



General Information

Help Documentation

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What is SmarterStats?

SmarterStats is a Web log analytics tool that cost-effectively delivers accurate and detailed Web site statistics for a single site or tens of thousands of sites across a distributed network. SmarterStats supports numerous log file types, such as Internet Information Server (IIS) and Apache on Windows and Linux Web servers. The unique methodology in which SmarterStats interprets and converts log files reduces disk space utilization up to 85% while creating an ideal platform for reporting statistics and data mining.

Professional vs. Enterprise Editions

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

SmarterStats Enterprise edition is built for companies such as medium to large Web hosts, internet service providers, corporations, or various other enterprise-level organizations running a distributed architecture network. Using a single Web interface plus a 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 can reduce the number of reporting servers 30-to-1 over competing products.

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

New Features Available in SmarterStats

New Features Available in SmarterStats 6.x

Redesigned Web Interface

The new Web interface is visually pleasing and focuses on improving the user experience to make it far easier to use. SmarterStats 6.x includes dozens of UI enhancements, including smaller page sizes, less JavaScript, and more advanced interface rendering that help improve page load times.

New Report Items

SmarterStats 6.x provides even more information with several new report items, including an ISP report that gives users the ability to see who their biggest providers of traffic are and a report that breaks down the traffic generated from mobile phones and tablets by OS/device. Spider reports have also been updated to include the latest spider and bots, ensuring that website statistics reflect actual customer behavior. In addition, all report items were streamlined and redesigned to give the most relevant information that customers look for.

Section Overview Reports

To improve usability, report items are now grouped in separate sections of the interface. Each section has an overview report that provides users with an at-a-glance view of their website activity, server health, SEO performance and more.

Improved Data Mining

The data mining functionality was restructured in SmarterStats 6.x, making it easier for users to identify patterns in visitor behavior and act on these findings. Data mining reports have been optimized and all the information needed to customize these reports is available in one, easy to access section of the Web interface.

International Search Engine Support With international search engine support, SmarterStats users can analyze the performance of their website and SEO keywords in google.it, google.de, google.co.uk, etc.

Dual Axis Charting

SmarterStats 6.x improves its trend reporting with the introduction of dual axis charting. Dual axis charting allows SmarterStats to plot two different elements on a single chart—even if they have different scales—making trend reports much easier to read and understand.

Clickable URLs

SmarterStats 6.x introduces the base URL feature. When this feature is enabled, URLs in reports are clickable, making it easier for users to view and analyze webpages listed in report tables.

Report Cancellation

SmarterStats 6.x also includes the ability to cancel report generation. This feature can be useful if a report is taking an unusually long time to load or if you want to change the report options during report rendering.

New Features Available in SmarterStats 5.x

Search Engine Optimization (SEO) Reports

Monitor SEO campaigns and enhance optimization efforts with new SEO reports, including keyword position reports, competitor reports, search engine visibility reports, and Google PageRank reports.

SEO Campaigns

Track, evaluate, and compare search engine results for keyword sets on your own website or competing websites.

Keyword Suggestion Tool

SmarterStats' built-in keyword suggestion tool can help webmasters and SEO analysts find keywords for their websites that may help improve the volume or quality of traffic their sites receive from search engines.

Competitor Suggestion Tool

When conducting a SEO campaign, it may be beneficial to find out what SEO tactics the competition used to attain their search engine rankings. SmarterStats' built-in competitor suggestion tool can help webmasters and SEO analysts identify websites that may be competing for search engine traffic.

Server Activity Reports

SmarterStats 5.x adds six new reports that help system administrators track traffic and visitor activity at the server level. System administrators can identify the worst offending sites in terms of CPU usage and bandwidth, determine which server receives the most Web traffic, view aggregated data for multiple servers, and more.

Improved Mobile Phone Detection and Reporting

Updated user agents allow SmarterStats users to track the website activity of visitors that use Android, BlackBerry, iPhone, and Symbian mobile devices to access your site. Plus, a new mobile phones report makes this information easily accessible.

Import Data from Multiple Log Sources

SmarterStats now supports multiple log sources, allowing for efficient processing of data in high-volume, enterprise, and load balanced environments.

