



# Site Settings

Help Documentation

# Site Settings

## Users

This feature is only available to site administrators.

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

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

To create a new user, click New in the content pane toolbar. To edit a user's settings, select the desired user and click Edit in the content pane toolbar. The user settings will load and the following tabs will be available:

## User

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

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

## Report Options

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

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Report Rows - The default number of rows in each table of a report or report item.
- Site Report Charts - To enable charts for site reports, choose the appropriate option from the list.
- SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.
- Enable IP address resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of

resolutions performed per report item.

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

## Email Settings

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

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

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

- From Address - The email address from which reports will be sent.
- SMTP Server - The mail server that will be used to email reports. Note: If you wish to use a port other than 25 for your SMTP Server, include it after the server name or IP with a colon. For example, if your mail server is mail.example.com and it listens on port 10000, use mail.example.com:10000 as the server name.
- Enable SMTP Authentication - Check this box if SMTP authentication is required to send mail from this email address.
- Auth Username - The identifier used to authenticate with the SMTP server. In some cases, this may be the full email address of the account.
- Auth Password - The corresponding password used to authenticate with the SMTP server.

## Page Alias

This feature is only available to site administrators.

Site administrators can create aliases for pages by replacing the page URL with a friendly name. For example, a site administrator may change the longer URL `/smartertools/products/smarterstats/pricing.aspx` to "SmarterStats Pricing," making it easier to identify in reports. This feature is especially useful when using dynamic pages, which can have cryptic or numerical variables such as `ProductID=37`.

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

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

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

## Site Importing

This feature is only available to site administrators.

Site administrators can use this page to control how the website's log files are processed. For example, SmarterStats can be configured to ignore specific query strings variables, directories, or host headers. Note: Some changes to these settings may require a reprocessing of your log files. Keep in mind that statistics are unavailable during reprocessing.

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

### Options

Use this tab to specify the following options:

- Time Zone - Select your time zone from the list.

### Ignore Items

Use this tab to specify items that should be ignored:

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

### Import Filtering

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

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

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

## Dynamic Pages

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

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

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

## Skins

This feature is only available to site administrators.
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SmarterStats supports custom skinning, so administrators can create skins that represent their own style or emulate the company's branding and appearance. For more information on skinning, refer to the skinning guide available for download on the SmarterStats Resources page of the SmarterTools website.

To view the skin settings, click the settings icon . Then expand the Site Settings folder and click Skins in the navigation pane. The following skin settings will load in the content pane:

- Default Skin - Select the skin to use as the default from the list.
- Enable Users to Change Skin - Select this option to allow users to choose a skin for their site.

## SEO Settings

This feature is only available to site administrators.

Site administrators can use this page to specify which search engines SmarterStats should use for reporting.

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

### Search Engines

Use this tab to specify which search engines should be used for SEO report items. By default, SmarterStats gathers data from the following search engines: Google, Yahoo!, Ask, and Bing.

### Web Interface

Use this tab to specify the following options:

- Engine for Overviews - The search engine used to populate the statistics for overview reports.

## Log Status

This feature is only available to site administrators.

Site administrators can use this page to check the import status of the site's log files. By default, SmarterStats updates the log files every 15 minutes. Site administrators can also use the information provided under the good rows and bad rows columns to diagnose problems, such as choosing the wrong log file format.