



Help for Users & Site Administrators


Help Documentation

[Help for Users & Site Administrators](#)

Logging in to SmarterStats

Users and site administrators will need to obtain the link to the SmarterStats Web interface login page and the Site ID from their system administrator. To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login .

To stay logged in to SmarterStats even after closing the browser, be sure to select the Remember Me checkbox. This will allow SmarterStats to encrypt the username and password. This feature works as long as you do not log out of SmarterStats prior to closing your browser window. Note: Browser cookies must be enabled for this feature to work.



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[Workspace](#)

Site Overview

The site overview provides a snapshot of some of the site's metrics for the last seven days.

For a definition of the terms listed on this page, please refer to the Glossary .

Standard Reports

Standard Reports Overview

Most of the reports in SmarterStats display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis.

Standard reports are unique because they combine statistics from multiple reports items to give site administrators and users a comprehensive analysis of your website. Standard reports are best used to provide the most pertinent data to specific people or departments within an organization as they often show how different report items relate to a particular function or goal. For example, a webmaster or IT department would likely find the Webmaster report beneficial as it includes many report items relating to the website (visitor statistics, browsers used, server errors, etc.).

To access the standard reports, click the workspace icon . Then expand the Standard Reports folder in the navigation pane and select the desired report. The report will load in the content pane and the following options will be available in the content pane toolbar:

- Email - Emails a copy of the report to the desired recipient(s)
- Export - Exports the report in CSV or TAB format
- Print - Prints the report.

Note: Because standard reports include data from many different report items, these reports may take longer to load.

CEO Report

The CEO report is designed to give the chief executive officer an overview of the website statistics and reports used by the other employees in the organization (such SEO, marketing, and webmaster reports).

The CEO report contains the following report items:

- Top Pages
- Referring Sites
- Entry Pages
- Paths
- Platforms
- Browsers

- Monthly Totals
- Weekday Totals
- Search Engines Breakdown

For a definition of the terms listed on this page, please refer to the Glossary .

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 to see the impact a banner advertising or showcase advertising campaign has on website traffic and/or sales. This report shows which search engines provide the most referring traffic, and which keywords and phrases are pointing users to their site. Using this report, site administrators and users can target specific entry pages in their advertising campaigns, judge which campaigns are most effective, or even compare the statistics returned by SmarterStats with the statistics given by the sites featuring the advertising.

The marketing report contains the following report items:

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

For a definition of the terms listed on this page, please refer to the Glossary .

Search Engine Report

The search engine report contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine.

The search engine report is comprised of the following report items:

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

- Referring URLs
- Entry Pages

For a definition of the terms listed on this page, please refer to the Glossary .

Site Activity Report

The site activity report is designed to give you a snapshot of the activity on your website. The report includes statistics relating to views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details.

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

For a definition of the terms listed on this page, please refer to the Glossary .

Site Usage Report

The site usage report is 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.).

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

For a definition of the terms listed on this page, please refer to the Glossary .

Site User Report

The site user report displays information about the users that are visiting your site, such as browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details.

The report items contained in the site user report include:

- Browsers
- Browser Versions
- Platforms
- Top IP Addresses
- Recent Visitor Stats
- Recent Visitor Details

For a definition of the terms listed on this page, please refer to the Glossary .

Webmaster Report

The webmaster report 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 SEO or marketing specialist to help drive traffic to particular pages.

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

For a definition of the terms listed on this page, please refer to the Glossary .

Favorites

Site administrators and users can mark any report item as a favorite, allowing easy access to the most frequently used report items. Using favorites can greatly reduce your time analyzing statistics, as you can quickly jump between report items that interest you. For instructions on how to add a report item to your favorites list, please refer to the KB article [How To -- Create a Favorite Report](#) .

To access your favorite reports, click the workspace icon . Then expand Favorites in the navigation pane and select the desired report. The report will load in the content pane and the following options will be available in the content pane toolbar:

- Email - Emails a copy of the report to the desired recipient(s)
- Export - Exports the report in CSV or TAB format
- Print - Prints the report

Creating a Favorite Report

To mark a report item as a favorite, click the workspace icon . Then expand Favorites in the navigation pane and click [Manage Favorite Reports](#) . A list of favorite reports will load in the content pane and the following options will be available in the content pane toolbar:

- New - Creates a new favorite report.
- Edit - Edits the configuration settings for the selected favorite report.
- Delete - Permanently removes the report item from the favorites list.

