

Copy of Cooperatives

Web Log Analysis Monthly Report December 2003

Report Range:12/01/2003 00:00:00 – 12/31/2003 23:59:59



This report was generated by WebTrends(R) Friday February 13, 2004 – 10:43:06
Final report conversion by WebTrends Document Utility, Version 6.1a (build 419)

(c) 1996–2003 NetIQ Corporation. All rights reserved.

Table of Contents

Overview Dashboard.....	1
Marketing Dashboard.....	3
Referrers Dashboard.....	5
Activity by Referring Site.....	7
Activity by Referring Domain.....	9
Activity by Referring Page.....	11
Search Engines Dashboard.....	13
Activity by Search Engine.....	15
Activity by Search Phrase.....	33
Activity by Search Keyword.....	37
Visitors Dashboard.....	45
Top Visitors.....	49
New vs. Return Visits.....	53
Visitors by Number of Visits.....	55
Visitors Trend.....	57
Visits Trend.....	61
Top Organizations.....	63
Top Authenticated Usernames.....	65
Top Domain Names.....	67
Top-Level Domain Types.....	69
Geography Dashboard.....	71
Top Regions.....	73
Top Countries.....	75
Pages Dashboard.....	77
Top Pages.....	79
Top Content Groups.....	83

Table of Contents

Top Directories.....	85
Files Dashboard.....	87
Most Downloaded Files.....	89
Most Accessed File Types.....	91
Most Uploaded Files.....	93
URL ID Parameter Analysis by Visits.....	95
URL ID Parameter Analysis by Hits.....	97
Navigation Dashboard.....	99
Top Entry Pages.....	101
Top Entry Files.....	105
Top Exit Pages.....	107
Single Access Pages.....	111
Top Paths Through Site.....	115
Technical Dashboard.....	119
Page Views Trend.....	121
Hits Trend.....	123
Bandwidth: Kbytes Transferred Trend.....	125
Server Cluster Load Balance.....	127
Average Time to Serve Pages.....	129
Errors Dashboard.....	131
Client Errors.....	133
File Not Found Errors.....	135
Server Errors.....	139
Activity Dashboard.....	141
Visits by Number of Pages Viewed.....	143
Visits by Day of the Week.....	145

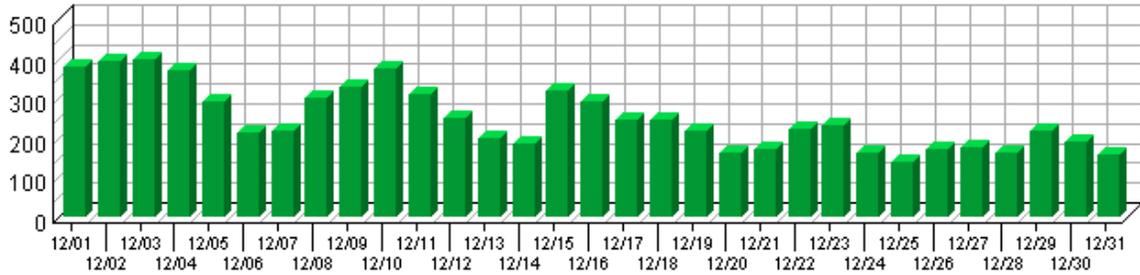
Table of Contents

Hits by Day of the Week.....	147
Visits by Hour of the Day.....	149
Hits by Hour of the Day.....	151
Visit Duration by Visits.....	153
Visit Duration by Page Views.....	155
Browsers and Platforms Dashboard.....	157
Top Browsers.....	159
Top Browsers by Version.....	161
Top Spiders.....	165
Top Platforms.....	167
Glossary.....	169

Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

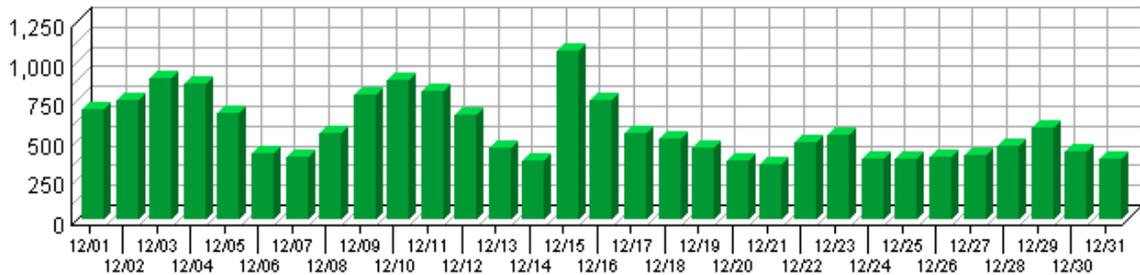
Visits Trend



Visit Summary

Visits	7,707
Average per Day	248
Average Visit Length	00:12:52
Median Visit Length	00:02:30
International Visits	11.46%
Visits of Unknown Origin	52.77%
Visits from Your Country: United States (US)	35.77%

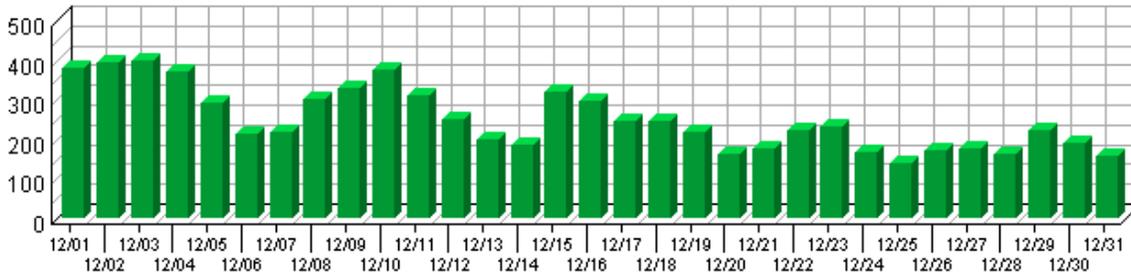
Page Views Trend



Page View Summary

Page Views	17,650
Average per Day	569
Average Page Views per Visit	2.29

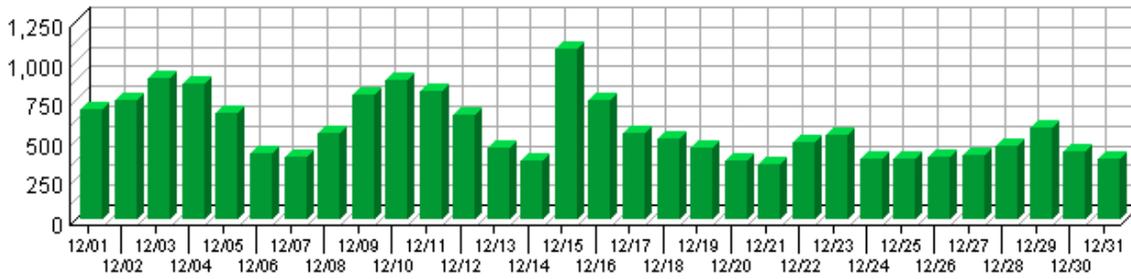
Visitors Trend



Visitor Summary

Unique Visitors	5,049
Visitors Who Visited Once	4,483
Visitors Who Visited More Than Once	566
Average Visits per Visitor	1.53

Hits Trend

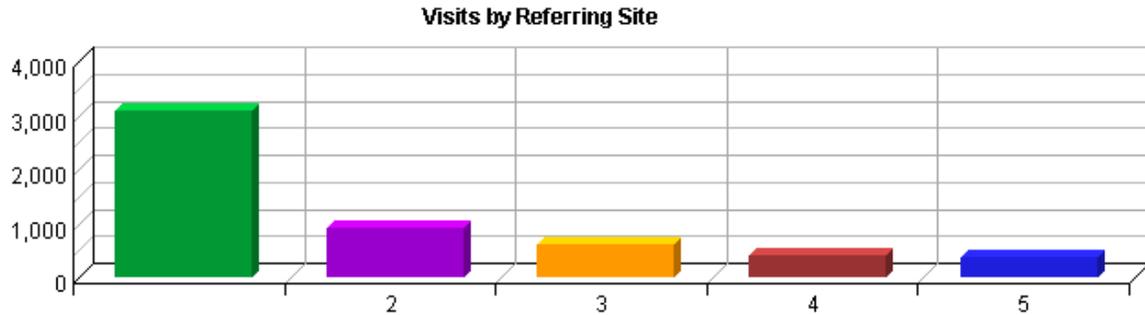


Hit Summary

Successful Hits for Entire Site	17,657
Average Hits per Day	569
Home Page Hits	573

Marketing Dashboard

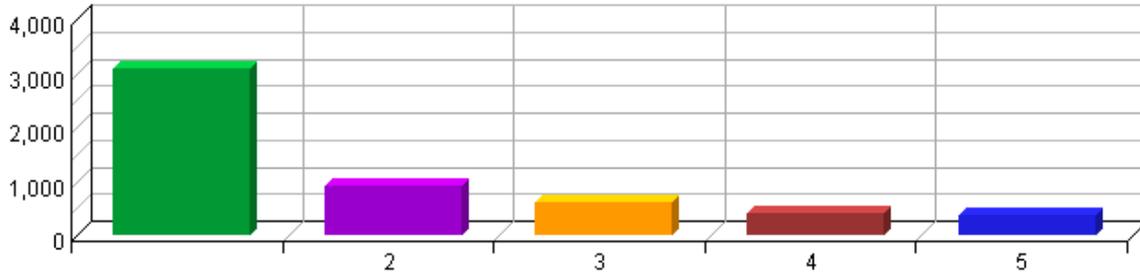
This dashboard summarizes important information related to online marketing activity.



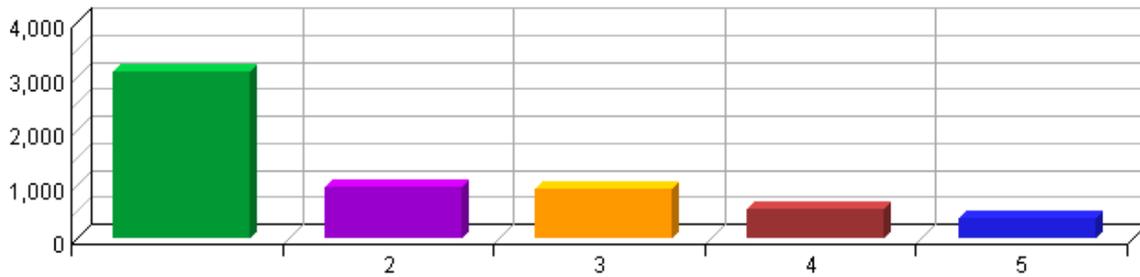
Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

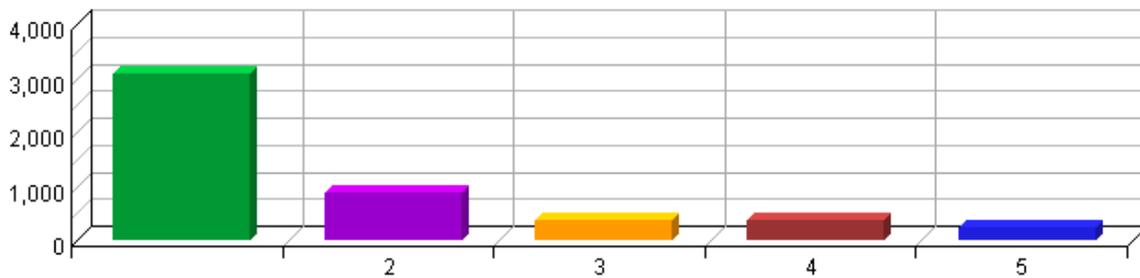
Visits by Referring Site



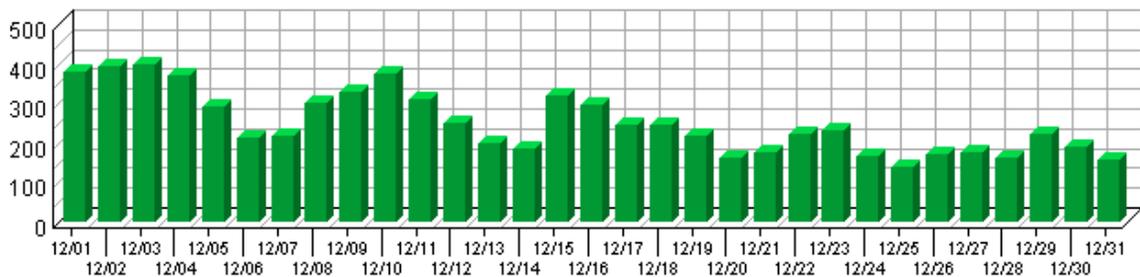
Visits by Referring Domain



Visits by Referring Page

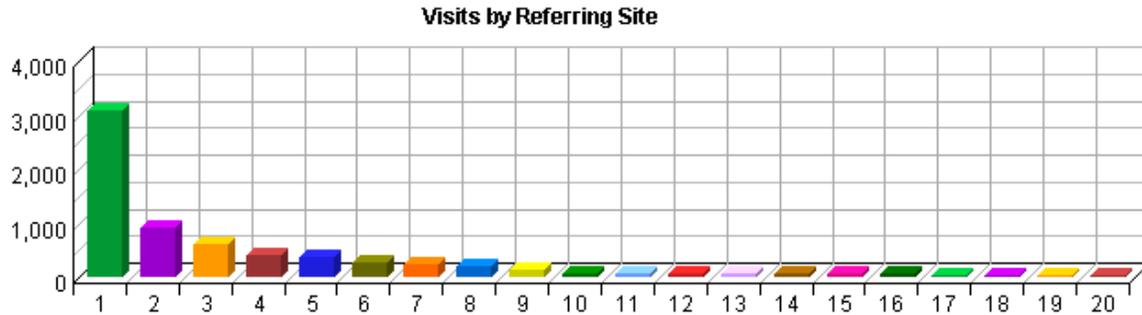


Visitors Trend



Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Site

	Site	Visits	%
1.	No Referrer	3,076	39.91%
2.	http://www.google.com/	904	11.73%
3.	http://es.epa.gov/	621	8.06%
4.	http://search.yahoo.com/	399	5.18%
5.	http://www.google.com.pe/	376	4.88%
6.	http://search.msn.com/	285	3.70%
7.	http://www.google.com.mx/	245	3.18%
8.	http://www.epa.gov/	194	2.52%
9.	http://www.google.es/	138	1.79%
10.	http://www.google.cl/	81	1.05%
11.	http://oaspub.epa.gov/	80	1.04%
12.	http://www.google.ca/	69	0.90%
13.	http://www.google.co.in/	67	0.87%
14.	http://www.google.com.co/	67	0.87%
15.	http://www.altavista.com/	63	0.82%
16.	http://www.google.co.ve/	55	0.71%
17.	http://www.google.com.ar/	46	0.60%
18.	http://www.google.com.au/	41	0.53%
19.	http://mx.search.yahoo.com/	31	0.40%
20.	http://www.google.com.my/	27	0.35%
	Subtotal	6,865	89.07%
	Other	842	10.93%
	Total	7,707	100.00%

Activity by Referring Site – Help Card

? Referring Sites – A web site which refers a visitor to your site by linking to it.

Site – Specific referring site being analyzed.

Visits – Number of times the specified site referred visitors to your site.

% – Percentage of referrals that came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

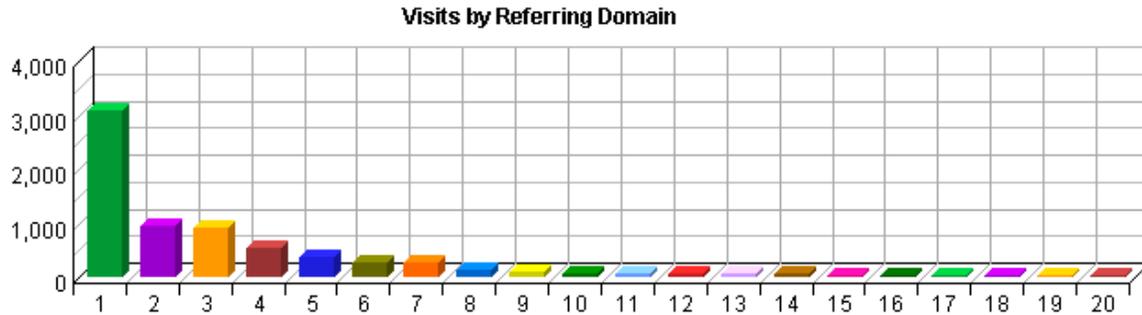
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.



You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	3,076	39.91%
2.	google.com	947	12.29%
3.	epa.gov	905	11.74%
4.	yahoo.com	534	6.93%
5.	google.com.pe	385	5.00%
6.	msn.com	287	3.72%
7.	google.com.mx	256	3.32%
8.	google.es	149	1.93%
9.	google.cl	85	1.10%
10.	altavista.com	72	0.93%
11.	google.ca	70	0.91%
12.	google.com.co	67	0.87%
13.	google.co.in	67	0.87%
14.	google.co.ve	60	0.78%
15.	google.com.ar	48	0.62%
16.	google.com.au	41	0.53%
17.	google.com.my	27	0.35%
18.	google.com.	24	0.31%
19.	ask.com	23	0.30%
20.	dogpile.com	22	0.29%
	Subtotal	7,145	92.71%
	Other	562	7.29%
	Total	7,707	100.00%

Activity by Referring Domain – Help Card

? Referring Domain – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

Visits – Number of times the specified domain referred visitors to your site.

% – Percentage of referrals that came from the specified domain.

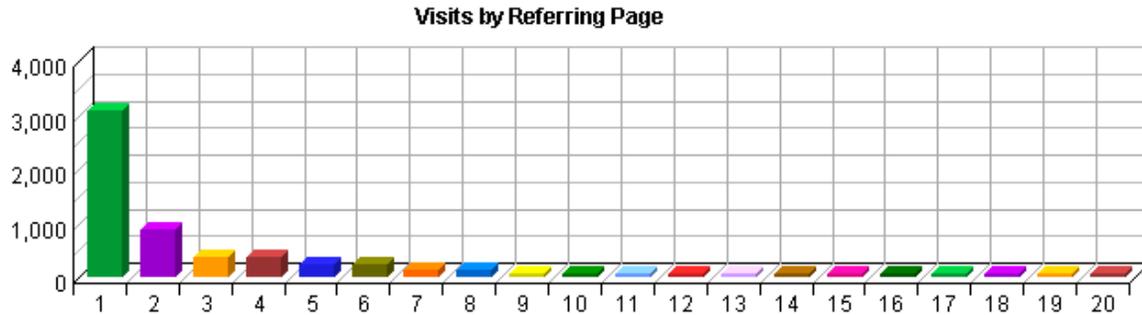
No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

💡 You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	3,076	39.91%
2.	http://www.google.com/search	874	11.34%
3.	http://search.yahoo.com/ search	389	5.05%
4.	http://www.google.com.pe/ search	376	4.88%
5.	http://www.google.com.mx/ search	245	3.18%
6.	http://es.epa.gov/	239	3.10%
7.	http://search.msn.com/results. aspx	144	1.87%
8.	http://www.google.es/search	138	1.79%
9.	http://www.google.cl/search	81	1.05%
10.	http://oaspub.epa.gov/webi/ meta_first_new2.try_these_first	75	0.97%
11.	http://www.google.ca/search	68	0.88%
12.	http://www.google.com.co/ search	67	0.87%
13.	http://www.google.co.in/ search	67	0.87%
14.	http://search.msn.com/ spresults.aspx	65	0.84%
15.	http://search.msn.com/results. asp	65	0.84%
16.	http://es.epa.gov/cooperative/ stateandlocal/	60	0.78%
17.	http://www.altavista.com/web/ results	56	0.73%
18.	http://www.google.co.ve/ search	55	0.71%
19.	http://es.epa.gov/index.html	51	0.66%
20.	http://www.epa.gov/ebtpages/ induindustpetroleumindustry. html	51	0.66%
	Subtotal	6,242	80.99%
	Other	1,465	19.01%
	Total	7,707	100.00%

Activity by Referring Page – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

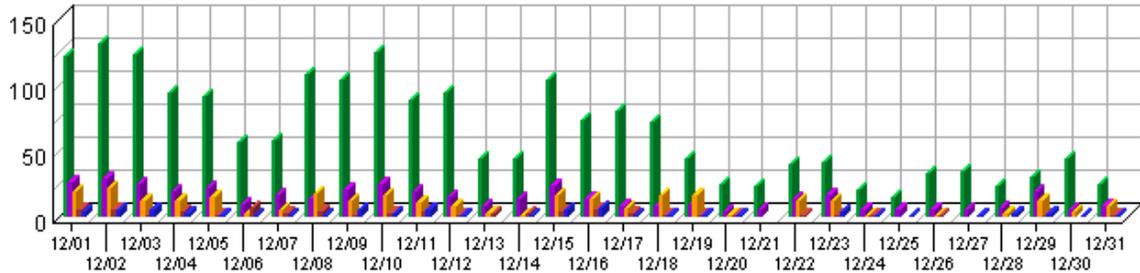
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

💡 You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

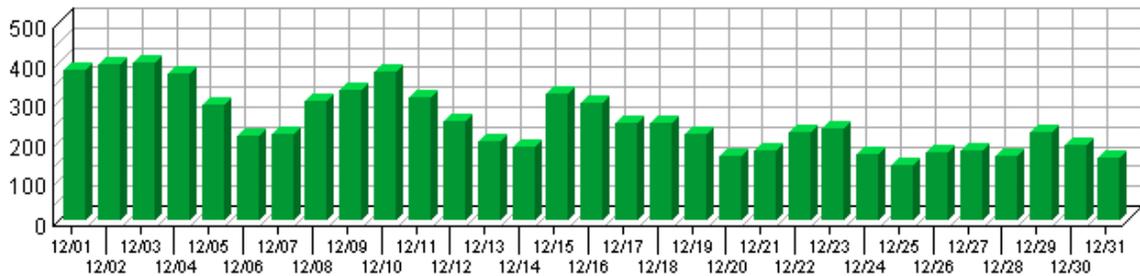
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

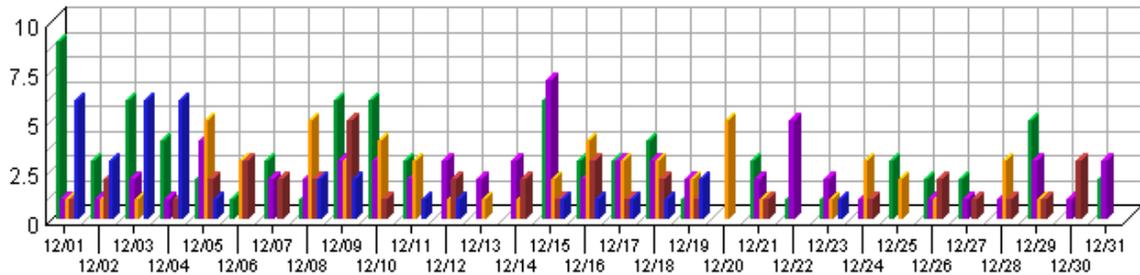
Activity by Search Engine



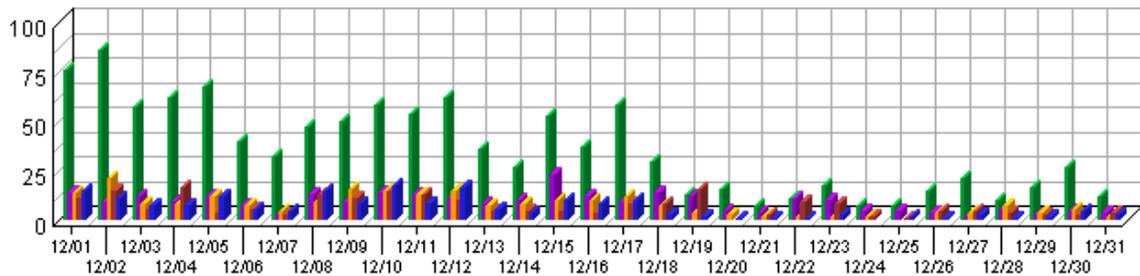
Visitors Trend



Activity by Search Phrase



Activity by Search Keyword

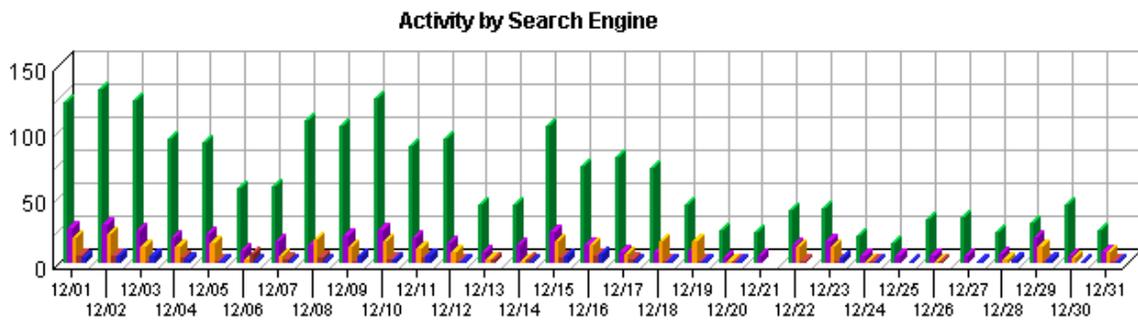


Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	google	2,022	63.47%
2.	yahoo	431	13.53%
3.	msn	291	9.13%
4.	google canada	75	2.35%
5.	altavista	75	2.35%
6.	google australia	41	1.29%
7.	ask jeeves	32	1.00%
8.	yahoo mexico	29	0.91%
9.	yahoo spain	26	0.82%
10.	google uk	24	0.75%
11.	aol netfind	22	0.69%
12.	google germany	18	0.56%
13.	yahoo argentina	10	0.31%
14.	yahoo uk &ireland	8	0.25%
15.	netscape	8	0.25%
16.	google france	6	0.19%
17.	google japan	6	0.19%
18.	google austria	6	0.19%
19.	all the web	5	0.16%
20.	overture	5	0.16%
	Subtotal	3,140	98.56%
	Total	3,186	100.00%

