensions that categorize files on a site. Enter extensions one per line, including the period. Default settings are shown below:

- Downloads - A list of file extensions referred to when processing all Download Report Items. Defaults are: .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
- Documents - A list of file extensions referred to when processing all Document Report Items. Defaults are: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML
- Dynamic Pages - A list of file extensions referred to when processing all Dynamic Page Report Items. Defaults are: .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
- Images - A list of file extensions referred to when processing all Image File Report Items. Defaults are: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF

Service Settings

Service Settings allows System Administrators to change variables that can affect how the statistics are processed by SmarterStats Enterprise Edition . Variables are changed by inputting the new values in the top row, which can then be rolled out to all services by hitting the "apply to all" button, or individual services can be changed per server by changing that server's individual value. Once any values are changed, hit the "save" button to make the changes take effect. Settings that can have positive and negative effects are noted.

- 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.
- Reader Time Slice - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Reader Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Base Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set this to 0.
- Debug Level - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.

Skins

SmarterStats supports an easy to use method of skinning that will allow you to co-brand SmarterStats to look more like your corporate identity. This page allows you to upload new skins or set the currently active skin.

Upload Skin - [Click here](#) to upload a new skin archive to be installed in SmarterStats. More information can be found below.

Set Active Skin - To set the currently active skin, click on the row of the skin you want to enable.

Delete link - Use this link to permanently remove a skin from your SmarterStats installation. The "_default" skin may not be deleted.

Uploading a Skin

File to Upload - Browse to the zip archive that contains the skin. For more information about skinning in SmarterStats, please refer to the skinning guide .

Upload and Install - [Click here](#) to send your skin to the server to be processed.

Additional Admin Topics

Automating Login to SmarterStats

This HTML code below demonstrates how you can make a text link (e.g. "See Your Stats") automatically log a person in to the SmarterStats application. By putting a hidden form on a simple web page, you can fill in the "Site ID", "Username,, and "Password" information either via hard coding the data or through a scripting language like ASP, ASP.Net or ColdFusion.

For the example code listed below, we have the form values set to generic text (e.g. "put_their_siteid_or_domain") to show where you would hard code values that are submitted to the login.aspx page. You could also dynamically generate these values using a scripting language like ASP or ColdFusion (a sample ASP script would substitute value="put_their_siteid_or_domain" with value=<% =txtSiteID %>). The form action shown (<http://127.0.0.1:9999/smarterstats/login.aspx>) uses the default location of the SmarterStats Web Interface. If you have created a separate web site for SmarterStats, or assigned a different IP address for SmarterStats within IIS, this action would have to be altered to reflect this change. This example demonstrates how easy and powerful the SmarterStats application is in allowing companies to automate entry into the application.

```
<html>
```

```
<head> <meta http-equiv= "Content-Language" content= "en-us" > <meta http-equiv= "Content-
Type" content= "text/html; charset=windows-1252 "> <title>SmarterStats Login</title> </head>
```

```
<SCRIPT LANGUAGE= "JavaScript" > function GoToStats() { document.statsform.submit(); }
</SCRIPT>
```

```
<body>
```

```
<form name= "statsform" action= "http://127.0.0.1:9999/Login.aspx" method= "post" > <input type=
"hidden" name= "shortcutLink" value= "autologin" id= "shortcutLink" > <input type= "hidden"
name= "txtSiteID" id= "txtSiteID" value= "put_their_siteid_or_domain" > <input type= "hidden"
name= "txtUser" id= "txtUser" value= "put_their_username" > <input type= "hidden" name= "txtPass"
id= "txtPass" value= "put_their_password" > </form>
```

```
<p><a href= "JavaScript:GoToStats()" > Log into your stats </a></p>
```

```
</body>
```

```
</html>
```

SmarterStats Web Services

SmarterStats was built with custom configuration in mind. In addition to being able to customize the look and feel of SmarterStats, developers and/or System Administrators have the ability to code to the SmarterStats application using several different web services. These web services allow developers and/or System Administrators to automate a variety of different things: add sites to the Web Interface on the fly, grab site-specific bandwidth usage for billing purposes, set details on a specific site or server, update site information, test servers added to the Web Interface, and more.