Dynamic Page Support

SmarterStats now allows dynamic URLs to be referenced as unique pages, enabling users to collect data associated to these URLs.

Page Aliases

To help users better understand website performance, SmarterStats now includes the ability to transform cryptic URLs and names into friendlier, easy-to-remember names.

New Features Available in SmarterStats 4.x

New Optimized Interface Design

SmarterStats 4.x utilizes the STInterfaceFramework, a fully skinnable Web interface with drag and drop, right mouse click support, and optimized AJAX controls—bringing the features and performance of a desktop application to the Web.

Advanced Charts and Graphs

Advanced dynamic charts and graphs have been added utilizing using Microsoft Silverlight.

Web-based Log Viewer

Identify problems quickly with a Web-based viewer that allows administrators to view error log data.

Propagation of Settings

Settings can be propagated across websites, domains, and entire systems in one step—saving valuable time and resources.

Getting Started Wizards for Administrators and Users

SmarterStats now includes intuitive wizards to assist both users and administrators as they set up and configure SmarterStats.

Enhanced Reports

Reporting is now based after the STReportingFramework for improved speed and flexibility. More than 30 new reports have been added—bringing the total number of available reports to more than 100.

Spider and Bot Identification and Reporting

The ability to isolate and separate spider traffic gives individuals the power to see into search engine methods (e.g., Google, Yahoo!, MSN Live, and Ask). Reporting is now separated between real visitor data and spider/bot traffic. New spider report items have been added for a total of 15 spider report items.

Added Data Mining Capability

Data mining is a process of organizing and sorting large amounts of data to isolate information relevant to a specific circumstance or business need. New data mining reports have been added to SmarterStats for a total of 15 data mining reports with enhanced ability to drill down into data from report items.

Additional Geographic Items and Reports

SmarterStats provides the ability to visually see website performance graphically and to allow the identification of markets across borders and without boundaries. New geographic report items (including breakdowns by city) have been added for a total of 18 geographic report items.

New Features Available in SmarterStats 3.x

Filter Sets

SmarterStats allows users to create filter sets which will limit the return values of their reports. By using filter sets, reports will only include the data you need, in turn, making them easier to analyze.

Specify Inverse Filters

Users can specify inverse filters by inserting an exclamation mark (!) at the beginning of a filter set. Inverse filters are especially helpful if you only want the data from a specific directory or resource.

Automated Diagnostics

With automated diagnostics, users can now have the peace-of-mind that SmarterStats is running efficiently. This automated feature checks the application and assures that all areas are performing correctly and that they are not any corrupted files.

New Optimized Web Interface

The SmarterStats interface has been completely redesigned with a focus on usability: including customizable chart views, favorite reports, and more powerful custom reports.

Enhanced Reporting

Receive your reports via email on-demand or at regular scheduled intervals in a re-organized and easy-to-use format with new filter sets for clarity. Export your reports to CSV or TAB format for use in third-party programs like Excel.

Data Mining

Drill down into report items to get the data you need, when you need it.

Multiple Language Support

SmarterStats 3.x includes a fully translatable interface and support for encoding on search engine parsing.

Enhanced Administrative Features

SmarterStats 3.x adds hundreds of new administrative enhancements including importation of IIS settings and improved diagnostic support.

New Features Available in SmarterStats 2.x

Expanded Reporting

More than 65 new report items were added version 2.x; including geographic reports.

On-demand Reports

Have data right now with SmarterStats 2.x on-demand email reports.

New Log Formats

SmarterStats 2.x now provides support for Apache and IPlanet log formats.

New Administrative Features

In version 2.x, system administrators can exclude query string items, exclude data by IP or directory when importing, and more.

Professional Edition vs. Enterprise Edition

SmarterStats Professional Edition has all of the features you need in a complete Web log analytics and SEO solution. SmarterStats Enterprise Edition offers additional features, including:

- Measures websites on Windows and/or Linux servers
- Custom and emailed reports
- Up to 30,000 websites per SmarterStats installation
- Reports across distributed networks on a virtually unlimited number of servers
- Automated diagnostics
- Propagation of settings across distributed networks

Which Edition is Right for Me?