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	bebidas gaseosas	39	1.22%
	bapedal	35	1.10%
	iso 14000	32	1.00%
	elaboracion de gaseosas	28	0.88%
	petroleum refining	26	0.82%
	petroleum refinery	21	0.66%
	palmito	20	0.63%
	embotelladora	18	0.56%
	metal finishing	12	0.38%
	cebada	11	0.35%
	embotelladora la cascada	11	0.35%
	cleaner production	11	0.35%
	embotelladora de gaseosa	10	0.31%
	epa	9	0.28%
	banking economics	8	0.25%
	preparacion de jarabes	7	0.22%
	gaseosas	6	0.19%
	presidents council on sustainable development	6	0.19%
	elaboracion de bebidas gaseosas	6	0.19%
	risk petroleum refining document	5	0.16%
2. yahoo	iso 14000	29	0.91%
	bapedal	22	0.69%
	petroleum refining	18	0.56%
	cleaner production	13	0.41%
	metal finishing	10	0.31%
	petroleum refinery	9	0.28%
	petroleum refineries	9	0.28%
	history of screen printing industry	5	0.16%
	canadian center for pollution prevention	4	0.13%
	what is iso 14000	4	0.13%
	nesda network for environment	4	0.13%
	activated carbon case studies	4	0.13%
	printing industry	4	0.13%
	banking economics	3	0.09%
	thailand environment	3	0.09%
	zinc electroplating	3	0.09%
	proceso de pasteurizacion de la leche	3	0.09%
	industrial petroleum refinery process	3	0.09%

	print industry	3	0.09%
	proceso de lacteos de una empresa	2	0.06%
3.	msn	12	0.38%
	columbia south america	12	0.38%
	printing industry	6	0.19%
	nfesc	5	0.16%
	washington state department of ecology	5	0.16%
	ndcee	5	0.16%
	bapedal	5	0.16%
	air force center for environmental excellence	5	0.16%
	institute of advanced manufacturing sciences	5	0.16%
	petroleum refining	4	0.13%
	federal compliance	4	0.13%
	army acquisition pollution prevention support office	4	0.13%
	metal finishing	4	0.13%
	economic information on printing industry	3	0.09%
	army environmental center	3	0.09%
	small business grants for the state of new jersey	3	0.09%
	dod defense environmental network and information exchange	3	0.09%
	national center for environmental excellence	3	0.09%
	naval facilities engineering service center	3	0.09%
	local pollution	2	0.06%
	environment training in japan	2	0.06%
4.	google	10	0.31%
	canada	6	0.19%
	petroleum refining	10	0.31%
	iso 14000	6	0.19%
	fraction of petroleum in industry	2	0.06%
	printing industry	2	0.06%
	metal finishing	2	0.06%
	electroplating and society	2	0.06%
	hydrodesulfurization and process and description	1	0.03%
	electroplating fact process	1	0.03%
	network for environment and sustainable development in africa (nesda)	1	0.03%
	oil in texas case study	1	0.03%
	zinc electroplating	1	0.03%
	pollution prevention associated with petroleum refining	1	0.03%
	pollution in the great lakes	1	0.03%
	screen printing process	1	0.03%
	http://es.epa.gov/cooperative/international/about.html	1	0.03%
	petroleum industry environmental policy	1	0.03%
	asia-pacific economic cooperation	1	0.03%
	what is cleaner production	1	0.03%
	petroleum refinery condensates	1	0.03%

	environment australia	1	0.03%
5.	iso 14000 information	2	0.06%
altavista	iso14000 iso14001 iso 14001	2	0.06%
	iso 14000	2	0.06%
	reciclaje tratamiento de agua	1	0.03%
	diagrama de flujo en elaboracion de conservas	1	0.03%
	lavado botella envase	1	0.03%
	funcion de la sosa caustica	1	0.03%
	yogur industrial elaboracion	1	0.03%
	diagrama de flujo	1	0.03%
	helados de crema	1	0.03%
	embotelladora la planta equipo	1	0.03%
	aguas industria alimentos	1	0.03%
	procesos quimicos para la elaboracion del refresco	1	0.03%
	industry production standards	1	0.03%
	sector industrial industry sector	1	0.03%
	mercado de lacteos, ecuador	1	0.03%
	condiciones de almacenamiento de lacteos	1	0.03%
	leche cruda leche pasteurizada	1	0.03%
	military specifications index	1	0.03%
	linea embotelladora	1	0.03%
6.	environment australia	23	0.72%
google	environmental australia	3	0.09%
australia	environmental impact management agency	1	0.03%
	refinery industry	1	0.03%
	indonesia environmental agency	1	0.03%
	bapedal	1	0.03%
	petrochemical flow chart	1	0.03%
	environment, australia	1	0.03%
	enviro sense lithographic printing	1	0.03%
	photos of energy efficient buildings	1	0.03%
	types of lithography	1	0.03%
	how waste managed in oil refinery	1	0.03%
	metal finishing chat line	1	0.03%
	government environmental group australia	1	0.03%
	energy efficiency advertising campaign	1	0.03%
	la cascada embotelladora	1	0.03%
	environmental management principle	1	0.03%
7. ask	iso 14000 university	5	0.16%
jeeves	presidents council on sustainable development	3	0.09%
	sbdc new jersey	2	0.06%
	electroplating industry	2	0.06%

	ems iso 14000 certified university	2	0.06%
	languages in columbia, south america	1	0.03%
	structure of industry	1	0.03%
	delaware state government department of natural resources	1	0.03%
	what are the sustainable development and waste minimization tech...	1	0.03%
	environmental laws with printing?	1	0.03%
	caribbean pollution	1	0.03%
	cleaner	1	0.03%
	what is the united states postal service mission statement?	1	0.03%
	what is electroplating industry?	1	0.03%
	virginia small business assistance	1	0.03%
	que es pasteurizacion	1	0.03%
	columbia, south america information	1	0.03%
	columbia south america	1	0.03%
	national park service general mission	1	0.03%
	columbia south america information	1	0.03%
8.	ep3, uso eficiente del agua	2	0.06%
yahoo	embotellamiento de refresco	1	0.03%
mexico	aguas de frutas	1	0.03%
	cebada	1	0.03%
	procesamiento de los champiñones	1	0.03%
	evaporacion de frutas	1	0.03%
	lavado de duraznos	1	0.03%
	tratamiento para la cerveza de barril	1	0.03%
	embotelladora	1	0.03%
	elaboracion de productos de limpieza	1	0.03%
	embotelladoras de refresco	1	0.03%
	produccion de helados	1	0.03%
	procesos de reciclaje	1	0.03%
	mangueras sanitarias	1	0.03%
	diagrama de flujo de un pasteurizador	1	0.03%
	resumen sobre el sistema de enfriamiento amoniaco	1	0.03%
	colores para tuberias de amoniaco	1	0.03%
	sistema de enfriamiento amoniaco	1	0.03%
	materia prima para yoghurt	1	0.03%
	envasadora yogurt	1	0.03%
9.	embotelladoras	3	0.09%
yahoo	manual tratamiento agua industrial	2	0.06%
spain	pasteurizaci3n de el yogurt	1	0.03%
	proceso embotellamiento agua mineral	1	0.03%
	costos linea de embotellado agua mineral	1	0.03%
	pasteurizador	1	0.03%

	proceso de bebidas	1	0.03%
	maquinaria utilizada para la elaboracion de gaseosas	1	0.03%
	embotelladora de gaseosa	1	0.03%
	uso de las aguas residuales en la industria	1	0.03%
	peru bebidas gaseosas	1	0.03%
	balance de masa energia en la fermentacion de la cebada	1	0.03%
	epa	1	0.03%
	bebidas gaseosas	1	0.03%
	air force fighter	1	0.03%
	frutas verduras	1	0.03%
	elaboraci3n de bebidas gaseosas	1	0.03%
	balance de masa energia en la fermentacion	1	0.03%
	utilidades tuberias acero inoxidable	1	0.03%
	equipo industrial para el lavado de manos	1	0.03%
10.	printing industry pdf	3	0.09%
google uk	metal finishing processes and techniques	1	0.03%
	pollution case study	1	0.03%
	quality assurance policy in the print industry	1	0.03%
	plating copper cyanide recycling	1	0.03%
	what is iso 14000	1	0.03%
	computer manufacturing environment	1	0.03%
	common industrial printing processes	1	0.03%
	petroleum refining industry	1	0.03%
	refining sites	1	0.03%
	case studies of developed world pollution	1	0.03%
	electroplating	1	0.03%
	styrene recycling	1	0.03%
	montana sa peru	1	0.03%
	iso 14000	1	0.03%
	case studies on international accounting	1	0.03%
	letterpress industrial processes	1	0.03%
	boric sulfuric anodizing	1	0.03%
	the computer manufacturing industry	1	0.03%
	print industry pdf	1	0.03%
11. aol	new jersey grants	2	0.06%
netfind	lima peru phone	1	0.03%
	ejemplos de objetivos generales de refrescos bebidas	1	0.03%
	inter city oil company	1	0.03%
	printing industry	1	0.03%
	system development life cycle issues and banking	1	0.03%
	metal finishing techniques	1	0.03%
	screen printing products	1	0.03%

	maquinaria usada de bebidas usa	1	0.03%
	nj small business grants	1	0.03%
	metal finishing	1	0.03%
	iso 14000	1	0.03%
	china epa	1	0.03%
	petroleum refineries	1	0.03%
	chrome electroplating closed loop systems	1	0.03%
	u.s. environmental case studies	1	0.03%
	economics and accounting issues in the news	1	0.03%
	environmental market	1	0.03%
	information on electroplating transfer copper to silver?	1	0.03%
	petroleum refinery	1	0.03%
12. google germany	iso 14000	4	0.13%
	case studies electroplating wastewater treatment	2	0.06%
	journal electroplating and surface finishing	1	0.03%
	oxy metal finishing	1	0.03%
	specific case studies on pollution prevention	1	0.03%
	metal case batch	1	0.03%
	epa guide to cleaner technologies alternative metal finishes	1	0.03%
	epa cleaner production	1	0.03%
	compuserv provider	1	0.03%
	refining trends	1	0.03%
	bapedal	1	0.03%
	environmental management accounting case–studies	1	0.03%
	related:iso9000conference.com/pdf/sessions/paper1261_reid_dan.pdf	1	0.03%
	dinterc ecuador	1	0.03%
13. yahoo argentina	linea proceso industria alimenticia	1	0.03%
	materia prima pet	1	0.03%
	etapas efluentes lacteos	1	0.03%
	maquina llenadora de gaseosas	1	0.03%
	que se realiza con botellas descartables	1	0.03%
	industria dulce fruta	1	0.03%
	homogeneizador	1	0.03%
	diagrama de flujo de leche	1	0.03%
	used dairy equipment	1	0.03%
	producto su produccion de helados	1	0.03%
14. yahoo uk &ireland	styrene production and energy	2	0.06%
	printing/project material	1	0.03%
	metal finishing	1	0.03%
	chrome epa capsule report	1	0.03%
	case studies on industrial sectors	1	0.03%
	printing industry quality control	1	0.03%

	styrene and petroleum	1	0.03%
15.	pollution prevention	3	0.09%
netscape	national defense center for environmental excellence	1	0.03%
	national pollution prevention roundtable	1	0.03%
	petroleum residues	1	0.03%
	common dangerous waste compliance issues for painting operations in washington	1	0.03%
	environmental protection act australia	1	0.03%
16.	iso 14000	2	0.06%
google	president's council on sustainable development dÃ©veloppement	1	0.03%
france	dpi	1	0.03%
	mechanism by-products copper plating bath	1	0.03%
	epic energy database	1	0.03%
17.	bapedal	2	0.06%
google	sun cooperative provider	1	0.03%
japan	smes' cooperatives and internet	1	0.03%
	cleaner production	1	0.03%
	japan environment global	1	0.03%
18.	amoco/epa study	2	0.06%
google	world environmental pollution	1	0.03%
austria	waste minimization petroleum refinery	1	0.03%
	iso 14000	1	0.03%
	life-cycle environmental costing for managing pollution prevention in the chemical and petroleum refining industries: cross-border approach	1	0.03%
19.	funding for business development in printing sector	1	0.03%
all	screen printing industry data	1	0.03%
the web	rippls	1	0.03%
	south america columbia information	1	0.03%
	institute of advanced manufacturing sciences	1	0.03%
20.	njsbdc	1	0.03%
overture	cleaner production petroleum refining	1	0.03%
	refining	1	0.03%
	environment australia	1	0.03%
	printing industry publications	1	0.03%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	de	956	30.01%
	gaseosas	227	7.12%
	la	159	4.99%
	bebidas	155	4.87%

	proceso	150	4.71%
	en	146	4.58%
	petroleum	144	4.52%
	elaboracion	116	3.64%
	diagrama	107	3.36%
	del	102	3.20%
	industrial	101	3.17%
	industry	100	3.14%
	embotelladora	98	3.08%
	planta	94	2.95%
	flujo	76	2.39%
	leche	73	2.29%
	iso	73	2.29%
	printing	69	2.17%
	para	68	2.13%
	refining	66	2.07%
2. yahoo	petroleum	81	2.54%
	de	58	1.82%
	industry	45	1.41%
	iso	41	1.29%
	14000	40	1.26%
	refining	33	1.04%
	printing	29	0.91%
	of	28	0.88%
	refinery	28	0.88%
	metal	24	0.75%
	in	22	0.69%
	bapedal	22	0.69%
	case	19	0.60%
	cleaner	15	0.47%
	for	15	0.47%
	electroplating	15	0.47%
	production	15	0.47%
	process	14	0.44%
	environment	14	0.44%
	la	13	0.41%
3. msn	industry	43	1.35%
	printing	42	1.32%
	of	33	1.04%
	environmental	23	0.72%
	center	22	0.69%
	america	21	0.66%

	for	18	0.56%
	south	16	0.50%
	iso	15	0.47%
	in	15	0.47%
	the	14	0.44%
	metal	13	0.41%
	columbia	13	0.41%
	department	12	0.38%
	excellence	12	0.38%
	environment	12	0.38%
	business	12	0.38%
	new	12	0.38%
	14000	11	0.35%
	finishing	11	0.35%
4. google canada	petroleum	24	0.75%
	refining	18	0.56%
	industry	14	0.44%
	iso	8	0.25%
	printing	8	0.25%
	in	7	0.22%
	electroplating	7	0.22%
	14000	6	0.19%
	for	5	0.16%
	process	5	0.16%
	the	4	0.13%
	environment	4	0.13%
	of	4	0.13%
	pollution	4	0.13%
	with	3	0.09%
	associated	3	0.09%
	chemicals	3	0.09%
	refinery	3	0.09%
	prevention	3	0.09%
	technical	2	0.06%
5. altavista	de	41	1.29%
	la	10	0.31%
	leche	8	0.25%
	iso	7	0.22%
	industria	7	0.22%
	para	6	0.19%
	14000	5	0.16%
	diagrama	4	0.13%

	aguas	4	0.13%
	flujo	4	0.13%
	petroleum	4	0.13%
	del	4	0.13%
	elaboracion	4	0.13%
	industrial	4	0.13%
	cerveza	4	0.13%
	proceso	4	0.13%
	embotelladora	4	0.13%
	refinery	3	0.09%
	cebada	3	0.09%
	iso14000	3	0.09%
6. google australia	australia	28	0.88%
	environment	23	0.72%
	environmental	7	0.22%
	of	2	0.06%
	agency	2	0.06%
	refinery	2	0.06%
	management	2	0.06%
	energy	2	0.06%
	oil	1	0.03%
	impact	1	0.03%
	waste	1	0.03%
	industry	1	0.03%
	metal	1	0.03%
	efficiency	1	0.03%
	government	1	0.03%
	types	1	0.03%
	managed	1	0.03%
	chart	1	0.03%
	buildings	1	0.03%
	line	1	0.03%
7. ask jeeves	14000	7	0.22%
	university	7	0.22%
	iso	7	0.22%
	south	4	0.13%
	america	4	0.13%
	sustainable	4	0.13%
	development	4	0.13%
	industry	3	0.09%
	what	3	0.09%
	council	3	0.09%

	on	3	0.09%
	the	3	0.09%
	presidents	3	0.09%
	electroplating	3	0.09%
	service	2	0.06%
	of	2	0.06%
	mission	2	0.06%
	ems	2	0.06%
	jersey	2	0.06%
	sbdc	2	0.06%
8. yahoo mexico	de	21	0.66%
	agua	3	0.09%
	para	3	0.09%
	diagrama	3	0.09%
	del	3	0.09%
	amoniaco	3	0.09%
	proceso	3	0.09%
	la	3	0.09%
	embotelladora	2	0.06%
	refresco	2	0.06%
	sistema	2	0.06%
	reciclaje	2	0.06%
	industrial	2	0.06%
	pasteurizador	2	0.06%
	ep3,	2	0.06%
	flujo	2	0.06%
	eficiente	2	0.06%
	uso	2	0.06%
	enfriamiento	2	0.06%
	frutas	2	0.06%
9. yahoo spain	de	12	0.38%
	la	5	0.16%
	bebidas	4	0.13%
	gaseosas	4	0.13%
	agua	4	0.13%
	energia	3	0.09%
	masa	3	0.09%
	embotelladoras	3	0.09%
	industrial	3	0.09%
	balance	3	0.09%
	en	3	0.09%
	fermentacion	3	0.09%

	tratamiento	2	0.06%
	proceso	2	0.06%
	embotelladora	2	0.06%
	el	2	0.06%
	mineral	2	0.06%
	para	2	0.06%
	manual	2	0.06%
	cebada	2	0.06%
10. google uk	industry	8	0.25%
	printing	5	0.16%
	pdf	4	0.13%
	the	3	0.09%
	refining	3	0.09%
	case	3	0.09%
	processes	3	0.09%
	recycling	2	0.06%
	computer	2	0.06%
	petroleum	2	0.06%
	quality	2	0.06%
	studies	2	0.06%
	14000	2	0.06%
	iso	2	0.06%
	of	2	0.06%
	manufacturing	2	0.06%
	pollution	2	0.06%
	industrial	2	0.06%
	print	2	0.06%
	study	1	0.03%
11. aol netfind	de	3	0.09%
	petroleum	3	0.09%
	grants	3	0.09%
	electroplating	2	0.06%
	bebidas	2	0.06%
	jersey	2	0.06%
	environmental	2	0.06%
	issues	2	0.06%
	finishing	2	0.06%
	metal	2	0.06%
	new	2	0.06%
	printing	2	0.06%
	epa	1	0.03%
	development	1	0.03%

	system	1	0.03%
	refrescos	1	0.03%
	company	1	0.03%
	silver?	1	0.03%
	case	1	0.03%
	lima	1	0.03%
12. google germany	case	4	0.13%
	iso	4	0.13%
	14000	4	0.13%
	metal	3	0.09%
	studies	3	0.09%
	electroplating	3	0.09%
	treatment	2	0.06%
	finishing	2	0.06%
	cleaner	2	0.06%
	wastewater	2	0.06%
	epa	2	0.06%
	specific	1	0.03%
	to	1	0.03%
	finishes	1	0.03%
	on	1	0.03%
	refining	1	0.03%
	prevention	1	0.03%
	ecuador	1	0.03%
	surface	1	0.03%
	technologies	1	0.03%
13. yahoo argentina	de	4	0.13%
	industria	2	0.06%
	homogeneizador	1	0.03%
	que	1	0.03%
	leche	1	0.03%
	realiza	1	0.03%
	dulce	1	0.03%
	gaseosas	1	0.03%
	helados	1	0.03%
	pet	1	0.03%
	flujo	1	0.03%
	se	1	0.03%
	botellas	1	0.03%
	prima	1	0.03%
	efluentes	1	0.03%
	llenadora	1	0.03%

	linea	1	0.03%
	alimenticia	1	0.03%
	su	1	0.03%
	con	1	0.03%
14. yahoo uk &ireland	styrene	3	0.09%
	energy	2	0.06%
	production	2	0.06%
	quality	1	0.03%
	industrial	1	0.03%
	metal	1	0.03%
	case	1	0.03%
	sectors	1	0.03%
	epa	1	0.03%
	report	1	0.03%
	finishing	1	0.03%
	capsule	1	0.03%
	studies	1	0.03%
	chrome	1	0.03%
	on	1	0.03%
	printing/project	1	0.03%
	industry	1	0.03%
	material	1	0.03%
	control	1	0.03%
	printing	1	0.03%
15. netscape	prevention	4	0.13%
	pollution	4	0.13%
	national	2	0.06%
	for	2	0.06%
	environmental	2	0.06%
	issues	1	0.03%
	compliance	1	0.03%
	waste	1	0.03%
	dangerous	1	0.03%
	washington	1	0.03%
	operations	1	0.03%
	protection	1	0.03%
	in	1	0.03%
	painting	1	0.03%
	center	1	0.03%
	residues	1	0.03%
	excellence	1	0.03%
	common	1	0.03%

	roundtable	1	0.03%
	australia	1	0.03%
16. google france	14000	2	0.06%
	iso	2	0.06%
	plating	1	0.03%
	database	1	0.03%
	copper	1	0.03%
	bath	1	0.03%
	by-products	1	0.03%
	president's	1	0.03%
	council	1	0.03%
	on	1	0.03%
	dÃ©veloppement	1	0.03%
	sustainable	1	0.03%
	dpi	1	0.03%
	development	1	0.03%
	energy	1	0.03%
	mechanism	1	0.03%
	epic	1	0.03%
17. google japan	bapedal	2	0.06%
	cleaner	1	0.03%
	global	1	0.03%
	cooperative	1	0.03%
	internet	1	0.03%
	environment	1	0.03%
	sun	1	0.03%
	provider	1	0.03%
	production	1	0.03%
	cooperatives	1	0.03%
	smes'	1	0.03%
	japan	1	0.03%
18. google austria	study	2	0.06%
	petroleum	2	0.06%
	pollution	2	0.06%
	amoco/epa	2	0.06%
	environmental	2	0.06%
	refining	1	0.03%
	refinery	1	0.03%
	waste	1	0.03%
	minimization	1	0.03%
	14000	1	0.03%
	for	1	0.03%

	chemical	1	0.03%
	managing	1	0.03%
	approach	1	0.03%
	world	1	0.03%
	the	1	0.03%
	cross-border	1	0.03%
	iso	1	0.03%
	in	1	0.03%
	prevention	1	0.03%
19. all the web	printing	2	0.06%
	sector	1	0.03%
	for	1	0.03%
	of	1	0.03%
	development	1	0.03%
	business	1	0.03%
	advanced	1	0.03%
	industry	1	0.03%
	information	1	0.03%
	manufacturing	1	0.03%
	funding	1	0.03%
	south	1	0.03%
	sciences	1	0.03%
	america	1	0.03%
	screen	1	0.03%
	data	1	0.03%
	ripps	1	0.03%
	in	1	0.03%
	columbia	1	0.03%
	institute	1	0.03%
20. overture	refining	2	0.06%
	cleaner	1	0.03%
	industry	1	0.03%
	environment	1	0.03%
	petroleum	1	0.03%
	australia	1	0.03%
	njsbdc	1	0.03%
	production	1	0.03%
	publications	1	0.03%
	printing	1	0.03%

Activity by Search Engine – Help Card

? Top Search Engines Table

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

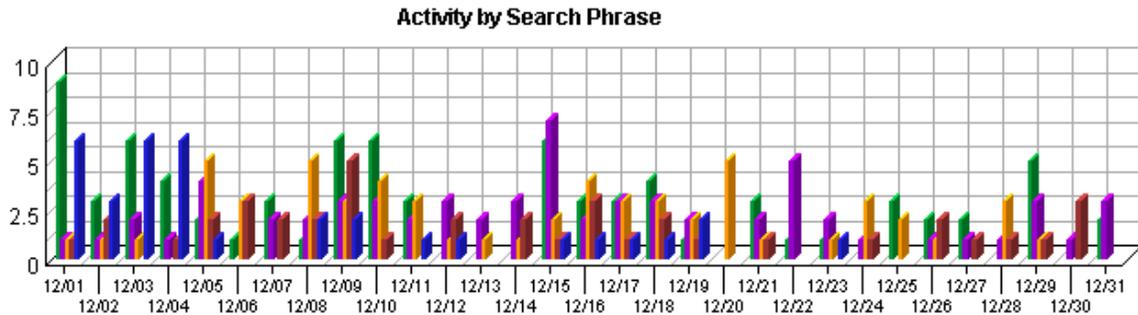


This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	iso 14000	80	2.51%
2.	bapedal	66	2.07%
3.	petroleum refining	60	1.88%
4.	bebidas gaseosas	41	1.29%
5.	environment australia	35	1.10%
6.	petroleum refinery	31	0.97%
7.	metal finishing	30	0.94%
8.	elaboracion de gaseosas	28	0.88%
9.	cleaner production	26	0.82%
10.	embotelladora	21	0.66%
11.	palmito	20	0.63%
12.	printing industry	16	0.50%
13.	cebada	15	0.47%
14.	petroleum refineries	15	0.47%
15.	embotelladora la cascada	13	0.41%
16.	columbia south america	13	0.41%
17.	embotelladora de gaseosa	13	0.41%
18.	banking economics	12	0.38%
19.	presidents council on sustainable development	10	0.31%
20.	activated carbon case studies	10	0.31%
	Subtotal	555	17.43%
	Total	3,185	100.00%