To view the web services, and their corresponding functions, available to you, go to your default Web Interface install location and append "services/services_page.aspx". Your particular SmarterStats location can be the specific IP address of the Web Interface (e.g. if you installed SmarterStats with the default installation you would use <http://127.0.0.1:9999/services/SiteAdmin.aspx>, etc. or a specific IP address you assigned for the Web Interface if you custom-installed SmarterStats or moved SmarterStats to a new web server) or a specific site name if you configured SmarterStats as an actual website within IIS (e.g. smarterstats.yourdomain.com). Below you will find a brief explanation of the web services available to you, along with the default installation paths to the specific web services details page.

Server Admin Web Service

<http://127.0.0.1:9999/services/serveradmin.aspx>

There are six (6) functions of the service available for customization. These services allow developers and/or System Administrators to pull information relating to a server or servers from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions, and their corresponding properties, are:

- **GetServers** - returns a list of all servers running SmarterStats Enterprise Edition .
- **GetGlobalDefaults** - returns the global default settings for a specific server. These default settings include server IP address, server status, default file, document and download extensions, and more.
- **PingServer** - allows you to ping a specific server and see the results.
- **DeleteServer** - allows you to delete a server from the Web Interface.

- AddServer - allows you to add a server directly in to the Web Interface.
- UpdateServer - allows you to change server configurations on the fly.

Site Admin Web Service

<http://127.0.0.1:9999/services/siteadmin.asmx>

There are nine (9) functions of the service available for customization. These services allow developers and/or System Administrators to pull information relating to a particular site or sites from a custom page using SOAP, an HTTP GET protocol, or an HTTP POST command (examples for each are provided as well). Constants for these web services can be found here . These functions, and their corresponding properties, are:

- AddSite - allows you to add sites to the Web Interface on the fly.
- DeleteSite - allows you to delete a site from the Web Interface on the fly.
- GetAllSites - returns a listing of all sites being monitored by the Web Interface.
- GetSitesForServer - returns sites from a particular Server ID.
- moveSite - allows you to initiate a move command to the service for a particular site. This would allow you to automate moves within a control panel application.
- getSiteStatus - allows you to check the site status for a particular Site ID.
- UpdateSite - allows you to update information pertaining to a particular site that resides in the Web Interface.
- AddSiteWithFTP - Allows you to add a site with FTP logs directly in to the Web Interface.
- GetSite - returns a single site that you specify and that is listed in the Web Interface.

Bandwidth Web Service

<http://127.0.0.1:9999/services/bandwidth.asmx>

There are two (2) functions of the service available for customization. These services allow developers and/or System Administrators to pull information relating to bandwidth usage for a particular site or server from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). These functions can be extremely useful when providing bandwidth statistics to end users or for bandwidth monitoring and overage billing. The functions, and their corresponding properties, are:

- GetForSite - returns all bandwidth for a particular site.
- GetForServer - returns all bandwidth for a particular server on a per-site basis.

Product Information Web Service

<http://127.0.0.1:9999/services/productinfo.asmx>

There are four (4) functions of the service available for customization. These services allow developers and/or System Administrators to pull information (e.g. licensing info) or set information (e.g. license activation) relating to the product installed on the server from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions, and their corresponding properties, are:

- `ActivateLicenseKey` - allows you to activate the license key purchased for your product.
- `GetLicenseInfo` - returns information pertaining to the current product license.
- `GetProductInfo` - returns information pertaining to the currently installed product.
- `SetLicenseKey` - sets a license key for the Web Interface.

User Administration Web Service

<http://127.0.0.1:9999/services/useradmin.asmx>

There are seven (7) functions of the service available for customization. These services allow developers and/or System Administrators to perform various user functions, such as user creation and deletion, updating user information, retrieving user information and more from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions, and their corresponding properties, are:

- `AddUser` - automatically add users to a specific site.
- `SetSiteOwner` - set site ownership for a specific site to a specific user.
- `GetUser` - returns a user for a particular site.
- `ValidateLogin` - returns login results for a particular user.
- `GetUsers` - returns all users for a specific site.
- `UpdateUser` - updates user information for a site.
- `DeleteUser` - deletes the specified user from a site.

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 Region 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 GeoIPRegion-###.dat and rename it to GeoIPRegion.dat
- Copy the file to your C:\program files\SmarterTools\SmarterStats\Service directory

SmarterStats allows you to customize its look and feel to suit your own needs. Instructions on skinning the web interface can be found below, as well as some notes that are important to understand.

