



SmarterStats 6.x

Help Documentation

SmarterStats Help

Welcome to the SmarterStats Help System. On the left you can find various topics that will help you use SmarterStats more effectively. Above, you can find links that will allow you to search the help, watch product videos, browse the knowledge base or visit the SmarterTools Community. Find more information on paid support options and self-help resources at the Support Portal .

To the right of each Help category in the tree view you'll see a PDF icon. This allows you to view each topic under that category as a single PDF file. This file can be saved for later review or easily printed out. In addition, at the top of each help page you will see both a Print button as well as a View PDF button. This allows for a more versatile way to interact with Help.

Common Help Topics for Users

- Logging in

Common Help Topics for Site Administrators

- Logging in
- User administration

Common Help Topics for System Administrators

- Logging in for the first time
- Properly installing SmarterStats
- Adding a Site

SmarterTools YouTube Channel

- SmarterStats Videos

Getting Started

Getting Started

SmarterStats is a Web log analytics tool that cost-effectively delivers accurate and detailed website statistics for sites on Windows and Linux Web servers. Use the Getting Started section of the SmarterStats Online Help as a quick resource to help you set up the application.

In addition, SmarterTools offers a series of videos for SmarterStats that provide insights and overviews of some of the wide array of features that are available within the product. View the SmarterStats Videos on the SmarterTools YouTube Channel or on the SmarterTools website.

Step 1: Download SmarterStats

SmarterStats comes as a single installation file that contains everything necessary to run the product. Download the SmarterStats installation file from the SmarterTools website .

Step 2: Install SmarterStats

Run the InstallShield Wizard. Please refer to the KB article How To - Install SmarterStats for step-by-step installation instructions. Note: If SmarterStats Enterprise edition will be installed on a remote server, use the service MSI installer package instead of the standard installer. Also, users of Windows 2003 Advanced Server need to install SmarterStats from Add/Remove Programs in the control panel to properly set file permissions.

Step 3: Run the Setup Wizard

After the InstallShield Wizard is finished installing SmarterStats, log in as the system administrator and the Setup Wizard will open. The Setup Wizard will walk you through changing the system admin username and password, SmarterLogs path and Time Zones, and the ability to add a site. For more information, see How to Login . Note: The default login is "admin" for the site ID field, "admin" for the username, and "admin" for the password field.

Step 4: Convert to IIS

If you are running IIS 5.0 or later, convert the SmarterMail Web interface to run under IIS. For more information, see Running SmarterStats as an IIS Site .

Step 5: Activate SmarterStats

You may have activated the product while running the Setup Wizard. If you did not, the product will run as the Free edition upon logging in as the administrator for the first time. To activate the Professional or Enterprise edition of the software, you will need a valid license key. For more information, see [Activating SmarterStats](#) .

Step 6: Add Server(s)

System administrators deploying SmarterStats for an individual website or for small to medium size business typically will not need to add a server to SmarterStats. However, if you plan on deploying SmarterStats in a distributed environment and will have multiple servers processing logs, you will need to add servers to SmarterStats. For more information, see [Servers](#) .

Step 7: Add Sites

Now that SmarterStats is activated and the server is set up, you will need to add sites to the server. Any websites that you want to import log files from should be added as a site in SmarterStats. This will allow you to review reports about visitor behavior and spider/bot activity. When you add a site in SmarterStats, you will also designate the site administrator (the account responsible for managing the site) and create any users you want to have access to the site. For more information, see [Adding a Site](#) .

Step 8: Login to SmarterStats

Login to the SmarterStats Web interface as the site administrator. The Web interface is how users and site administrators access the site statistics, manage SEO campaigns, and configure their personal settings. For more information, see [How to Login](#) .

General Information

What is SmarterStats?

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

Professional vs. Enterprise Editions

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

SmarterStats Enterprise edition is built for companies such as medium to large Web hosts, internet service providers, corporations, or various other enterprise-level organizations running a distributed architecture network. Using a single Web interface plus a Web service that is installed on each log-generating server, the functionality of SmarterStats Enterprise is optimally distributed across your network to provide advanced features for system administrators and end users alike. This results in fewer software licenses and a reduction in hardware costs associated with additional servers.

SmarterStats Enterprise can reduce the number of reporting servers 30-to-1 over competing products.

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

New Features Available in SmarterStats

New Features Available in SmarterStats 6.x

Redesigned Web Interface

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

New Report Items

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

Section Overview Reports

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

Improved Data Mining

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

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

Dual Axis Charting

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

Clickable URLs

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

Report Cancellation

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

New Features Available in SmarterStats 5.x

Search Engine Optimization (SEO) Reports

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

SEO Campaigns

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

Keyword Suggestion Tool

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

Competitor Suggestion Tool

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

Server Activity Reports

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

Improved Mobile Phone Detection and Reporting

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

Import Data from Multiple Log Sources

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

Dynamic Page Support

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

Page Aliases

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

New Features Available in SmarterStats 4.x

New Optimized Interface Design

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

Advanced Charts and Graphs

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

Web-based Log Viewer

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

Propagation of Settings

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

Getting Started Wizards for Administrators and Users

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

Enhanced Reports

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

Spider and Bot Identification and Reporting

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

Added Data Mining Capability

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

Additional Geographic Items and Reports

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

New Features Available in SmarterStats 3.x

Filter Sets

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

Specify Inverse Filters

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

Automated Diagnostics

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

New Optimized Web Interface

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

Enhanced Reporting

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

Data Mining

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

Multiple Language Support

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

Enhanced Administrative Features

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

New Features Available in SmarterStats 2.x

Expanded Reporting

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

On-demand Reports

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

New Log Formats

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

New Administrative Features

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

Professional Edition vs. Enterprise Edition

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

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

Which Edition is Right for Me?

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

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

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

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

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

SmarterStats Edition Comparison

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

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

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

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

How SmarterStats Works

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

Web Interface

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

SmarterStats Service

The SmarterStats service is responsible for 90% of the local processing done by SmarterStats, such as gathering the log information, processing the log information, and communicating results back to the Web interface for display. With the Enterprise edition, the service can reside on the same machine as the Web interface and/or reside on each separate Web server as a remote service. This is the primary reason a single Web interface can handle up to 30,000 individual websites--the majority of processing the information is done on each Web server versus processing on the Web interface server. In addition, the local service uses available CPU, but at the lowest priority. This means that if any other application (such as IIS) with a higher priority requires CPU, the stats engine will fall into the background. Setting up a remote service ensures performance of SmarterStats without affecting other applications on the server.

SmarterStats Web Server

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

Release Notes

Current release notes are available at

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

Installation and Deployment

Browser Requirements

SmarterStats is fully supported by the browsers below.

- Internet Explorer 6 and higher
- Google Chrome 2 and higher
- FireFox 2 and higher
- Safari 3 and higher
- Opera 10 and higher

SmarterStats System Requirements

SmarterStats was designed to operate efficiently with multiple applications on the same server based on the following minimum requirements:

- Windows XP, Windows Vista, or Windows 2003 or higher
- Microsoft .Net 4.0
- SmarterStats Web server included with product*

One of the unique benefits of SmarterStats is its ability to manage the resources it consumes.

Therefore, the resources used by SmarterStats can be adjusted to work in any environment with a variety of other desktop or server applications. For example: On a machine with multiple applications running, the system requirements can be adjusted to account for a number of different factors on the server (such as other processes that are running, the size of individual websites, the amount of traffic, the size of the log files generated, etc.). For more information, see [Deployment Guides](#) .

*SmarterStats includes a basic Web server, so the product is fully function upon installation--even without the existence of IIS or other Web servers. However, SmarterTools recommends installing Microsoft IIS 7.0 in place of the SmarterStats Web server for increased performance and security in medium to high-volume environments. For more information, see [Running SmarterStats as an IIS Site](#) .

SmarterStats Enterprise Remote Service

If you are running SmarterStats Enterprise with the remote service, SmarterTools recommends the following requirements:

- Windows XP, Windows Vista, or Windows 2003 or higher
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)

Note: IIS 7.0 requires that the IIS 6.0 Management Compatibility (and all subsets therein) to be installed.

The remote service can run on any server on which log files reside. It can also use FTP to pull the log files from other servers or it can be configured to pull log files from a network location. Most sites will require the service to use 256MB of RAM or less. However, sites with an abnormal amount of unique page names or sites with extremely large log files (greater than 1GB per day) could require more RAM. Please keep this in mind when looking at a specific Web server's hardware configuration (CPU, available memory, etc.).

In addition, the Web interface communicates with the remote service via port 50003. Firewalls or any other security measures that might prohibit communication from this port must have rules established to open this port.

Note: Every installation and environment is unique. Extra load caused by excessive volume and/or other factors may require more disk space, memory, database allocation, etc. No warrantee or guarantee is expressed or implied as to the efficacy or viability of these recommendations for a particular environment or application.

Installation

SmarterStats comes as a single installation file that contains everything necessary to run the product. The SmarterStats installer can be downloaded from www.smartertools.com . Both the free and the licensed editions of SmarterStats are contained within this installation file, so it is not necessary to download or install the file again if you purchase a license after trying the free edition.

Please refer to the KB article [How To - Install SmarterStats](#) for step-by-step installation instructions.

Note: If you plan to install SmarterStats Enterprise on a remote server, use the service MSI installer package in addition to the standard installer.

Also, Windows Server 2003 users may need to install SmarterStats from Add/Remove Programs in the control panel in order for file permissions to be properly set.

Running as an IIS Site

By default, SmarterStats installs a basic Web server that allows companies to start using the application immediately after installation. However, SmarterTools recommends moving to a more robust and secure Web server, such as Microsoft IIS. For step-by-step instructions on configuring SmarterStats to run with Microsoft IIS 7.0, please refer to the KB article [How To - Set up SmarterStats as an IIS Site](#) .

Alternatively, you may run SmarterStats as a virtual directory under an existing site. However, this is not recommended. For more information, please refer to the KB article [How To - Set Up SmarterStats as a Virtual Directory Under an Existing IIS Site](#) .

Note: This help topic assumes familiarity with Microsoft IIS and how it works. SmarterTools recommends using the basic Web server included with SmarterStats if you are unfamiliar with or uncomfortable using Microsoft IIS.

Activating SmarterStats

In order for SmarterStats to function for more than a single site, the product must be activated using a valid license key. In addition, if SmarterStats is moved to another server or assigned to a different database, the product may need to be reactivated.

To access the product activation wizard, click the Settings button in the main toolbar. Then click the Settings navigation pane and expand the Activation folder. Then click Licensing in the left tree view. The edition and license level information for the version of SmarterStats currently being used will load in the content pane.

To activate or reactivate a valid license key, click the Activate or Reactivate button in the actions toolbar. For step-by-step activation instructions, please refer to the KB article [How To - Activate SmarterStats](#) . Note: Activation of a license key requires the server to contact SmarterTools over port 443 (HTTPS). Please ensure that any firewall or internet security software you have installed allows an outgoing TCP port 443 request.

[Return to Getting Started](#)

Upgrading SmarterStats

Because the SmarterStats 6.x download contains all of the installation files needed for any licensing level or edition, upgrading editions or levels is relatively easy. With a valid license key, companies can easily upgrade to the Professional or Enterprise editions or increase the number of agents available in SmarterStats. For more information, see the [Activating SmarterStats](#) . For step-by-step instructions, please refer to the KB article [How To - Upgrade SmarterStats Levels and Editions](#) .

The steps for upgrading to SmarterStats 6.x from an older version of the application vary depending on which version you are currently using. For more information, please refer to the KB article [How To - Upgrade SmarterStats](#) . Note: SmarterStats Enterprise users that have installed the remote service on machines other than the Web interface server should update the remote service before updating the main SmarterStats server.

SmarterStats Deployment Guide

Introduction

Who Should Use This Document

This document is intended for use by all users of SmarterStats to help determine the most effective architecture to gather statistics on their websites and/or in hosted environments.

Determining the Required Architecture

The authors have chosen to divide their recommendations into four categories: individual website deployments, low-volume deployments, medium-volume deployments, and high-volume and specialized deployments. For the purposes of these recommendations:

- Individual website deployments are those in which the Free edition of SmarterStats is utilized to gather statistics on one domain either locally or on a remote, hosted server.
- Low-volume deployments are those where a purchased edition of SmarterStats is reporting on up to 250 websites—based locally and/or on remote servers delivering log files to the SmarterStats server for analysis.
- Medium-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 2,000 websites from multiple remote Web servers and/or locally hosted websites.
- High-volume and specialized deployments are those in which a higher-level Enterprise edition of SmarterStats is reporting on tens of thousands of websites per Management Reporting Server (MRS) across potentially distributed networks in a variety of methods.

If you have questions about which category may be the best one for your environment, contact sales@smartertools.com for additional information and assistance.

Calculating Disk Space Requirements

SmarterStats uses advanced data storage techniques that enable it to store log files as relational files (called SmarterLogs) that are faster to query and much smaller than the original log files. On average, SmarterStats can store the same log data in 10% to 15% of the hard disk space required by the original log files.

SmarterStats can also export log data to the original log format, eliminating the need to keep raw log files for extended periods of time, resulting in a substantial savings in disk space usage. In most cases, customers actually free up hard drive space on their servers when using SmarterStats instead of taking additional space.

In distributed installations, the MRS is a Web reporting engine that only serves as a request/response engine. It is for this reason that an MRS can handle up to 30,000 websites in a single installation. The MRS itself does not store any imported log data (unless there are sites on the MRS being processed). Log data on distributed Web servers is contained on the remote service installations.