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. iso 14000	google	32	1.00%
	yahoo	29	0.91%
	google canada	6	0.19%
	google germany	4	0.13%
	msn	2	0.06%
	google france	2	0.06%
	altavista	2	0.06%
	aol netfind	1	0.03%
	google austria	1	0.03%
	google uk	1	0.03%
2. bapedal	google	35	1.10%
	yahoo	22	0.69%
	msn	5	0.16%
	google japan	2	0.06%
	google germany	1	0.03%
	google australia	1	0.03%
3. petroleum refining	google	26	0.82%
	yahoo	18	0.57%
	google canada	10	0.31%
	msn	4	0.13%
	hotbot	1	0.03%
	iwon	1	0.03%
4. bebidas gaseosas	google	39	1.22%
	yahoo	1	0.03%
	yahoo spain	1	0.03%
5. environment australia	google australia	23	0.72%
	google	5	0.16%
	msn	2	0.06%
	yahoo australia &nz	2	0.06%
	yahoo	1	0.03%
	google canada	1	0.03%
	overture	1	0.03%
6. petroleum refinery	google	21	0.66%
	yahoo	9	0.28%
	aol netfind	1	0.03%
7. metal finishing	google	12	0.38%
	yahoo	10	0.31%
	msn	4	0.13%
	google canada	2	0.06%

	yahoo uk &ireland	1	0.03%
	aol netfind	1	0.03%
8. elaboracion de gaseosas	google	28	0.88%
9. cleaner production	yahoo	13	0.41%
	google	11	0.35%
	google japan	1	0.03%
	sapo	1	0.03%
10. embotelladora	google	18	0.57%
	yahoo	1	0.03%
	yahoo mexico	1	0.03%
	yahoo spain	1	0.03%
11. palmito	google	20	0.63%
12. printing industry	msn	6	0.19%
	yahoo	4	0.13%
	google	3	0.09%
	google canada	2	0.06%
	aol netfind	1	0.03%
13. cebada	google	11	0.35%
	altavista	1	0.03%
	msn	1	0.03%
	yahoo mexico	1	0.03%
	yahoo spain	1	0.03%
14. petroleum refineries	yahoo	9	0.28%
	google	5	0.16%
	aol netfind	1	0.03%
15. embotelladora la cascada	google	11	0.35%
	yahoo	2	0.06%
16. columbia south america	msn	12	0.38%
	ask jeeves	1	0.03%
17. embotelladora de gaseosa	google	10	0.31%
	yahoo	2	0.06%
	yahoo spain	1	0.03%
18. banking economics	google	8	0.25%
	yahoo	3	0.09%
	google canada	1	0.03%
19. presidents council on sustainable development	google	6	0.19%
	ask jeeves	3	0.09%
	msn	1	0.03%
20. activated carbon case studies	google	5	0.16%
	yahoo	4	0.13%
	msn	1	0.03%

Activity by Search Phrase – Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

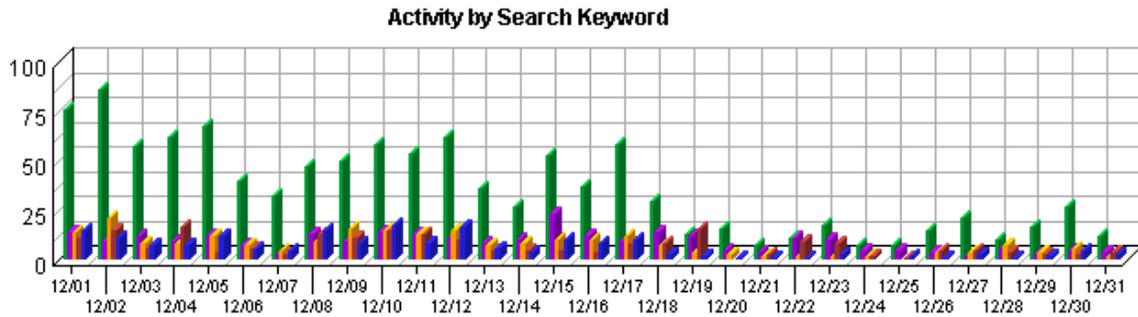


How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

	Keywords	Referrals	%
1.	de	1,114	9.55%
2.	petroleum	278	2.38%
3.	gaseosas	239	2.05%
4.	industry	222	1.90%
5.	la	195	1.67%
6.	proceso	175	1.50%
7.	bebidas	167	1.43%
8.	printing	166	1.42%
9.	iso	162	1.39%
10.	en	161	1.38%
11.	refining	140	1.20%
12.	14000	139	1.19%
13.	elaboracion	128	1.10%
14.	industrial	126	1.08%
15.	of	124	1.06%
16.	diagrama	121	1.04%
17.	del	113	0.97%
18.	embotelladora	113	0.97%
19.	refinery	106	0.91%
20.	in	105	0.90%
	Subtotal	4,094	35.10%
	Total	11,663	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. de	google	956	8.20%
	yahoo	58	0.50%
	altavista	41	0.35%
	yahoo mexico	21	0.18%
	yahoo spain	12	0.10%
	msn	10	0.09%
	yahoo argentina	4	0.03%
	vivisimo	3	0.03%
	aol netfind	3	0.03%
	yahoo us (spanish)	2	0.02%
	teoma	2	0.02%
	lycos spain	1	0.01%
	google italy	1	0.01%
	2. petroleum	google	144
yahoo		81	0.69%
google canada		24	0.21%
msn		11	0.09%
altavista		4	0.03%
aol netfind		3	0.03%
google austria		2	0.02%
teoma		2	0.02%
google uk		2	0.02%
netscape		1	0.01%
iwon		1	0.01%
hotbot		1	0.01%
yahoo uk & ireland		1	0.01%
overture		1	0.01%
3. gaseosas	google	227	1.95%
	yahoo	5	0.04%
	yahoo spain	4	0.03%
	yahoo argentina	1	0.01%
	altavista	1	0.01%
	msn	1	0.01%
4. industry	google	100	0.86%
	yahoo	45	0.39%
	msn	43	0.37%
	google canada	14	0.12%
	google uk	8	0.07%
	ask jeeves	3	0.03%

	altavista	2	0.02%
	aol netfind	1	0.01%
	hotbot	1	0.01%
	yahoo uk &ireland	1	0.01%
	all the web	1	0.01%
	yahoo canada	1	0.01%
	google australia	1	0.01%
	overture	1	0.01%
5. la	google	159	1.36%
	yahoo	13	0.11%
	altavista	10	0.09%
	yahoo spain	5	0.04%
	yahoo mexico	3	0.03%
	vivisimo	2	0.02%
	yahoo us (spanish)	1	0.01%
	msn	1	0.01%
	google australia	1	0.01%
6. proceso	google	150	1.29%
	yahoo	12	0.10%
	altavista	4	0.03%
	yahoo mexico	3	0.03%
	yahoo spain	2	0.02%
	yahoo us (spanish)	1	0.01%
	msn	1	0.01%
	yahoo argentina	1	0.01%
	vivisimo	1	0.01%
7. bebidas	google	155	1.33%
	yahoo	6	0.05%
	yahoo spain	4	0.03%
	aol netfind	2	0.02%
8. printing	google	69	0.59%
	msn	42	0.36%
	yahoo	29	0.25%
	google canada	8	0.07%
	google uk	5	0.04%
	yahoo canada	2	0.02%
	all the web	2	0.02%
	aol netfind	2	0.02%
	google australia	1	0.01%
	hotbot	1	0.01%
	altavista	1	0.01%
	yahoo uk &ireland	1	0.01%

	ixquick	1	0.01%
	overture	1	0.01%
	ask jeeves	1	0.01%
9. iso	google	73	0.63%
	yahoo	41	0.35%
	msn	15	0.13%
	google canada	8	0.07%
	ask jeeves	7	0.06%
	altavista	7	0.06%
	google germany	4	0.03%
	google france	2	0.02%
	google uk	2	0.02%
	aol netfind	1	0.01%
	iwon	1	0.01%
	google austria	1	0.01%
10. en	google	146	1.25%
	yahoo	7	0.06%
	altavista	3	0.03%
	yahoo spain	3	0.03%
	vivisimo	2	0.02%
11. refining	google	66	0.57%
	yahoo	33	0.28%
	google canada	18	0.15%
	msn	11	0.09%
	google uk	3	0.03%
	altavista	2	0.02%
	overture	2	0.02%
	iwon	1	0.01%
	teoma	1	0.01%
	google germany	1	0.01%
	hotbot	1	0.01%
	google austria	1	0.01%
12. 14000	google	59	0.51%
	yahoo	40	0.34%
	msn	11	0.09%
	ask jeeves	7	0.06%
	google canada	6	0.05%
	altavista	5	0.04%
	google germany	4	0.03%
	google uk	2	0.02%
	google france	2	0.02%
	aol netfind	1	0.01%

	iwon	1	0.01%
	google austria	1	0.01%
13. elaboracion	google	116	0.99%
	yahoo	5	0.04%
	altavista	4	0.03%
	yahoo mexico	2	0.02%
	yahoo spain	1	0.01%
14. industrial	google	101	0.87%
	yahoo	8	0.07%
	altavista	4	0.03%
	yahoo spain	3	0.03%
	yahoo mexico	2	0.02%
	msn	2	0.02%
	google uk	2	0.02%
	aol netfind	1	0.01%
	google canada	1	0.01%
	yahoo canada	1	0.01%
	yahoo uk & ireland	1	0.01%
15. of	google	48	0.41%
	msn	33	0.28%
	yahoo	28	0.24%
	google canada	4	0.03%
	ask jeeves	2	0.02%
	google australia	2	0.02%
	google uk	2	0.02%
	altavista	1	0.01%
	looksmart	1	0.01%
	yahoo canada	1	0.01%
	excite	1	0.01%
	all the web	1	0.01%
16. diagrama	google	107	0.92%
	yahoo	4	0.03%
	altavista	4	0.03%
	yahoo mexico	3	0.03%
	vivisimo	1	0.01%
	yahoo argentina	1	0.01%
	msn	1	0.01%
17. del	google	102	0.87%
	altavista	4	0.03%
	yahoo mexico	3	0.03%
	yahoo	2	0.02%
	terralycos	1	0.01%

	vivisimo	1	0.01%
18. embotelladora	google	98	0.84%
	yahoo	5	0.04%
	altavista	4	0.03%
	yahoo mexico	2	0.02%
	yahoo spain	2	0.02%
	msn	1	0.01%
	google australia	1	0.01%
	19. refinery	google	65
yahoo		28	0.24%
altavista		3	0.03%
google canada		3	0.03%
google australia		2	0.02%
aol netfind		1	0.01%
teoma		1	0.01%
yahoo singapore		1	0.01%
msn		1	0.01%
google austria		1	0.01%
20. in		google	51
	yahoo	22	0.19%
	msn	15	0.13%
	google canada	7	0.06%
	yahoo singapore	2	0.02%
	all the web	1	0.01%
	google uk	1	0.01%
	netscape	1	0.01%
	google australia	1	0.01%
	ask jeeves	1	0.01%
	aol netfind	1	0.01%
	altavista	1	0.01%
	google austria	1	0.01%

Activity by Search Keyword – Help Card

? **Top Search Keywords Table**

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% Percentage of visitors referred from search engines who used the specified search engine and keyword.

—

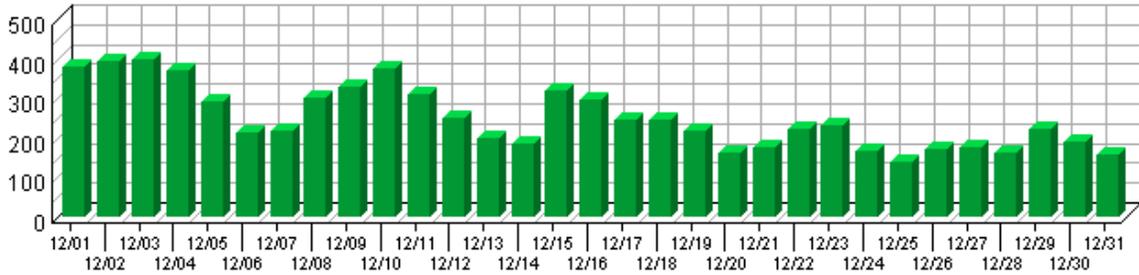


At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.

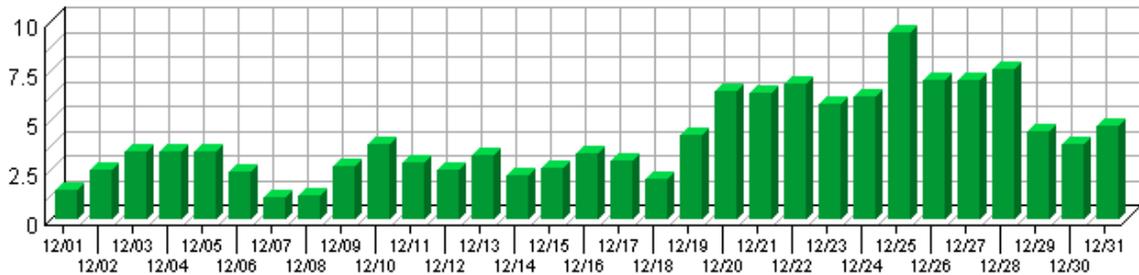
Visitors Trend



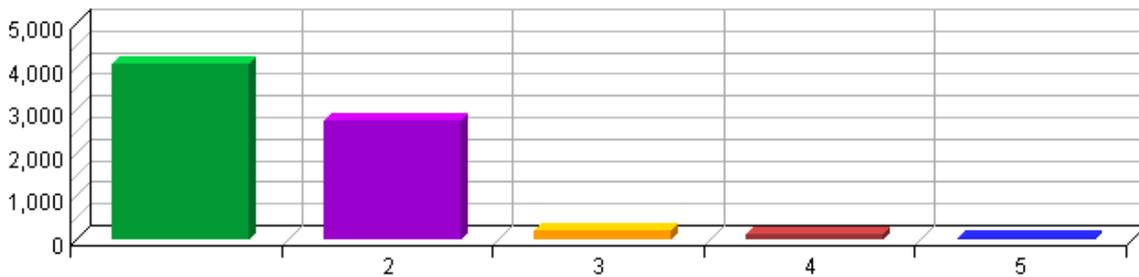
Visit Summary

Visits	7,707
Average per Day	248
Average Visit Length	00:12:52
Median Visit Length	00:02:30
International Visits	11.46%
Visits of Unknown Origin	52.77%
Visits from Your Country: United States (US)	35.77%

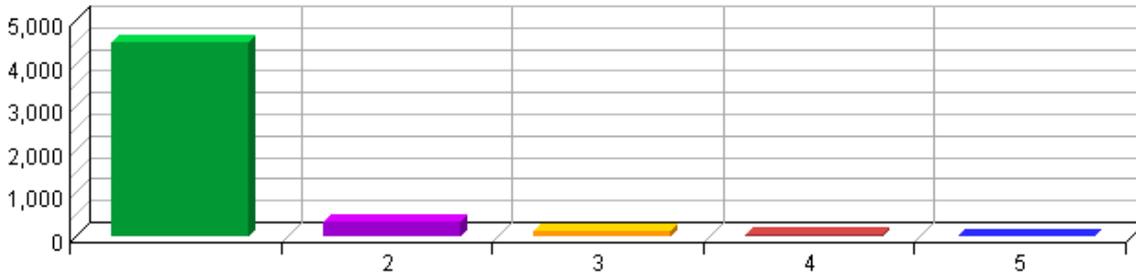
Average Length of Visit Trend



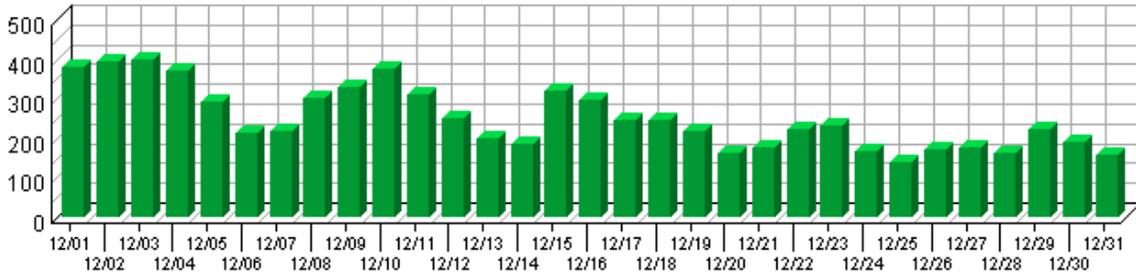
Top Countries by Visits



Visitors by Number of Visits



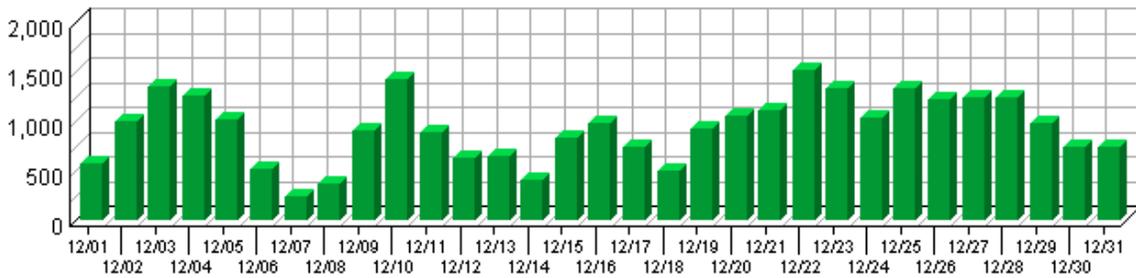
Visitors Trend



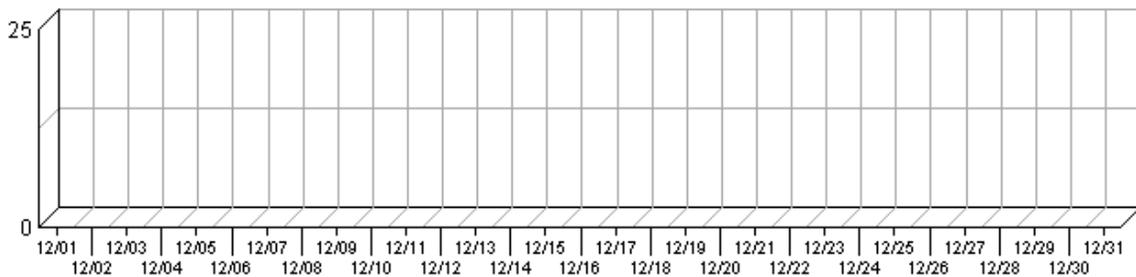
Visitor Summary

Unique Visitors	5,049
Visitors Who Visited Once	4,483
Visitors Who Visited More Than Once	566
Average Visits per Visitor	1.53

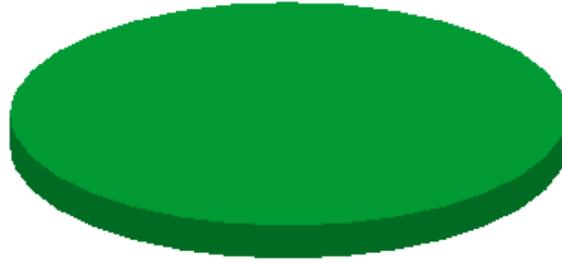
Visitor Minutes Trend



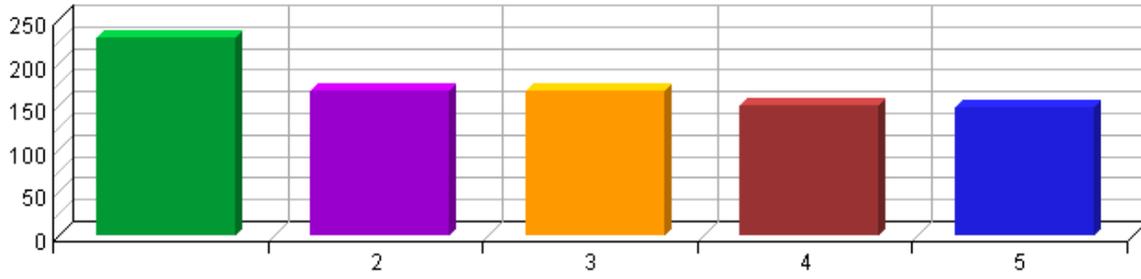
First Time Visitors Trend



New vs. Return Visits



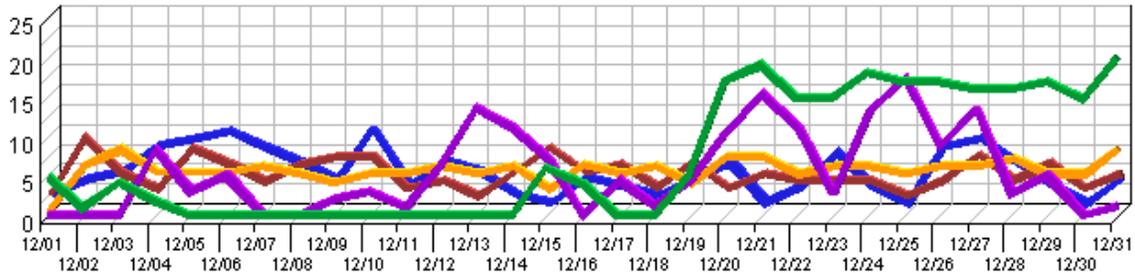
Top Visitors by Visits



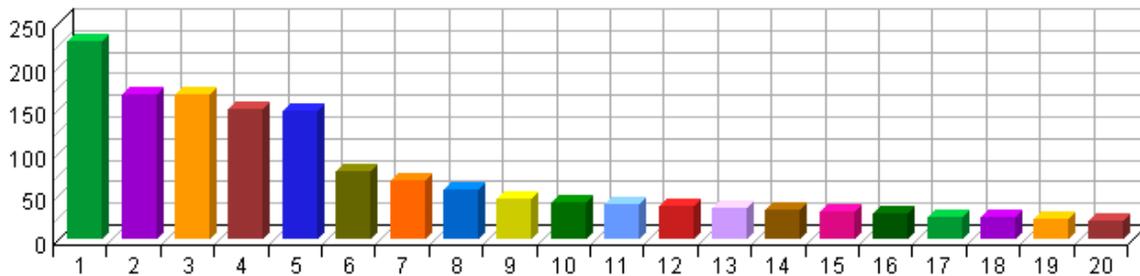
Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.

Top Visitors by Visits Trend



Top Visitors by Visits



Top Visitors

	Visitor	Visits	%	Hits
1.	crawlers.looksmart. com_Mozilla/4.0 compatible ZyBorg/1.0 Dead Link Checker (wn.zyborg@ looksmart.net; http://www. WISEnutbot.com)	229	2.97%	953
2.	lj1235.inktomisearch. com_Mozilla/5.0 (Slurp/cat; slurp@ inktomi.com; http://www.inktomi. com/slurp.html)	168	2.18%	334
3.	drone11.sv.av.com_Scooter/3. 3_SF	168	2.18%	187
4.	crawler14.googlebot. com_Googlebot/2.1 (+http://www. googlebot.com/bot.html)	150	1.95%	648
5.	j3127.inktomisearch. com_Mozilla/5.0 (Slurp/cat; slurp@ inktomi.com; http://www.inktomi.com/ slurp.html)	148	1.92%	226

6.	bighorn.ncsl.nist. gov_MultiText/0.1	78	1.01%	663
7.	sv-fw.looksmart.com_Mozilla/4.0 (compatible; grub-client-1.5.3; Crawl your own stuff with http://grub.org)	67	0.87%	73
8.	65.210.79.0_Java/1.4.1_01	57	0.74%	181
9.	65.214.36.0_Mozilla/2.0 (compatible; Ask Jeeves/Teoma)	47	0.61%	344
10.	crawl23.googlebot. com_Googlebot/2.1 (+http://www.googlebot. com/bot.html)	43	0.56%	79
11.	listserv.arb.ca.gov_Mozilla/4.08 [en] (Win98; U ;Nav)	41	0.53%	41
12.	195.113.56.78_Mozilla/4.0 (compatible; grub-client-1.5.3; Crawl your own stuff with http:// /grub.org)	39	0.51%	47
13.	crawlers.looksmart. com_Mozilla/4.0 compatible ZyBorg/1.0 (wn.zyborg@looksmart.net; http://www.WISEnutbot.com)	36	0.47%	107
14.	kkk.data.ee_Mozilla/4.0 (compatible; grub-client-1.0.5; Crawl your own stuff with http:// grub.org)	34	0.44%	37
15.	sv-fw.looksmart.com_Mozilla/4.0 (compatible; grub-client-1.4.3; Crawl your own stuff with http://grub.org)	32	0.42%	36
16.	131.107.137.47_msnbot/0.11 (+ http://search.msn.com/msnbot. htm)	29	0.38%	29
17.	66.77.73.0_FAST-WebCrawler/3.8 (atw-crawler at fast dot no; http://fast.no/support/crawler.asp)	26	0.34%	84
18.	216-161-169-177.customers. uswest.net_Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0) Fetch API Request	25	0.32%	235
19.	x1crawler3-1-0.x-echo. com_Mozilla/4.0 (compatible; MSIE 5.0; Windows 95) VoilaBot BETA 1.2 (http://www.voila.com/)	23	0.30%	24
20.	212.80.189.24_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0)	21	0.27%	21
Subtotal		1,461	18.95%	4,349

Other	6,248	81.05%	13,300
Total	7,709	100.00%	17,649

Top Visitors – Help Card

? Hits – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – The IP address, domain name, or cookie of the visitor.

Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.

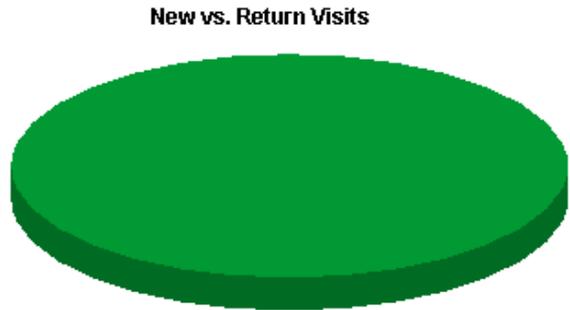
—

💡 Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.



New vs. Return Visits

Visitor Type	Visits	%
1. Returning Visitors	7,709	100.00%
Total	7,709	100.00%

New vs. Return Visits – Help Card

? New Visitors – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

Returning Visitors – Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.

Visits – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

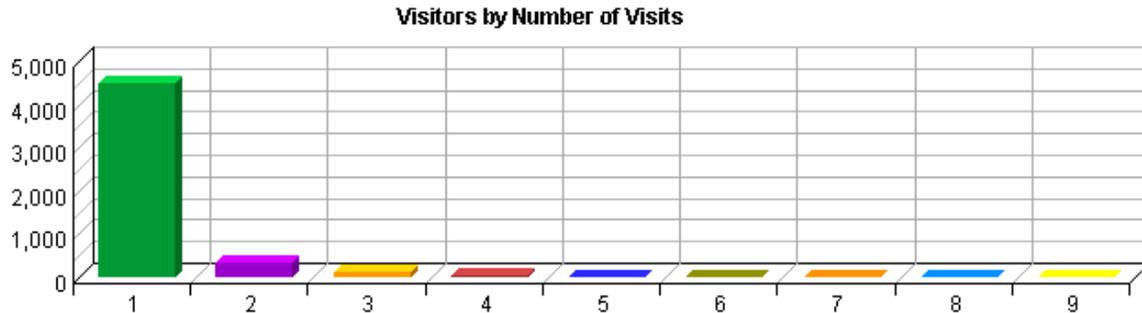
% – Percentage of visitors who fit into the specified visitor category.



By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.



Visitors by Number of Visits

Number of Visits	Unique Visitors	%
1 visit	4,483	88.79%
2 visits	333	6.60%
3 visits	110	2.18%
4 visits	29	0.57%
5 visits	18	0.36%
6 visits	10	0.20%
7 visits	12	0.24%
8 visits	4	0.08%
9 visits	6	0.12%
Subtotal	5,005	99.13%
Other	44	0.87%
Total	5,049	100.00%

Visitors by Number of Visits – Help Card

? Number of Visits – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

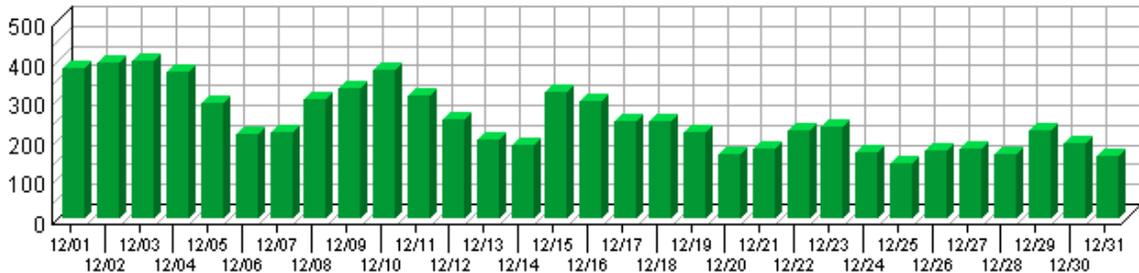
💡 This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.



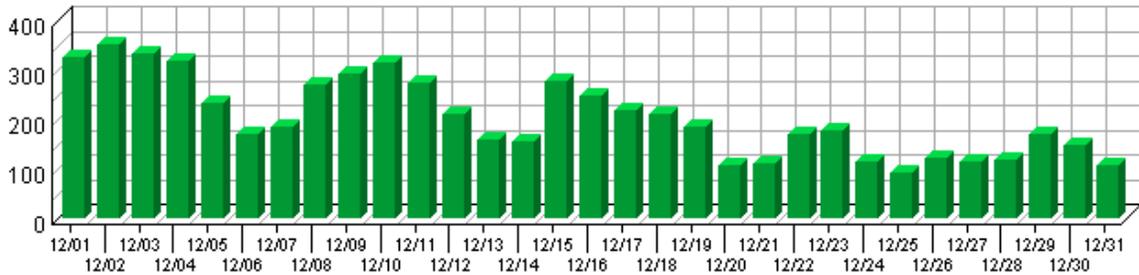
Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

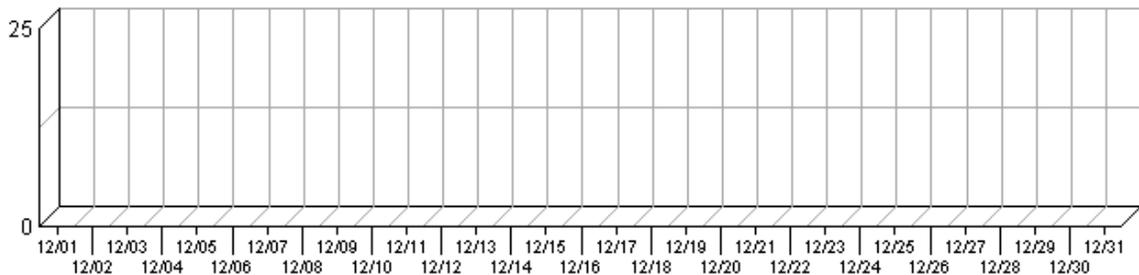
Visitors Trend



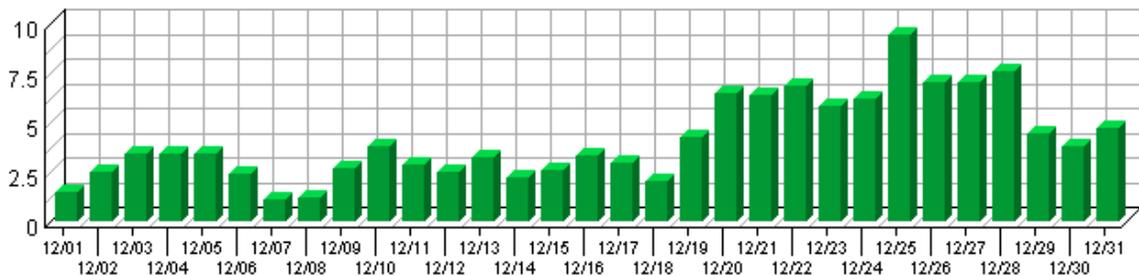
Unique Visitors Trend



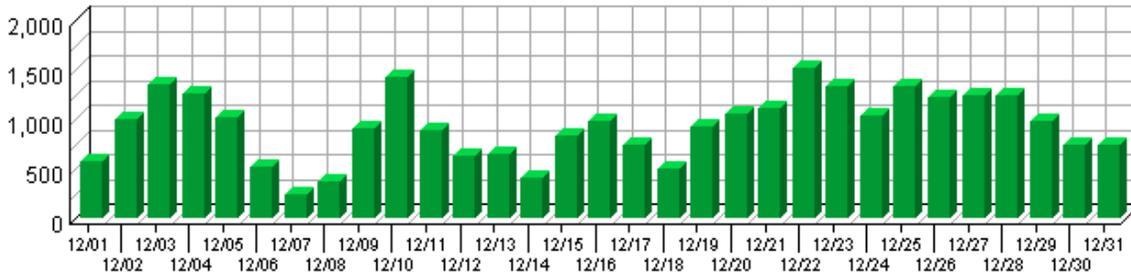
First Time Visitors Trend



Average Length of Visit Trend



Visitor Minutes Trend



Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
12/01	381	326	0	00:01:31	582.62
12/02	395	351	0	00:02:32	1,005.58
12/03	397	334	0	00:03:23	1,346.37
12/04	372	319	0	00:03:23	1,262.98
12/05	293	235	0	00:03:28	1,020.05
12/06	214	172	0	00:02:25	520.20
12/07	216	187	0	00:01:08	246.23
12/08	301	270	0	00:01:13	368.52
12/09	329	293	0	00:02:44	904.62
12/10	376	315	0	00:03:46	1,418.40
12/11	312	275	0	00:02:50	886.10
12/12	251	210	0	00:02:28	621.63
12/13	200	158	0	00:03:12	641.05
12/14	187	154	0	00:02:12	412.32
12/15	319	276	0	00:02:37	836.35
12/16	294	248	0	00:03:18	973.07
12/17	247	219	0	00:02:59	740.80
12/18	244	210	0	00:02:01	493.45
12/19	218	184	0	00:04:16	932.07
12/20	161	107	0	00:06:31	1,049.62
12/21	174	112	0	00:06:25	1,119.18
12/22	222	169	0	00:06:50	1,520.13
12/23	231	176	0	00:05:48	1,342.15
12/24	166	113	0	00:06:12	1,031.38
12/25	141	91	0	00:09:24	1,326.27
12/26	173	124	0	00:07:04	1,225.28
12/27	178	113	0	00:07:00	1,247.28
12/28	164	120	0	00:07:36	1,248.30
12/29	220	171	0	00:04:28	983.42
12/30	192	147	0	00:03:49	733.43
12/31	192	147	0	00:03:49	733.43

12/31	158	106	0	00:04:43	746.37
Average	249	202	0	N/A	928.56
Total	7,726	6,285	0	N/A	28,785.22

Visitors Trend – Help Card

? Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero-length visits. A zero-length visit occurs when all hits for that visit are logged with the exact same time stamp.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

💡 Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.



Visits Trend

Time Interval	Visits	%
12/01	381	4.94%
12/02	395	5.13%
12/03	397	5.15%
12/04	372	4.83%
12/05	291	3.78%
12/06	213	2.76%
12/07	216	2.80%
12/08	301	3.91%
12/09	329	4.27%
12/10	376	4.88%
12/11	310	4.02%
12/12	251	3.26%
12/13	200	2.60%
12/14	187	2.43%
12/15	318	4.13%
12/16	293	3.80%
12/17	246	3.19%
12/18	244	3.17%
12/19	217	2.82%
12/20	161	2.09%
12/21	173	2.24%
12/22	222	2.88%
12/23	230	2.98%
12/24	164	2.13%
12/25	140	1.82%

12/26	171	2.22%
12/27	177	2.30%
12/28	163	2.11%
12/29	219	2.84%
12/30	191	2.48%
12/31	159	2.06%
Total	7,707	100.00%

Visits Trend – Help Card

? Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.

💡 Periods of less activity can be considered good times for maintenance and content improvement.

Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

Top Organizations – Help Card

? **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.



--

Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

No data for this section in the log data analyzed.

Top Authenticated Usernames – Help Card

 **Authenticated Username** – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Hits – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Visitor – Authenticated name of the user being analyzed.

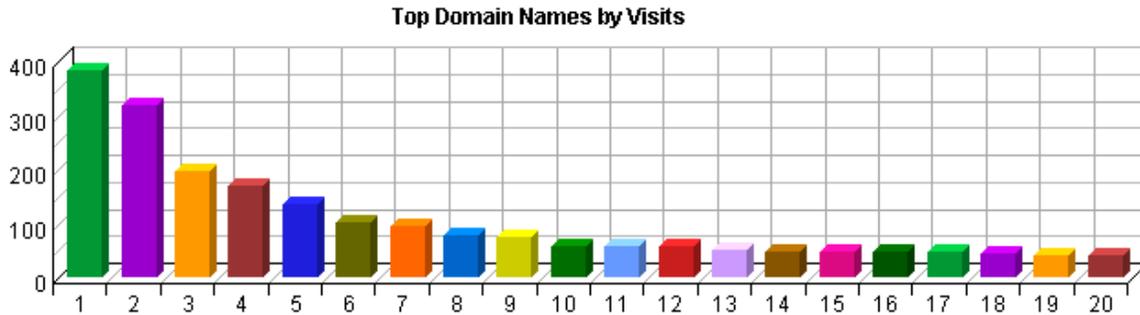
Visits – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

 You may use this information for your marketing efforts, such as special promotions or newsletters.

Top Domain Names

This report lists the domain name that generates the most activity to your web site.



Top Domain Names

	Domain Name	Visits	%	Hits
1.	looksmart.com	384	4.98%	1,190
2.	inktomisearch.com	317	4.11%	564
3.	googlebot.com	195	2.53%	749
4.	av.com	169	2.19%	189
5.	speedy.net.pe	137	1.78%	229
6.	aol.com	102	1.32%	190
7.	rr.com	94	1.22%	152
8.	nist.gov	78	1.01%	663
9.	66.77.73.0	74	0.96%	220
10.	prodigy.net.mx	58	0.75%	88
11.	65.210.79.0	57	0.74%	181
12.	comcast.net	56	0.73%	81
13.	rima-tde.net	51	0.66%	79
14.	prod-infinitem.com.mx	49	0.64%	70
15.	pacbell.net	49	0.64%	71
16.	attbi.com	47	0.61%	66
17.	65.214.36.0	47	0.61%	344
18.	data.ee	44	0.57%	47
19.	ca.gov	41	0.53%	41
20.	195.113.56.78	39	0.51%	47
	Subtotal	2,088	27.09%	5,261
	Other	5,619	72.91%	12,396
	Total	7,707	100.00%	17,657

Top Domain Names – Help Card

? **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Hits – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

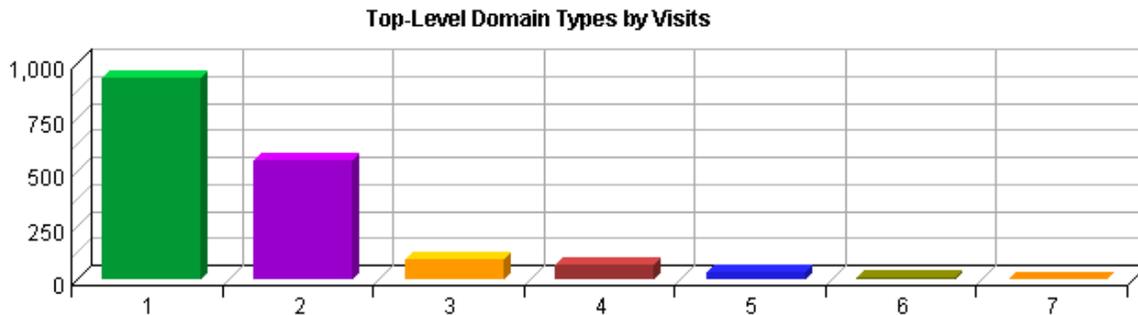
Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of the total activity that was from this domain name or IP address.

💡 Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

Top-Level Domain Types

This report provides a breakdown of top-level domain types.



Top-Level Domain Types

	Top-Level Domain Types	Visits	%	Hits
1.	Commercial	932	55.18%	2,056
2.	Network	553	32.74%	1,054
3.	Government	94	5.57%	1,175
4.	Education	64	3.79%	136
5.	Military	37	2.19%	197
6.	Organization	8	0.47%	23
7.	International	1	0.06%	1
	Total	1,689	100.00%	4,642

Top-Level Domain Types – Help Card

? Top-Level Domain – The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

ARPANET: .arpa

Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Hits – Number of hits to your site from the specified top–level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total visits or hits where there was sufficient information to identify the top–level domain. This number may be less than the total activity overall.

Visits – Number of visits to your site from the specified top–level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.



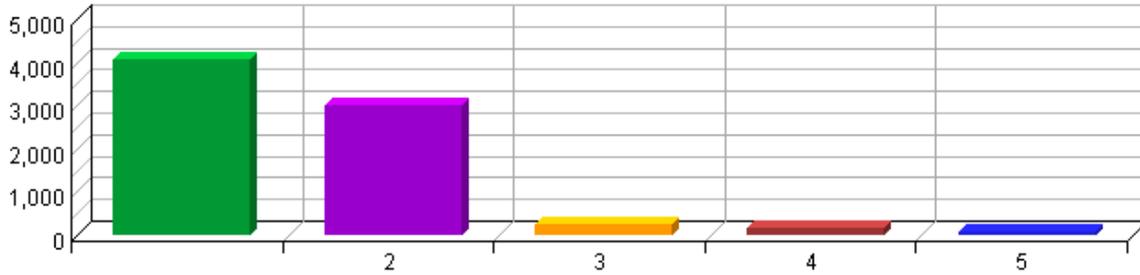
Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

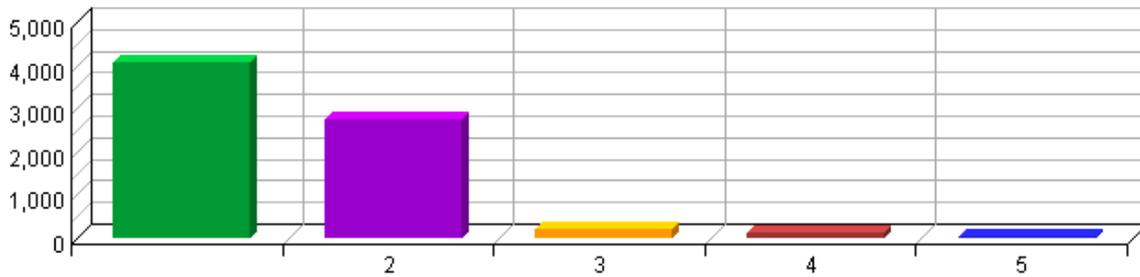
Geography Dashboard

This displays key graphs and tables that provide an overview of this chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Regions by Visits

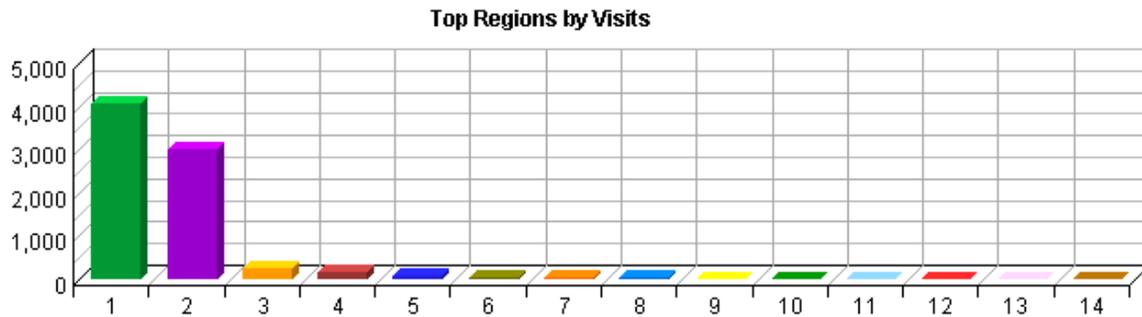


Top Countries by Visits



Top Regions

This report identifies the top geographic regions of the visitors to your site.



Top Regions

	Geographic Regions	Visits	%
1.	Region Unspecified	4,067	52.77%
2.	North America	2,989	38.78%
3.	South America	251	3.26%
4.	Western Europe	151	1.96%
5.	Asia	91	1.18%
6.	Eastern Europe	60	0.78%
7.	Northern Europe	30	0.39%
8.	Australia	29	0.38%
9.	Middle East	12	0.16%
10.	Caribbean Islands	11	0.14%
11.	Central America	8	0.10%
12.	Northern Africa	4	0.05%
13.	Pacific Islands	2	0.03%
14.	Southern Africa	2	0.03%
	Total	7,707	100.00%

Top Regions – Help Card

? **Geographic Regions** – The geographic part of the world where visitors to your web site are located. "Region Unspecified" represents visitors whose geographic region could not be determined. "Region Unknown" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name.

Total – The total visits.

Visits – Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits that were from this geographic region.

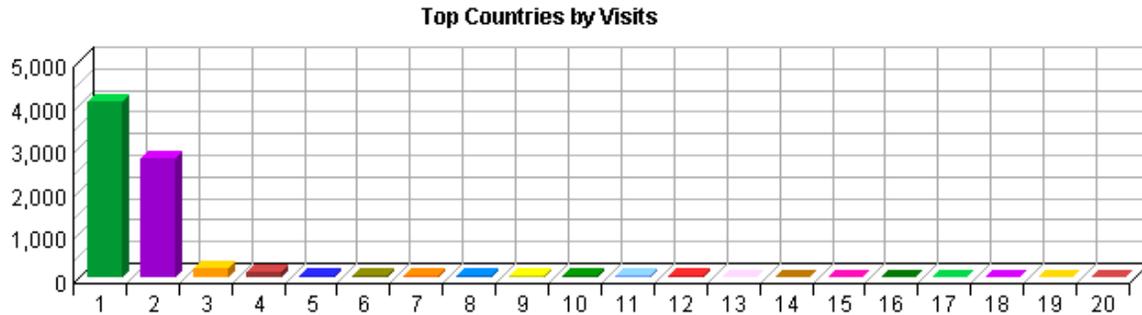


This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Top Countries

This report identifies the top countries of the visitors to your site.



Top Countries

	Countries	Visits	%
1.	Unknown Origin	4,067	52.77%
2.	United States (US)	2,757	35.77%
3.	Mexico (MX)	192	2.49%
4.	Peru (PE)	143	1.86%
5.	Estonia (EE)	49	0.64%
6.	Argentina (AR)	41	0.53%
7.	Canada (CA)	40	0.52%
8.	Japan (JP)	36	0.47%
9.	United Kingdom (UK)	31	0.40%
10.	Netherlands (NL)	29	0.38%
11.	Australia (AU)	29	0.38%
12.	Spain (ES)	28	0.36%
13.	Brazil (BR)	18	0.23%
14.	Indonesia (ID)	15	0.19%
15.	Ecuador (EC)	15	0.19%
16.	France (FR)	14	0.18%
17.	Chile (CL)	14	0.18%
18.	Sweden (SE)	14	0.18%
19.	Singapore (SG)	13	0.17%
20.	Colombia (CO)	12	0.16%
	Subtotal	7,557	98.05%
	Other	150	1.95%
	Total	7,707	100.00%

Top Countries – Help Card

? Countries – If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

Total – The total visits where there was sufficient information to identify the country. This number may be less than the total visits overall.

Visits – Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits from the specified country.

Unknown Origin – The country associated with the visitor's domain name could not be determined.

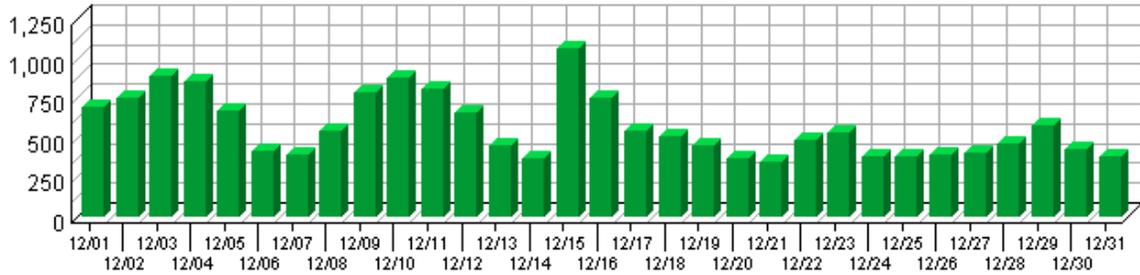
💡 This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Pages Dashboard

This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.

