



# Help for System Administrators

Help Documentation

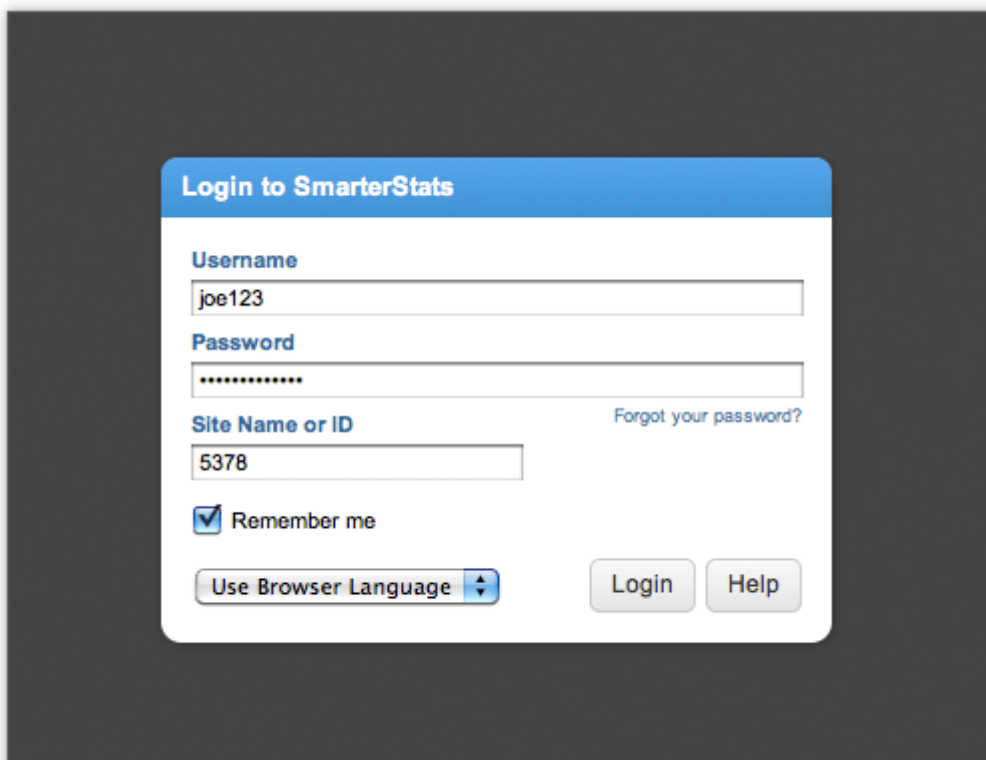
## Help for System Administrators

### 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 . 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.



The image shows a screenshot of the SmarterStats login interface. The page has a blue header with the text "Login to SmarterStats". Below the header, there are three input fields: "Username" with the value "joe123", "Password" with masked characters "\*\*\*\*\*", and "Site Name or ID" with the value "5378". To the right of the "Site Name or ID" field is a link that says "Forgot your password?". Below the input fields is a checkbox labeled "Remember me" which is checked. At the bottom left, there is a dropdown menu labeled "Use Browser Language" with a blue arrow icon. At the bottom right, there are two buttons: "Login" and "Help".

## Sites

### Sites

System administrators can use this section to manage the sites in SmarterStats. To access this section, click the sites icon .

### Navigating Sites

When you view the sites on the server, the page is divided into two sections:

- The navigation pane displays the sites on the server. To view details for a specific site, simply click the desired site.
- The content pane displays all available details about the selected site.

In general, the following options are available from the navigation pane toolbar:

- New - Adds a new site to SmarterStats.
- Actions - Click this button and select one of the following options:
  - Select All - Selects all of the sites on the server.
  - Delete - Permanently removes the selected site(s) from SmarterStats.
  - Move Site - Moves 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.
  - Re-import Log Files - Deletes the SmarterLog files for the site and re-imports them, starting with the earliest files.
  - Re-import SEO - Reprocess SEO statistics. This option is useful if there was an error collecting SEO data, the search engine was down, etc.
  - Reprocess Log Files - Reprocesses the log file data. Note: Log file data will not be re-imported.
  - 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.