When editing or creating a favorite report, the following configuration settings are available:

- Report Item - The specific report item to be marked as a favorite. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Rows - The number of rows displayed in the report.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Chart - To specify a specific chart type, select the appropriate option from the list.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.

- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the favorite report .
- SEO Campaign - The specific SEO campaign that will be applied to the report item.
- Site - The specific website that will be applied to the report item.

Custom Reports

This feature is only available in SmarterStats Enterprise.

Most of the reports items display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis.

With custom reports, statistics from multiple report items can be combined to give site administrators and users a comprehensive analysis of your website. Note: A custom report is similar to a standard report, except custom reports grant users the flexibility to include an unlimited number of report items in a single report, not just a specific set of report items and can be adjusted to meet your organization's needs.

To access the custom reports, click the workspace icon . Then expand Custom Reports in the navigation pane and select the desired report. The report will load in the content pane and the following options will be available in the actions toolbar:

- Email - Emails a copy of the report to the desired recipient(s).
- Export - Exports the report in CSV or TAB format.
- Print - Prints the report.

Creating a Custom Report

To create a new custom report, click the workspace icon . Then expand Custom Reports in the navigation pane and click Manage Custom Report . A list of custom reports will load in the content pane and the following options will be available in the content pane toolbar:

- New - Creates a new custom report.
- Edit - Edits the configuration settings for the selected custom report.
- Delete - Permanently removes the report item from the custom reports list.

When editing or creating a favorite report, the following configuration tabs are available:

Custom Report

Use this tab to specify the following options:

- Name - The name of the custom report.
- Default Date Range - The default time period from which report item data is collected.
- Filter Set - To apply a default filter set to the report items, select the appropriate filter from the list.
- Use default date range on all report items - Checking this box will apply to the default date range to all report items in the custom report. Note: To allow each report item to override the date range, uncheck the box.
- Use default filter set on all report items - Checking this box will apply the selected filter set to all report items in the custom report. Note: To allow each report item to have a different filter, uncheck the box. This will allow you to compare different filter sets on the same report.

Report Items Use this tab to specify which report items to include in the custom report:

- Report Item - The specific site report to be added to the custom report. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Chart - To specify a specific chart type, select the appropriate option from the list. Note: 3D charts will use the perspective selected in My Settings.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the custom report.
- SEO Campaign - The specific SEO campaign that will be applied to the report item.
- Site - The specific website that will be applied to the report item.
- Search Engine - The specific search engine that will be applied to the report item.

Scheduled Email Reports

This feature is available in Enterprise Edition only

The Enterprise edition of SmarterStats has the ability to email standard and custom reports on a daily, weekly, and monthly basis.

- Daily email reports are sent at 2:00 AM the next day.
- Weekly email reports are sent on 2:00 AM Monday.
- Monthly email reports are sent at 2:00 AM of the first day of the month.

The reports are generated and sent by SmarterStats according to the time zone configured for that particular site. This gives the Web server a solid opportunity to flush all log files out and allows the system to import the previous day's log file before generating the report. Note: The time zone is configured during the initial site setup, but can be changed by logging in as the site administrator and editing the site importing settings.

For instructions on how to schedule an email report, please refer to the KB article [How To -- Create a Scheduled Email Report](#) .

To see which reports are scheduled to be emailed, click the workspace icon . Then click Scheduled Email Reports in the navigation pane. A list of scheduled email reports will load in the content pane and the following options will be available in the actions toolbar:

- New - Creates a new scheduled email report
- Edit - Click this button to edit the email options for the report
- Delete - Click this button to permanently remove the report from the emailed reports list

Export Logs

This feature is only available to site administrators if an export directory was configured for the site during site creation.

Site administrators have the ability to export processed log files into a single compressed file that contains the daily logs for the specified date range. To export log files, click the workspace icon . Then click Export Logs in the navigation pane.

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.

Depending on the amount of data in the site's log files, this page may take awhile to process. As a result, site administrators are limited to a 31-day date range per export.

Note: 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.

Site Activity

Site Activity Overview

The site activity overview provides a snapshot of some of the site's metrics for the last seven days.

For a definition of the terms listed on this page, please refer to the Glossary .