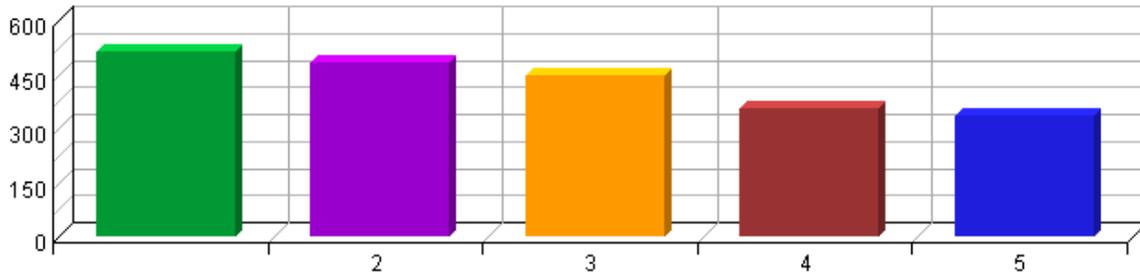
Page Views Trend



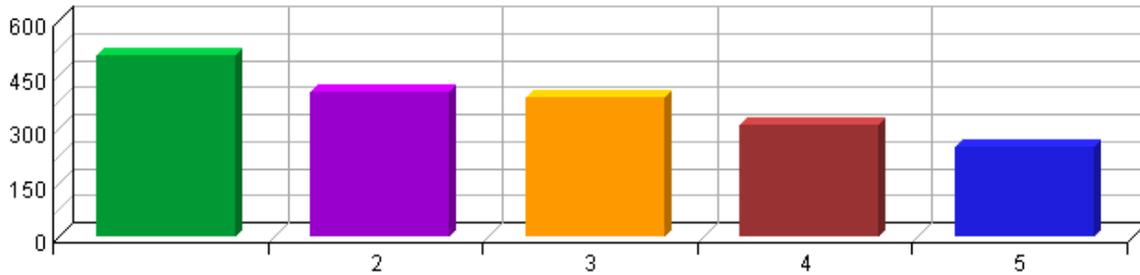
Page View Summary

Page Views	17,650
Average per Day	569
Average Page Views per Visit	2.29

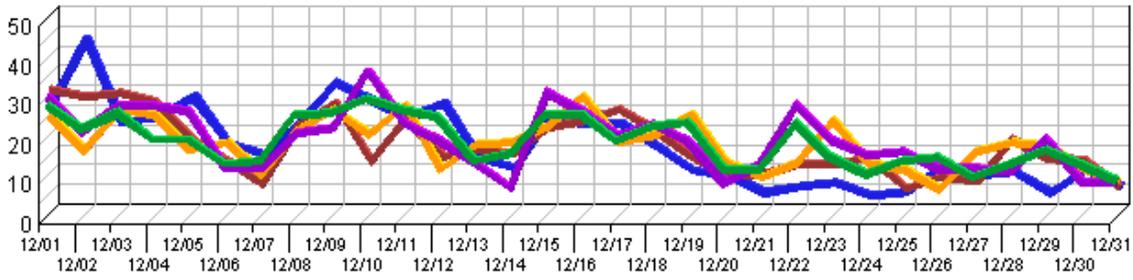
Top Entry Pages



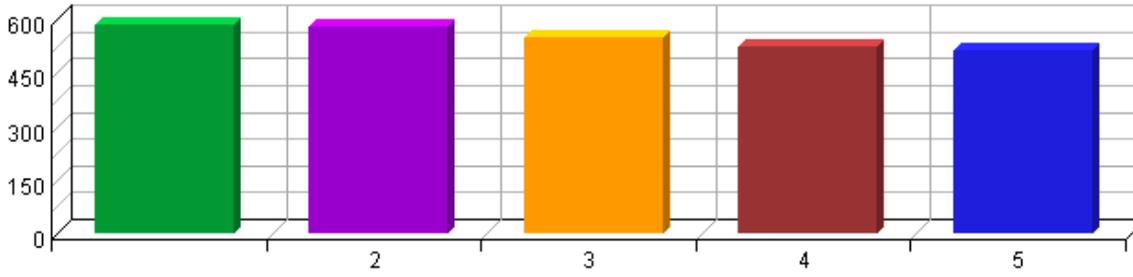
Top Exit Pages



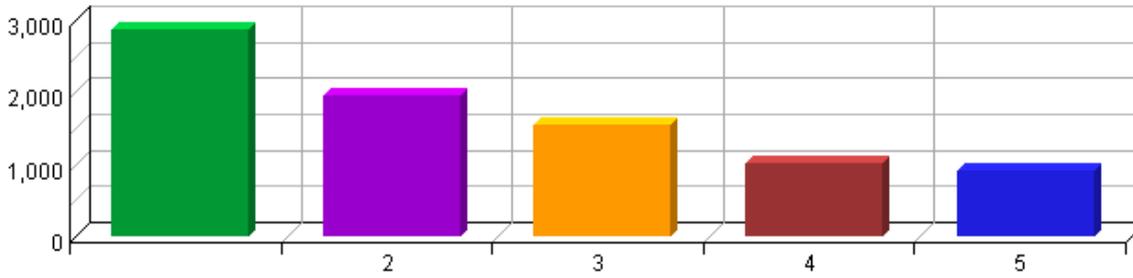
Top Pages by Visits Trend



Top Pages by Visits



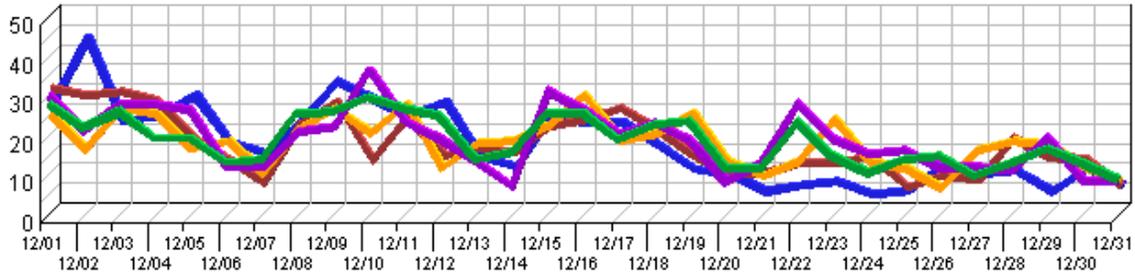
Top Directories by Visits



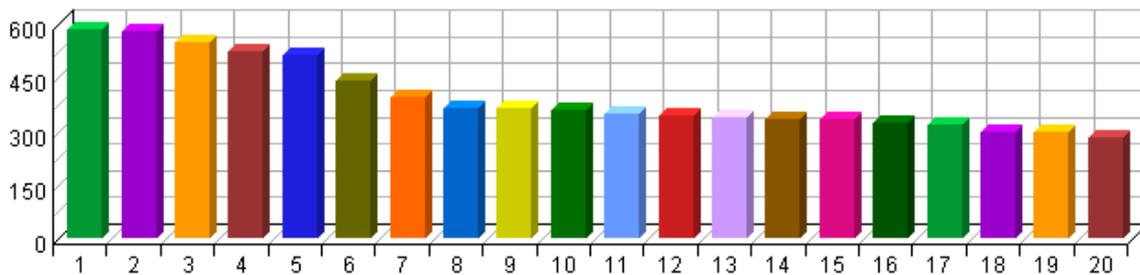
Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

Top Pages by Visits Trend



Top Pages by Visits



Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	Petroleum Refining Industry http:// es.epa.gov/ cooperative/ topics/ petroleum.html	584	3.65%	645	00:04:11	0
2.	ISO 14000/ Industry Standards http:// es.epa.gov/ cooperative/ topics/ iso14000.html	582	3.63%	651	00:07:15	0
3.	International Cleaner Production Cooperative http:// es.epa.gov/ cooperative/ international/	547	3.41%	725	00:01:42	0
4.	State and Local Government/ Business Assistance Cooperative http:// es.epa.gov/ cooperative/ stateandlocal/	523	3.26%	649	00:01:11	0
5.	EMBOTELLADORA DE BEBIDAS GASEOSAS http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	514	3.21%	566	00:04:08	0
6.	http:// es.epa.gov/ cooperative/	441	2.75%	573	00:03:04	0

7.	FORME DE LA VISITA A UNA PLANTA INDUSTRIAL DE ELABORACION DE PRODUCTOS LACTEOS E http://es.epa.gov/cooperative/other/andean/lechweb.html	393	2.45%	416	00:03:06	0
8.	U.S. Federal Agency P2 and Compliance Assistance Cooperative http://es.epa.gov/cooperative/federal/	365	2.28%	496	00:00:44	0
9.	State and Local Government/ Business Assistance Cooperative http://es.epa.gov/cooperative/international/banner.html	363	2.27%	381	00:00:24	0
10.	State and Local Cooperative Sector Topics http://es.epa.gov/cooperative/stateandlocal/indtopiclist.html	360	2.25%	382	00:00:50	0
11.	Headlines: State and Local Business Assistance http://es.epa.gov/cooperative/stateandlocal/headlines.html	349	2.18%	372	00:00:44	0
12.	Water Conservation in the Food Processing Industry in South American Countries http://es.epa.gov/cooperative/other/andean/	342	2.13%	388	00:01:47	0
13.	State and Local Government/ Business Assistance Cooperative http://es.epa.gov/cooperative/stateandlocal/banner.html	336	2.10%	351	00:00:26	0
14.	Headlines: International Cleaner Production Cooperative http://es.epa.gov/cooperative/international/headlines.html	334	2.08%	346	00:01:23	0
15.	U.S. Federal Agency P2 and Compliance Assistance Cooperative Sector Topics http://es.epa.gov/cooperative/international/indtopiclist.html	332	2.07%	348	00:00:51	0
16.	Metal Finishing/ Electroplating Industry http://es.epa.gov/cooperative/topics/metalfin.html	325	2.03%	345	00:03:01	0
17.	Printing Industry http://es.epa.gov/cooperative/topics/printing.html	318	1.98%	349	00:04:51	0
18.	INFORME DE LA VISITA A LA PLANTA INDUSTRIAL INDUSTRIAS ALIMENTICIA INAL S.A. DEL http://es.epa.gov/cooperative/other/andean/inal.html	297	1.85%	311	00:03:02	0
19.	LA LINEA DE PROCESAMIENTO DE PALMITO DE UNA PLANTA	295	1.84%	308	00:03:30	0

	INDUSTRIAL DE ENVASADO Y http:// es.epa.gov/ cooperative/ other/ andean/ vegetweb. html					
20.	EMBOTELLADORA LA CASCADA http:// es.epa.gov/ cooperative/ other/ andean/ cascada. html	282	1.76%	301	00:03:11	0
	Subtotal	7,882	49.20%	8,903	00:01:54	
	Other	8,139	50.80%	8,747	00:03:35	
	Total	16,021	100.00%	17,650	00:02:45	

Top Pages – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views – Number of times this page was viewed by visitors.

% – Percentage of the total visits in which the visitor viewed this page at least once.

Average Time Viewed – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

—

💡 Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

No data for this section in the log data analyzed.

Top Content Groups – Help Card

 **Content Group** – A defined group of web pages with specific things in common, such as the same types of products, services, or information.

Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

Visits – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

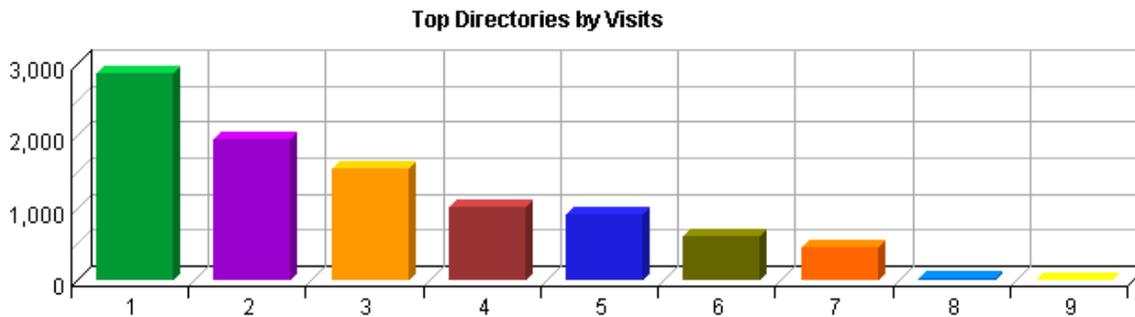
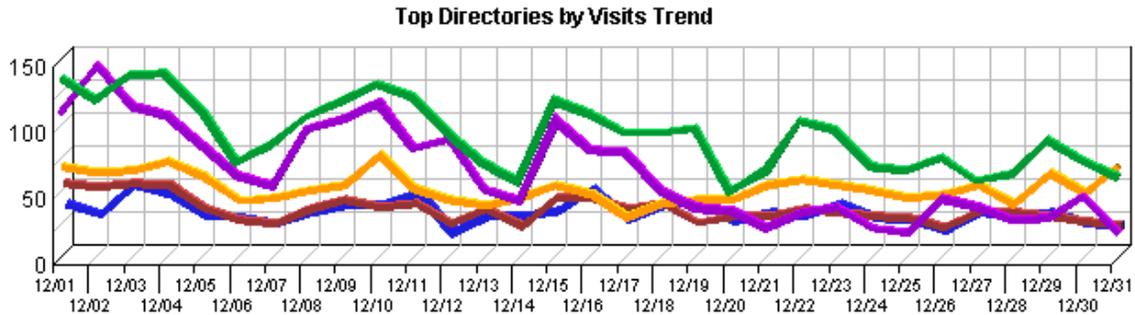
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

 The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.



Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/cooperative/ topics	2,882	30.52%	4,506	47,476
2.	http://es.epa.gov/cooperative/ other	1,954	20.69%	2,848	44,839
3.	http://es.epa.gov/cooperative/ websites	1,559	16.51%	2,995	7,382
4.	http://es.epa.gov/cooperative/ stateandlocal	1,017	10.77%	2,568	10,405
5.	http://es.epa.gov/cooperative/ international	924	9.78%	2,398	8,662
6.	http://es.epa.gov/cooperative/ federal	606	6.42%	1,688	6,394
7.	http://es.epa.gov/cooperative/	461	4.88%	599	1,399
8.	http://es.epa.gov/cooperative/ ipp	37	0.39%	49	1,034
9.	http://es.epa.gov/	4	0.04%	6	16
	Total	9,444	100.00%	17,657	127,604

Top Directories – Help Card

? Path to Directory – The full URL path to the directory being analyzed.

Visits – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.



This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

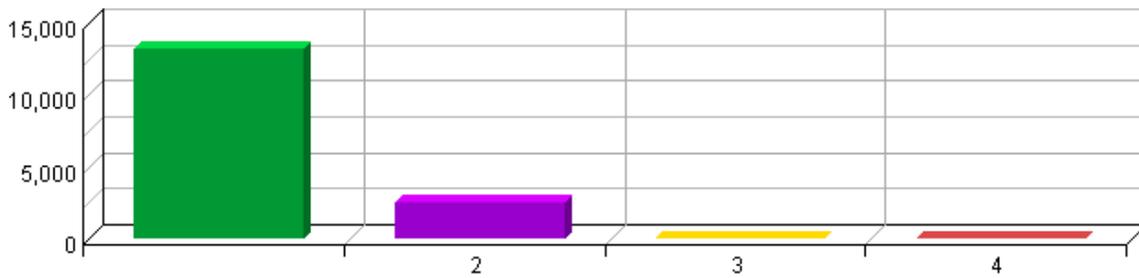
Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.

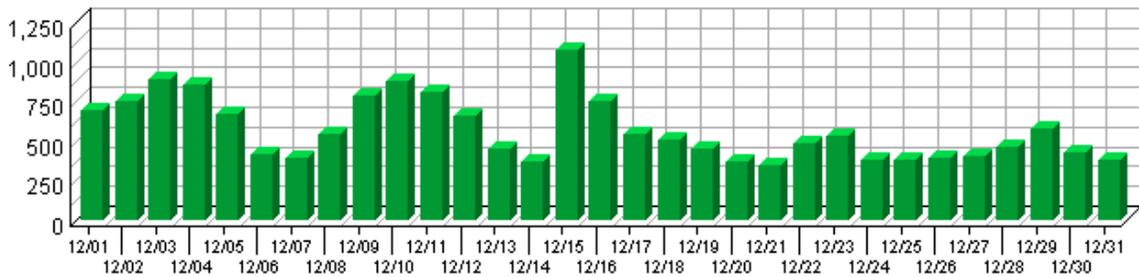
Hit Summary

Successful Hits for Entire Site	17,657
Average Hits per Day	569
Home Page Hits	573

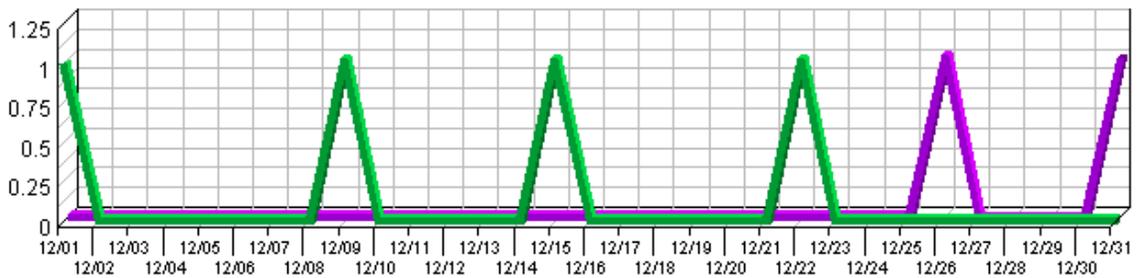
Most Accessed File Types by Files



Hits Trend



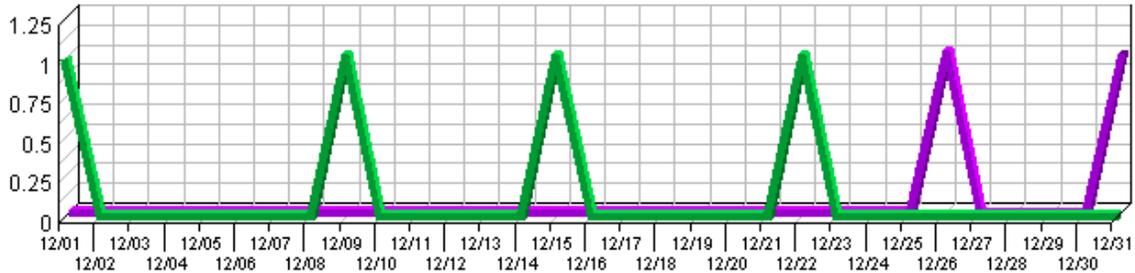
Most Downloaded Files Trend



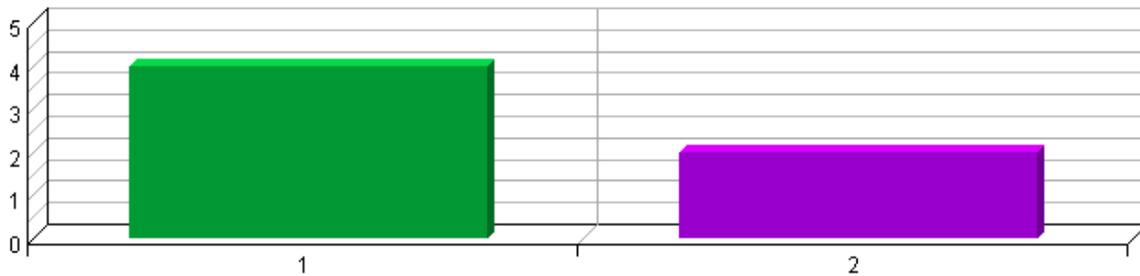
Most Downloaded Files

This report identifies the most popular files downloaded from your site.

Most Downloaded Files Trend



Most Downloaded Files



Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/cooperative/stateandlocal/ditz.pdf	4	66.67%	4
2.	http://es.epa.gov/cooperative/international/temp/CallforProposalsA4.pdf	2	33.33%	2
	Total	6	100.00%	6

Most Downloaded Files – Help Card

? Downloads – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

% – Percentage of times the specified file was downloaded compared to all downloaded files.

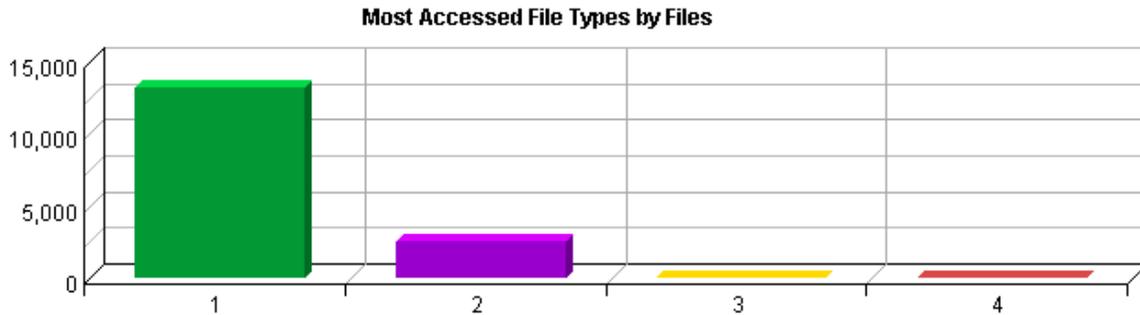


—

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	html	13,230	83.77%	124,163
2.	htm	2,558	16.20%	2,675
3.	pdf	4	0.03%	766
4.	old	1	0.01%	2
	Total	15,793	100.00%	127,604

Most Accessed File Types – Help Card

? File Type – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files – Number of files of the specified type accessed by visitors to your site.

Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.

💡 This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.

No data for this section in the log data analyzed.

Most Uploaded Files – Help Card

 **Files** – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times the specified file was uploaded compared with all uploaded files.

 You may want to run virus scans on uploaded files.

URL 1D Parameter Analysis by Visits

This report shows how often each page/parameter pair—or dynamic page—was visited.

No data for this section in the log data analyzed.

URL 1D Parameter Analysis by Visits – Help Card

? Description – The dynamic page requested using the parameter value in the next column. Only dynamic pages and parameters that the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Hits – Number of hits where this page used this parameter. Each file requested by a visitor registers as a hit.

Parameter Value – Parameter value being tracked. Only dynamic pages and parameters the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Total – Note that a request may include more than one parameter, causing a single visit to be counted multiple times. The Total shown in the Visits column is for Visits multiplied by parameters per visit.

Visits – Number of visits where this page used this parameter. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – If one visit includes hits for multiple dynamic pages, as is often the case, each parameter is counted every time it is used. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

Other – Total of data rows for items next set(s).

💡 If you use URL Parameter Analysis to track products, you can determine which products interest visitors the most.

URL 1D Parameter Analysis by Hits

This report shows how often each page/parameter pair—or dynamic page—was visited.

No data for this section in the log data analyzed.

URL 1D Parameter Analysis by Hits – Help Card

? Description – The dynamic page requested using the parameter value in the next column. Only dynamic pages and parameters that the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Hits – Number of hits where this page used this parameter. Each file requested by a visitor registers as a hit.

Parameter Value – Parameter value being tracked. Only dynamic pages and parameters the system administrator configured to be tracked are listed. If an error occurred during a transfer, the transfer is not counted.

Total – Note that a request may include more than one parameter, causing a single visit to be counted multiple times. The Total shown in the Visits column is for Visits multiplied by parameters per visit.

Visits – Number of visits where this page used this parameter. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – If one visit includes hits for multiple dynamic pages, as is often the case, each parameter is counted every time it is used. As a result, the total may exceed 100%.

Subtotal – Total of data rows for the first set of items displayed in table.

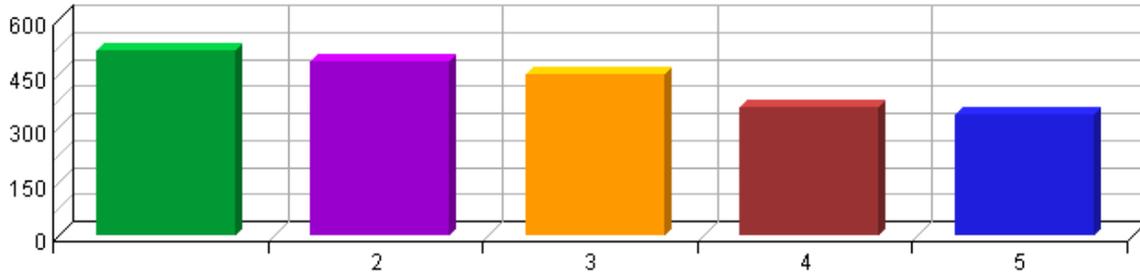
Other – Total of data rows for items next set(s).

💡 If you use URL Parameter Analysis to track products, you can determine which products interest visitors the most.

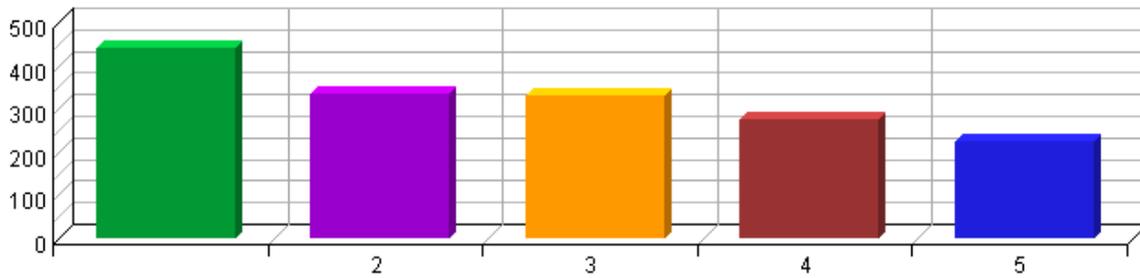
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

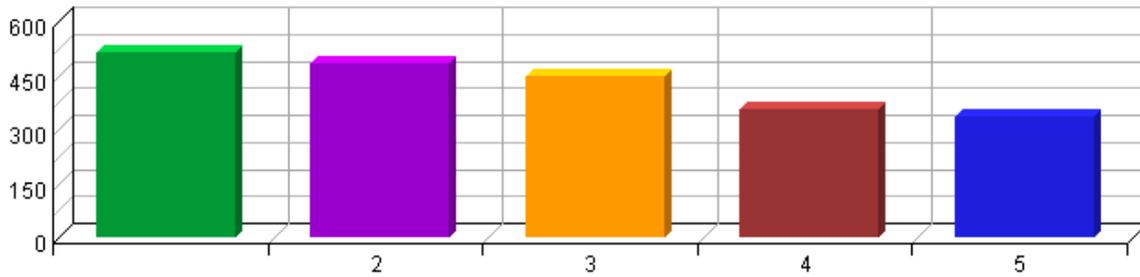
Top Entry Pages



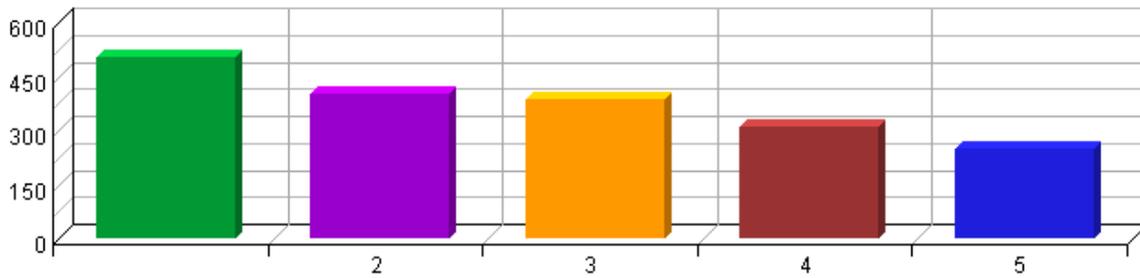
Single Access Pages



Top Entry Files



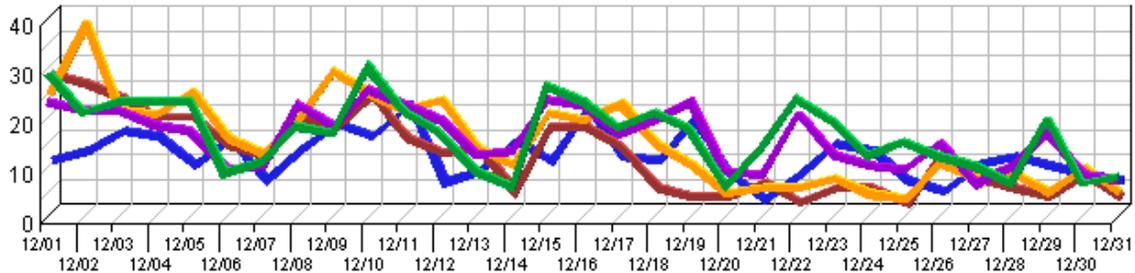
Top Exit Pages



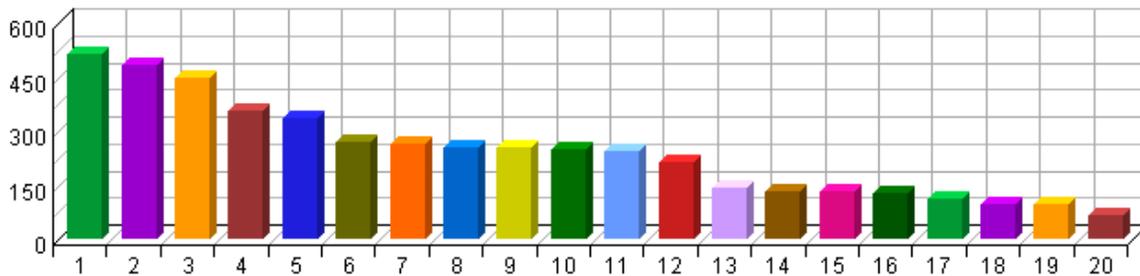
Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.