Understanding CPU Requirements

SmarterStats was engineered to process statistics quickly, and to reduce CPU requirements when other processes are running. This allows SmarterStats to run on the Web server without negatively affecting the performance or delivery of the websites on the server.

If the server is dedicated to SmarterStats, or if the server is used strictly as a SmarterStats collector (described herein), the authors recommend allocating additional CPU capacity to the SmarterStats and/or collector processes to increase performance. For instructions on how to make this change, please refer to the Knowledge Base article [How To – Configure SmarterStats to Use More CPU to Process Logs](#) .

Recommended CPU requirements for medium and high-volume deployments are included in this section. However, it should be noted that the following recommendations are estimates based on the average utilization by an average number of sites with an average number of hits, system administrators may need to adjust their CPU requirements based on their site and/or server needs.

CPU Requirements for MRS

MRS fall into three different categories: Web servers reporting on up to 250 sites; high-volume MRS that do not act as collectors and process a maximum of 30,000 sites; and high-volume MRS acting as a collector for a maximum of 1,500 sites and reporting on a maximum of 30,000 total sites.

For Web servers reporting on up to 250 sites, the authors recommend a single-core 1.5 GHz processor.

For high-volume MRS that do not act as collectors and process a maximum of 30,000 sites, the authors recommend a single-core 1.5 GHz processor.

The authors also recommend a dual-core 2.5 GHz processor for high-volume MRS that act as a collector for up to 1,500 sites and report on a maximum of 30,000 total sites.

CPU Requirements for Collectors

The authors recommend a single-core 1.5 GHz processor for collector servers that perform no other tasks besides processing log files from a maximum of 2,000 sites.

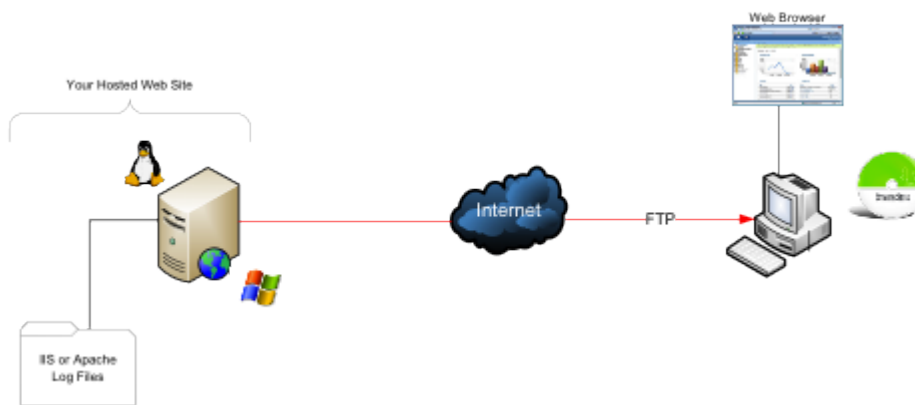
Web Servers Using Remote Agents

The authors recommend a dual-core 2.5 GHz processor for individual Web servers running remote agents for up to 1,000 websites.

Individual Websites (SmarterStats Free Edition)

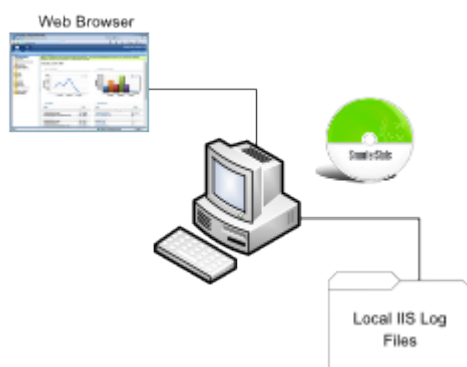
The free edition of SmarterStats can be used to collect statistical data for a single website. In this case, SmarterStats needs to be installed on a user's PC. In the scenario below, the user has a hosted website so the website's log files need to be downloaded via FTP and then imported into SmarterStats. Once the importing process is complete and the SmarterLog files are created, website traffic reports can be generated and viewed via the PC's Web browser.

Remote Web Server and Local SmarterStats Installation



Local Website and SmarterStats Installation

In this scenario, SmarterStats is installed on the same PC or server as the website. This eliminates the need to download the log file via FTP since the website log files are stored locally.



System Recommendations

The authors recommend the following hardware for SmarterStats local machines (PCs):

- 512 MB RAM
- 100 MB hard disk space (only allows for SmarterStats, .NET Framework and small website logs)
- IIS 6* or higher with the Microsoft .NET 4.0 Framework (with all applicable service packs and/or patches)
- Windows Operating System:
 - Windows XP (Home or Professional, SP2 recommended)
 - Windows 2003 or higher
 - Windows Vista
- The Web interface supports the following browsers:
 - Internet Explorer 5.5 and higher
 - Firefox 1.5 and higher
 - Opera 8.5 and higher
 - Mozilla 1.7 and higher
 - Google Chrome

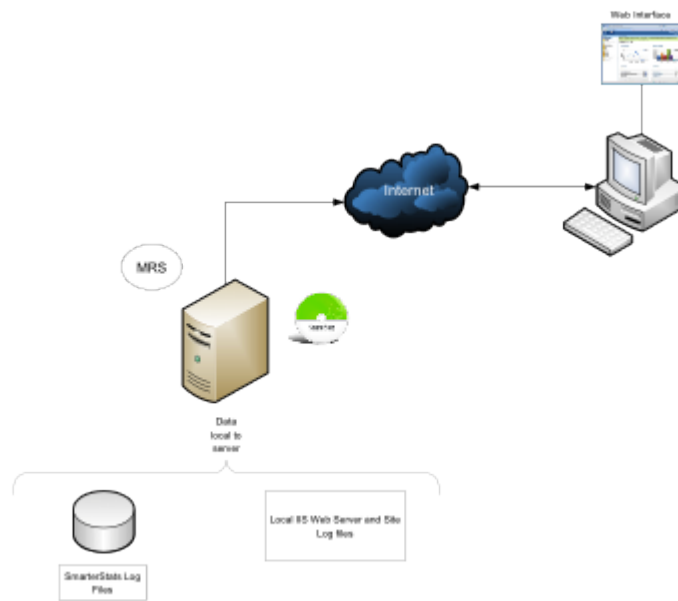
*SmarterStats includes a basic Web server so that the product is fully functional upon installation—even without the existence of IIS or other Web servers. Although not required in single-site and low-volume installations, it is recommended to install IIS 6 or higher in place of the SmarterStats Web server for increased performance and security.

Low-volume Deployment (One Web Server)

Low-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 250 websites—based locally and/or on remote servers delivering log files to the SmarterStats server for analysis.

SmarterStats Professional or Enterprise Edition

SmarterStats is installed directly on the Web server where it can import the locally stored IIS log files.



System Recommendations

The authors recommend the following hardware for SmarterStats local servers:

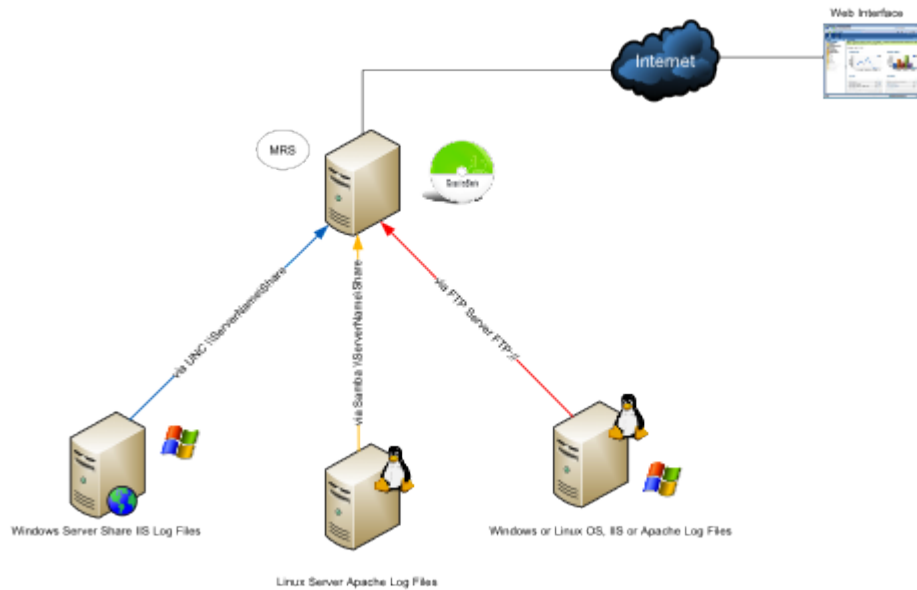
- Windows 2003 or higher
- 512 MB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- IIS 6 or higher

Medium-volume Deployments (Multiple Web Servers)

Medium-volume deployments are those in which a purchased edition of SmarterStats is reporting on up to 2,000 websites from multiple remote Web servers and/or locally hosted websites.

SmarterStats Professional with Shares

SmarterStats Professional can import website logs files from Windows IIS Web servers via UNC Shares or FTP server. In addition, SmarterStats can import log files from Linux Apache servers via Samba Shares and FTP server.



System Recommendations

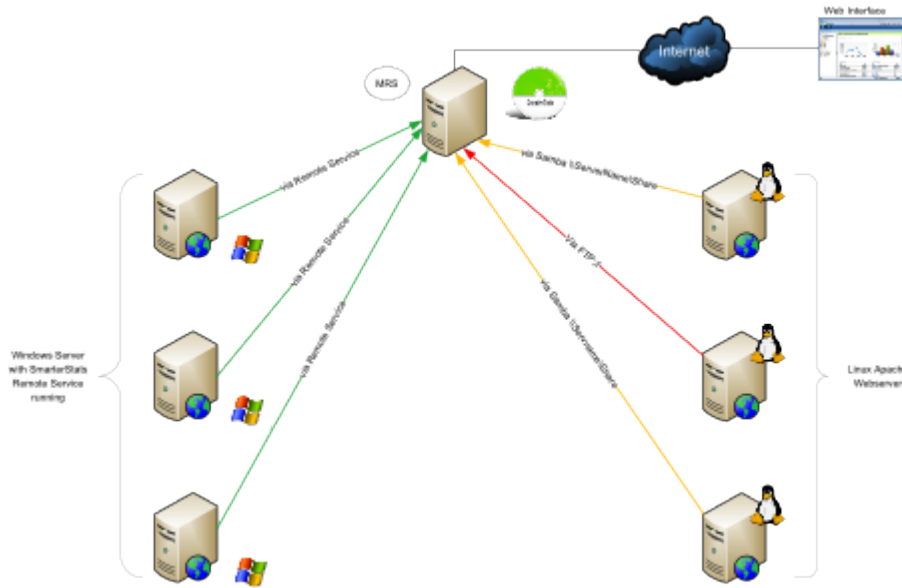
The authors recommend the following hardware for SmarterStats medium-volume distributed networks:

- Windows 2003 or higher
- 1 GB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- IIS 6 or higher

SmarterStats Enterprise Edition

This configuration shows SmarterStats Enterprise edition's flexibility. The imports log files from Linux Apache Web servers via Samba Shares and FTP servers. In addition, SmarterStats receives reports from the SmarterStats Remote Service running on Windows Web servers. MRS

Running the SmarterStats Remote Service on the Windows Web server is the most efficient configuration in terms of speed and system utilization.



System Recommendations

The authors recommend the following hardware for SmarterStats Enterprise medium-volume distributed networks:

MRS

- Windows 2003 or higher
- 1 GB RAM
- 200 MB hard disk space
- IIS 6 or higher

Web Servers Using Remote Agents

- 2 GB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:
 - Windows XP
 - Windows 2003 or higher
 - Windows Vista

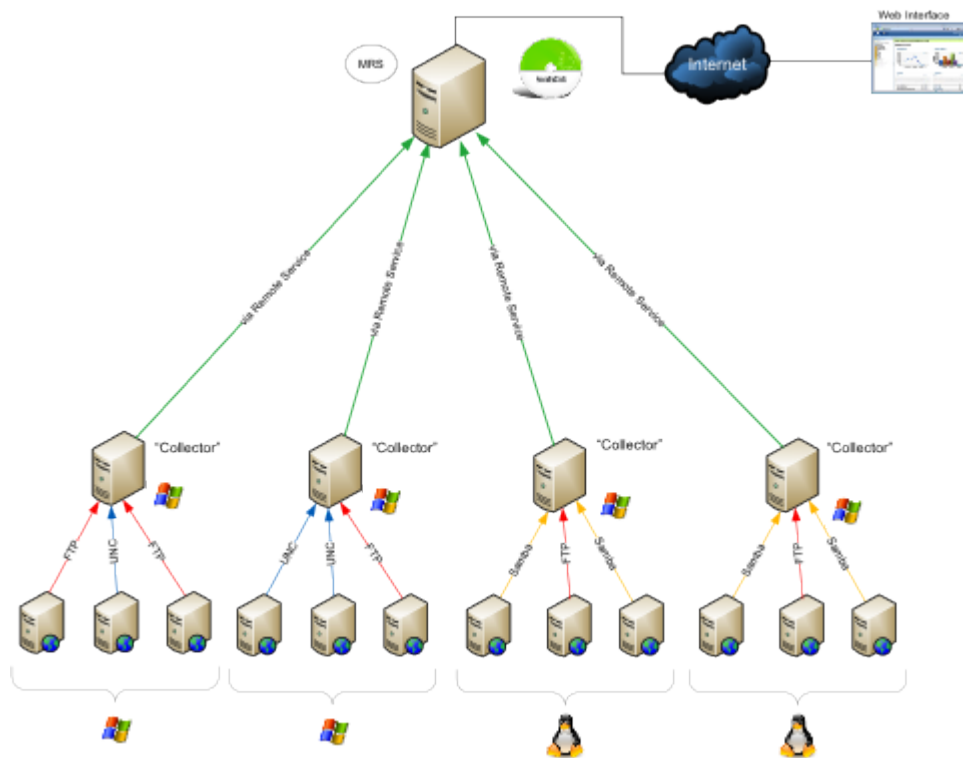
Note: For ease of installation on Web servers and collectors, an automatable setup package containing just the remote service is available as a separate download.