Skinning Process

- Download the base skin module for SmarterStats. [Download here](#)
- Extract the contents into a temporary folder
- Modify the files using any of the common HTML / CSS editors on the market to adapt it to the look you want. Keep all tags that are surrounded by [brackets]. These are where controls will be added that contain the sidebar elements, body content, etc. For more details on each of the files and tags, see the section below.
- If desired, change any of the images in the Images directory
- Edit the Skin.xml file with notepad or an XML editor and modify the following:
 - Title - Input the title of your skin
 - Author - Input your name, or the name of your company
 - Save all files and make a new zip archive that contains all of the files. The structure of the zip file needs to remain the same as the skinbase.zip file you downloaded.
 - Login to SmarterStats as the administrator
 - Upload your skin in Settings - Skins, which will make it available to select as an active skin.

Restrictions

- The name of the product (SmarterStats) must remain visible in the skin. You may use a term like "Powered by", but the reference to SmarterStats must exist on the page.
- The [Copyright] tag must exist in the page, and must remain visible in the skin.

Skin Files

- Skin.xml - This XML file establishes the general properties of the skin, most notably the author and name of the skin. In the event that you give your skin to others, this helps to identify who made the skin.
- Login.htm - The template used for the display of the login page
- Plain.htm - The template for the inner frame where messages are viewed, as seen when reading a message
- Standard.htm - The template that is seen most of the time in SmarterStats, with a sidebar and a top menu
- SysAdmin.htm - The template that is seen most of the time in SmarterStats when logged in as the system administrator, with a sidebar and a top menu
- Calendar.css - This style sheet establishes the look and feel of the popup calendar and side calendar
- Layout.css (and Layout_print.css) - General layout styles are contained in this style sheet, including colors, etc. You may modify the styles, but do not delete any styles from this file to ensure proper operation of SmarterStats.
- LayoutPlain.css - Layout styles for the Plain.htm file are contained in this file. You may modify the styles, but do not delete any styles from this file to ensure proper operation of SmarterStats.
- Skin.css (and Skin_print.css) - Skin-specific styles reside in this file. You may alter it as you see fit

Bracket Tags

- [PAGETITLE] - Inserts the title of the page. This is most frequently used between <title> tags.
- [HEADITEMS] - Required placeholder for additional items that SmarterStats needs to add to each page. Must be contained withing <head> tags.
- [SIDEBAR] - Sidebar boxes
- [PRODUCTNAMEANDVERSION] - Text for "SmarterStats Professional Edition" + version. It is required to use this tag in the skin.
- [DOMAINTITLE] - The name of the domain that is logged in to.
- [TIPTTEXT] - Placeholder for where errors and messages will appear in response to actions
- [BODY] - Placeholder for the main inner content of the page. This is the big white area in the default skin.
- [COPYRIGHT] - This field is also required to be included and visible in the skin. Displays the SmarterStats copyright.

- [FOOTERCONTENT] - Used by SmarterStats internally. This tag must remain in all files in which it appears
- [MENU] - Placeholder for the main pull-down menu

Logging in to SmarterStats - System Admin

You will need to open a web browser to the location of your SmarterStats installation. By default, this URL is `http://127.0.0.1:9999` (if running the browser on the server itself, otherwise use the IP address of the server instead of 127.0.0.1), but it may be different if you have changed the location of SmarterStats.



The image shows a login form titled "Please log in to SmarterStats...". It contains the following fields and options:

- Site ID:** A text input field containing the value "admin".
- Username:** A text input field containing the value "admin".
- Password:** A text input field with masked characters (dots).
- Language:** A dropdown menu currently set to "Use Browser Language".
- Remember Me:** An unchecked checkbox.
- Buttons:** "Login" (with a key icon) and "Help" (with a question mark icon).

To login to SmarterStats, type in the system admin username and password on the login screen, along with a Site ID of "admin". By default, the username and password are both "admin" (without the quotes). If everything matches up, you will be presented with the manage sites page.

One thing to notice on the Login page is the "Remember Me" checkbox. By checking this box SmarterStats encrypts your login and password. You can then close the browser window and not have to re-login when you return. This function works as long as you do not "log out" of SmarterStats prior to closing your browser window. If you do log out, you will have to log back in upon your return, regardless of whether the "Remember Me" box was checked or not. You will need cookies enabled on your browser for this feature to work.