Top Entry Pages Trend



Top Entry Pages



Top Entry Pages

	Pages	Visits	%
1.	ISO 14000/ Industry Standards http:// es.epa.gov/ cooperative/ topics/ iso14000.html	514	6.67%
2.	Petroleum Refining Industry http:// es.epa.gov/ cooperative/ topics/ petroleum.html	482	6.26%
3.	EMBOTELLADORA DE BEBIDAS GASEOSAS http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	447	5.80%
4.	FORME DE LA VISITA A UNA PLANTA INDUSTRIAL DE ELABORACION DE PRODUCTOS LACTEOS E http:// es.epa.gov/ cooperative/ other/ andean/ lechweb. html	356	4.62%
5.	International Cleaner Production Cooperative http:// es.epa.gov/ cooperative/ international/	337	4.37%

6.	http:// es.epa.gov/ cooperative/	270	3.50%
7.	LA LINEA DE PROCESAMIENTO DE PALMITO DE UNA PLANTA INDUSTRIAL DE ENVASADO Y http:// es.epa.gov/ cooperative/ other/ andean/ vegetweb. html	266	3.45%
8.	Metal Finishing/ Electroplating Industry http:// es.epa.gov/ cooperative/ topics/ metalfin.html	253	3.28%
9.	INFORME DE LA VISITA A LA PLANTA INDUSTRIAL INDUSTRIAS ALIMENTICIA INAL S.A. DEL http:// es.epa.gov/ cooperative/ other/ andean/ inal.html	252	3.27%
10.	State and Local Government/ Business Assistance Cooperative http:// es.epa.gov/ cooperative/ stateandlocal/	249	3.23%
11.	Printing Industry http:// es.epa.gov/ cooperative/ topics/ printing.html	246	3.19%
12.	EMBOTELLADORA LA CASCADA http:// es.epa.gov/ cooperative/ other/ andean/ cascada. html	216	2.80%
13.	Reciclado Aguas en la Industria Procesadora de Frutas y Legumbres http:// es.epa.gov/ cooperative/ other/ andean/ verduras. html	144	1.87%
14.	Petroleum Refining: Case Studies http:// es.epa.gov/ cooperative/ topics/ petcasestudies. html	132	1.71%
15.	Indonesia Environmental Impact Management Agency (BAPEDAL) http:// es.epa.gov/ cooperative/ websites/ bapedal.html	130	1.69%
16.	U.S. Federal Agency P2 and Compliance Assistance Cooperative http:// es.epa.gov/ cooperative/ federal/	127	1.65%
17.	UN ESTUDIO DE LA INDUSTRIA DE CEBADA http:// es.epa.gov/ cooperative/ other/ andean/ bebidas. html	112	1.45%
18.	Metal Finishing/ Electroplating: Fact Sheets http:// es.epa.gov/ cooperative/ topics/ metfactsheets. html	97	1.26%
19.	Case Studies http:// es.epa.gov/ cooperative/ topics/ casestudies.html	96	1.25%
20.		67	0.87%

Metal Finishing/ Electroplating: Case Studies

[http:// es.epa.gov/ cooperative/ topics/ metcasesstudies. html](http://es.epa.gov/cooperative/topics/metcasesstudies.html)

Subtotal	4,793	62.21%
Other	2,911	37.79%
Total	7,704	100.00%

Top Entry Pages – Help Card

? Entry Page – The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

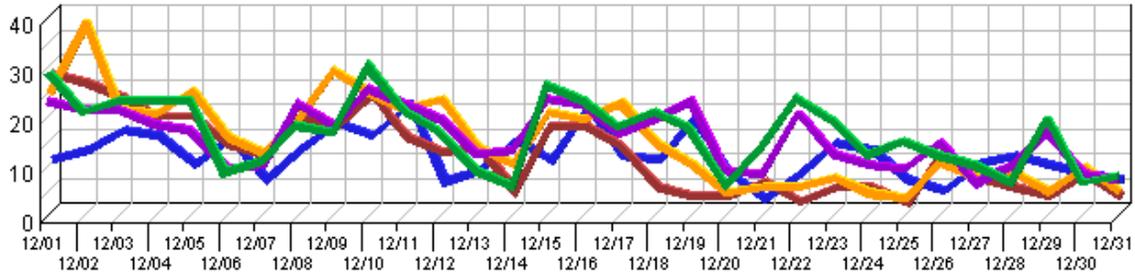
% – Percentage of times this page was the entry page compared with other entry pages.

💡 This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

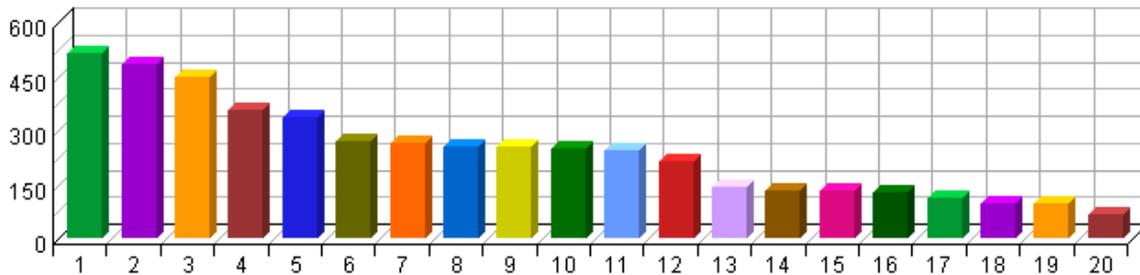
Top Entry Files

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.

Top Entry Files Trend



Top Entry Files



Top Entry Files

	Files	Visits	%
1.	http://es.epa.gov/cooperative/topics/iso14000.html	514	6.67%
2.	http://es.epa.gov/cooperative/topics/petroleum.html	482	6.25%
3.	http://es.epa.gov/cooperative/other/andean/gaseoweb.html	447	5.80%
4.	http://es.epa.gov/cooperative/other/andean/lechweb.html	356	4.62%
5.	http://es.epa.gov/cooperative/international/	337	4.37%
6.	http://es.epa.gov/cooperative/	270	3.50%
7.	http://es.epa.gov/cooperative/other/andean/vegetweb.html	266	3.45%
8.	http://es.epa.gov/cooperative/topics/metalfin.html	253	3.28%
9.	http://es.epa.gov/cooperative/other/andean/inal.html	252	3.27%
10.	http://es.epa.gov/cooperative/stateandlocal/	249	3.23%
11.		246	3.19%

	http://es.epa.gov/cooperative/topics/printing.html		
12.	http://es.epa.gov/cooperative/other/andean/cascada.html	216	2.80%
13.	http://es.epa.gov/cooperative/other/andean/verduras.html	144	1.87%
14.	http://es.epa.gov/cooperative/topics/petcasesstudies.html	132	1.71%
15.	http://es.epa.gov/cooperative/websites/bapedal.html	130	1.69%
16.	http://es.epa.gov/cooperative/federal/	127	1.65%
17.	http://es.epa.gov/cooperative/other/andean/bebidas.html	112	1.45%
18.	http://es.epa.gov/cooperative/topics/metfactsheets.html	97	1.26%
19.	http://es.epa.gov/cooperative/topics/casestudies.html	96	1.25%
20.	http://es.epa.gov/cooperative/topics/metcasesstudies.html	67	0.87%
	Subtotal	4,793	62.19%
	Other	2,914	37.81%
	Total	7,707	100.00%

Top Entry Files – Help Card

? Files – Refers to the first file loaded to a visitor's browser. Contrast this with the first page loaded to a visitor's browser. The entry page for some visitors is not a formally defined page, so the information in this table and graph include all first hits regardless if the hit was on a formal page or not.

Visits – Number of visits by visitors whose first hit was the specified file. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

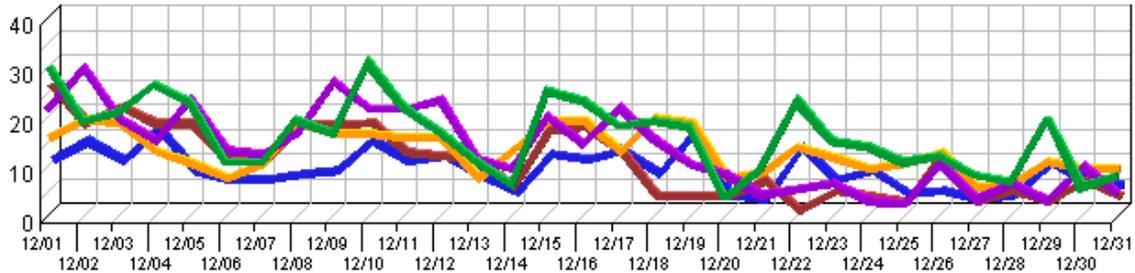
% – Refers to the total numbers of visits.

💡 Consider what catches the attention of visitors most quickly and effectively.

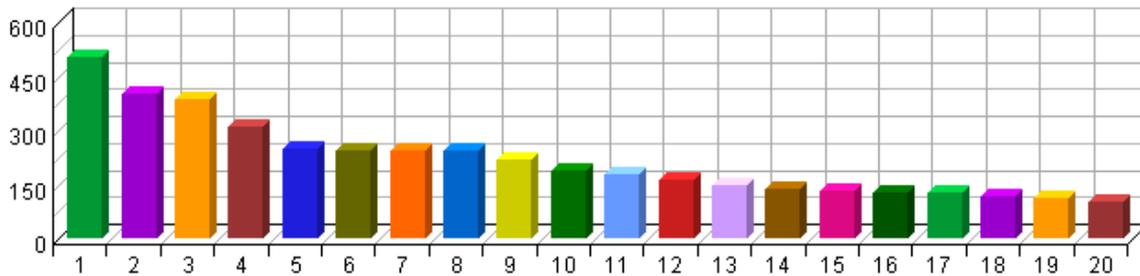
Top Exit Pages

This report identifies the last page visitors viewed before they left your site.

Top Exit Pages Trend



Top Exit Pages



Top Exit Pages

	Pages	Visits	%
1.	ISO 14000/ Industry Standards http:// es.epa.gov/ cooperative/ topics/ iso14000.html	503	6.53%
2.	EMBOTELLADORA DE BEBIDAS GASEOSAS http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	401	5.20%
3.	Petroleum Refining Industry http:// es.epa.gov/ cooperative/ topics/ petroleum.html	384	4.98%
4.	FORME DE LA VISITA A UNA PLANTA INDUSTRIAL DE ELABORACION DE PRODUCTOS LACTEOS E http:// es.epa.gov/ cooperative/ other/ andean/ lechweb. html	308	4.00%
5.	Printing Industry http:// es.epa.gov/ cooperative/ topics/ printing.html	249	3.23%
6.	Metal Finishing/ Electroplating Industry http:// es.epa.gov/ cooperative/ topics/	246	3.19%

	metalfin.html		
7.	LA LINEA DE PROCESAMIENTO DE PALMITO DE UNA PLANTA INDUSTRIAL DE ENVASADO Y http:// es.epa.gov/ cooperative/ other/ andean/ vegetweb. html	245	3.18%
8.	INFORME DE LA VISITA A LA PLANTA INDUSTRIAL INDUSTRIAS ALIMENTICIA INAL S.A. DEL http:// es.epa.gov/ cooperative/ other/ andean/ inal.html	242	3.14%
9.	http:// es.epa.gov/ cooperative/	219	2.84%
10.	EMBOTELLADORA LA CASCADA http:// es.epa.gov/ cooperative/ other/ andean/ cascada. html	187	2.43%
11.	Water Conservation in the Food Processing Industry in South American Countries http:// es.epa.gov/ cooperative/ other/ andean/	177	2.30%
12.	Petroleum Refining: Case Studies http:// es.epa.gov/ cooperative/ topics/ petcasestudies. html	163	2.12%
13.	Headlines: International Cleaner Production Cooperative http:// es.epa.gov/ cooperative/ international/ headlines. html	147	1.91%
14.	Indonesia Environmental Impact Management Agency (BAPEDAL) http:// es.epa.gov/ cooperative/ websites/ bapedal.html	138	1.79%
15.	International Cleaner Production Cooperative http:// es.epa.gov/ cooperative/ international/	134	1.74%
16.	Reciclando Aguas en la Industria Procesadora de Frutas y Legumbres http:// es.epa.gov/ cooperative/ other/ andean/ verduras. html	128	1.66%
17.	Metal Finishing/ Electroplating: Fact Sheets http:// es.epa.gov/ cooperative/ topics/ metfactsheets. html	127	1.65%
18.	Headlines: State and Local Business Assistance http:// es.epa.gov/ cooperative/ stateandlocal/ headlines. html	116	1.51%
19.	UN ESTUDIO DE LA INDUSTRIA DE CEBADA http:// es.epa.gov/ cooperative/ other/ andean/ bebidas. html	113	1.47%

20.	State and Local Government/ Business Assistance Cooperative http:// es.epa.gov/ cooperative/ stateandlocal/	103	1.34%
	Subtotal	4,330	56.19%
	Other	3,376	43.81%
	Total	7,706	100.00%

Top Exit Pages – Help Card

? Exit Page – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

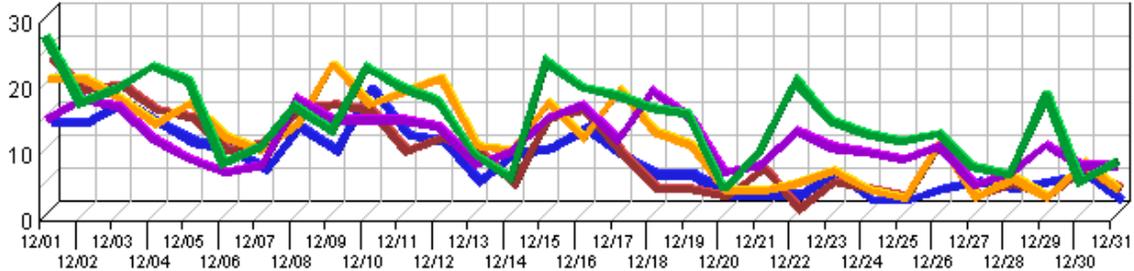
% – Percentage of times this page was the exit page compared with other exit pages.

💡 You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.

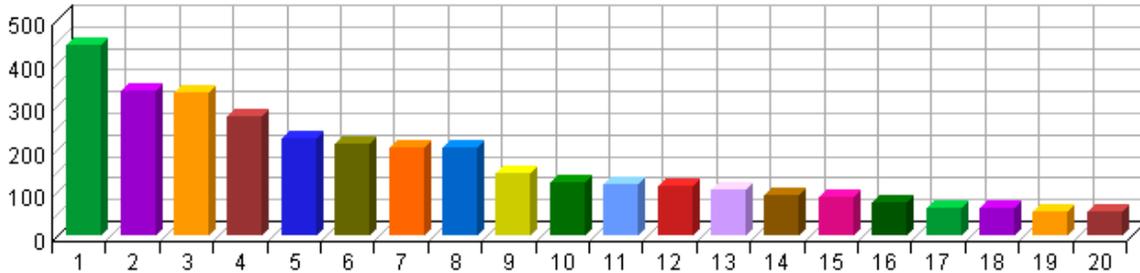
Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.

Single Access Pages Trend



Single Access Pages



Single Access Pages

	Pages	Visits	%
1.	ISO 14000/ Industry Standards http:// es.epa.gov/ cooperative/ topics/ iso14000.html	441	8.23%
2.	Petroleum Refining Industry http:// es.epa.gov/ cooperative/ topics/ petroleum.html	336	6.27%
3.	EMBOTELLADORA DE BEBIDAS GASEOSAS http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	331	6.18%
4.	FORME DE LA VISITA A UNA PLANTA INDUSTRIAL DE ELABORACION DE PRODUCTOS LACTEOS E http:// es.epa.gov/ cooperative/ other/ andean/ lechweb. html	275	5.13%
5.	LA LINEA DE PROCESAMIENTO DE PALMITO DE UNA PLANTA INDUSTRIAL DE ENVASADO Y http:// es.epa.gov/ cooperative/ other/ andean/ vegetweb. html	224	4.18%
6.	INFORME DE LA VISITA A LA	213	3.97%

	PLANTA INDUSTRIAL INDUSTRIAS ALIMENTICIA INAL S.A. DEL http:// es.epa.gov/ cooperative/ other/ andean/ inal.html		
7.	Metal Finishing/ Electroplating Industry http:// es.epa.gov/ cooperative/ topics/ metalfin.html	204	3.81%
8.	Printing Industry http:// es.epa.gov/ cooperative/ topics/ printing.html	203	3.79%
9.	EMBOTELLADORA LA CASCADA http:// es.epa.gov/ cooperative/ other/ andean/ cascada. html	145	2.71%
10.	http:// es.epa.gov/ cooperative/	121	2.26%
11.	Reciclado Aguas en la Industria Procesadora de Frutas y Legumbres http:// es.epa.gov/ cooperative/ other/ andean/ verduras. html	119	2.22%
12.	Petroleum Refining: Case Studies http:// es.epa.gov/ cooperative/ topics/ petcasesstudies. html	115	2.15%
13.	Indonesia Environmental Impact Management Agency (BAPEDAL) http:// es.epa.gov/ cooperative/ websites/ bapedal.html	107	2.00%
14.	UN ESTUDIO DE LA INDUSTRIA DE CEBADA http:// es.epa.gov/ cooperative/ other/ andean/ bebidas. html	93	1.74%
15.	Metal Finishing/ Electroplating: Fact Sheets http:// es.epa.gov/ cooperative/ topics/ metfactsheets. html	88	1.64%
16.	Case Studies http:// es.epa.gov/ cooperative/ topics/ casestudies.html	77	1.44%
17.	State and Local Government/ Business Assistance Cooperative http:// es.epa.gov/ cooperative/ stateandlocal/	63	1.18%
18.	Environment Australia Online: Environmental Protection Group http:// es.epa.gov/ cooperative/ websites/ epg.html	63	1.18%
19.	International Cleaner Production Cooperative http:// es.epa.gov/ cooperative/ international/	57	1.06%
20.	Metal Finishing/ Electroplating: Case Studies	57	1.06%

[http:// es.epa.gov/ cooperative/ topics/ metcasesstudies. html](http://es.epa.gov/cooperative/topics/metcasesstudies.html)

Subtotal	3,332	62.18%
Other	2,027	37.82%
Total	5,359	100.00%

Single Access Pages – Help Card

? Single Access Page – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

💡 This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site—the first page they open—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

Starting Page	Paths from Start	Visits	%
All Entry Pages		474	6.15%
	1. ISO 14000/Industry Standards http://es.epa.gov/cooperative/topics/iso14000.html	353	4.58%
	1. EMBOTELLADORA DE BEBIDAS GASEOSAS http://es.epa.gov/cooperative/other/andean/gaseoweb.html	351	4.55%
	1. Petroleum Refining Industry http://es.epa.gov/cooperative/topics/petroleum.html	283	3.67%
	1. FORME DE LA VISITA A UNA PLANTA INDUSTRIAL DE ELABORACION DE PRODUCTOS LACTEOS E http://es.epa.gov/cooperative/other/andean/lechweb.html	229	2.97%
	1. LA LINEA DE PROCESAMIENTO DE PALMITO DE UNA PLANTA INDUSTRIAL DE ENVASADO Y http://es.epa.gov/cooperative/other/andean/vegetweb.html	219	2.84%
	1. INFORME DE LA VISITA A LA PLANTA INDUSTRIAL INDUSTRIAS ALIMENTICIA INAL S.A. DEL http://es.epa.gov/cooperative/other/andean/inal.html	215	2.79%

1. Printing Industry http://es.epa.gov/cooperative/topics/printing.html	212	2.75%
1. Metal Finishing/Electroplating Industry http://es.epa.gov/cooperative/topics/metalfin.html	147	1.91%
1. EMBOTELLADORA LA CASCADA http://es.epa.gov/cooperative/other/andean/cascada.html	126	1.64%
1. Indonesia Environmental Impact Management Agency (BAPEDAL) http://es.epa.gov/cooperative/websites/bapedal.html	125	1.62%
1. http://es.epa.gov/cooperative/	123	1.60%
1. Petroleum Refining: Case Studies http://es.epa.gov/cooperative/topics/petcasestudies.html	120	1.56%
1. Reciclando Aguas en la Industria Procesadora de Frutas y Legumbres http://es.epa.gov/cooperative/other/andean/verduras.html	100	1.30%
1. UN ESTUDIO DE LA INDUSTRIA DE CEBADA http://es.epa.gov/cooperative/other/andean/bebidas.html	92	1.19%
1. Metal Finishing/Electroplating: Fact Sheets http://es.epa.gov/cooperative/topics/metfactsheets.html	83	1.08%
1. International Cleaner Production Cooperative http://es.epa.gov/cooperative/international/	80	1.04%
1. Case Studies		

[http://es.epa.gov/cooperative/
topics/casestudies.html](http://es.epa.gov/cooperative/topics/casestudies.html)

66 0.86%

1. **State and Local
Government/Business
Assistance Cooperative**
[http://es.epa.gov/cooperative/
stateandlocal/](http://es.epa.gov/cooperative/stateandlocal/)

63 0.82%

1. **Environment Australia
Online: Environmental
Protection Group**
[http://es.epa.gov/cooperative/
websites/epg.html](http://es.epa.gov/cooperative/websites/epg.html)

61 0.79%

1. **Printing Industry: Case
Studies**
[http://es.epa.gov/cooperative/
topics/printcasestudies.html](http://es.epa.gov/cooperative/topics/printcasestudies.html)

Top Paths Through Site – Help Card

? Path Through Site – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page – The first page, or entry page, in the full path visitors take through your site.

Visits – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

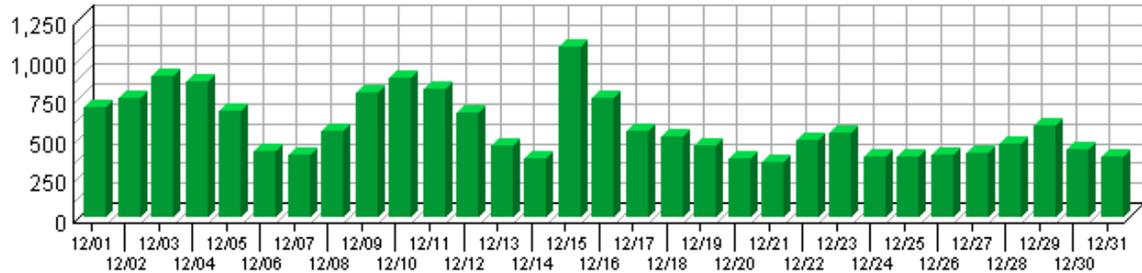
% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

💡 Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

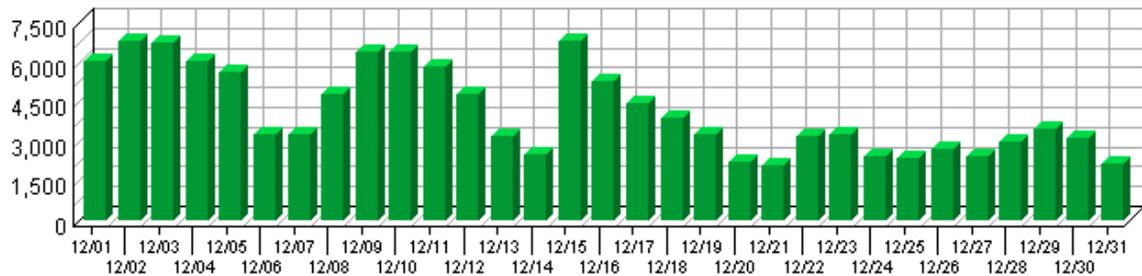
Hits Trend



Hit Summary

Successful Hits for Entire Site	17,657
Average Hits per Day	569
Home Page Hits	573

Bandwidth: Kbytes Transferred Trend

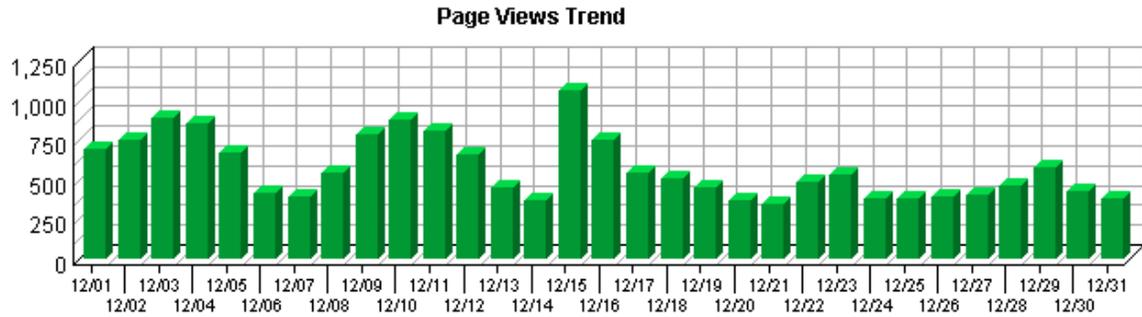


Technical Statistics

Total Hits	17,963	100%
Successful Hits	17,657	98.30%
Failed Hits	306	1.70%
Cached Hits	1,864	10.38%

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.