High-volume and Specialized Deployments

SmarterStats Enterprise Edition with Servers Running in a Collector Role

In this configuration, all collectors are Windows-based servers running the SmarterStats Remote Service. Each collector imports data from other Windows IIS Web servers via UNC Shares or FTP servers. Other collectors can import logs from Linux Apache Web servers via Samba Shares or FTP Server.

This method is highly efficient and all SmarterStats log files are created and stored locally. The MRS is only used as the customer user interface when reports are requested from the collectors and then displayed.



System Requirements

The authors recommend the following hardware for SmarterStats Enterprise high-volume collector networks:

MRS

- Windows 2003 or higher
- 1 GB RAM
- 200 MB hard disk space
- IIS 6 or higher

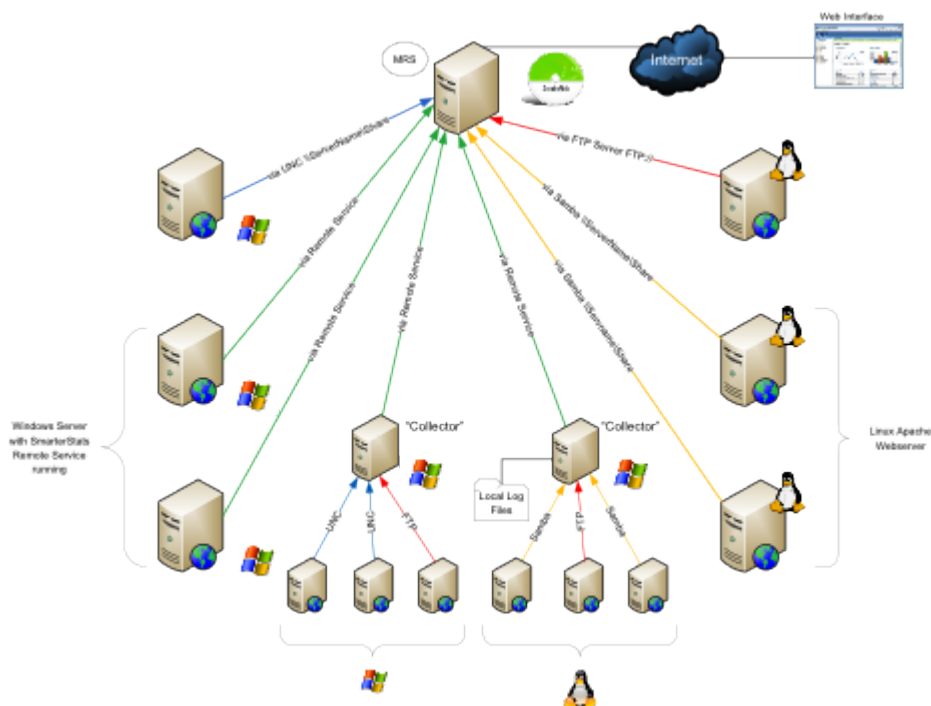
Collector Servers

- 512 MB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:
 - Windows XP
 - Windows 2003 or higher
 - Windows Vista

Note: For ease of installation on Web servers and collectors, an automatable setup package containing just the remote service is available as a separate download.

SmarterStats Enterprise Edition Hybrid

This configuration demonstrates the power and flexibility of SmarterStats in its ability to import and provide website statistics from many different sources.



System Recommendations

The authors recommend the following hardware for SmarterStats Enterprise high-volume networks with multiple data collection methods:

MRS

- Windows 2003 or higher
- 1 GB RAM

- 200 MB hard disk space
- IIS 6 or higher

Collector Servers

- 512 MB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:
 - Windows XP
 - Windows 2003 or higher
 - Windows Vista

Web Servers Using Remote Agents

- 2 GB RAM
- 1/5 of the total disk space that would be required to store the raw LOG formats
- Microsoft .NET 4.0 Framework (including all applicable service packs and/or patches)
- Windows Operating System:
 - Windows XP
 - Windows 2003 or higher
 - Windows Vista

Note: For ease of installation on Web servers and collectors, an automatable setup package containing just the remote service is available as a separate download.

Load-balanced Websites (Clustering) for High Traffic Websites

A load-balanced (clustered) website is one in which a single website is distributed across more than one server. Another common term for this type of structure is "Web farm". This technique is utilized by very high-volume websites, websites that have particularly high up-time requirements, and/or other mission critical functions that require fail-over resilience exceeding the norm.

There are two common methods of load-balancing: session-based and hit-based. Each method requires following different steps to ensure SmarterStats analyzes the data correctly. Note: The load-balanced deployment is recommended for users of SmarterStats 4.x and earlier. Because the latest versions of SmarterStats allow importing from multiple log sources, this deployment solution does not apply to users of SmarterStats 5.x and later.

Session-based Load Balancing

Session-based load balancers attempt to keep all traffic for a specific visitor on the same server. This is known as "persistence" or "stickiness."

The following steps explain how to copy and rename logs from per-session load-balanced servers to a single server so that SmarterStats can import them. You can alter or adjust these steps to accommodate particular requirements as needed.

On each of the load-balanced servers, do the following:

- Make a new directory on the C: drive called C:\SmarterStatsLogFileMerge
- Create a new batch file using notepad called DoLogFileMerge.bat that contains the code below (all one line).

```
XCOPY "C:\WINDOWS\system32\Logfiles\W3SVC1\*.LOG" "
\\SmarterStats\Logs\Site1\*.LOG_A " /D /Y
```

Note 1: This code assumes that your original logs on this server are contained at C:\WINDOWS\system32\Logfiles\W3SVC1, that SmarterStats is running on a remote server called file://smarterstats/, and that the share \Logs\Site1 is where the logs should be copied to on that server.

Note 2: The file mask *.LOG_A below should be different for each server. For example, other servers may be *.LOG_B, *.LOG_C, etc.

- Save the file and exit Notepad.
- Go to Start → Programs → Accessories → System Tools → Scheduled Tasks
- Add a new scheduled task.
- Click Browse and click the newly created batch file.
- Choose the frequency of the copy you want. Most will want to set this to Daily, starting around 1:00 AM.
- Enter a username and password for a user that has permission to copy to the share you made.
- Save the scheduled task.
- Test the scheduled task by right-clicking it and choosing Run. After it runs, ensure that the logs were successfully copied.

Hit-based Load Balancing

A hit-based load balancer distributes all requests evenly across its websites. For example, a visitor requesting a Web page may receive the HTML from one server and images from one or more other servers. This is the best performing style of load balancing, but it results in stats that are difficult to track because of time differences and delays in logging the data.

If your website is load balanced and separate log storage locations appear on different servers, you will need to manually combine the logs so that SmarterStats can treat them as one website. To do this, you will need a third-party log combining tool, of which many are available and can be found by searching Google.

Additional information regarding this process and aggregation tools may be available within the Knowledge Base and/or Community Forums accessible through the SmarterTools Portal .

Search Engine Optimization

Users of SmarterStats 5.x and later benefit from the software's search engine optimization (SEO) tools, which help SEO analysts and webmasters monitor SEO campaigns and enhance optimization efforts. SEO processing is performed by the SmarterStats service and each service is limited in the amount of processing it can complete each day.

SEO Processing

In order to retrieve SEO statistics, SmarterStats needs to retrieve search pages from the supported search engines. In order to avoid getting blocked by search engines, page retrievals are limited to one page every 10 seconds. For this reason, the number of page retrievals SmarterStats can do for a specific search engine is limited to six per minute (or 360 per hour or 8,640 per day).

In addition, the number of page retrievals is different for each type of SEO statistic:

- Each keyword added for a site requires 10 page retrievals.
- Each competitor added for a site requires two page retrievals for visibility statistics and one page retrieval for the Google PageRank statistics, resulting in three total page retrievals per competitor.
- Each SEO collection also tracks the user's site, resulting in two page retrievals for visibility statistics and one page retrieval for the Google PageRank statistics (or a total of three page retrievals).

For example, let's assume a SmarterStats site administrator adds two SEO campaigns. The first campaign has four keywords and three competitor sites. The second campaign has six keywords and two competitor sites. The number of page retrievals required is calculated as follows:

Campaign 1				
4 keywords	X	10 page retrievals per keyword	=	40 keyword page retrievals
3 competitor sites	X	3 page retrievals per competitor	=	9 competitor page retrievals

1 local site	X	3 page retrievals	=	3 local site page retrievals

At 10 seconds per page retrieval, it would take 8 minutes and 40 seconds to process the SEO statistics for this campaign.

Campaign 2				
6 keywords	X	10 page retrievals per keyword	=	60 keyword page retrievals
2 competitor sites	X	3 page retrievals per competitor	=	6 keyword page competitor
1 local site	X	3 page retrievals	=	3 local site page retrievals

At 10 seconds per page retrieval, it would take 11 minutes and 30 seconds to process the SEO statistics for this campaign.

In this example, it would take 20 minutes and 10 seconds to process the SEO statistics for the site.

By default, sites are limited to five competitors and five keywords, as a large number of keywords and competitors for a single site could severely limit the processing time available for other sites.

SmarterStats installations with a large number of sites should keep these limits low. However, installations with only a few sites may wish to greatly increase these limits.

As a final note to SmarterStats Enterprise users: Because the processing is done by the SmarterStats service (not the website), an Enterprise version of SmarterStats with 30 remote servers can support 30 times as much SEO processing as a single SmarterStats server.

Summary

The proper configuration and system architecture outlined in this document will provide a solid, reliable foundation. Because variations exist due to different volumes and client needs, the authors suggest starting with these recommendations and then adjusting server proportions, limits, and specifications based on the usage patterns that result.

Automation with Web Services

Who Should Use This Document

This document is intended for use by high-volume and automated businesses environments and hosting companies as they develop procedures to manage their SmarterStats system and work flow. In

addition, this document assumes a basic understanding of Web service technologies and ASP.NET programming.

Automation with Web Services

SmarterStats was built with custom configuration and integration in mind. In addition to being able to customize the look and feel of SmarterStats, developers and/or system administrators have the ability to code to the SmarterStats application using Web services. These Web services allow developers and/or system administrators to automate a variety of different functions and tasks normally available through the product interface.

To view the available Web services and their corresponding functions, go to your Web interface install location and append "Services/SERVICENAME.asmx". These pages can also be used to view the SOAP definition for the Web services.

When you set up a Web reference to these Web services you will want to include the full path to your SmarterStats installation with the service name indicated in each section below (for example, <http://127.0.0.1:9999/Services/SERVICENAME.asmx>).

In the sections that follow, you will find a brief explanation of the available Web services, along with the default installation paths to the specific Web service details page.

Note that some Web service functions may have several numbered forms (ex. AddSite, AddSite2, AddSite3). These are so named to ensure backwards compatibility with legacy systems. For new development, SmarterTools recommends using the highest numbered version.

Note: For a list of constants, refer to the Web Services Constants Reference .

Server Admin Web Service

Services/serveradmin.asmx

These services allow developers and/or system administrators to pull information relating to a server or servers from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions and their corresponding properties are:

- **GetServers** : Returns a list of all servers running SmarterStats Enterprise.
- **GetGlobalDefaults** : Returns the global default settings for a specific server. These default settings include server IP address, server status, default file, document and download extensions, and more.
- **PingServer** : Allows you to ping a specific server and see the results.
- **DeleteServer** : Allows you to delete a server from the Web interface.

- AddServer : Allows you to add a server directly into the Web interface.
- UpdateServer : Allows you to change server configurations on the fly.

Site Admin Web Service

Services/siteadmin.asmx

These services allow developers and/or system administrators to pull information relating to a particular site or sites from a custom page using SOAP, an HTTP GET protocol, or an HTTP POST command (examples for each are provided as well). These functions and their corresponding properties are:

- AddSite3 : Allows you to add sites to the Web interface on the fly.
- AddSiteWithFTP2 : Allows you to add a site with FTP logs directly in to the Web interface.
- DeleteSite : Allows you to delete a site from the Web interface on the fly.
- GetAllSites2 : Returns a listing of all sites being monitored by the Web interface.
- GetSitesForServer2 : Returns sites from a particular Server ID.
- GetSite2 : Returns a single site that you specify and that is listed in the Web interface.
- GetSiteStatus : Allows you to check the site status for a particular Site ID.
- GetRequestedSettings : Allows you to retrieve certain settings for a Site. Requesting a blank list of settings will cause SmarterStats to return settings for all known keys.
- MoveSite2 : Allows you to initiate a move command to the service for a particular site. This would allow you to automate moves within a control panel application.
- SetRequestedSettings : Allows you to set certain settings for a Site. For a list of all keys, request a blank list of settings from GetRequestedSettings.
- UpdateSite3 : Allows you to update information pertaining to a particular site that resides in the Web interface.