Report Reference

Report Items

Files

Top Pages

Top Pages shows the page resources that were viewed most often by visitors to your site. Use this report item to help you identify the most popular web pages on your site. Furthermore, use data mining on the report items to track where people are coming from that hit the pages.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

Top Directories

Top Directories shows the directories that received the most page views on your site.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Top Documents

Top Documents shows the document files that were downloaded the most from your site. Use this report item to help you identify the most popular documents downloaded from your site. Furthermore, use data mining on the report items to track where people getting to the documents.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Top Downloads

Top Downloads shows the most often downloaded file from your site. Use this report item to help you identify what resources are being downloaded most from your site. Furthermore, use data mining on the report items to track where people are coming from that download the file.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Top Dynamic Pages

Top Dynamic Pages shows the most often viewed dynamic pages on the server. An important step in optimizing the performance of your web site is to identify the most commonly accessed dynamic pages and work on speeding up script execution on those pages.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

Top Images

Top Images shows the image files that have been downloaded most often. To reduce bandwidth usage on your site, identify images that are downloaded frequently with this report and optimize their size. If an image is getting excessive hits, use data mining on it to identify the direct referrals of the image, to make sure another site is not hot-linking to your images.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

Top Files

Top Files shows the files that are retrieved most often from the server.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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

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.

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.

Top File Types

Top File Types shows the most requested extensions for the web site.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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

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.

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.

Traffic

Monthly Totals

This report item shows the activity of your web site for the months that your date range selection includes. Note: The monthly report items show the data for the entire month, regardless of where your date range falls within that month.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Weekly Totals

This report item shows the activity of your web site for the weeks that your date range selection includes. Note: The weekly report item shows the data for the entire week, regardless of where your date range falls within that week.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Daily Totals

This report item shows the activity of your web site for the days that your date range selection includes. Use this report to track the general ebb and flow of your web site traffic. It is common for web site traffic to follow weekly patterns, so you may want to refer to the Weekday Averages report item to identify the pattern.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Hourly Totals

The Hourly Totals report item shows total traffic by hour for the date range you selected.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Hourly Averages

The Hourly Averages report item shows average traffic by hour for the date range you selected. Use this report to determine and predict bandwidth requirements or set metering policies.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Weekday Totals

This report item shows the activity of the site grouped by day of the week.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Weekday Averages

Weekday Averages shows the average activity of the site by day of the week. Use this report item to identify common web activity patterns, and to plan for bandwidth usage or web site metering.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Paths

Entry Files

When a visitor enters the site, the file (regardless of file extension) they land on is referred to as the Top Entry File. Depending on the optimization of the site, or the scripting used, any file can be the first file that loads. This is why, many times, image files are listed as the top entry files, as there are various scripts that enable image files to load into a browser prior to an actual page displaying.

Terms Used

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

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.

Entry Pages

Entry Pages shows the pages that were most frequently the entry page for the site. Use this report to identify pages that should be optimized to provide the best experience to the visitor, and to pull the visitors to other areas of the site. If your top entry pages are few in number, with a large percentage of

the total traffic, you may want to consider making additional "landing pages" focused on specific areas of your business to allow for greater search engine exposure.

Terms Used

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

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.

Exit Pages

Exit pages shows the pages on which visitors most frequently left the site. Review pages that appear near the top of the list to identify methods of retaining your visitors better.

Terms Used

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

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.

Paths

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

Terms Used

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.

Visitors

IP Addresses

When a user enters a website, their Internet Protocol Address (IP) gets captured by a web server in your site's log file. The IPs listed here are in descending order based on the number of views generated by the IP. This report can be used to identify abusers of your site.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Views per Visit

This report item displays the number of views versus the number of visits made. If you visit a site multiple times, regardless of the timeframe between visits, your IP is still counted only once, or as a single "visit". However, the number of different pages you access across your various visits are counted individually as different "views". Therefore, one visit can account for one, ten or a thousand 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 on those pages to carry the visitors on to other areas of your site.

Terms Used

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.

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.

Authenticated Users

Authenticated Users lists the most common visitors to your site.

Terms Used

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.

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.

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.

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.

Recent Visitor Stats

This report item shows information on the most recent visitors to a website (based on a 15 minute period). Information available pertains to the first hit for that visitor, the last logged hit for the visitor, and some basic information on their number of hits, views, and bandwidth usage.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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.

Recent Visitor Details

This report item shows detailed information on the most recent visitors to a website (based on a 15 minute period). Information available pertains to the last hit logged for the visitor and information about their path through the site, the browser they were using, and the platform used.

Terms Used

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.

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

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

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.