Page Views Trend

Time Interval	Page Views	%
12/01	697	3.95%
12/02	747	4.23%
12/03	896	5.08%
12/04	861	4.88%
12/05	673	3.81%
12/06	414	2.35%
12/07	396	2.24%
12/08	543	3.08%
12/09	782	4.43%
12/10	875	4.96%
12/11	806	4.57%
12/12	665	3.77%
12/13	449	2.54%
12/14	370	2.10%
12/15	1,070	6.06%
12/16	749	4.24%
12/17	540	3.06%
12/18	509	2.88%
12/19	450	2.55%
12/20	370	2.10%
12/21	353	2.00%
12/22	490	2.78%
12/23	534	3.03%
12/24	377	2.14%
12/25	386	2.19%

12/26	390	2.21%
12/27	405	2.29%
12/28	463	2.62%
12/29	582	3.30%
12/30	427	2.42%
12/31	381	2.16%
Total	17,650	100.00%

Page Views Trend – Help Card

? Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Page View – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

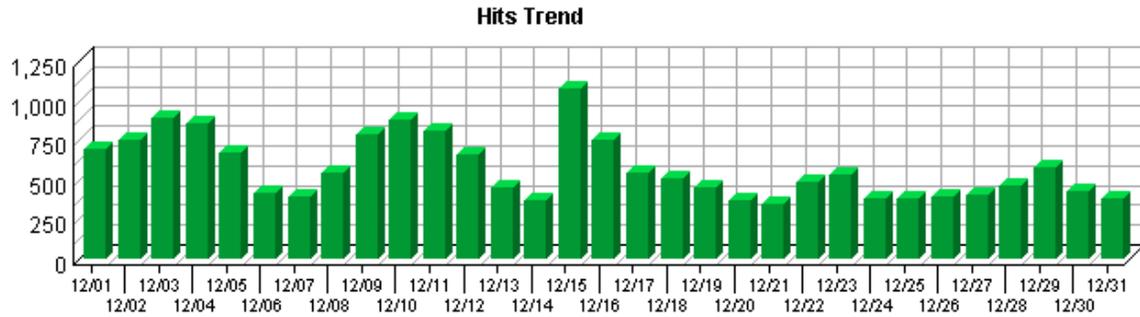
Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total page views that occurred during the specified time interval.

💡 Periods of less activity can be considered good times for maintenance and content improvement.

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.



Hits Trend

Time Interval	Hits	%
12/01	698	3.95%
12/02	747	4.23%
12/03	896	5.07%
12/04	861	4.88%
12/05	673	3.81%
12/06	414	2.34%
12/07	396	2.24%
12/08	543	3.08%
12/09	783	4.43%
12/10	875	4.96%
12/11	807	4.57%
12/12	665	3.77%
12/13	449	2.54%
12/14	370	2.10%
12/15	1,071	6.07%
12/16	749	4.24%
12/17	540	3.06%
12/18	509	2.88%
12/19	450	2.55%
12/20	370	2.10%
12/21	353	2.00%
12/22	491	2.78%
12/23	534	3.02%
12/24	377	2.14%
12/25	386	2.19%

12/26	391	2.21%
12/27	405	2.29%
12/28	463	2.62%
12/29	582	3.30%
12/30	427	2.42%
12/31	382	2.16%
Total	17,657	100.00%

Hits Trend – Help Card

? Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

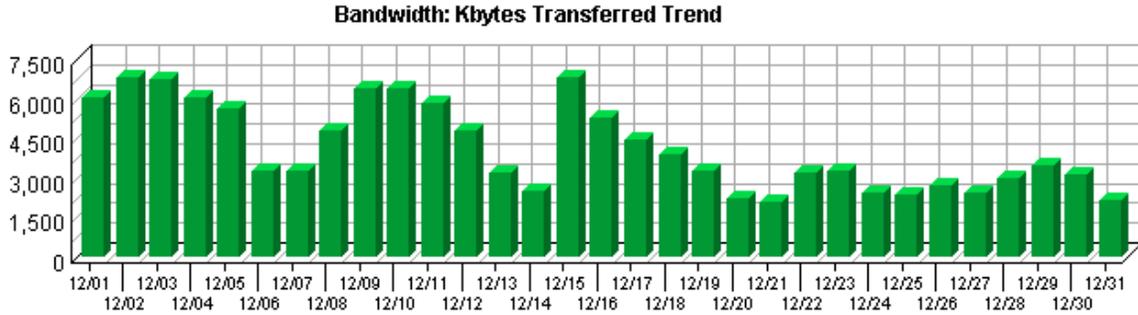
Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of hits that occurred during the specified time interval.

💡 Periods of less activity can be considered good times for maintenance and content improvement.

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.



Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
12/01	6,071	4.76%
12/02	6,796	5.33%
12/03	6,718	5.26%
12/04	6,044	4.74%
12/05	5,605	4.39%
12/06	3,249	2.55%
12/07	3,278	2.57%
12/08	4,822	3.78%
12/09	6,388	5.01%
12/10	6,397	5.01%
12/11	5,845	4.58%
12/12	4,823	3.78%
12/13	3,166	2.48%
12/14	2,466	1.93%
12/15	6,771	5.31%
12/16	5,308	4.16%
12/17	4,465	3.50%
12/18	3,872	3.03%
12/19	3,235	2.53%
12/20	2,192	1.72%
12/21	2,058	1.61%
12/22	3,185	2.50%
12/23	3,238	2.54%
12/24	2,405	1.88%
12/25	2,368	1.86%

12/26	2,736	2.14%
12/27	2,398	1.88%
12/28	2,981	2.34%
12/29	3,459	2.71%
12/30	3,144	2.46%
12/31	2,137	1.67%
Total	127,604	100.00%

Bandwidth: Kbytes Transferred Trend – Help Card

? Kbytes Transferred – Number of kilobytes of data transferred during the specified time interval.

Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

💡 Periods of less activity can be considered good times for maintenance and content improvement.

Server Cluster Load Balance

This report compares the performance of individual servers in a cluster.

No data for this section in the log data analyzed.

Server Cluster Load Balance – Help Card

 **Server Name** – Name of the server whose load balance is being tracked.

Hits – Number of hits to the specified server during the report period. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred– Number of kilobytes of data transferred to visitors from the specified server.

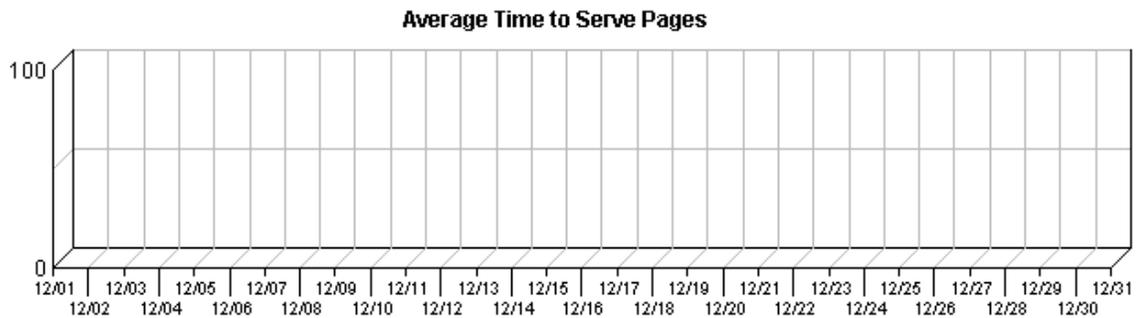
% – Percentage of hits to your web site that went to the specified server.

 This report should tell you if any of your servers are overworked or underworked.

Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages.

Note: Not all web servers log the information necessary to create this report.



Average Time to Serve Pages

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
12/01	0	697	0
12/02	0	747	0
12/03	0	896	0
12/04	0	861	0
12/05	0	673	0
12/06	0	414	0
12/07	0	396	0
12/08	0	543	0
12/09	0	782	0
12/10	0	875	0
12/11	0	806	0
12/12	0	665	0
12/13	0	449	0
12/14	0	370	0
12/15	0	1,070	0
12/16	0	749	0
12/17	0	540	0
12/18	0	509	0
12/19	0	450	0
12/20	0	370	0
12/21	0	353	0
12/22	0	490	0
12/23	0	534	0
12/24	0	377	0
12/25	0	386	0

12/26	0	390	0
12/27	0	405	0
12/28	0	463	0
12/29	0	582	0
12/30	0	427	0
12/31	0	381	0
Total	0	17,650	0.0

Average Time to Serve Pages – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Total Time to Serve – The total amount of time the server spent serving documents during the specified time interval.

Pages Served – Number of pages served to visitors during the specified time interval.

Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

💡 Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

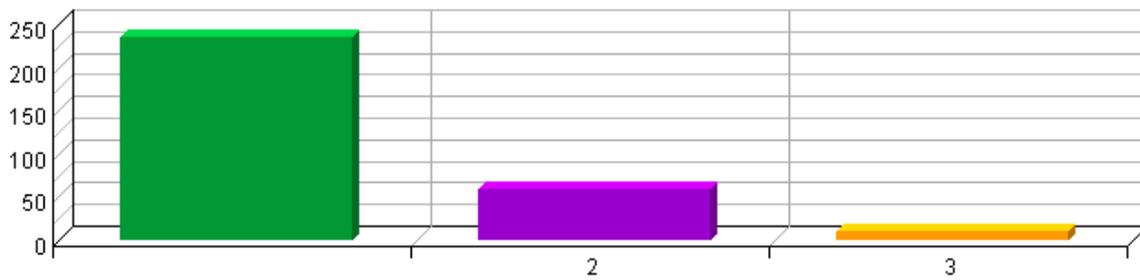
Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

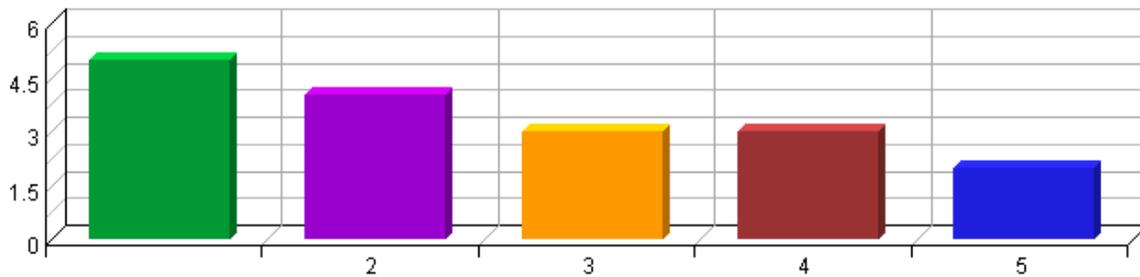
Technical Statistics

Total Hits	17,963	100%
Successful Hits	17,657	98.30%
Failed Hits	306	1.70%
Cached Hits	1,864	10.38%

Client Errors



File Not Found Errors



Client Errors

This report identifies the error codes from the browsers accessing your server.



Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden	236	77.12%
2.	404 Page or File Not Found	60	19.61%
3.	400 Bad Request	10	3.27%
	Total	306	100.00%

Client Errors – Help Card

? Client Errors – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of total failed hits that returned this status code.

💡 Use this page to determine what maintenance is necessary.

File Not Found Errors

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.



File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	/cooperative/federal/www.dasc.dla.mil/hazmat/ http://es.epa.gov/cooperative/federal/janjun98.html	5	8.33%
2.	/cooperative/international/headiines.htm (no referrer)	4	6.67%
3.	/cooperative/ stateandlocal/ (no referrer)	3	5.00%
4.	/cooperative/topics/Petroleum–industry–terms/ http://es.epa.gov/cooperative/topics/petroleum.html	3	5.00%
5.	/cooperative/other/andean/adicional.html onmousedown=" return clk(37,this)" (no referrer)	2	3.33%
6.	//cooperative/topics/this.form.PullDown.options[this.form.PullDown.selectedIndex].value (no referrer)	2	3.33%
7.	/cooperative/federal/weblast3. html (no referrer)	2	3.33%
8.	/cooperative/international/ International Cleaner Production Cooperative.files/banner.htm http://es.epa.gov/cooperative/international/	2	3.33%
9.	/cooperative/federal/www.dasc.dla.mil/hazmat/ (no referrer)	2	3.33%
10.		2	3.33%

	/cooperative/topics/this.form. PullDown.options[this.form. PullDown.selectedIndex].value (no referrer)		
11.	/cooperative/other/audean/ lechweb.html (no referrer)	2	3.33%
12.	/cooperative/international/ Case studies–printing_files/ banner.htm http://es.epa.gov/cooperative/ international/	1	1.67%
13.	/cooperative/other/andean/ lechweb.htm (no referrer)	1	1.67%
14.	/cooperative/international/ International Cleaner Production Cooperative_files/banner.htm http://es.epa.gov/cooperative/ international/	1	1.67%
15.	/cooperative/international/ (no referrer)	1	1.67%
16.	/cooperative/envirosense/ cooperative/international/about. html (no referrer)	1	1.67%
17.	/cooperative/envirosense/ cooperative/international/ gentopiclist.html (no referrer)	1	1.67%
18.	/cooperative/international/ International Cleaner Production Cooperative_archivos/ indtopiclist.htm http://es.epa.gov/cooperative/ international/	1	1.67%
19.	/cooperative/international/ favicon.ico (no referrer)	1	1.67%
20.	/cooperative/envirosense/ cooperative/stateandlocal/ memberlist.html (no referrer)	1	1.67%
	Subtotal	38	63.33%
	Other	22	36.67%
	Total	60	100.00%

File Not Found Errors – Help Card

? Hits – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.

Files – This column lists the file that could not be found and the URL of the referrer (if known).

% – Percentage of the total 404 and 410 errors that were for this file.

💡 Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

Server Errors

This report lists the errors which occurred on the server.

These errors did not occur in the log data during the requested reporting period.

Server Errors – Help Card

? Hits – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

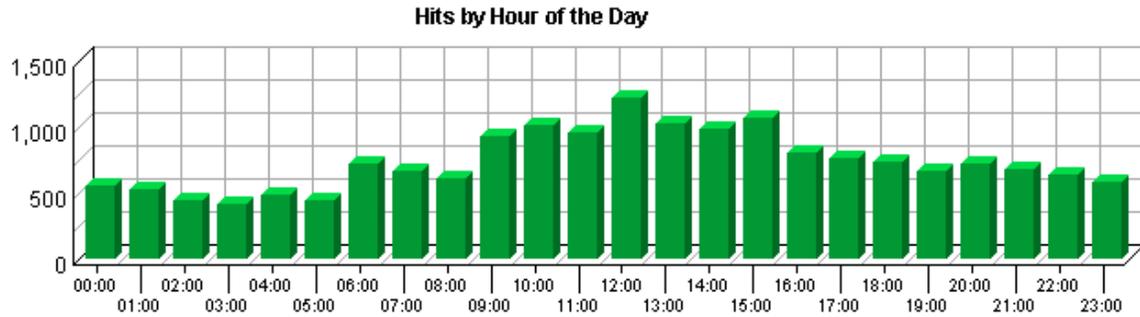
HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of failed hits that were of the specified type.

💡 Use this page to determine what maintenance is necessary.

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

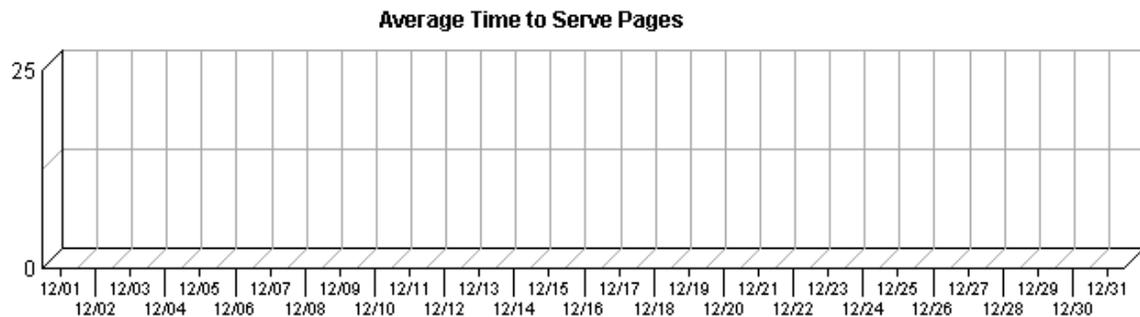


Most Active Summary

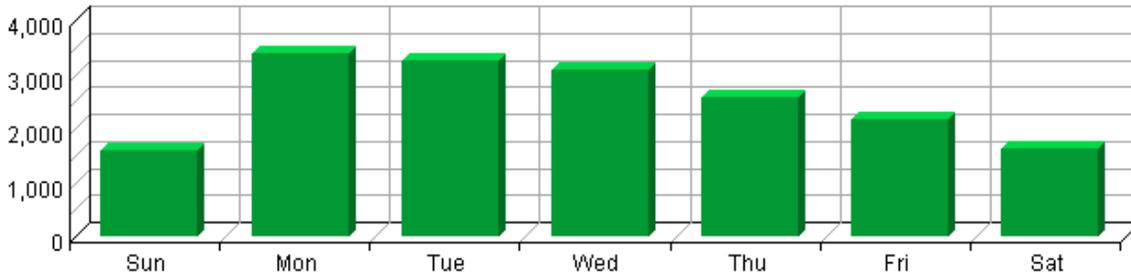
Most Active Date	December 15, 2003
Number of Hits on Most Active Date	1,071
Most Active Day of the Week	Mon
Most Active Hour of the Day	12:00–12:59

Activity on Weekdays Summary

Total Hits Weekdays	14,437
Total Visits Weekdays	6,217
Average Number of Visits per day on Weekdays	270
Average Number of Hits per day on Weekdays	627



Hits by Day of the Week



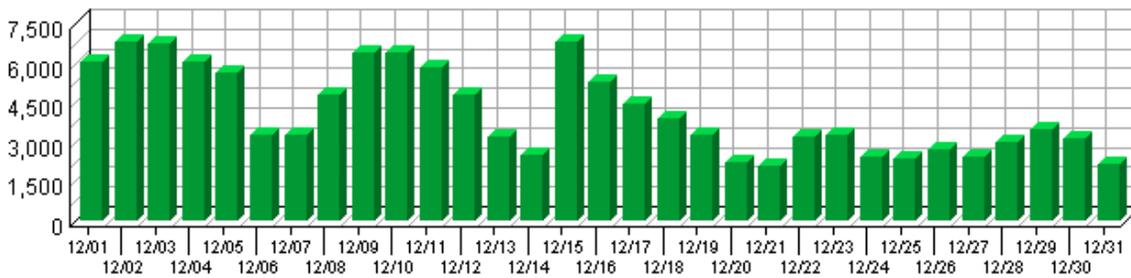
Least Active Summary

Least Active Date	December 21, 2003
Number of Hits on Least Active Date	353
Least Active Day of the Week	Sun
Least Active Hour of the Day	03:00–03:59

Activity on Weekends Summary

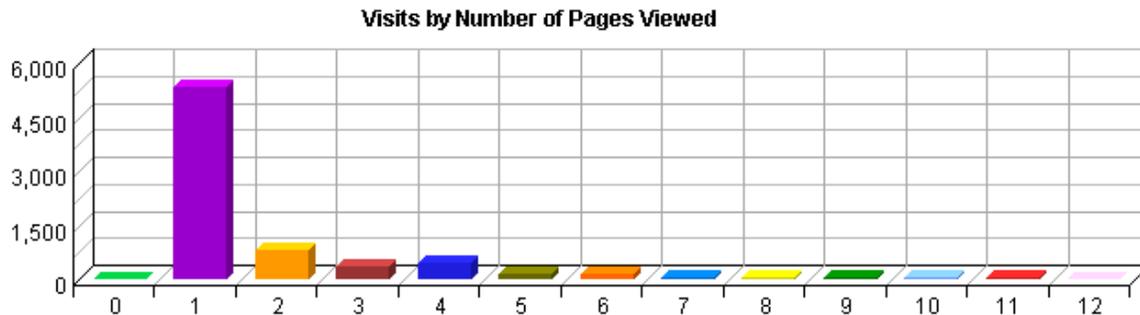
Total Hits Weekend	3,220
Total Visits Weekend	1,490
Average Number of Visits per Weekend	372
Average Number of Hits per Weekend	805

Bandwidth: Kbytes Transferred Trend



Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



Visits by Number of Pages Viewed

	Number of Pages Viewed	Visits	%
Pages	0	3	0.04%
Pages	1	5,359	69.52%
Pages	2	826	10.71%
Pages	3	342	4.44%
Pages	4	476	6.17%
Pages	5	171	2.22%
Pages	6	139	1.80%
Pages	7	71	0.92%
Pages	8	61	0.79%
Pages	9	48	0.62%
Pages	10	43	0.56%
Pages	11	33	0.43%
Pages	12	19	0.25%
Pages	Subtotal	7,591	98.47%
Pages	Other	118	1.53%
	Total	7,709	100.00%

Visits by Number of Pages Viewed – Help Card

? Number of Pages Viewed – The number of pages viewed during a visit. If the visitor viewed only non-page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default

idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

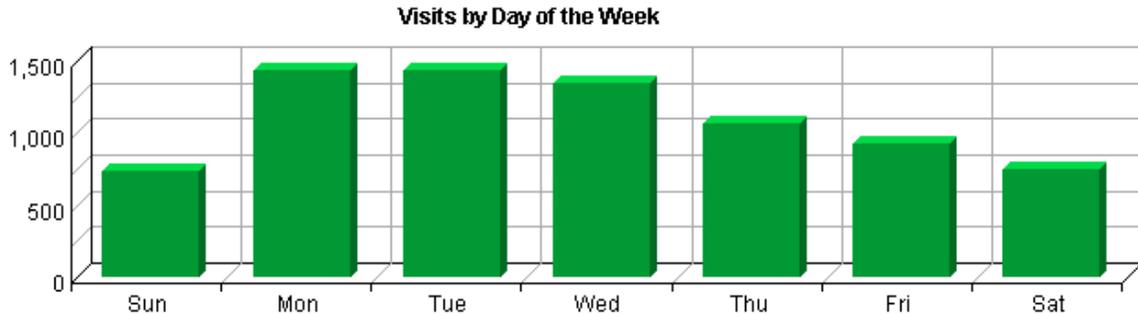
% – Percentage of total visits by people who viewed the specified number of pages.



You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	739	9.59%
Mon	1,441	18.70%
Tue	1,438	18.66%
Wed	1,342	17.41%
Thu	1,066	13.83%
Fri	930	12.07%
Sat	751	9.74%
Total Weekend	1,490	19.33%
Total Weekdays	6,217	80.67%
Total	7,707	100.00%

Visits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

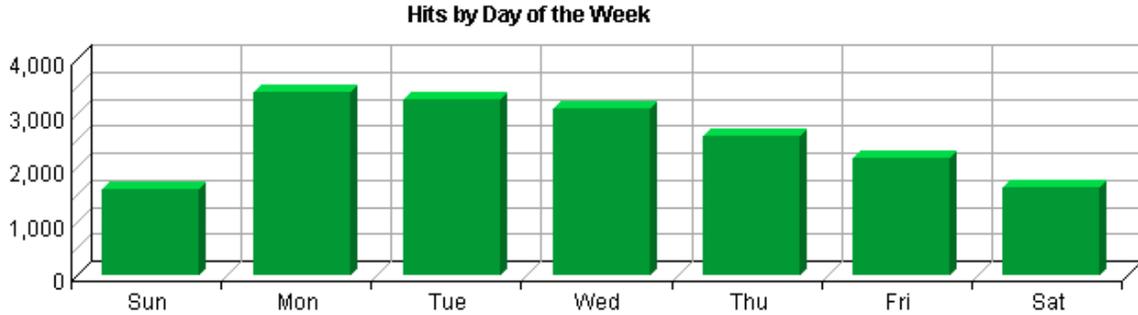
% – Percentage of total visits that occurred on the specified day of the week.