Files

Top Pages

This report displays the most popular pages of your website, as determined by page views and visits. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these popular pages.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Top Directories

This report displays the website directories that received the most page views. Site administrators and users can use this report to determine the most popular areas of a website.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Top Documents

This report displays the most frequently downloaded documents on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these documents. Note: By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. However, the system administrator may set up additional extensions as documents.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Top Downloads

This report displays the most frequently downloaded files on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these files.

Note: By default, SmarterStats considers the following extensions to be downloads: .ASF, .AVI, .DOC, .EXE, .GZIP, .MP2, .MP3, .MPEG, .MPG, .MSI, .MSP, .QT, .QTM, .RA, .RAR, .SWF, .TAR.BZ, .TAR.BZ2, .TAR.GZ, .WMA, .WMF, .WPD, .ZIP. However, the system administrator may set up additional extensions as downloads.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Top Dynamic Pages

This report displays the most frequently viewed dynamic pages (webpages that change content based on database information or user settings) on your website. An important step in optimizing the performance of your website is to identify the most commonly accessed dynamic pages and speed up the script execution on those pages.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Top Images

This report displays the most frequently downloaded image files on your website. Note: By default, SmarterStats considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. However, the system administrator may set up additional extensions as images.

Use this report to reduce bandwidth usage on your site by identifying the images that are downloaded most often and optimizing their size. If an image is getting excessive hits, use data mining to identify the direct referrals of the image. This will help you determine if another site is hot-linking to your images.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Top Files

This report displays the most frequently accessed files on your website, regardless of the file extension.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Top File Types

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

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Traffic

Monthly Totals

This report displays your website activity (page views, visits, hits, and bandwidth) for the month(s) that your selected date range includes. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Weekly Totals

This report displays your website activity (page views, visits, hits, and bandwidth) for the week(s) that your selected date range includes. Note: The report displays data for the entire week, regardless of where your date range falls within that week.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Daily Totals

This report displays your website activity (page views, visits, hits, and bandwidth) for the day(s) that your selected date range includes. Site administrators and users can use this report to track the general ebb and flow of website traffic. Note: Because website traffic often follows weekly patterns, it may be beneficial to refer to the Weekday Averages report to identify the traffic patterns.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Hourly Totals

This report displays a breakdown of your website activity (page views, visits, hits, and bandwidth) by the hour of the day for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Hourly Averages

This report displays the average hourly breakdown of your website activity (page views, visits, hits, and bandwidth) for the selected date range. Site administrators and users can use this report to predict bandwidth usage or to set metering policies.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Weekday Totals

This report displays a daily breakdown of your website activity (page views, visits, hits, and bandwidth) for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Weekday Averages

This report displays the average daily breakdown of your website activity for the selected date range. Site administrators and users can use this report to identify activity patterns (for example, that your website gets the most traffic on Tuesdays and the least traffic on Sundays) or to create bandwidth usage and metering policies.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Paths

Entry Files

This report displays the top entry files (the first files downloaded by a visitor during a visit to your website) for the selected date range. Depending on the optimization of the site or the scripting used, any file extension can be the first file that loads. Image files are often listed as the top entry files, as there are various scripts that enable image files to load in a browser prior to an actual page displaying.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Entry Pages

This report displays the pages on which visitors most frequently entered your website. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in

the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Exit Pages

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Paths

This report displays the most frequent traffic patterns of your website visitors. 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.

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

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Search Engines

Search Engine Breakdown

This report displays the number of visits referred to your website by each search engine. By default, SmarterStats keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Phrases

This report displays the most popular search phrases used to access your website. The phrases listed can be single keywords or longtail keywords.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Phrase Sources

This report displays the most popular search phrases used to access your website by search engine. The phrases listed can be single keywords or longtail keywords.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Keywords

This report displays the most popular search words used to access your website. The words listed can either be individual keywords or search phases broken down into individual words.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Keyword Sources

This report displays the most popular search words used to access your website by search engine. The words listed can either be individual keywords or search phases broken down into individual words.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visitors

Authenticated Users

This report displays information about website visitors that logged in to the site using authentication.

Note: Scripted authentication like ASP.NET forms authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the Web server.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

IP Addresses

This report displays information about the IP addresses that accessed your website during the selected date range. The IPs are listed in descending order based on the number of page views generated by the IP. This report can prove useful if your site is under attack, as it can help you determine who your attacker is (or at least his proxy).

