



# Site Activity

Help Documentation

## Site Activity

### Traffic

#### Traffic Trend

This report displays your website activity (page views, visits, hits, and bandwidth) for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. 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](#) .

#### Visitor Trend

This report displays information about your website visitors for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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### 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## 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. For more information on report items, refer to [Understanding Report Items](#) .

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## **Paths**

### **Page Bounces**

This report displays the pages on which visitors landed and left without navigating to other pages of your site. 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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### **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 report. For more information on report items, refer to [Understanding Report Items](#) .

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### **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 report. For more information on report items, refer to [Understanding Report Items](#) .

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### **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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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## Recent Visitor Activity

This report displays information about your most recent website visitors (based on a 15 minute period). Information available pertains to the first hit for the 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## Visit Length Trend

This report displays the average visit lengths for the selected date range. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the [Group By](#) report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to Understanding Report Items .

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### 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 report. For more information on report items, refer to Understanding Report Items .

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### 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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## 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 report. For more information on report items, refer to [Understanding Report Items](#) .

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