Bandwidth Web Service

Services/bandwidth.asmx

These services allow developers and/or system administrators to pull information relating to bandwidth usage for a particular site or server from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). These functions can be extremely useful when providing bandwidth statistics to end users or for bandwidth monitoring and overage billing. The functions and their corresponding properties are:

- GetForSite : Returns all bandwidth for a particular site.
- GetForServer : Returns all bandwidth for a particular server on a per-site basis.

Diagnostics Web Service

Services/Diagnostics.asmx

These services allow developers and/or system administrators to check on the current status of sites from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions and their corresponding properties are:

- `GetSiteStatusForServer` : Allows you to get information about the current import status of all sites on a server.

Statistics Web Service

Services/Statistics.asmx

These services allow developers and/or system administrators to pull information about site activity from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions and their corresponding properties are:

- `GetActivityForServer` : Returns activity stats (hits, visits, views, and bandwidth) for all sites on a server.
- `GetActivityForSite` : Returns activity stats for a particular site.

Global Update Web Service

Services/svcGlobalUpdate.asmx

These services allow developers and/or system administrators to quickly set site settings across an entire installation from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). This may be used to enforce a new policy across a large installation. The functions and their corresponding properties are:

- `ListGlobalUpdateFields` : Returns a list of all fields that can be configured through this web service and any caveats about their parameters.
- `UpdateAllDomainSettings` : Begins the process of setting the specified properties on all sites of the installation.
- `GetGlobalUpdateStatus` : Gets the status of the process that is performing the action previously started in `UpdateAllDomainSettings`.

Product Information Web Service

Services/productinfo.asmx

- `ActivateLicenseKey` : Allows you to activate the license key purchased for your product.
- `GetLicenseInfo` : Returns information pertaining to the current product license.
- `GetProductInfo` : Returns information pertaining to the currently installed product.
- `SetLicenseKey` : Sets a license key for the Web interface.

User Administration Web Service

Services/useradmin.asmx

These services allow developers and/or system administrators to perform various user functions, such as user creation and deletion, updating user information, retrieving user information and more from a custom page using SOAP, an HTTP GET command, or an HTTP POST command (examples for each are provided as well). The functions and their corresponding properties are:

- `AddUser` : Automatically adds users to a specific site.
- `SetSiteOwner` : Sets site ownership for a specific site to a specific user.
- `GetUser` : Returns a user for a particular site.
- `ValidateLogin` : Returns login results for a particular user.
- `GetUsers` : Returns all users for a specific site.
- `UpdateUser` : Updates user information for a site.
- `DeleteUser` : Deletes the specified user from a site.

Important Notices

The recommendations in this document reflect the opinions of its author(s) only and are based upon their knowledge and experience. No warrantee or guarantee is expressed or implied as to the efficacy or applicability of the information in this document for a particular environment or application.

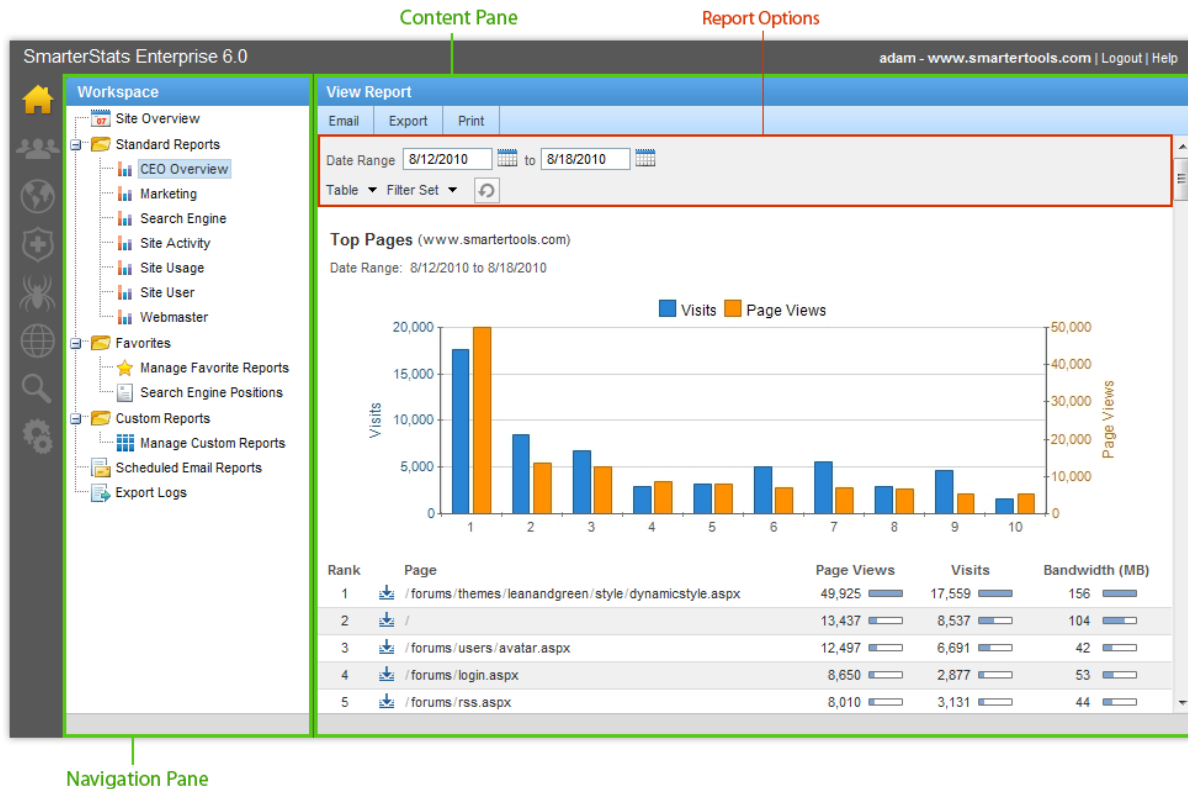
SmarterStats, SmarterTools, and their respective logos are trademarks of SmarterTools Inc. All other trade-names and/or trademarks in this document are the property of their respective owners.

Comments and suggestions regarding the contents of this document should be sent to editor@smartertools.com.

Interface Diagrams

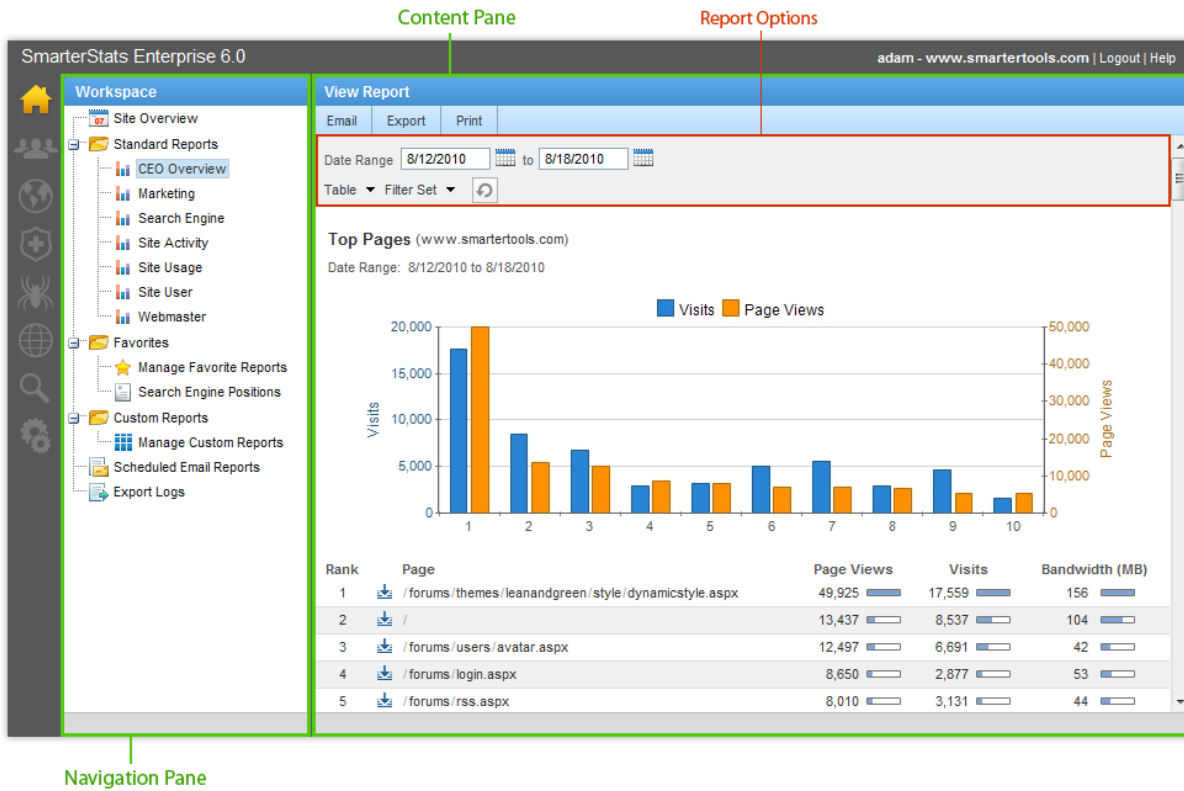
SmarterStats User Interface

To better understand the different areas of the user interface, please refer to the diagram below:



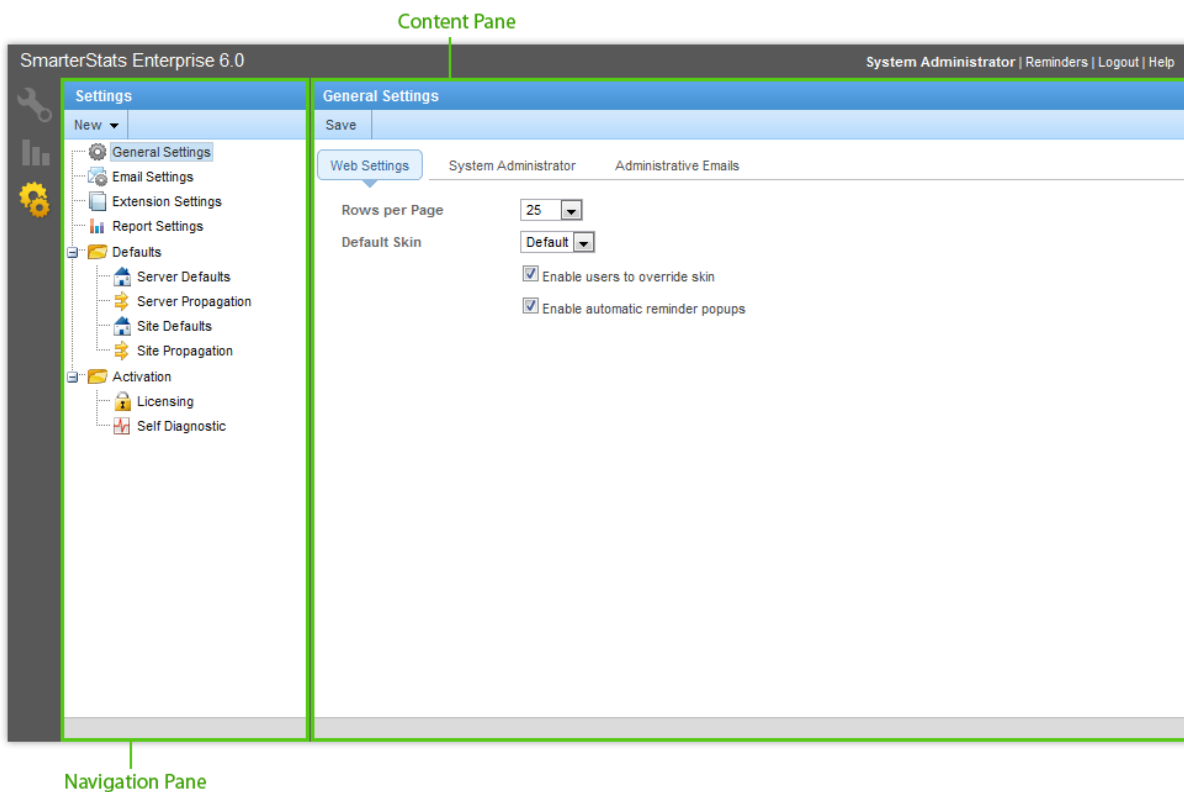
SmarterStats Site Administrator Interface

To better understand the different areas of the site administrator interface, please refer to the diagram below:



SmarterStats System Administrator Interface

To better understand the different areas of the system administrator interface, please refer to the diagram below:



Concepts

Understanding Server Logs and SmarterLogs

SmarterStats was developed for a wide variety of users, from the webmaster with one or two sites to large-scale enterprises with 10,000 sites. With this philosophy in mind, SmarterStats incorporates a data structure that reduces the amount of raw log files stored on a Web server.

In a nutshell, SmarterStats acts like an optimized file-based relational database by taking traditional Web server log files and segregating redundant data. This step, in and of itself, can reduce log file sizes up to 80%. Additionally, SmarterStats compresses the already small SmarterLogs even further, adding another 5-10% reduction in the size of the log files. If necessary, SmarterLogs can easily be exported in their original format.

Because the unique architecture results in smaller log files and smaller disk space requirements, the benefits include:

- Less disk space is required for log file storage
- Less backup space is required for backing up log file
- Shorter download times for clients
- Faster data queries and faster display times
- Faster backup schedules
- Lower overhead for monitoring backups
- Lower initial hardware investment

Supported Log Files

SmarterStats supports these common log file types: W3C, IIS, NCSA, NCSA Extended, Apache, Apache NCSA, and IPlanet Common Logs. Rotating logs are not supported.