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Recent Visitor Stats

This report displays general information about your most recent website visitors (based on a 15 minute period). Information available pertains to the first hit for that visitor, the last logged hit for the visitor, and their hits, views, and bandwidth usage.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the Glossary .

Recent Visitor Details

This report displays information about your most recent website visitors (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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Return Visits

This report displays the number of times website visitors returned to your site during the selected date range. To get the most accurate view of the information, use larger date ranges when viewing this report.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Views per Visit

This report displays the correlation between the number of page views and the number of visits made during the specified date range.

If you visit a site multiple times (regardless of the timeframe between visits), your IP is still counted as a single visit. However, the different pages you access during your various visits are counted individually as different views. Therefore, one visit can account for one, 10, or a 1,000 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 to carry visitors to other areas of your site.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in

the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Monthly Visitors

This report displays information about your website visitors for the month(s) that your selected date range includes. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Monthly Visit Length

This report displays information about the average length of your website visits for the month(s) that your selected date range includes. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Daily Visitors

This report displays information about your website visitors for the day(s) that your selected date range includes.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Daily Visit Length

This report displays information about the average length of your website visits for the day(s) that your selected date range includes. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Weekday Visit Length

This report displays a daily breakdown of the average visit lengths for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

ISPs

This report displays information about the Internet Service Providers (ISPs) that visitors used to access your website.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set

as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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 displays the referring 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. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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 displays the full URL (including the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

In-Site Referrers

Referring URLs are those that send you traffic. Many times, the referring URL comes from your own website (when someone clicks from one page to another within your site). This report displays the in-site URL that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Demographics

Demographics Overview

The site activity overview provides a snapshot of some of the site's demographics for the last seven days.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Browsers

Browsers

This report displays the most popular browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Browser Versions

This report displays the most popular versions of browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Mobile Devices

This report displays the most popular mobile devices used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the mobile phones used by your visitors.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Mobile Device Versions

This report displays the most popular versions of the mobile devices used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the mobile phones used by your visitors.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Platforms

This report displays the most popular operating systems used by your website visitors during the selected date range. It should be noted that some user agents, such as Microsoft Web Service Client, do not send information about the platform they are running on. In those cases, they will be categorized as "unknown" in this report.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in

the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

User Agents

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.

This report displays information about the user agent and is most commonly used by advanced users and website developers. For example, this report can be used to determine the proportion of users that are using traditional Web browsers versus accessing your site via mobile phone or other devices.

In addition, the user agent string is one of the criteria by which Web crawlers can be excluded from certain pages or parts of a website using the robots.txt file. This allows webmasters to request exclusion of individual webpages or directories from the data gathered by a particular crawler, or when a particular crawler is using up too much bandwidth, by requesting that crawler not to visit certain pages.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Countries

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Regions

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in

the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

[Cities](#)

World Cities

This report shows the traffic from cities around the world, with the highest activity city being listed first. The visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

African Cities

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

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Asian Cities

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

European Cities

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

North American Cities

This report shows the traffic from the cities and states of North America, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Oceanic Cities

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

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

South American Cities

This report shows the traffic from the cities of South America, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

United States Cities

This report shows the traffic from the cities of the United States of America, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Canadian Cities

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Server Health

Server Health Overview

The site activity overview provides a snapshot of some of the server's metrics for the last seven days.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Server Responses

404 - Page Not Found

This report displays a list of the files that a visitor attempted to access that no longer exist on the server, possibly because they were deleted, they were never created, or the URL was misspelled. 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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in

the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually 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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Result Codes

When a request is made to your server for a page on your website (for instance, when a visitor accesses your page in a browser or when spider crawls the page), your server returns a result code (also called an HTTP status code) in response to the request. This report item shows the most common codes returned by your server during the selected date range. 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 was 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.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Server Utilization

Page Bandwidth In

This report displays the incoming bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to file upload pages. Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Page Bandwidth Out

This report displays the outgoing bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth.

Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression on the web server.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Page Time Taken

Website developers can use this report to identify the pages that need the most optimization for CPU usage on the server.