Return Visits

This report item the number of times people return to your site. To get the most accurate view of the information, use larger date ranges when viewing this report.

Terms Used

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.

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.

Spiders

In order for your website to be included in a Search Engine, it first has to be visited and read (commonly referred to as "indexed") by the Search Engine. Search Engines use specially created software (called "robots" or "spiders") to traverse the internet and index web pages. This report lists the various Search Engine spiders that have visited, and indexed, your website, based on the number of visits the spider has made.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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

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.

Monthly Visitors

This report item shows you a profile of the visitors to your site. For the date range you select, all visitors are gathered into groups of new and returning visitors.

Terms Used

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.

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

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.

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.

Monthly Visit Length

This shows you the average visit length, in seconds, of all visits that occurred in the time period you select. A visit length is from the time a session starts on your site to the time a session ends. Data shown will be for the months that encapsulate the date range selected.

Terms Used

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.

Daily Visitors

This report item shows you a profile of the visitors to your site. For the date range you select, all visitors are gathered into groups of new and returning visitors.

Terms Used

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.

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

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.

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.

Daily Visit Length

This is a overview of the average visit length, or average time spent on your site in seconds, by day for a given time period.

Terms Used

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.

Weekday Visit Length

This is an overview of the average visit length, or average time spent on your site in seconds, by day of the week for a given time period.

Terms Used

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.

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 address was the referrer.

As of version 3.1 of SmarterStats, this report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one web site to another

Terms Used

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.

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.

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 shows you the 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.

As of version 3.1 of SmarterStats, this report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

Referring Links

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 shows you the full URL (including Query String) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

This report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

In-Site Referrers

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 shows you the full URL that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

Every time someone navigates within your site the page they were on prior to clicking on a link is considered a referring URL.

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

Terms Used

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.

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.

Browsers

Browsers

This report item lists the top browsers (like IE, Netscape, etc) used by your web site visitors. You may want to use the results of this report when site planning, to target your audience more effectively.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Browser Versions

This report item lists the top browsers (like IE, Netscape, etc) used by your web site visitors. Unlike the browsers report item, different versions of the same browser are counted separately. You may want to use the results of this report when site planning, to target your audience more effectively.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Platforms

This report item lists the top platforms (Operating Systems) used by your web site visitors. You may want to use the results of this report when site planning, to target your audience more effectively.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

User Agents

This report item is most commonly used by advanced users and web site developers.

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.

Terms Used

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.

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.

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.

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.

Server Responses

Result Codes

Various result codes exist that can be returned by a server when a user requests a web site resource. This report item shows the most common codes being returned by your site. 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 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.

Terms Used

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.

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.

404 - Page Not Found

Page Not Found errors indicate that a user is attempting to access a resource that no longer exists. 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.

Terms Used

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

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.

5xx - Server Errors

500-level errors 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.

Terms Used

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

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.

Search Engines

Search Engine Breakdown

This report shows the Search Engines that are directing traffic to your website. By default, SmarterStats keeps a list of over 100 different Search Engines.

Terms Used

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

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.

Phrases

When a person types a phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase is included in the Engine's referring URL. This report, therefore, shows the top search phrases used by people to find your website in a Search Engine.

Terms Used

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

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.

Phrase Sources

When a person types a phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase is included in the Engine's referring URL. This report, therefore, shows the top search phrases used by people to find your website, and displays these results by Search Engine used.

Terms Used

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

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

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.

Keywords

When a person types a word or phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase or word is included in the Engine's referring URL. This report, therefore, shows the top search keywords (which equated to individual words or search phrases broken down into individual words) used by people to find your website.

Terms Used

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

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.

Keyword Sources

When a person types a word or phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase or word is included in the Engine's referring URL. This report, therefore, shows the top search keywords (which equated to individual words or search phrases broken down into individual words) used by people to find your website, and displays these results by Search Engine used.

Terms Used

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

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

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.

Geographics

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Oceanic Countries

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

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

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.

Standard Reports

Chief Executive Officer Report

The chief executive officer report is designed to give the CEO an overview look at the website statistics as well as the reports that are being used by the other employees in their organization (SEO, marketing, and webmaster). As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The CEO report contains the following report items:

- Top Pages
- Referring Sites
- Entry Pages
- Paths
- Platforms
- Browsers
- Monthly Totals
- Weekday Totals
- Search Engines Breakdown

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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.

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.

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.

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

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.