Understanding Report Items

SmarterStats breaks down various aspects of your website traffic into individual report items, which are considered to be the backbone of the SmarterStats application. Most of these report items display only one type of statistic pulled from the site's log files and typically contain a single table of information and a chart (when applicable). Examples include Top Pages, Referring Sites, Weekday Averages, Keyword Positions, and Google PageRank Trends.

Standard reports combine various report items into a comprehensive report that can be used to analyze different aspects of your website traffic. Examples include the Search Engine, Site Activity, and

Marketing reports. For more information on standard reports, refer to the Standard Reports page in the Help for End Users folder of the SmarterStats Online Help.

Custom reports are user-created reports that combine an unlimited number of report items into a single, comprehensive report to meet your business needs. For more information on custom reports, refer to the Custom Reports page in the Site Reports or SEO Reports folders of the SmarterStats Online Help.

Understanding Visits, Views, and Hits

A visit occurs when an individual (or spider) comes to your website and looks around a bit. He may go to one page or he may go to 100 pages, but he is only visiting your website once.

A view refers to the number of pages that were seen during that visit.

A hit refers to the number of physical resources requested from the server during that visit. Pages are made up of many items (images, text, etc). Each of those is a hit, while a view is the page itself.

Think of it like a book store. A person goes into the store (visit) and picks up five books to buy (views). While he is holding the books, he flips through them and looks at a few pictures (hits). So he would have one visit to the store, five books handled during his visit (views), and maybe 30 pictures he looked at (hits).

So which value is more useful? It depends on the use of the information. If you're in marketing and you're striving for bragging rights or high activity numbers, use hits. However, if you are using your stats to actually identify trends and the personal impact of your site, use views and visits. Hits can always be inflated artificially by adding a few more images to a page, for example. Visits and views, however, represent people coming to your site and the number of webpages they saw, which is much more useful for analyzing usage patterns.

SmarterStats vs. Google Analytics: A Comparison of Log File and Script-based Analysis for Accurate Website Statistics

Who Should Use This Document

This document provides a comparison of SmarterTools' SmarterStats Web log analytics and SEO software and the Google Analytics website statistics service. The comparison is from the end user's point of view.

Overview

Regardless of whether a website is designed for a business or individual, it is important to collect and evaluate the site's analytics. At a very basic level, this involves tracking information about unique visits, page views, bounce rates and conversion rates. Analyzing this data will help you predict visitor behavior and modify your website design and/or marketing campaigns for improved success.

Methods for Gathering Website Analytics

The Web Analytics Association defines Web analytics as “the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage.” There are two main methods for collecting website analytics: log file analysis and script-based analysis.

Every time someone visits a website, the Web server records information about every file request, i.e., the HTML files, CSS files, JavaScript files, graphic files, PDF documents, MP3 s, etc., and stores them in log files. These log files also include information on site and Web server errors, page processing time, bandwidth used, visitor IP address, referring websites, and much more. Log file analyzers like SmarterStats interpret this data to create website statistics and reports.

Alternatively, script-based analyzers like Google Analytics require the use of tracking code (usually JavaScript) on each webpage that is to be tracked. As visitors surf the website, the code places a cookie on their computer so they have a unique identifier and can be tracked—provided the visitor is using a browser that supports JavaScript, has cookies enabled and is not using security software to protect the browser.

Log Analyzers vs. Script-based Analyzers

Each method for gathering website analytics has its benefits and drawbacks. For example, script-based analyzers only record data from pages that have the JavaScript tracking code; any pages without the code will not have statistics available. This is also one of the reasons log file analyzers report higher traffic (views, visits and hits) than Google Analytics does, as the Web server log files track every interaction visitors have with a website.

Similarly, because log file analyzers process log file data instead of relying on forward-facing JavaScript, they have access to information that script-based analyzers don't (such as data relating to traffic from spiders and bots, server errors and bandwidth statistics).

Please refer to the following tables for further comparison on the strengths and weaknesses of log file analyzers and script-based analyzers.

Log File Analyzers	
Pros	Cons

<ul style="list-style-type: none"> • Access to server-side information (404 pages, 500 errors, time taken, etc.) • Every resource is counted (images, RSS feeds, etc.) • Bandwidth information is available • Since logs are always stored, privacy software is limited in the information it can mask (browser type and referrer) • Provides the most accurate view of what is actually happening on the Web server. • Visits by automated bots are tracked, which can reveal security problems or hack attempts, as well as search engine spider activity. 	<ul style="list-style-type: none"> • Not as good at counting “live” users that may visit the website via proxies • No intrinsic ability to report on browser-side data (resolution, number of colors, etc.) 	
--	---	--

Script-based Analyzers		
Pros	Cons	

<ul style="list-style-type: none"> • More accurate “live” visitor count (for webpages only), if all pages are tagged correctly • Access to browser-side data 	<ul style="list-style-type: none"> • Anti-spyware software and security software now block JavaScript callback methods, leading to untracked users • No server-side information about the website can be collected • Requires more maintenance to get the site set up for analytics • Potential for forgetting to tag some pages with the tracking code, resulting in lost/incomplete analytics • No method for tracking items like downloads or RSS traffic • No information is stored on the server • No way to detect abusers/hack attempts • No access to historical data. Statistics start on the date the tracking code was implemented; data prior to that date is unavailable 	
--	---	--

SmarterStats and Google Analytics Feature Comparison

Please refer to the chart below for a comparative list of key features available in SmarterStats and Google Analytics:

Features	SmarterStats	Google Analytics
Install and manage on your own server(s)	•	
Can be used on firewall-protected corporate Intranet	•	
Ability to reprocess historical data (from log files)	•	
Ability to process/reprocess log files locally	•	
Ability to collect information through tags		•
Reports on spider and bot activity	•	

Reports on server errors and status codes	•	
Tightly integrated with Google AdWords		•
Ability to report on paid search campaigns	•	•
Ability to report on banner and traditional marketing campaigns	•	•
Geo-targeted reporting	•	•
Visitor session/navigation path analysis	•	•
Access to raw data for custom report-building	•	
SEO reports to analyze search engine ranking	•	
Competitor analysis reports	•	
Free	• 1	• 2

1 SmarterStats Free edition is available for download from the SmarterTools website. However, SmarterStats Free is limited to a single site and the number of SEO keywords and competitors tracked in SEO campaigns is limited to a maximum of 10 keywords and 10 campaigns.

2 Google Analytics limits the number of hits (pageviews) it will track for free. Larger sites with high traffic counts are required to link an active Google Adwords account that has at least one active and running campaign that is subject to a minimum budget of \$1 per day. That boosts the cost of Google Analytics to a minimum of \$30 per month for larger sites that want to continue collecting analytics once they reach the maximum number of monthly hits.

Accuracy of Statistics from SmarterStats and Google Analytics

As previously discussed, users of both analytics program may notice reporting discrepancies, particularly in regards to visitor counts. Because of the limitations of script-based analytics, Google Analytics will underreport or misrepresent some website statistics. Consider:

- When comparing data on website visits, it is important to realize that SmarterStats and Google Analytics process data at different intervals. Google Analytics uses a 30-minute window while SmarterStats uses a 20-minute idle timeout window. For this reason, SmarterStats will report a higher number of visits for visitors that keep the browser window open but do not navigate to new pages within the window.
- Look at the referral reports in SmarterStats. Are there any referrals listed that are part of the base domain (i.e., IP addresses or aliased domains)? These referrals are not available in Google Analytics reporting.
- Hits from people “borrowing” content from your website. Are people linking directly to

documents or images on your website? SmarterStats counts any request for those files as visits and hits; Google never reports them because JavaScript can't be placed on files, just HTML pages.

In the end, SmarterStats provides more accurate website statistics than Google Analytics because SmarterStats reports all requests to the server, not just what is tagged with tracking code.

[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.



SmarterStats Enterprise 6.0 | Web Log Analytics & SEO Software | © 2010 SmarterTools Inc.

[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 specfic 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.

[Help for System Administrators](#)

Logging in to SmarterStats

System administrators can access the SmarterStats Web interface login page by navigating to the location of the SmarterStats installation in their Web browser. By default, this URL is `http://127.0.0.1:9999` (if running the browser on the server itself) or the IP address of the server (instead of 127.0.0.1).

To login to SmarterStats, type the site ID, username, and password in the appropriate fields and click Login . By default, the site ID, username, and password for the system administrator is "admin" (without the quotes).

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.



Login to SmarterStats

Site ID
example_site

Username
joe

Password
••••••••

Remember me

Use Browser Language ▼

Login Help

SmarterStats Enterprise 6.0 | Web Log Analytics & SEO Software | © 2010 SmarterTools Inc.

Manage

Sites

System administrators can use this section to manage the sites in SmarterStats. To access this section, click the manage icon . Then click Sites in the navigation pane. A list of the sites will load in the content pane and the following options will be available in the content pane toolbar:

- New - Click this button to add a new site to SmarterStats.
- Edit - Click this button to edit the selected site.
- Delete - Click this button to permanently remove the site from SmarterStats.
- View Site - Click this button to impersonate a user or site administrator.
- Actions - Click this button and select one of the following options:
 - Run Diagnostics - Select this option if you suspect one or more files may have gotten corrupted. SmarterStats will run an automated diagnostic of all files required for this site.
 - Reprocess Site - Select this option to reprocess the log file data. Note: Log file data will not be re-imported.
 - Re-import Site - Select this option to delete the SmarterLog files for the site and re-import them, starting with the earliest files.
 - Move Site - Select this option to move the site statistics to another server supported by the SmarterStats Web interface. Note: This option is only available in SmarterStats Enterprise. Selecting this option will only move the SmarterLogs; it will not move the physical site or its standard log files.

For more information on adding or editing a site, see [Adding a New Site](#) .

Adding a Site

System administrators can use this section to add a site to SmarterStats. To access this section, click the manage icon . Then click the New menu and click New Site in the navigation pane toolbar. To edit an existing site, click the manage icon . Then click Sites in the navigation pane. A list of sites on the server will load in the content pane. Select the desired site and click Edit in the content pane toolbar. The site settings will load and the following tabs will be available:

Options

Use this tab to specify the following options:

- Site Name - The domain name for the site (e.g. example.com).
- Site ID - The unique identifier for the SmarterStats site. Site IDs must be integers greater than 0.
- Server - In a distributed environment, the site may reside on a server other than the web interface. Select the web server on which the site's original logs reside. Note: This option is only available in SmarterStats Enterprise.
- Current State - The state in which the site should start.
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Time Zone - The time zone under which log files are processed.
- Site Admin - Select the user responsible for managing the site from the list. If you select a new user, you will also see the Site Administrator Username and Site Administrator Password fields.

- Site Administrator Username - The username of the site administrator. This individual will be the primary user account responsible for this site.
- Site Administrator Password - The password associated to the site administrator username.
- Enable SEO - Check this box to enable SmarterStats to collect and report on SEO data for the site.

Log Options

Use this tab to specify the following options:

- Log Location - The location of the log files (local directory or obtained through FTP).
- Log Format - The log file format (W3C, NCSA, IIS). Note: Auto-detect only works on local log files; it will not work on FTP logs.
- Auto-Deletion - The maximum number of months SmarterLog files should be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of logs versus saving the standard web server log files.
- Export Directory - The full path to the location to which log files are exported when a user downloads the files from SmarterStats. Note: A good rule of thumb is to put the logs back into the root of that particular site (e.g. c:\inetpub\wwwroot).
- Export URL - The URL for the exported log files. This is the absolute link that is set up in order to allow the user to retrieve the log file when the export is completed. Again, the full URL for that site should suffice (e.g. http://www.example.com).
- Enable removal of URL items after semicolon - Certain sites can generate logs where the page that SmarterStats tries to parse includes a semicolon with some extra information after it.

Check this box to automatically remove this extra information when applicable.

- Default Documents - Type the default documents for the website in the text box. Any hits to pages that match these filenames will be grouped into a root hit instead. For example, if you enter default.aspx and index.htm, both of these pages will register as page hits to "/".

Log Locations

Use this tab to specify the full path to the location in which log files reside on the Web server. To add a log location, click the Add menu and click Log Location . Then complete all fields in the popup window. Note: The log locations are usually set when installing the website on the server.

Use this tab to specify the following FTP options:

- Server - The IP or URL of the FTP server.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: *.log).
- Port - The port the FTP server uses. By default, the FTP port is 21.
- Username - The username used to login to the FTP server.
- Password - The associated password used to login to the FTP server.
- Directory - The path to the log files.
- Interval - To specify how frequently the logs will be retrieved from the FTP server, select the appropriate option from the list.
- Enable FTP resumming if available - Check this box to only download unprocessed portions of log files. This option allows administrators to save bandwidth. --%>

SEO Options

Use this tab to specify the following SEO options:

- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 keywords.
- Max Competitors - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 competitors.
- Max Position to Retrieve - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 100. All positions after 100 are listed in SmarterStats as >100.
- Search Engines - Select the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

Log Status

Use this tab to view the progress of log files that are being imported into SmarterStats.

SEO Processing Status

Use this tab 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.

Servers

System administrators can use this section to manage the servers in SmarterStats. To access this section, click the manage icon . Then click Servers in the navigation pane. A list of the servers will load in the content pane.