In general, the following options are available from the content pane toolbar:

- Edit - Edits the site settings.
- Delete - Permanently removes the selected site(s) from SmarterStats.
- View Site Stats - Opens the site statistics in a new window. Note: This is also the same as impersonating a site administrator.
- Impersonate User - Allows the system administrator to view site statistics as a selected user.

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 sites icon . Then click New in the navigation pane toolbar. To edit an existing site, click the settings icon . A list of sites on the server will load in the navigation 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 ID - The unique identifier for the SmarterStats site. Site IDs must be integers greater than 0.
- Site Name - The domain name for the site, such as example.com.
- Site URL - The URL used to access the site, such as http://www.example.com
- 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.
- 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.
- Enable log analysis - Select this option to collect and report on log file data for the site. Note: If you do not have the ability to import the site's log files into SmarterStats, this option should be disabled. If this option is disabled, many reports and options will not be available.
- Enable SEO - Select this option to collect and report on SEO data for the site.
- Enable site tuning - Select this option to allow SmarterStats to scan the site for errors and potential issues that could affect its search engine ranking or visitor experience. Note: If this

option is disabled, users and site administrators will not have access to the site tuning section of the interface.

## Log Analysis

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.
- Log Wildcard - The log file wildcards (i.e. the format of the log titles, with dates or other variable information removed: \*.log ).
- Log File Paths - The The directory in which the site's log files are stored.
- Look for logs in .gz and .zip archives - Select this option to look for logs in compressed archives.

## SEO

Use this tab to specify the following SEO options:

- Max Campaigns The maximum number of campaigns a site can have. Note: SmarterStats Free users are limited to one campaign.
- 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.
- 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.
- 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.
- Available 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 Tuning

Use this tab to specify the following site tuning options:

- Max Pages To Crawl - The maximum number of pages on which SmarterStats should scan for errors and performance issues. By default, the max pages to crawl is 10,000.
- Max Pages Per Minute - The maximum number of pages SmarterStats crawls per minute. This

setting is used to control the load put on Web server. By default, SmarterStats will crawl up to 600 pages per minute.

- Max Query Pages - The number of query string variants that will be inspected on each page of a site. By default the max query is 1,000 pages. Highly dynamic sites, such as those with a forum, may want to increase this number to ensure all pages of the site are crawled.

## Advanced

Use this tab to specify the following options:

- SmarterLog Auto-delete - The maximum amount of time 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.
- Log File Auto-delete - The maximum amount of time original log files should be stored.
- 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. For example, 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. Typically, you'll use the full URL for the site, such as 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 "/".

## 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:

#### Options

Use this tab to specify the following settings:

- Default Skin - The default skin for SmarterStats users.
- Enable users to override skin - Select this option to allow users to specify their own skin.
- Enable notification reminder popups - Select this option to allow SmarterStats to display licensing and other administrative reminders.
- Enable user password reset functionality - Select this option to allow users to reset their password if they forget it.
- Send notification emails to system administrator - Select this option to send emails to the system administrator if errors occur.

#### SMTP

Use this tab to specify the following settings:

- From Address - The email address from which reports will be sent.
- From Display Name - The name that appears in the From field of emails.
- SMTP Server - The mail server used to send email reports.
- SMTP Server Port - The port used to connect to the mail server. By default, the port is 25.
- Enable site administrators to override SMTP settings - Select this option to allow site administrators to specify their own SMTP settings.
- Enable secure sockets layer (SSL) - Select this option if the connection to the server must be SSL.
- Enable SMTP authentication - Select this option if SMTP authentication is required to send mail from this email address.
- Auth Username - The identifier used to authenticate with the external email server. In some



cases, this may be the full email address of the account.

