



# Traffic

Help Documentation

## 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](#) .

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### 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](#) .

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## 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](#) .

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## 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](#) .

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## 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](#) .

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## 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](#) .

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