Marketing Report

The marketing report is a useful tool for an individual in marketing to make informed decisions about search engine marketing campaigns, as well as see the impact a banner advertising or showcase advertising campaign on website traffic and/or sales. The individual will be able to see what search engines give the most referring traffic, and what keywords and phrases are pointing users to their site. They will also be able to target specific entry pages in their advertising campaigns, and judge which campaigns are most effective, or even compare the statistics returned by SmarterStats with the statistics given by the sites featuring the advertising. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The Marketing Report contains the following report items:

- Search Engine Breakdown
- Phrases
- Referring Sites
- Referring URLs
- Entry Pages
- Exit Pages
- Phrase Sources

Terms Used

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

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

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

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.

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

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.

Search Engine Optimization Report

The search engine optimization report (SEO) contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The SEO Report is comprised of the following report items:

- Search Engine Breakdown
- Spiders
- Phrases
- Phrase Sources
- Keywords
- Keyword Sources
- Referring Sites
- Referring URLs
- Entry Pages

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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.

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

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.

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.

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.

Site Activity Report

The site activity report is a collection of report items designed to give you a snapshot of the activity on your website. The subjects touched on include various views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details to name a few. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The report items contained in this standard report are:

- Top Pages
- Top Directories
- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Entry Files
- Entry Pages
- Exit Pages
- Paths
- Top IP Addresses
- Browsers
- Platforms
- Spiders

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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

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

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.

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.

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.

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

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.

Site Usage Report

The site usage report is exclusively a bandwidth report 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.). As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The report items contained are:

- Weekday Totals
- Hourly Totals

- Monthly Totals
- Top Pages
- Top Directories
- Top Documents
- Top Downloads
- Top Dynamic Pages
- Top Images
- Top Files
- Top IP Addresses

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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.

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.

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.

Site User Report

Site user report gathers and displays information about the users that are visiting your site. The contained information references browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details. As this is a Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The report items contained in the site user report include:

- Browsers
- Browser Versions
- Platforms
- Top IP Addresses

- Recent Visitor Stats
- Recent Visitor Details

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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.

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

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.

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.

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.

Webmaster Report

The webmaster report will give 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 Search Engine or Marketing specialist to help drive traffic to particular pages. As this is a

Standard Report and is comprised of a variety of different Report Items, you may notice it take a bit longer to display than each individual Report Item due to the different queries being run against the data available.

The webmaster report contains the following report items:

- Browsers
- Browser Versions
- Platforms
- Result Codes
- 404 - Page Not Found
- 5xx - Server Errors
- Top File Types
- Entry Pages

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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

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.

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.

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.

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.

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.

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.

Data Mining Queries

Data Mining - Daily Activity by File

What is the daily activity that this file gets?

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, to see if people are accessing the file more or less than they used to.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

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.

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.

Data Mining - Direct Referrals

What are the referrers of this file?

This query is useful for marketing, or to detect image leaching.

For marketing, if you have an image that you have exposed on other web sites 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 "Refferals" in which your image was viewed.

If you have a nice graphic, chances are that someone else will want to use it on their web site. If they link your image path to their web site, this report will list the top URLs that the image or graphic is viewed from.

Terms Used

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.

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.

Data Mining - Initial Referrals

What sites were people on before they hit this file?

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.

Terms Used

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.

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.

Data Mining - Visitor Bandwidth

Which visitors used the most bandwidth by downloading this file?

This query allows you 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.

Terms Used

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Data Mining - Entry Pages

Where did people who hit this file enter the site?

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.

Terms Used

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

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.

Data Mining - Exit Pages

Where did people exit the site after hitting this file?

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.

Terms Used

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

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.

Data Mining - Repeat Visits

How many times did people return to my site before hitting this file?

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.

Terms Used

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

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.

Data Mining - Query Strings

What query strings were passed to this file?

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 Item in the Web Interface, a query string is passed from the SmarterStats application to the SmarterTools online help. This query string relates to the particular page or Report Item the user is seeking help with. This report shows what query string was passed to generate the page.

This query differs from the Query Items query 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` .

Terms Used

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.

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

Data Mining - Query Items

What query items were passed to this file?

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 Item, a query string is passed from the SmarterStats application to the SmarterTools online help. This query string relates to the particular page or Report Item the user is seeking help with. This report shows what individual items were passed to generate the page.

This query differs from the Query Strings query 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` .

Terms Used

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.

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

Glossary

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

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.

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

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.

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

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.

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.

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.