- Password - The corresponding password used to authenticate with the external email server.

## 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.
- 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.
- Email Address - The email address of the SmarterStats administrator.

## 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 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.
- DNS Lookup Limit - 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.

## File Extensions

Although SmarterStats automatically assigns file extensions to specific categories, system administrators have the ability to reassign file extensions to different categories. Use this tab to specify whether specific file extensions should be categorized as downloads, documents, dynamic pages or images.

## 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 settings 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.

## Servers

### Manage Servers

System administrators can use this section to manage the servers in SmarterStats. To access this section, click the settings icon . Then click Manage 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 in a new window 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.

## Import Settings

Use this tab to specify the following importing options:

- Import Time of Day - The start and end times the sever should be importing files.
- 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. For example, if the session timeout is set to 30 minutes and a visitor hits the site and doesn't visit another page of the site until 40 minutes later, this would be considered a new visit.
- Debug Level - The level of detail kept in the service log file. This should remain at normal unless instructed to change it by a SmarterTools representative/.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Server Profile - The amount of CPU used to process statistics. For more information, refer to the KB article [How To - Configure SmarterStats to Use More/Less System Resources](#) .

## Active Processes

System administrators can use this page to see the activity of SmarterStats servers and troubleshoot problems. To access this section, click the settings icon , expand the Servers folder and then click Active Processes in the navigation pane. The active processes will load in the content pane and the following columns will be available:

- Server Name - The name of the server.
- Site - The site on the server that is performing an activity.
- Activity - The action being performed on the site. For example, gathering statistics, reprocessing stats or importing SEO.

## Memory Usage

The Memory Usage 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 settings icon . Then click Memory Usage 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 - 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.

## 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 settings icon . Then click Version Info in the navigation pane. The 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.

## Defaults

### 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 the settings icon and expand the Defaults folder. Then click Site Defaults in the navigation pane. 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 log analysis - Select this option to collect and report on log file data for the site. Note: If you do not have the ability to import the site's log files into SmarterStats, this option should be disabled. If this option is disabled, many reports and options will not be available.
- Enable SEO - Select this option to collect and report on SEO data for the site.
- Enable site tuning - Select this option to allow SmarterStats to scan the site for errors and potential issues that could affect its search engine ranking or visitor experience. Note: If this option is disabled, users and site administrators will not have access to the site tuning section of the interface.

## Log Options

Use this tab to specify the following options:

- Log File Deletion - The maximum amount of time original log files should be stored.
- SmarterLog Deletion - The maximum amount of time 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.
- 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 "/".

## SEO Options

Use this tab to specify the following SEO options:

- Max Campaigns The maximum number of campaigns a site can have. Note: SmarterStats Free users are limited to one campaign.
- 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.
- 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.
- 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.
- Available 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 Tuning Options

Use this tab to specify the following site tuning options:

- Max Pages To Crawl - The maximum number of pages on which SmarterStats should scan for errors and performance issues. By default, the max pages to crawl is 10,000.
- Max Pages Per Minute - The maximum number of pages SmarterStats crawls per minute. This setting is used to control the load put on Web server. By default, SmarterStats will crawl up to 600 pages per minute.
- Max Query Pages - The number of query string variants that will be inspected on each page of a site. By default the max query is 1,000 pages. Highly dynamic sites, such as those with a forum, may want to increase this number to ensure all pages of the site are crawled.

## 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.

## 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.
- 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.
- Max Sessions Per Site - The number of concurrent sessions tracked when the server is importing log files. This setting should not be changed.
- Debug Level - The level of detail kept in the service log file. Compression Level - The level of

compression that imported files should follow. --%>

- Server Profile - The amount of CPU used to process statistics. For more information, refer to the KB article [How To - Configure SmarterStats to Use More/Less System Resources](#) .

## 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.

## 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