To determine whether SmarterStats Professional or SmarterStats Enterprise is right for your environment, answer the following questions:

- Are your sites hosted on more than one server?
- Will you be expanding your number of servers and/or sites?
- Do you require custom reporting?
- Are you going to report on more than 2,500 websites?
- Do you want to have reports distributed automatically via email to selected addresses?
- Will your environment benefit from automated diagnostics to enhance up-time performance?

If your response to any of the questions above was “ Yes ,” then SmarterStats Enterprise may be right for you.

For further assistance choosing the right edition, please contact the SmarterTools Sales Department via live chat, email sales@smartertools.com or call us toll-free at 1-877-35-SMART.

You can also refer to the following edition comparison chart for more information about each edition.

SmarterStats Edition Comparison

Features	Free 1	Pro	Enterprise
Licensing			
Allows for multiple sites per server		•	•
Distributed analysis across multiple servers			•
Web Interface			
More than 15 languages available	•	•	•
Web 2.0 interface using optimized AJAX	•	•	•
Reporting			
Separation of human and spider/bot traffic data	•	•	•
Data mining	•	•	•
Standard reports (CEO, search engine, webmaster, etc.)	•	•	•
Server activity reports	•	•	•
9 SEO report items	•	•	•
18 spider report items	•	•	•
24 geographic report items (includes city breakdown)	•	•	•

50 visitor report items (includes server utilization breakdown)	•	•	•
Dual axis charting	•	•	•
Filter sets (exclude and/or include data in reports)	•	•	•
Page aliases	•	•	•
Data drill down available from report items	•	•	•
Define report favorites and custom reports	•		•
Scheduled and on-demand email reports	•		•
Geographic mapping	•	•	•
Custom data ranges	•	•	•
Time-zone specific reporting	•	•	•
Customizable chart views	•	•	•
Export reports to CSV and tab formats	•	•	•
Clickable URLs in report tables	•	•	•
Search Engine Optimization			
SEO campaigns	•	•	•
Keyword suggestion tool	•	•	•
SEO campaigns	•	•	•
Administration			
Administration from a Web browser	•	•	•
Getting Started wizard	•	•	•
Custom skinning	•	•	•
Review and download log files from interface	•	•	•
Mass propagation of settings for servers	•	•	•
Mass propagation of settings for sites	•	•	•
User impersonation	•	•	•
Import site settings directly from IIS	•	•	•

Requires no database backend	•	•	•
Standalone Web server included	•	•	•
Optional IIS integration	•	•	•
Easy site setup	•	•	•
Background processing	•	•	•
Automation with Web services	•	•	•
Architecture and Log Files			
Support for the most common log formats	•	•	•
Import from multiple log sources	•	•	•
Automated site diagnostics	•	•	•
Compressed SmarterLog files	•	•	•
Low-impact log processing	•	•	•
Log file exporting	•	•	•
Dynamic page support	•	•	•
IP and directory exclusions	•	•	•
Distributed log analysis— FTP , UNC , and SAMBA	•	•	•
Distributed log analysis—Remote agent			•

1 SmarterStats Free Edition contains much of the same functionality as SmarterStats Enterprise Edition, but is limited to a single site and the number of SEO keywords and competitors tracked in SEO campaigns is limited to a maximum of 10 keywords and 10 competitors. This is to give you an opportunity to try all of the features out before making a decision on what product to purchase.

How SmarterStats Works

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

Web Interface

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

SmarterStats Service

The SmarterStats service is responsible for 90% of the local processing done by SmarterStats, such as gathering the log information, processing the log information, and communicating results back to the Web interface for display. With the Enterprise edition, the service can reside on the same machine as the Web interface and/or reside on each separate Web server as a remote service. This is the primary reason a single Web interface can handle up to 30,000 individual websites--the majority of 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. Setting up a remote service ensures performance of SmarterStats without affecting other applications on the server.

SmarterStats Web Server

SmarterStats includes a basic Web server, so the product is fully function upon installation—even without the existence of IIS or other Web Sservers. However, SmarterTools recommends installing Microsoft IIS 7.0 in place of the SmarterStats Web server for increased performance and security.

Release Notes

Current release notes are available at

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