Highly accessed pages that are very fast may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a

page that is hit 10,000 times a day that takes 10ms to process causes much more load than a page that is hit 10 times that takes 1000ms to process.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Document Bandwidth Out

This report displays the outgoing bandwidth for documents on the site. Website developers can use this report to identify files that could be compressed or reduced in size.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Download Bandwidth Out

This report displays the outgoing bandwidth for downloads on the site. Website developers can use this report to identify files that should be compressed for downloads.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Image Bandwidth Out

This report displays the outgoing bandwidth for images on the site. Website developers can use this report to identify images that could be compressed or reduced in size. Note: Many image optimization software products and services are available online. In general, these can greatly reduce the size of images without sacrificing image quality.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in

the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spiders and Bots

Spiders Overview

The site activity overview provides a snapshot of some of the site's metrics for spiders and bots for the last seven days.

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Files

Pages Not Indexed

This report displays a list of the webpages that were not indexed by spider and/or bots. Site administrators and users can use this report to determine which pages may not be available in search engine results pages.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Pages Indexed Not Viewed

This report displays a list of the webpages that were indexed by spiders and/or bots but that were not viewed by the public. Site administrators and users can use this report to identify pages that may be deleted or may need to be optimized to increase page views.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Pages

This report displays a the top pages of your website crawled by spiders and/or bots. By selecting a specific spider in the report options pane, you can see the top pages indexed by that spider.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Directories

This report displays the website directories that received the most page views by spiders and/or bots.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Top Files

This report displays the website files most frequently accessed by spiders and/or bots, regardless of the file extension.

Note: This report can be added as a report item to a custom report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Traffic

Spider Monthly Totals

This report displays the spider and/or bot activity (page views, hits, and bandwidth) on your website for the month(s) that your selected date range includes. Note: Although the selected date range may cover a shorter timeframe, this report displays data for the entire month.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Weekly Totals

This report displays the spider and/or bot activity (page views, hits, and bandwidth) on your website for the week(s) that your selected date range includes. Note: The report displays data for the entire week, regardless of where your date range falls within that week.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Daily Totals

This report displays the spider and/or bot activity (page views, hits, and bandwidth) on your website for the day(s) that your selected date range includes.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Hourly Totals

This report displays a breakdown of the spider and/or bot activity (page views, hits, and bandwidth) by the hour of the day for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Hourly Averages

This report displays the average hourly breakdown of the spider and/or bot activity (page views, hits, and bandwidth) for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Weekday Totals

This report displays a daily breakdown of the spider and/or bot activity (page views, hits, and bandwidth) for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Weekday Averages

This report displays the average daily breakdown of the spider and/or bot activity (page views, hits, and bandwidth) for the selected date range.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visitors

Spiders

Spiders and robots are applications that crawl the Web indexing and retrieving content, usually for the benefit of search engines, information resources, and news organizations. For example, the primary search engine robots for Google, Bing, and Yahoo! are Googlebot, Slurp, and MSNbot.

This report displays information about the search engine spider activity (spider, page views, hits, and bandwidth) on your website. Site administrators and users can use this report to evaluate and enhance their SEO efforts.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Server Responses

Spider 404 - Page Not Found

This report displays a list of the files that a spider attempted to access that no longer exist on the server, possibly because they were deleted, they were never created, or the URL was misspelled.

While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Typically, a 404 result to a spider will result in the page being removed from the spider's index and could affect your SEO efforts.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider 5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually 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.

Spiders encountering 500-level errors will usually try loading the page again later. After several failed retries, the page will likely be removed from the spider's index.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Server Utilization

Spider Page Bandwidth In

Website developers can use this report to identify the pages that need the most optimization for incoming bandwidth for spiders and/or bots.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Page Bandwidth Out

Website developers can use this report to identify the pages that need the most optimization for outgoing bandwidth for spiders and/or bots.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Spider Page Time Taken

Website developers can use this report to identify the pages that need the most optimization for page processing time for spiders and/or bots.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

SEO

SEO Campaigns Overview

A SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

There is no limit to the number of campaigns that can be created, and each campaign will have the following report items available:

- Search Engine Positions
- Position Comparison
- Position by Keyword
- Position Trend
- Visibility Comparison
- Visibility by Competitor
- Visibility Trend

- PageRank Comparison
- PageRank Trend

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns.

Creating SEO Campaigns

To create a list of campaigns for the site, click the SEO icon . Then click SEO Campaigns in the navigation pane. A list of SEO campaigns will load in the content pane.

