



Standard Reports

Help Documentation

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

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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 .