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

Options

Use this tab to specify the following options:

- Server ID - The unique identifier for the server.
- Server IP - The IP address associated with the server.
- Server Name - The friendly name for the server.

Importing

Use this tab to specify the following importing options:

- Import Time of Day - The start and end times the sever should be importing files.
- Import Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Import Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Import Frequency - The number of minutes the sever should be idle between loops.
- Import Time Per Site - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in

log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set this to 0.

- Debug Level - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.
- Compression Level - The level of compression that imported files should follow.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.

Server Status

The Server Status section provides valuable information regarding each web server running the SmarterStats service, the status of the server, and information pertaining to the sites that cause the highest usage of server resources for the SmarterStats application.

To access this section, click the manage icon button. Then click Server Status in the navigation pane. A list of servers will load and the following columns will be available:

- Server Name - The common name for each Web server running the SmarterStats service as it was named during the time the server was added to the Web interface.
- Status - The status of the SmarterStats service on that particular web server. If an error occurred while communicating with the service, it will show up in red text.
- High/Current/Low - The highest amount of memory used (in MB), the current amount of memory being used, and the lowest amount of memory used for stats processing on that server.
- High Site Name - The name of the domain that used the most memory on that server.
- High Site ID - The site ID of the domain that used the most memory on that server.
- Queries - The number of queries running on the server at that time.

Service Version Info

This feature is only available in SmarterStats Enterprise.

System administrators can use this page to get an overview of the version of remote service running on all Web servers. If a red "Failed" line appears, that means that the service is not installed on the server or there is a communication error with the service.

To access this section, click the manage icon . Then click Service Version Info in the navigation pane. The service version info will load in the content pane and the following columns will be available:

- Server Name - The name of the server as it appears in the Web interface.
- Server ID - The ID of the server as it appears in the Web interface.
- Version - The version of Remote Service that is running on that particular server. Note: In order for SmarterStats to function properly, all of the version numbers should match with the version that shows up in Help -> About SmarterStats.
- Build Date - The date that service was originally built.

View Logs

System administrators can easily access the log files generated by SmarterStats to view errors and processing information. To access these logs, click the manage icon . Then click View Logs in the navigation pane. The following options will be available in the content pane:

- Server - The server from which the log files are collected.
- Date - The date you want to view log files from.
- Type - The type of logs you would like to view (general, email reports, exceptions, service communications)
- Search String - The word or phrase for which to search.

To view the logs, click Search in the content pane toolbar. To download the logs as a .zip file, click Download in the content pane toolbar.

Reports

Server Summary

Traffic Summary

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers.

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

Visitors Summary

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers.

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

Server Trend

Traffic Trend

This report displays the aggregate traffic activity (page views, visits, hits, and bandwidth) for all websites on a server during the selected date range. System administrators can also view the aggregate traffic activity across all servers. This report is useful in identifying traffic trends on a server.

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

Visitors Trend

This report displays aggregate visitor activity (visits, unique visitors, new visitors, and return visitors) for all websites on a server during the selected date range. System administrators can also view the aggregate visitor activity across all servers. This report is useful in identifying visitor trends on a server.

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

Site Summary

Traffic Summary

This report displays the traffic activity (page views, visits, hits, and bandwidth) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

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

Visitors Summary

This report displays the visitor activity (visits, unique visitors, new visitors, and return visitors) for all of the sites on a server. System administrators can also view the traffic and visitor activity statistics for all sites on all servers.

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

Settings

General Settings

System administrators can use this section to configure general SmarterStats settings. To access this section, click the settings icon . Then click General Settings in the navigation pane. The general settings will load and the following tabs will be available:

Web Settings

Use this tab to specify the following settings:

- Rows per Page - The default number of rows displayed in SmarterStats.
- Default Skin - The default skin for SmarterStats users.
- Enable users to override skin - Check this box to allow users to specify their own skin.
- Enable automatic reminder popups - Check this box to allow SmarterStats to display licensing and other administrative reminders.

System Administrator

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

- Site ID - The unique identifier for the system administrator area of the SmarterStats site.
- Username - The username of the system administrator. By default, the system administrator username is admin.
- Old Password - The password associated to the system administrator username. By default, the system administrator password is admin.
- New Password - The new password the system administrator wants to use to login to SmarterStats.
- Confirm New Password - The new password the system administrator 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.

Administrative Emails

Use this tab to specify the following settings:

- Email Address - The email address of the SmarterStats administrator.
- SMTP Server - The mail server IP address that will receive emails sent to the administrator email address listed in the Email Address field on this tab.

- Enable email notification - Check this box to allow the designated email address to receive an email when the server encounters a problem with SmarterStats.

SMTP Settings

This feature is only available in SmarterStats Enterprise.

System administrators can use this section to specify the email account from which email reports are sent. Note: Site administrators can override these settings.

To access this section, click the settings icon . Then click Email Settings in the navigation pane. The email report settings will load in the content pane and the following options will be available:

- Email Address - The email address from which reports will be sent.
- SMTP Server - The mail server used to send email reports. Note: 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.

Extension Settings

Although SmarterStats automatically assigns file extensions to specific categories, system administrators have the ability to reassign file extensions to different categories.

To access the extension settings, click the settings icon . Then click Extension Settings in the navigation pane. There are four categories for extensions:

- Downloads
- Documents
- Dynamic Pages
- Images

Report Settings

System administrators can use this section to specify general settings for SmarterStats reports. To access this section, click the settings icon and then click Report Settings in the navigation pane. The report settings will load in the content pane and the following tabs will be available:

Options

Use this tab to specify the following options:

- Standard Report Limit - The maximum number of days for which users can retrieve statistics on standard reports.
- Custom Report Limit - The maximum number of days for which users can retrieve statistics for on custom reports. Note: This option is only available in SmarterStats Enterprise.
- Max Items Per Report - Limits the number of report items that can be added to one custom report. Note: This option is only available in SmarterStats Enterprise.

DNS Resolution

Use this tab to specify the following options:

- DNS Threads - Depending on your computer's hardware configuration, it may be beneficial to raise or lower how much processing it does by changing the maximum number of IP addresses it resolves at one time. The default value of 100 will work for most servers.
- Max Lookups per Report - Allows you to set a limit on the number of resolved IP addresses that are returned when an user checks the Resolve IPs option in their settings. The higher the number of resolved IP addresses you allow, the longer those report items will take to display, which also results in a higher load on your server.

Email

Use this tab to specify the following email options:

- Processing Interval - Scheduled email reports are processed in loops. When processing email reports, SmarterStats reviews each site and sends the appropriate scheduled email report. The processing interval is the wait time between loops. For example, if the processing interval is set to 2 hours, SmarterStats will wait 2 hours before reviewing each site and sending additional scheduled reports that need emailed to its recipients.
- Sleep Between Reports - The wait time after sending a scheduled email report. For example, if a site has multiple scheduled email reports that need delivered, SmarterStats will wait the amount of time specified by this setting before sending the next report.
- Enable admin error emails - Check this box to allow SmarterStats to send an email to the system administrator when an error occurs.

Defaults

Server Defaults

Use this section to create global default settings that will be applied to new servers added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Note: Modifications to these settings will not affect existing servers.

To access the default server settings, click the settings icon . Then expand the Defaults folder and click Server Defaults in the navigation pane. The default server settings will load in the content pane and the following options will be available:

- Import Time of Day - The start and end times the sever should be importing files.
- Import Threads - The number of concurrent sites to import. The higher this number the more RAM and CPU cycles are necessary. The optimum setting is 1.
- Import Priority - The thread priority of imports. This setting should stay at "Normal" or below. Increasing the priority increases the amount of CPU required.
- Import Frequency - The number of minutes the sever should be idle between loops.
- Import Time Per Site - The time dedicated to importing a single site's logs before moving on to the next site, in minutes. The optimum setting is between 5 and 45.
- Rows Before Sleep - The number of rows in a log file processed before the Worker Sleep Time. The lower the number, the less CPU required, but the slower the import.
- Row Sleep Time - The number of milliseconds the service sleeps between processing rows in log files. Optimum setting is between 0 and 3. The higher the number the slower the import and less CPU required. If you want to import logs very quickly and CPU usage is not a problem, set this to 0.
- Debug Level - The level of detail kept in the service log file. This should remain at 10 unless instructed to change it by a SmarterTools representative.
- Compression Level - The level of compression that imported files should follow.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Session Timeout - The minutes between when one session counts as a separate session, or the time of inactivity between website hits before one session becomes another.

Server Propagation

Use this section to apply global default settings to all of the servers in SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. To access server

propagation, click the settings icon . Then expand the Defaults folder and click Server Propagation in the navigation pane. The default server settings will load in the content pane. For more information on these settings, refer to Server Defaults . To apply some or all of the default settings to all of the servers in SmarterStats, select the appropriate settings and click Propagate Now.

Site Defaults

Use this section to create global default settings that will be applied to new sites added to SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. Note: Modifications to these settings will not affect existing sites.

To access the default site settings, click Settings in the main toolbar and expand the Defaults folder. Then click Site Defaults in the left tree view. The default site settings will load in the content pane and the following tabs will be available:

Options

Use this tab to specify the following options:

- Site Name - The domain name for the site (e.g. example.com).
- SmarterLog Path - The full path to the location in which the site's SmarterStats log files will reside. Note: This should be a location dedicated to storing the SmarterLog files on a drive with ample free space.
- Time Zone - The time zone under which log files are processed.
- Enable SEO - Check this box to enable SmarterStats to collect and report on SEO data for the site.

Auto-deletion

Use this tab to specify the following options:

- SmarterLogs - The maximum number of months SmarterLog files should be stored. SmarterLog files are in a compressed format, which allows you to store a wider date range of logs versus saving the standard web server log files.
- Original Logs - The maximum number of months original log files should be stored.

SEO Options

Use this tab to specify the following SEO options:

- Max Keywords - The maximum number of keywords a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 keywords.

- **Max Competitors** - The maximum number of competitors a site can have. Because SEO retrieval is a time consuming process, limiting the number of keywords keeps this time manageable. Note: SmarterStats Free users are limited to a maximum of 10 competitors.
- **Max Position to Retrieve** - The lowest ranking for which SmarterStats searches for a website or URL in the SERPs. By default, the max position is 100. All positions after 100 are listed in SmarterStats as >100.
- **Search Engines** - Select the search engines SmarterStats uses to calculate SEO ranking and statistics. By default, SmarterStats uses results from Google, Yahoo!, Ask, and Bing. Note: Only the selected search engines will be available to site administrators for SEO reporting.

Site Propagation

Use this section to apply global default settings to all of the sites in SmarterStats. These default settings can be overwritten and are only intended to avoid needless data entry. To access site propagation, click the settings icon . Then expand the Defaults folder and click Site Propagation in the navigation pane. The default site settings will load in the content pane. For more information on these settings, refer to Site Defaults . To apply some or all of the default settings to all of the sites in SmarterStats, select the appropriate settings and click Propagate Now.

Activation

Licensing

To view licensing information for SmarterStats, click the settings icon . Then expand the Activation folder and click Licensing in the navigation pane. The edition, version, and license level information for the version of SmarterStats currently being used will load in the content pane.

The following options will be available in the content pane toolbar:

- **Activate** - Activates a new SmarterStats license key.
- **Reactivate** - Reactivates a SmarterStats license key.
- **Details** - Displays details about the license, including feature, status, expiration, limits and available trials.
- **Buy Now** - Allows the system administrator to purchase SmarterTools products. Start Trial - Allows the system administrator to begin an available trial. --%>

SmarterStats Self Diagnostic

Use the Smarterstats Self Diagnostic to test versions, locale settings, folder permissions, and Internet connectivity. To access this feature, click the settings icon . Then expand the Activation folder and

click Self Diagnostic in the navigation pane. SmarterStats will perform a test and display the results in a popup window.

[Additional Help Topics](#)

Enhancing Geographic Reports

SmarterStats uses a very efficient and accurate Geographic engine based on databases provided by MaxMind. These databases are very accurate, and correctly identify most traffic hitting your server. Because geo-location data changes frequently, SmarterStats will release a new update of these databases with every minor release of SmarterStats.

For those requiring constantly up-to-date geo-location data, MaxMind makes available a premium database that is updated monthly. In addition, the premium database takes into account dial-up services like AOL and Earthlink.

[Click here](#) for the MaxMind premium database compatible with SmarterStats



For questions regarding the premium MaxMind GeoIP City Database, please [click here](#) . SmarterTools does not directly support the MaxMind databases.

Instructions for installing premium database updates

- Download the latest Binary Format distribution of the Region database
- Using a product like WinZip or WinRar, extract the file to a temporary directory
- Locate a file named something similar to GeoIPCity-###.dat and rename it to GeoIPCity.dat
- Copy the file to your C:\program files\SmarterTools\SmarterStats\Service directory

Glossary

Below is an alphabetized list of the various terms and phrases used in SmarterStats.

Area Chart - A type of graph that highlights trends in the same manner as a line chart, using colored areas instead of lines. In SmarterStats, the top 10 results are used to create the area chart. All other results are grouped as "other items."

Authenticated Visitor - An authenticated visitor is a web site user who successfully logs into a website using authentication. Scripted authentication like ASP.NET Forms Authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the web server.

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

Bar Chart - A type of graph in which different values are represented by rectangular bars. In SmarterStats, the top 10 results are used to create the bar chart. All other results are grouped as "other items."

Browser - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

Current Page - The current page is the most recent page that the visitor requested on the site.