To create a new campaign, click New in the content pane toolbar. To edit a SEO campaign, select the desired collection and click Edit in the content pane toolbar. The campaign settings will load and the following tabs will be available: Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
 - Site Name - The name used to identify your website.
 - Site URL - The URL to your website. Type the URL following the format `www.example.com`
- Keywords

Use this tab to add keywords to the campaign. To add a new keyword, click the Add menu in the content pane toolbar and click Add Keyword . The following options will be available:

- Keyword - The keyword to be added to the campaign.
 - Search Volume - The monthly search volume for the keyword. Note: SmarterStats cannot determine a value for the keyword. This information must be user-generated or can be left as 0.
 - Enabled - Select this checkbox to enable SEO processing on the keyword. Note: Disabled keywords will remain a part of the campaign, but SEO processing will not be performed on them and they will not appear in applicable reports.
- Competing Sites

Use this tab to add competing sites to the campaign. To add a new competitor, click the Add menu in the content pane toolbar and click Add Competitor . The following options will be available:

- Name - The name used to identify the competitor's website.
- Site - The URL to the competing website. Type the URL following the format `www.example.com`

Keyword Suggestions

This feature is only available to site administrators.
--

The keyword suggestion tool can help site administrators choose additional keywords for their websites. To access this tool, click the SEO icon . Then click Keyword Suggestions in the navigation pane. The following options will be available in the content pane toolbar:

- Get Suggestions - Click this button to get a list of search phrases (keywords) that are similar or related to the keywords you provide.
- Add Keywords - Click this button to add the selected keyword(s) to a SEO campaign.
- Email - Click this button to email the list of suggested keywords to the desired recipient(s).
- Export - Click this button to export the list of suggested keywords in CSV or TAB format.

For more information, refer to the KB article [How To - Use the Keyword Suggestion Tool to Improve SEO Efforts](#) .

Competitor Suggestions

This feature is only available to site administrators.

The competitor suggestion tool can help site administrators identify websites that may be competing for visitors and/or marketshare. To access this tool, click the SEO icon . Then click Competitor Suggestions in the navigation pane. The following options will be available in the content pane toolbar:

- Get Suggestions - Click this button to get a list of websites that may have content related to the keywords you provide.
- Add Competitors - Click this button to add the selected competitor(s) to a SEO campaign.
- Email - Click this button to email the list of suggested keywords to the desired recipient(s).
- Export - Click this button to export the list of suggested keywords in CSV or TAB format.

For more information, refer to the KB article [How To - Use the Competitor Suggestion Tool to Improve SEO Efforts](#) .

SEO Processing

This feature is only available to site administrators.

Site administrators can use this page to check the retrieval status of the site's SEO statistics. By default, SmarterStats updates the SEO statistics daily. This process starts at midnight and can last several hours, depending on the number of SEO campaigns, keywords, search engines, etc. that SmarterStats is retrieving statistics for. If needed, site administrators can force SmarterStats to update statistics at any time from the SEO Settings page.

Positions

Search Engine Position

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the collection.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position Comparison

This report displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. Note: To see these metrics for a different search engine, choose the desired search engine from the report options pane.

Seo analysts can use this report to compare their website's position for a specific keyword to that of a competitor's.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position by Keyword

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to evaluate the position of a specific keyword across all search engines.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position Trend

This report displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range. Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options pane.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visibility

Visibility Comparison

This report displays the link popularity and search engine saturation of your website and your competitors' websites in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Visibility by Competitor

This report displays the link popularity and search engine saturation of your website and your competitors' websites by search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the Glossary .

Visibility Trend

This report displays the link popularity and search engine saturation of your website and a competing website in each search engine. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

In general, SEO analysts should aim to have high numbers for popularity and saturation.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Google PageRank

PageRank Comparison

This report displays the PageRank of your website and your competitors' websites.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

PageRank Trend

This report displays the PageRank of your site and a competing site during the selected date range.

Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to Understanding Report Items .

For a definition of the terms listed on this page, please refer to the Glossary .

Data Mining

Data Mining Overview

While custom and standard reports provide a general overview of the various statistics extracted from your log files, data mining allows site administrators and users to drill-down and analyze statistical data on a deeper level. These reports are an invaluable resource for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your investment(s), or for a variety of other tasks requiring a large-scale, detailed analysis of website traffic.

To reduce the complexity often associated with data mining, SmarterStats presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they need to evaluate the effectiveness of an online marketing or advertising campaign.