Directory - A collection of folders that contain files, regardless of their file extensions, associated with a website. Statistics do not include sub-directories, as those are reported separately.

Document - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML. Your administrator may set up additional extensions as documents.

Download - A file that is able to be downloaded, or saved, to a visitor's local machine. Generally, downloads are specified as such by the site owner, and given either freely or charged on a per-download basis. 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. Your administrator may set up additional extensions as downloads.

Dynamic Page - Pages built using a variety of different scripting environments and/or scripting languages. Generally, this includes any page with an extension other than .htm or .html. By default,

SmarterStats considers the following extensions to be dynamic pages: .ASP, .ASPX, .CFC, .CFM, .CFML, .CFMX, .CGI, .DLL, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML. Your administrator may set up additional extensions as downloads.

Entry File - The entry file for a visit is the very first file that completed downloading for the visitor. These may frequently be images.

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Exclusion - An exclusion is a pre-filter used to remove log file entries that may not be pertinent to a sites statistics. A common usage of exclusions is to ignore internal IP addresses or directories with temporary files.

Exit Page - The page a visitor leaving your site was on prior to moving to a different website.

Extension - The extension represents the type of file hit by a web site request.

File - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

First Hit - First Hit represents the date and time that the visitor first hit your web site during this visit.

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Image - Images are files that represent graphical bitmaps. 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. Your administrator may set up specific extensions as images. Typically, a single web page can link to several images.

Inclusion - An inclusion is a pre-filter that is used to limit a site's statistics to only specific items of a log file. Inclusions are typically used to restrict a site's statistics to only one subdirectory of a larger parent site.

Keyword - A keyword represents a single word in the search string text used by web users to get to your site.

Last Hit - Last Hit represents the date and time that the visitor was last active on your site

Line Chart - A type of graph that highlights trends by drawing connecting lines between data points. In

SmarterStats, the top 10 results are used to create the line chart. All other results are grouped as "other items."

New Visitors - A new visitor represents a visit by a computer that has not yet been to the web site in the time period of the report.

Page - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmarterStats considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML, .IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

Page Views - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

PageRank - A Google patented method that uses a link analysis algorithm to measure the importance of a webpage. PageRank values range from 0 to 10, with 10 being the best. While no specific page is mentioned in SmarterStats' PageRank reports, it is possible that the PageRank reported in SmarterStats is only for your site's homepage.

Phrase - A phrase shows the entire search string text used by web users to get to your site.

Pie Chart - A type of graph that represents data as wedges in a circle, or pie shape, so that the relationship between the data can be seen and analyzed more easily. In SmarterStats, the top five results are used to create the pie chart. All other results are grouped as "other items."

Platform - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

Popularity - Refers to the number of links to your website from pages indexed in a search engine.

Query Item - A query item is an individual parameter passed to a web page, typically a script.

Query String - Query strings are parameters that are passed to web pages in the URL string, commonly scripted pages.

Rank - Rank indicates the position of the item when ordered

Referrer Host - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Referrer URL - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

Result Code - Result codes are returned by your web server, and indicate whether or not resources were successfully downloaded from your web site. Large numbers of 404 errors, for example, may indicate a problem with your web site links.

Return Visitors - A return visit is counted when a computer that has already been to the site before returns for another visit.

Return Visits - Return visits represent the times when previous visitors come back to the site again. A high percentage of return visits to total visits indicates that your web site is holding visitors' attention.

Saturation - Refers to the number of pages that a search engine has indexed from your website.

Score - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex. $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$. When referring to the results listed by the competitor suggestion tool, score refers to the sum of competitor's position rankings across all selected search engines. The actual formula used is $\text{Number of Search Engines} * (\text{Max Results} - \text{Ranking}) = \text{Score}$.

Search Engine - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

Spider - A spider is an automated program that searches and indexes web sites, usually with the intent of providing information for search engines.

Unique Visitors - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

User Agent - The User Agent string is sent by browsers to identify the browser, the operating system they are running on, and installed browser extensions. There are countless varieties of user agent strings.

Visit Length - The number of seconds that a visit lasts. On reports dealing with visit length, the average visit length is calculated and shown for all visits. Visits length assumes that the visitor stays several seconds after their last hit.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for

more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Web Site Path (Path) - 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.

Copyright and Trademark Information

All contents of this Help file, as well as all contents in our products and on SmarterTools.com are copyright © SmarterTools Inc. All Rights Reserved. The SmarterStats and SmarterTools names and logos are trademarked and protected by SmarterTools Inc.

•

Interface components produced by



Charting component produced by



telerik is a trademarks of telerik Corp. Nevron and Nevron Chart for .Net are trademarks of Nevron LLC. Other trademarks, product and service names, and logos used and not belonging to SmarterTools are trademarks of their respective owners.

SMARTERTOOLS END USER LICENSE AGREEMENT

SmarterTools, Inc. Software License Terms

This End User License Agreement ("EULA") is between SmarterTools, Inc. ("SmarterTools") and the License holder ("You") of the software product this EULA accompanies ("Software"). It is important to read and understand all of the terms, limitations, and conditions contained in this EULA prior to installing and using the Software because they affect how You may use the Software and Your rights under this License. By explicitly accepting this EULA, or by installing, copying, downloading, accessing, or otherwise using the Software, You agree to be bound by the terms of this EULA. If, prior to using or installing the Software, You decide that You are unable or unwilling to agree to the terms of this EULA, promptly and completely uninstall and destroy any electronic copies of the Software and accompanying items in your possession.

This EULA shall apply to:

- * This Software
- * Future Versions of this Software
- * Updates, add-ons, and plug-ins to this Software, as may be made available by SmarterTools from time to time, including but not limited to language packs, dictionaries, and skins (collectively "Updates")
- * Features selection(s), including, but not limited to, "Professional," "Enterprise", and "Free" editions of the Software, and maximum allowed numbers of users, profiles, devices, email addresses domains, web sites, or agents ("level");
- * Services, support, advice, and recommendations related to this Software that may be made available by SmarterTools on the Internet, in the Software documentation, or by telephone
- * Any and all Technical Support Services offered in connection with the Software

DEFINITIONS

The following definitions shall apply for the purposes of this EULA:

- * "Dedicated Hosting" shall refer to an individual, group, or organization ("Dedicated Host") that maintains a physical server device that is wholly or, in the case of Virtual Private Servers ("VPS"), a dedicated portion of a physical server device that is sold, leased, or otherwise made available to a third party; whether or not a fee or other compensation is exchanged; and in which the third party has authorization and/or access to the activation areas of the software and/or to system administration functions.

- * "Effective Date" shall be the date upon which this EULA was accepted by You.
 - * "Elastic Computing" shall refer to a user's ability to install software, create websites or instantiate a database on one or more Workers that can then be given incremental CPU cycles or percentages, memory (RAM) allocations, and/or physical disk space and bandwidth allocations that can all, then, be managed (increased or decreased) separately and on an as needed basis.
 - * "Failover" is the ability of a system to automatically switch to a second, standby system should the primary system fail or is temporarily shut down.
 - * "License" shall refer to the revocable, non-exclusive, non-transferable license to use the Software ("License") in accordance with the terms and conditions of this EULA. The term License applies to purchased and non-purchased Licenses, including but not limited to the object code, source code, and any accompanying alphanumeric combinations used to enable and/or activate the software or certain Features Selection(s) in the Software (collectively, "License Keys").
 - * "License Key" shall apply to the alphanumeric combination entered/applied upon installation and used to access Feature Selections. License Keys are delivered to the owners of purchased (paid for) Licenses and to those who may receive authorized promotional or trial Licenses, if applicable (pursuant to this EULA). SmarterTools may create and provide certain Levels, Editions, and/or Versions of the Software that do not require entry or use of a License Key for promotional or other purposes. This EULA remains in full force and effect whether or not a License Key is required or provided by SmarterTools.
 - * "Load Balancing" is a networking methodology whereby processing and workload is distributed evenly among a group of independent machines (e.g., servers) so that no single device is overwhelmed and so that there is no single point of failure.
- "Multi-tenancy" and "Multi-tenant license(s)" shall refer to the ability of any single license to support multiple separate and unique client organizations, particularly when offering a single license in a Software as a Service (SaaS) capacity. For the purposes of this EULA, only SmarterStats and SmarterMail are multi-tenant licenses.
- * "Periodic License" shall be a License with a defined temporal component (start and end date) whether or not such License is subject to renewal, automatically renews, effectively terminates, or is extended (e.g., Monthly/Lease Licenses, Trial Licenses, Development Licenses). Periodic Licenses may be governed by additional terms and conditions in a separate written agreement.
 - * "Third Party Providers" shall be any other software, application, plug-in, add-on, utility, tool, device, or methodology by any individual, group, organization, affiliation, company, or other entity that connects, modifies, links, and/or integrates to/with the Software for any purpose whatsoever.

* "Shared Hosting" shall refer to an individual, group, or organization ("Shared Host") that maintains a physical server device upon which software and/or tools are owned and installed by the Shared Host and made available to third parties for access or use; whether or not a fee or other compensation is exchanged; and in which the third parties do not have authorization or access to the activation areas of the Software and/or do not have authorization or access to system administration functions.

* "Worker(s)" shall be the location where software, websites or databases are installed in an Elastic Computing environment. A Worker can then have CPU cycles, disk space and RAM allocations and bandwidth modified (i.e., increased or decreased) on an as needed basis to accommodate shifts in traffic and usage. Also known as a worker process.

1. License.

A. Grant of License.

Upon the the Effective Date, SmarterTools hereby grants You a revocable, non-exclusive, non-transferable license to use the Software ("License") in accordance with the terms and conditions of this EULA. This License shall commence on the Effective Date of this EULA and shall remain in effect until terminated in accordance with the terms of this EULA or superseded by another end user license agreement pursuant to installation of an Update or changes in Features Selection. SmarterTools, together with any third party content providers whose software code is incorporated in the Software or distributed with it, retains all right, title, and interest to the Software, including, but not limited to, copyrights, trademarks, proprietary methods, and trade secrets incorporated into the Software.

This License is subject to any restrictions SmarterTools, in its sole discretion, may impose in this EULA or imposed as a condition of purchase, including but not limited to the particular Features Selection You chose at the time of purchase. Updates and Features Selection are subject to the terms and conditions of this EULA, or any other end user license agreement provided with such Update or Features Selection at the time of receipt or purchase, which shall supersede this EULA.

This License to use the Software is conditioned upon You paying all related charges and fees imposed by SmarterTools for purchase of the Software, monthly-license of the Software, or for the authorized delivery of the Software as a service (SaaS). SmarterTools may, in its sole discretion, terminate this License if You fail to pay such charges or fees within the time allowed by SmarterTools.

B. Use of the Software.

You shall use the Software for Your own personal or internal business purposes. Personal or internal business purposes shall include the installation of the Software and activation of only one License on any single personal computer or server; one instance of a Virtual Private Server; or in the case of Elastic Computing, on any single Worker for Your own use or use by Your Customer(s) pursuant to

the terms of section 1.C. below. Should SmarterTools designate that a specific license can be used for Failover, then You may install that license on a second machine that matches the exact specifications of the initial installation machine, and use that second machine as a Hot Standby. Should SmarterTools designate that a license can be used for Load Balancing, then You may install that license on as many similarly-configured machines as necessary to meet any Load Balancing requirements.

C. Sublicense, Resale, Lease, Sub-lease ,or Transfer

You may sublicense this License to a third party(ies) ("Customer") only pursuant to a Shared Hosting agreement and the terms and conditions of this EULA, if applicable. You represent and warrant that each Customer has accepted this EULA prior to allowing the Customer access to or utilization of the Software and You shall promptly provide confirmation of each Customer(s)'s acceptance of the EULA upon request by SmarterTools. You shall indemnify, defend, and hold SmarterTools harmless against any claims asserted by or against You by any of Your Customer(s) or by any third party related to Your Customer(s)'s use of the Software, including but not limited to claims of infringement of the intellectual property rights of any third party and the additional warrantee, liability, and indemnification provisions found in Sections 3 and 5.

Certain authorized parties ("SmarterTools Authorized Reseller") may Resell, Lease, Sub-lease, or Transfer this License (collectively, "Transfer") to any third party subject and pursuant to a separate authorizing agreement in writing with SmarterTools (e.g., Master Partner Agreement). For the purposes of this EULA, Transfer shall refer to any transaction whereby sole use, management, ownership, and/or control of the software is assigned to any third-party for that party's benefit, pursuant to the terms and conditions of this EULA, whether or not a fee or other compensation is charged and whether or not such Transfer is permanent or temporary. Transfers by or between any party(ies) other than SmarterTools or a SmarterTools Authorized Reseller must be approved by SmarterTools in advance and in writing.

You may install and maintain the Software on behalf of a third party; however, all SmarterTools Licenses in such circumstances must be purchased by the third party directly through SmarterTools or through a SmarterTools Authorized Reseller and the Software must be activated under the name of the related third party; thereby, the related third party assumes full ownership of the License subject to the terms and conditions of this EULA.

D. Limitations on Use of the Software and License Keys

You shall not modify, reverse engineer, reverse assemble, decompile, disassemble, decrypt, reflect, or use reflection on the Software, or otherwise attempt to discover or obtain the source code or structure, sequence, or organization of the software in whole or in part, except as provided in Section 9 of this

EULA. You may distribute copies of the software code in the same format that you received it, pursuant to the terms of this EULA, so long as You do not modify the Software in any way and so long as all copyright, trademark, and other notices contained in the Software remain intact.

The Software may periodically and automatically contact SmarterTools pursuant to Section 10 of this EULA. This contact may occur without any notice to You of such contact, and You hereby consent to such contact with SmarterTools. You shall not disable, delay, dismantle, disrupt, or otherwise interfere with the ability of the Software to contact or communicate with SmarterTools or the authentication of License Keys. Further, You shall not attempt to bypass, circumvent, disable, design around, or obviate the License Keys for any reason, including but not limited to attempts to access features, capacity, or capabilities in the Software not included in your Features Selection. Further, other than pursuant to Section 1.C. of this EULA, You shall not disclose or disseminate any License Keys associated or distributed with the Software, publicly or to any third party, nor shall You allow anyone else to use any such License Keys.

You may reassign/migrate this Software to a different device owned, leased, or rented by You subject to SmarterTools' approval in its sole discretion, provided that You completely uninstall or delete the Software from any personal computer, server, Virtual Private Server, Elastic Computing Worker or other device on which the Software was previously installed. SmarterTools reserves the right to require, in its sole discretion, reauthorization, re-registration, or another form of authentication at no additional charge to enable reassignment of the Software, and may disable the related License Key and/or access to the Software at any time if it determines, in its sole discretion, that such reassignment is prohibited by the terms of this EULA or constitutes fraud.

You shall not use the Software to harm third parties, disseminate unsolicited communications (emails, etc.), requests, or harmful data or programs including but not limited to malicious scripts and viruses. You shall not use the Software to disseminate pornography, child pornography, or other harmful or illegal materials, or in any way that may disparage or bring disrepute to SmarterTools.

2. Term and Termination.

This EULA is effective as of the date You install or use the Software, or as of the date You accept this EULA, whichever is sooner. You may terminate this EULA by completely deleting and wholly destroying any copies of the Software and documentation in Your possession or control. SmarterTools may terminate and/or disable the License or EULA if, in its sole discretion, SmarterTools determines that You have breached any of the terms and conditions of this EULA, with or without notice to You of such termination.

Sections 1.B., 1.C., 1.D., 3, 5, 6, 7, 8, 9, 10, 11, 12, and 13 shall survive termination of this EULA.

3. Limited Warranty and Limitation of Liability.

A. No Warranties

SmarterTools does not warrant that the Software will meet Your requirements, that the operation of the Software will be uninterrupted or error-free; that any data supplied by the Software will be accurate; or that the Software will work with any 3rd-party or supplemental software or hardware furnished with or accompanying the Software. Further, SmarterTools does not warrant the efficacy, functionality, or operation of such Accompanying Software or Hardware. ALL HARDWARE, SOFTWARE, OR OTHER PRODUCTS OR SERVICES PROVIDED BY SMARTERTOOLS UNDER THIS EULA ARE PROVIDED AS-IS, AND SMARTERTOOLS EXPRESSLY DISCLAIMS ALL WARRANTIES, INCLUDING BUT NOT LIMITED TO WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

B. No Liability for Damages

SmarterTools shall not be liable for any damages under this EULA, including but not limited to consequential, statutory, punitive, incidental, or indirect damages, including but not limited to any loss of data, loss of profits, loss of savings, loss of time or convenience, or additional cost arising out of the use of or inability to use the Software, documentation, support, or any 3rd-party or accompanying software or hardware; even if SmarterTools has been advised of the possibility of such damages. Further, SmarterTools shall not be liable for nor bound by any claims, representations, promises, assertions, or other statements made by anyone other than SmarterTools employees or officers, including but not limited to resellers and sales representatives. SmarterTools shall not be liable for any damages or inconvenience resulting from errant data or misreporting of data, nor failures to relay information that may be deemed important by the user, any errant or substantial mistranslation of language or information, and/or for any damages arising from events listed in Section 5 of this EULA.

C. Third Party Providers and Web Services

The Software is designed to integrate and/or to be used in conjunction with Third Party Providers through Web services. SmarterTools assumes no liability and makes no warranty or guarantee regarding the applicability of effectiveness of this Software when used in conjunction with these products or whether or not such integration or use might interfere with the operation therein. You agree to hold SmarterTools harmless in all matters resulting from the integration or use with Third Party Providers.

D. Limitation of Liability

Your sole remedy under this Agreement shall be limited to replacement of the Software.

4. Technical Support

Currently, SmarterTools provides technical support for the Software via SmarterTools personnel, documentation, and Internet resources. Depending on Your Features Selection, including but not limited to pricing, volume, Software version, and the number of licenses You purchased, a certain amount of technical support may be included at no additional charge. Otherwise, technical support may be available for an additional charge on a per incident, per call, or per time-frame basis or in other support packages. The amount of these charges may vary from time to time. Technical support is provided AS-IS, and the provisions of section 3.A., 3.B., and 3.C. apply to technical support.

SmarterTools provides no guarantee, expressed or implied, regarding the efficacy or continuation of technical or other support for this Software or particular version of this Software for any length of time and SmarterTools may choose to discontinue such support at any time and for any reason.

5. Indemnification.

You shall defend, indemnify, and hold harmless SmarterTools and its suppliers, licensors, successors, affiliates, agents, employees, executives, and assigns (hereafter "SmarterTools Indemnified Parties") from any claims, damages, losses, or expenses (including without limitation attorney fees and costs) incurred in connection with any and all damages, losses, claims, suits, judgments, or causes of action asserted against SmarterTools Indemnified Parties by third parties or Your Customers related to:

- * Any claims arising from or related to Your use of the Software or use of the Software by Your Customers or any portion thereof, including but not limited to claims of infringement of patents, copyrights, or other intellectual property or proprietary rights arising from your use of the Software or from use of the Software or any portion thereof in combination with any other software, hardware, device, system, or service;

- * Damages arising from Your breach or Your Customer's breach of this EULA;

- * Any loss, misdirection, or inaccuracy of any and all data, message, and/or information (partial or complete) by or directed to You, Your Affiliates, Your Customers, Your vendors, Your assignees, or any related third party and from any action, inaction, or consequence arising out of such loss, misdirection, or inaccuracy of any data, message, or information;

- * Any misuse, abuse, hostile transmission, fraud, or unlawful action arising from or related to the use of the Software or any portion thereof by or directed at You, Your affiliates, Your Customers, Your vendors, Your assignees, and/or any related third party;

- * Any claim, damage, loss, or expense related to the installation, quality, use, operation, functionality, transfer, or de-installation of the Software to You, Your Customer(s), or third parties.

* Any charges imposed by You or third parties on You or Your Customers related to Your or Your Customer(s)'s use of the Software, including but not limited to charges for data transmission and bandwidth, regardless of whether you have followed any recommendations provided with the Software or Software documentation.

6. Transfers

The rights under the License may be sublicensed under the terms of Section 1.C. or transferred to any of Your successors, heirs, or assigns. Any other attempt to sublicense, assign, or transfer any of the rights, duties, or obligations hereunder is void unless You have a separate written agreement with SmarterTools allowing for such transfer(s).

7. Jurisdiction.

This Agreement shall be governed in all respects by the laws of the United States and the State of Arizona, except for conflict of law's provisions. The parties agree that for any dispute, controversy, or claim arising out of or in connection with this Agreement, venue and personal jurisdiction shall be in the federal, state, or local court with competent jurisdiction located in Maricopa County, Arizona. The prevailing party will be entitled to an award of reasonable attorney's fees.

In the case that You are an agency or entity of the United States Government, the following additional terms apply:

* The Software qualifies as Restricted Computer Software, as defined in the Rights in Data-General clause at Federal Acquisition Regulations 52.227-14.

* Use, duplication, or disclosure by the Government is subject to restrictions as set forth in subparagraph (c)(1)(ii) of the Rights in Technical Data and Computer Software clause at DFARS 252.227-7013.

8. Payments.

You shall pay the total fee(s) for the Software imposed by SmarterTools at the time of purchase. You shall pay all invoices rendered by SmarterTools within thirty (30) calendar days after the invoice date, or within another time frame set forth by SmarterTools in writing in a separate agreement. All payments shall be made in United States Dollars (\$). If You fail to pay any amount due within the above timeframe, SmarterTools may impose late charges equal to the lesser of 1.5% per month or the highest interest rate allowable by applicable law, together with all related expenses and collection costs, including reasonable attorneys' fees, incurred by SmarterTools collecting any amounts owed under this EULA. Further, You shall reimburse SmarterTools for any out-of-pocket expenses incurred in connection with duties performed by SmarterTools hereunder. Upon request by You, SmarterTools

shall provide You with reasonable documentation evidencing the out-of-pocket expenses incurred by SmarterTools.

SmarterTools may disable License Keys for invoices that are not paid within a reasonable timeframe as determined by SmarterTools in its sole discretion. Licenses purchases that are made fraudulently, deceptively, or that result in a charge-back or disputed charge are considered to be not paid and are subject to disablement at the sole discretion of SmarterTools.

9. Limitations to Customization.

Should You choose to alter the appearance and/or user interface of the Software (the "Skin") by using the custom style or Skin options included in certain versions of the Software or by using a third-party process to alter the appearance or interface of the Software, the following requirements must be met:

* You shall maintain and not remove or obscure any proprietary notices in the Software. The SmarterTools name may be displayed in any font type or style, but it must be displayed in no smaller than 8-point font. The name of the Software shall remain visible to the naked eye and free from any clutter or similar color scheme (e.g. black font on a black or similarly dark background that would preclude the user from easily identifying the Software). Use of the qualifiers "powered by" and "provided by" is permitted (e.g. "Powered by SmarterMail"). Any deviation from these limitations must be approved in writing by SmarterTools in advance of implementation and may result in additional license fees, if applicable.

* All applicable copyright and trademark information shall not be removed, remain visible to the naked eye, free from any clutter or similar color scheme, and can be displayed in any font type or style but shall be displayed in no smaller than 8-point font.

10. Transmission of Information and Communication.

At purchase of the Software and at other times during the term of this EULA You will be required to supply certain information including, but not limited to, email address(es), password(s), personal and/or company information, payment information (e.g. credit card information), and/or other personally identifiable and potentially valuable information. Acceptance of this Agreement indicates Your willingness to provide this information and have it transmitted to SmarterTools via internet, phone, facsimile, verbally, or otherwise and Your assumption of the incumbent risks associated with such transfers. SmarterTools takes the privacy and security of data very seriously and will make efforts to protect data in accordance with our privacy policy. A copy of the SmarterTools privacy policy is available by request. In any event, SmarterTools and its suppliers, licensors, successors, affiliates, agents, employees, executives, and assigns shall not be liable for any stolen, misdirected, or otherwise mishandled information pursuant to this EULA.

From time to time SmarterTools may contact You at any address, including any email address(es), You have provided to SmarterTools regarding the Software, available Updates or Features Selection for the Software, or for promotional purposes. You hereby expressly consent to such communications. If you do not wish to receive further notices, you may notify SmarterTools of your preferences.

From time to time the Software may cause computers, servers, and/or other electronic devices on which You install and operate this Software to use the internet or other means to exchange data with computers, servers, or other electronic devices owned by SmarterTools in order to maintain licenses, communicate updates or instructions, track the location and install base of the Software, gauge performance, enforce SmarterTools' rights with regard to licensing and this EULA, or other information as is needed to properly maintain, protect, or update the Software. Acceptance of this Agreement indicates Your acceptance of this communication and Your assumption of the incumbent risks associated with such communication. Any attempt to prevent, preclude, disrupt, or modify this communication is not allowed under this EULA and may result in the disablement of the Software and license key.

11. Third-party Correspondence, Interaction, Purchase, Service, or Promotion

During use of the Software, You may enter into correspondence with, purchase goods and/or services from, or participate in promotions of third party advertisers or sponsors displaying goods and/or services through the Software. Any such activity, and any terms, conditions, warranties, or representations associated with such activity, is solely between You and the applicable third party. SmarterTools shall have no liability, obligation, or responsibility for any such correspondence, interaction, purchase, service or promotion between You and any such third-party including, but not limited to, translations, mapping, sharing, or any other service or transfer, even if such third-party correspondence, interaction, purchase, service, or promotion is listed as a benefit or feature of the Software. SmarterTools explicitly disclaims any liability, obligation or responsibility for the continuation, viability, quality, reliability, or availability of any such third party provided correspondence, interaction, purchase, service, or promotion.

SmarterTools does not endorse any sites on the Internet that are linked through the Software. SmarterTools provides these links to You only as a matter of convenience, and in no event shall SmarterTools or its licensors be responsible for any content, products, or other materials on or available from such sites. SmarterTools provides the Software to You pursuant to the terms and conditions of this Agreement. You recognize, however, that certain third-party providers of ancillary software, hardware, or services may require Your agreement to additional or different licenses agreements or other terms prior to Your use of or access to such software, hardware, or services.

In all events, conditions, and circumstances the provisions and limitations of Sections 3, 5, and 7 shall apply.

12. Severability.

The provisions of this Agreement will be deemed severable and the invalidity or unenforceability of any provision(s) will not affect the validity or enforceability of any other provision(s) herein.

13. Entire Agreement.

This EULA constitutes and expresses the entire agreement and understanding between the parties hereto with respect to the subject matter, all revisions discussions, promises, representation, and understanding relative thereto, if any, being herein merged. This Agreement replaces and supersedes any prior agreement entered into between the parties hereto with respect to the subject matter herein.

Thank You for choosing SmarterTools Software.

Rev. 20120524

All materials copyright SmarterTools Inc.