To access data mining reports, click the data mining icon . The following options will be available in the navigation pane:

- Report - Select the data mining report you would like to run on the selected file. For more information on each report, see [Data Mining Report Types](#) .
- Filename - The file to be data mined. To browse for a specific file, click the magnifying glass .
- Start and End Date - The time frame on which the data mining report statistics are generated.
- Rows - The number of rows in the data mining report.
- Chart - The chart type displayed in the data mining report.
- Filter Set - The filter set that should be applied to the data mining report.

You can also perform data mining by clicking on the data mining icon next to items returned in a report (where applicable).

Data Mining Report Types

Site administrators and users can choose to generate the following data mining report types:

- Bandwidth - This query allows users 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.

- **Daily Activity** - 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.
- **Entry Pages** - 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.
- **Exit Pages** - 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.
- **Query Strings** - 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, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which query string was passed to generate the page. Note: This report differs from the Query Items report 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`.
- **Query Items** - 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, a query string is passed from the SmarterStats application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which individual items were passed to generate the page. Note: This report differs from the Query Strings report 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`.
- **Referrers** - This query is useful for marketing or to detect image leaching. For example, if you

have an image that you have exposed on other websites 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 website. If they link your image path to their website, this report will list the top URLs that the image or graphic is viewed from.

- Referring Sites - 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.
- Top Files from IP - This query allows you to track the files most commonly requested by a particular IP address. This report is useful in understanding the behavior of specific visitors on your website.
- Top IPs - This query allows you to track what visitors (ip addresses) most often requested a file on your website. When used in conjunction with other data mining queries, this report is helpful in understanding the behavior of visitors that request certain files.
- Top Paths from IP - This query allows you to track the most common paths taken by an IP address during its visits to your website. This report is useful in understanding the behavior of specific visitors on your website.
- Top Paths through Page - This query allow you to track the most common paths taken for visitors that request a specific file. This report is useful in understanding how visitors are accessing various files on your website.
- Top World Cities - This query allows you to identify the geographic regions that accessed a specific file on your website.
- Visits Before Hit - 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.

For a definition of the terms listed on this page, please refer to the Glossary .

Settings

My Settings

Account Settings

To edit your personal settings, click the settings icon . Then expand the My Settings folder and click Account Settings in the navigation pane. The account settings will load in the content pane and the following tabs will be available:

User

Use this tab to edit the following user settings:

- Username - The username the user uses to login to SmarterStats.
- Current Password - The current password used to login to SmarterStats.
- New Password - The new password the user wants to use to login to SmarterStats.
- Confirm Password - The new password the user wants to use to login to SmarterStats Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.

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.

Filter Sets

Site administrators and users can exclude data from a report with filter sets. For example, filter sets can be created to limit the report data to certain website directories or products, allowing users to quickly flip between subsets of data when viewing reports. Note: When a filter set is actively applied to a report, a separate line item will display near the bottom of report to indicate the totals for the filtered items. In this fashion, the totals that appear in the tables still represent the actual values of your site.

In addition, site administrators and users can easily turn a filter set exclusion into an inclusion by prefixing the item with an exclamation point. For example, the filter set /SmarterMail/ will exclude any paths that start with /SmarterMail/ from reports. By changing the filter set to !/SmarterMail/, only paths that start with /SmarterMail/ will be included in reports.

To access this section, click the settings icon . Then expand the My Settings folder and click Filter Sets in the navigation pane. A list of the existing filter sets will load in the content pane.

Adding a Filter Set

To create a new filter set, click New in the content pane toolbar. The following options will be available:

- Filter Name - The name of the filter set.
- Filters - Type the items you want to exclude, one per line. Any text field in reports that contain any item in this list will be removed from the report and its values will be added to a summary line. Note: Filters are NOT case sensitive.
- Filter out blank user agents from demographic reports - Check this box to exclude blank user agents from demographic report statistics. Filtering out blank user agents is another method users can use to gather stats on real website visitors, as blank user agents often indicate an automated script or bot.
- Filter out blank referrers from referral reports - Check this box to remove the No Referrer row in reports that include stats on referrers.
- Mark as default filter set - Check this box to automatically apply this filter set to reports upon loading. Enable as active filter set - Check this box to use this set as the default whenever viewing reports. Note: If this option is not selected, the filter set can be applied to a report from the report options pane. --%>

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.

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.