💡 Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Hits by Day of the Week

Day	Hits	%
Sun	1,582	8.96%
Mon	3,385	19.17%
Tue	3,240	18.35%
Wed	3,070	17.39%
Thu	2,563	14.52%
Fri	2,179	12.34%
Sat	1,638	9.28%
Total Weekend	3,220	18.24%
Total Weekdays	14,437	81.76%
Total	17,657	100.00%

Hits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

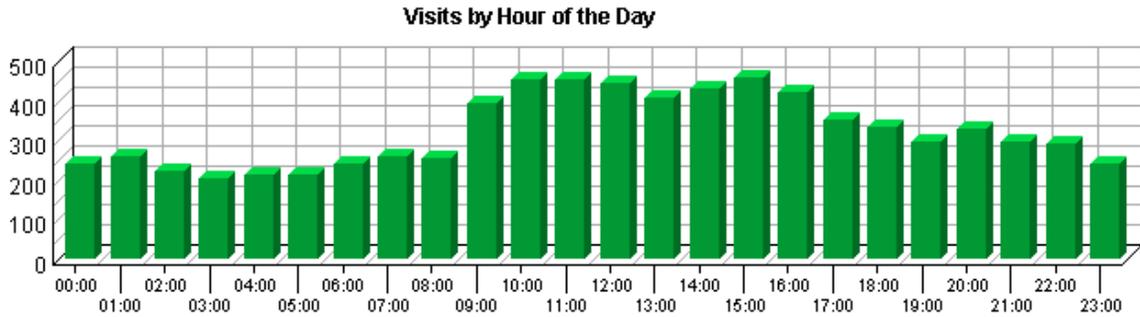
Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of total hits that occurred on the specified day of the week.

💡 Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day

Hour	Visits	%
00:00	240	3.11%
01:00	261	3.39%
02:00	220	2.85%
03:00	205	2.66%
04:00	212	2.75%
05:00	212	2.75%
06:00	242	3.14%
07:00	258	3.35%
08:00	253	3.28%
09:00	393	5.10%
10:00	453	5.88%
11:00	453	5.88%
12:00	444	5.76%
13:00	409	5.31%
14:00	430	5.58%
15:00	460	5.97%
16:00	420	5.45%
17:00	351	4.55%
18:00	334	4.33%
19:00	298	3.87%
20:00	331	4.29%
21:00	294	3.81%
22:00	291	3.78%
23:00	243	3.15%
Total Visits during Work Hours (8:00am–5:00pm)	3,715	48.20%

Total Visits during After Hours (5:01pm–7:59am)	3,992	51.80%
Total	7,707	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	15:00–15:59
Least Active Hour of the Day	03:00–03:59

Visits by Hour of the Day – Help Card

? Hour – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits.

Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

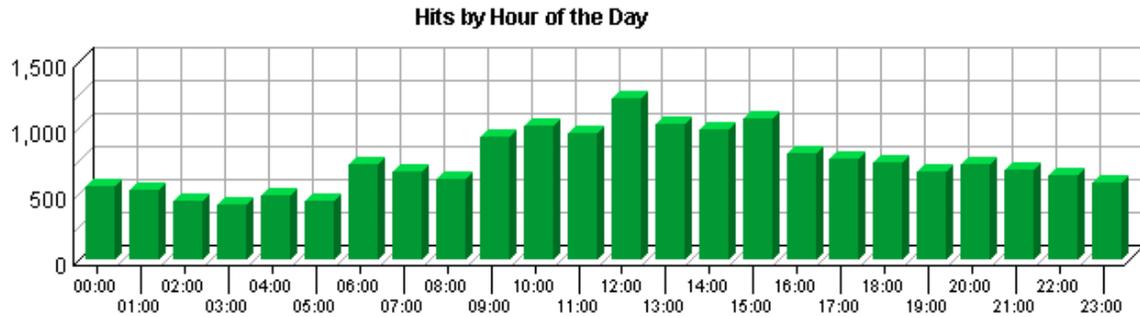
% – Percentage of visits to your site that occurred during the specified hour.

—

💡 This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



Hits by Hour of the Day

Hour	Hits	%
00:00	555	3.14%
01:00	526	2.98%
02:00	439	2.49%
03:00	419	2.37%
04:00	480	2.72%
05:00	440	2.49%
06:00	725	4.11%
07:00	660	3.74%
08:00	612	3.47%
09:00	931	5.27%
10:00	1,008	5.71%
11:00	962	5.45%
12:00	1,225	6.94%
13:00	1,026	5.81%
14:00	982	5.56%
15:00	1,063	6.02%
16:00	809	4.58%
17:00	769	4.36%
18:00	740	4.19%
19:00	662	3.75%
20:00	723	4.09%
21:00	677	3.83%
22:00	643	3.64%
23:00	581	3.29%

Total Hits during Work Hours (8:00am–5:00pm)	8,618	48.81%
Total Hits during After Hours (5:01pm–7:59am)	9,039	51.19%
Total	17,657	100.00%

Summary of Hits by Hour of the Day

Most Active Hour of the Day	12:00–12:59
Least Active Hour of the Day	03:00–03:59

Hits by Hour of the Day – Help Card

? Hour – Specified hour of the day being tracked. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

% – Percentage of hits to your site that occurred during the specified hour.

💡 This information can be used to determine which hour of the day is best for system maintenance.

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.



Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0-1	6,336	82.19%
1-2	202	2.62%
2-3	140	1.82%
3-4	92	1.19%
4-5	47	0.61%
5-6	36	0.47%
6-7	46	0.60%
7-8	40	0.52%
8-9	37	0.48%
9-10	35	0.45%
10-11	35	0.45%
11-12	38	0.49%
12-13	26	0.34%
13-14	19	0.25%
14-15	21	0.27%
15-16	23	0.30%
16-17	29	0.38%
17-18	23	0.30%
18-19	26	0.34%
19-20	32	0.42%
Subtotal	7,283	94.47%
Other	426	5.53%
Total	7,709	100.00%

Visit Duration by Visits – Help Card

? Visit Duration (minutes) – The number of minutes your web site was viewed.

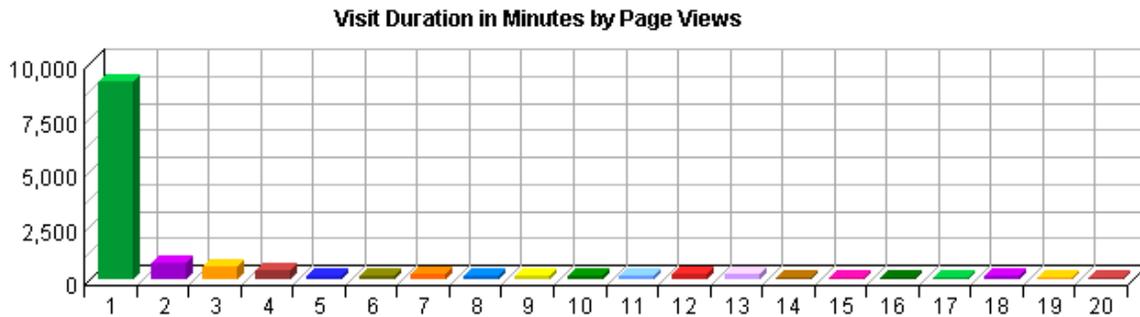
Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of visitors who viewed your page for the specified duration of time.

💡 This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.



Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0-1	9,130	51.75%
1-2	792	4.49%
2-3	579	3.28%
3-4	405	2.30%
4-5	198	1.12%
5-6	200	1.13%
6-7	221	1.25%
7-8	178	1.01%
8-9	138	0.78%
9-10	167	0.95%
10-11	174	0.99%
11-12	219	1.24%
12-13	212	1.20%
13-14	102	0.58%
14-15	126	0.71%
15-16	75	0.43%
16-17	119	0.67%
17-18	150	0.85%
18-19	102	0.58%
19-20	106	0.60%
Subtotal	13,393	75.92%
Other	4,249	24.08%
Total	17,642	100.00%

Visit Duration by Page Views – Help Card

? **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visit Duration (minutes) – The number of minutes your web site was viewed.

Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

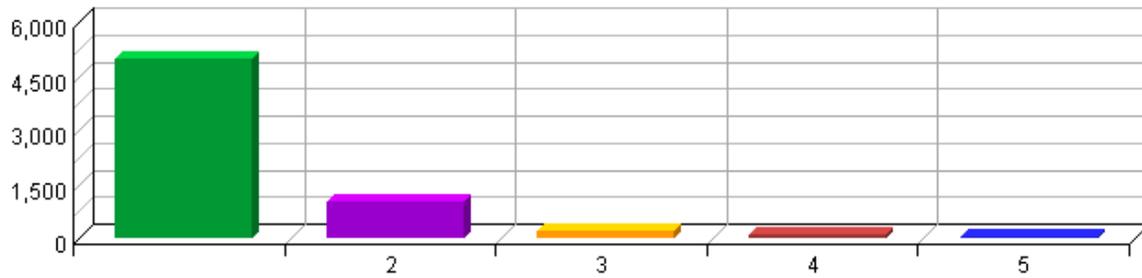
% – Percentage of visitors who viewed your page for the specified duration of time.

💡 This information tells you how many visitors view your site for specific intervals of time.

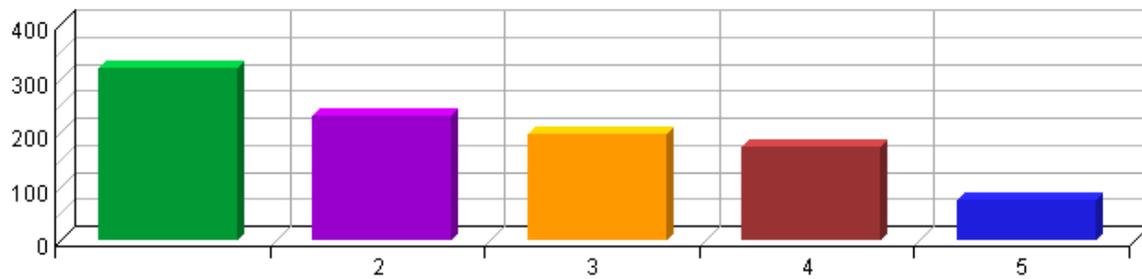
Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Browsers by Visits



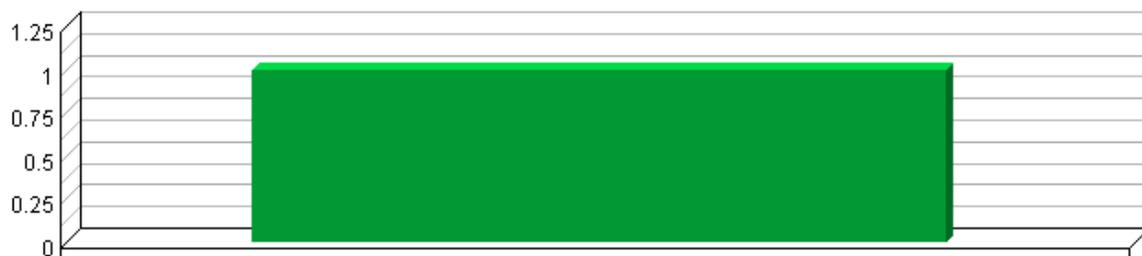
Top Spiders by Visits



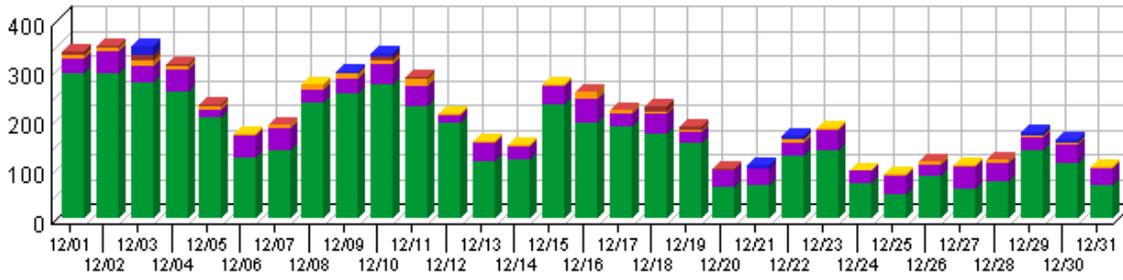
Top WAP Devices by Visits



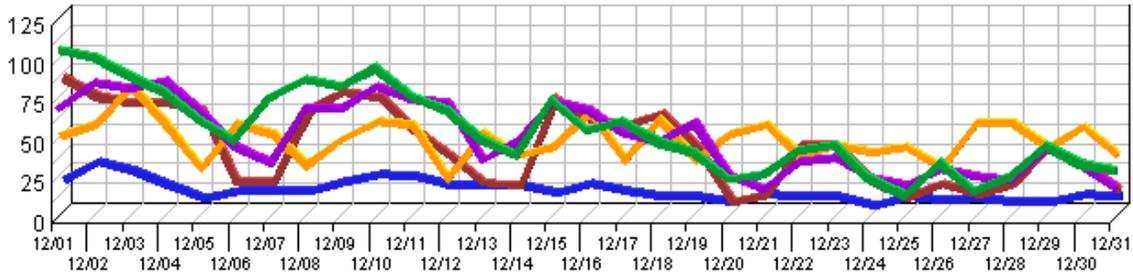
Top WAP Browsers by Visits



Top Browsers by Visits Trend

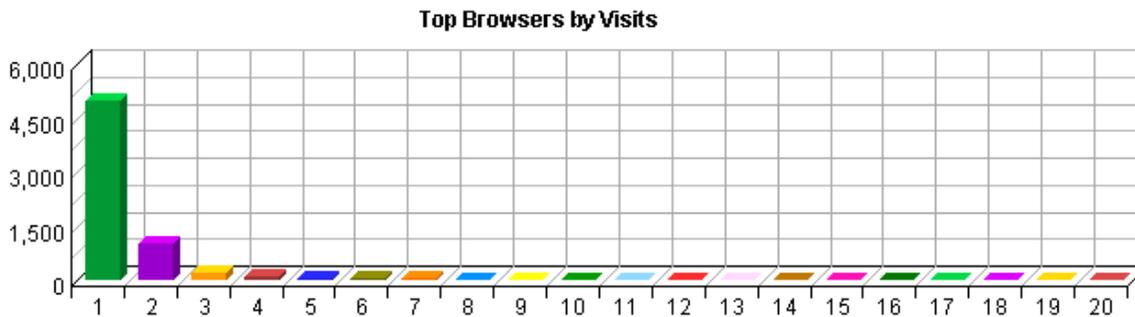
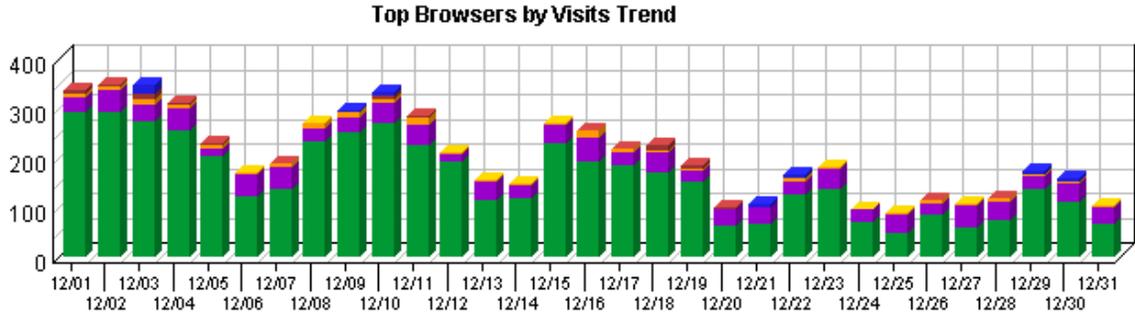


Top Platforms by Visits Trend



Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.



Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	4,962	75.14%	9,812
2.	Other Netscape Compatible	1,033	15.64%	1,480
3.	Netscape	189	2.86%	394
4.	MultiText/0.1	78	1.18%	663
5.	Java/1.4.1_01	57	0.86%	181
6.	msnbot/0.11 (http://search.msn.com/msnbot.htm)	46	0.70%	61
7.	Others	33	0.50%	87
8.	Mozilla	23	0.35%	49
9.	ia_archiver	20	0.30%	64
10.	Webdup/0.9	16	0.24%	36
11.	Opera	13	0.20%	18
12.	Verity-URL-Gateway/2.4	13	0.20%	28
13.	Java/1.4.2_01	13	0.20%	160
14.	Safari	12	0.18%	22
15.	NLese	6	0.09%	10
16.	lc/\$ROADS::Version libwww-perl/5.00	4	0.06%	4
17.	P.Arthur 1.1	4	0.06%	9

18.	PURL–Link–Validator (root@purl.access.gpo.gov)	4	0.06%	4
19.	Teleport Pro/1.29	3	0.05%	8
20.	MSRBOT/0.1 (http://research.microsoft.com/research/sv/msrbot/)	3	0.05%	7
	Subtotal	6,532	98.91%	13,097
	Other	72	1.09%	648
	Total	6,604	100.00%	13,745

Top Browsers – Help Card

? Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

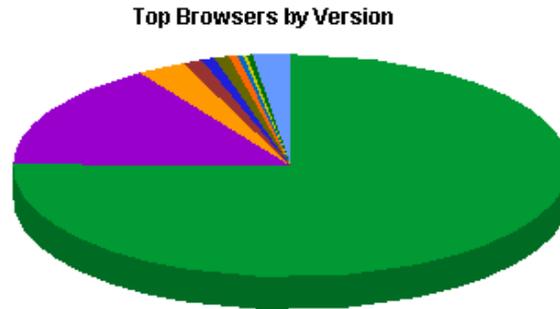
% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

💡 Browser data can help you determine how to configure your site for optimal viewing.

Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

Top Browsers by Version

This report lists the browser versions most common among your visitors.



Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	3,183	48.20%	6,330
		5.5	702	10.63%	1,548
		5.0	571	8.65%	972
		5.01	418	6.33%	723
		4.01	18	0.27%	27
		6.0b	15	0.23%	30
		4.0	14	0.21%	90
		5.22	10	0.15%	26
		5.21	7	0.11%	22
		5.17	6	0.09%	9
		5.16	5	0.08%	8
		5.23	2	0.03%	2
		3.0	2	0.03%	5
		4.5	2	0.03%	5
		5.00	2	0.03%	9
		5.13	1	0.02%	1
		3.01	1	0.02%	1
		5.0b1	1	0.02%	1
		5.15	1	0.02%	2
		5.14	1	0.02%	1
	Other	0	0.00%	0	
2.	Other Netscape Compatible	Version Unknown	1,033	15.64%	1,480
		Other	0	0.00%	0
3.	Netscape	4.08	63	0.95%	138
		7.1	22	0.33%	47
		4.5	19	0.29%	23

	7.0	9	0.14%	19	
	4.79	7	0.11%	27	
	4.7	6	0.09%	16	
	4.75	6	0.09%	20	
	7.02	5	0.08%	9	
	4.05	5	0.08%	5	
	4.0	4	0.06%	5	
	7.01	4	0.06%	6	
	Version Unknown	4	0.06%	4	
	4.78	3	0.05%	5	
	4.8	2	0.03%	12	
	6.2.1	2	0.03%	5	
	4.6	2	0.03%	2	
	4.77	2	0.03%	2	
	4.75C-CCK-MCD	2	0.03%	2	
	4.76	2	0.03%	2	
	4.77C-CCK-MCD	2	0.03%	13	
	4.06	2	0.03%	13	
	4.72	2	0.03%	2	
	6.2.3	2	0.03%	2	
	4.73	2	0.03%	2	
	4.61	2	0.03%	2	
	4.7C-CCK-MCD	2	0.03%	2	
	6.0	1	0.02%	1	
	6.2	1	0.02%	1	
	4.51	1	0.02%	1	
	4.x	1	0.02%	1	
	7.0b1	1	0.02%	4	
	4.07	1	0.02%	1	
	Other	0	0.00%	0	
4.	MultiText/0.1	Version Unknown	78	1.18%	663
		Other	0	0.00%	0
5.	Java/1.4.1_01	Version Unknown	57	0.86%	181
		Other	0	0.00%	0
6.	msnbot/0.11 (http://search.msn.com/msnbot.htm)	Version Unknown	46	0.70%	61
		Other	0	0.00%	0
7.	Others	Version Unknown	33	0.50%	87
		Other	0	0.00%	0
8.	Mozilla	20031007	9	0.14%	22
		20030225	2	0.03%	5
		20030624	2	0.03%	2
		20011122	2	0.03%	5

	DEVONTECH	1	0.02%	2	
	20030821	1	0.02%	1	
	20030507	1	0.02%	1	
	20030425	1	0.02%	4	
	20030312	1	0.02%	1	
	20030313	1	0.02%	4	
	20030630	1	0.02%	1	
	20021130	1	0.02%	1	
	Other	0	0.00%	0	
9.	ia_archiver	Version Unknown	20	0.30%	64
	Other	0	0.00%	0	
10.	Webdup/0.9	Version Unknown	16	0.24%	36
	Other	0	0.00%	0	
11.	Opera	7.21	3	0.05%	7
	7.11	3	0.05%	4	
	7.23	1	0.02%	1	
	7.20	1	0.02%	1	
	6.05	1	0.02%	1	
	7.0	1	0.02%	1	
	7.03	1	0.02%	1	
	6.0	1	0.02%	1	
	6.02	1	0.02%	1	
	Other	0	0.00%	0	
12.	Verity-URL-Gateway/2.4	Version Unknown	13	0.20%	28
	Other	0	0.00%	0	
13.	Java/1.4.2_01	Version Unknown	13	0.20%	160
	Other	0	0.00%	0	
14.	Safari	100	5	0.08%	5
	100.1	3	0.05%	9	
	85.6	2	0.03%	2	
	85.5	2	0.03%	6	
	Other	0	0.00%	0	
15.	NLese	Version Unknown	6	0.09%	10
	Other	0	0.00%	0	
16.	lc/\$ROADS::Version libwww-perl/5.00	Version Unknown	4	0.06%	4
	Other	0	0.00%	0	
17.	P.Arthur 1.1	Version Unknown	4	0.06%	9
	Other	0	0.00%	0	
18.	PURL-Link-Validator (root@purl.access.gpo.gov)	Version Unknown	4	0.06%	4
	Other	0	0.00%	0	
19.	Teleport Pro/1.29	Version Unknown	3	0.05%	8
	Other	0	0.00%	0	

20.	MSRBOT/0.1 (http://research.microsoft.com/research/sv/msrbot/)	Version Unknown	3	0.05%	7
		Other	0	0.00%	0
	Subtotal		6,532	98.91%	13,097
	Other		72	1.09%	648
	Total		6,604	100.00%	13,745

Top Browsers by Version – Help Card

? Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Visits – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of the total visits in which the visitor viewed this page at least once.

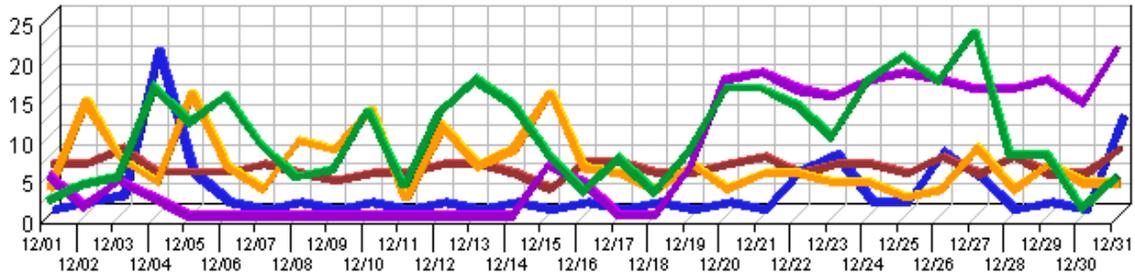
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

💡 This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

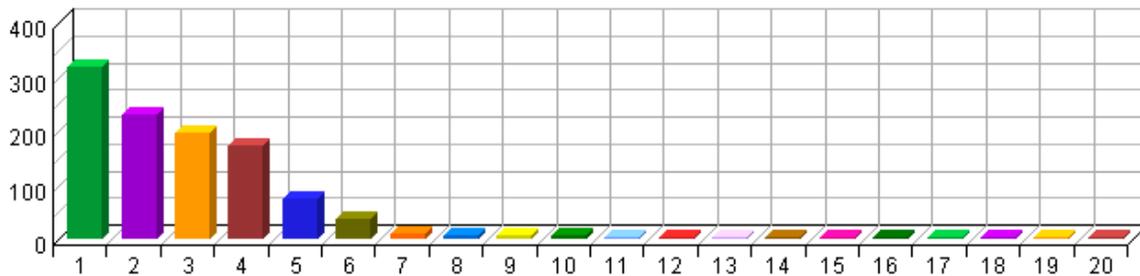
Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.

Top Spiders by Visits Trend



Top Spiders by Visits



Top Spiders

	Spider	Visits	%	Hits
1.	Mozilla/5.0 (Slurp/cat; slurp@inktomi.com; http://www.inktomi.com/slurp.html)	319	28.92%	566
2.	Mozilla/4.0 compatible ZyBorg/1.0 Dead Link Checker (wn.zyborg@looksmart.net; http://www.WISEnutbot)	230	20.85%	955
3.	Googlebot	195	17.68%	749
4.	Scooter	174	15.78%	193
5.	FAST-WebCrawler	74	6.71%	220
6.	Mozilla/4.0 compatible ZyBorg/1.0 (wn.zyborg@looksmart.net; http://www.WISEnutbot.com)	36	3.26%	107
7.	WebTrends	9	0.82%	765
8.	WebTrends Link Analyzer	8	0.73%	16
9.	Baiduspider (http:	7	0.63%	28
10.	http:	7	0.63%	32
11.	Linkbot	5	0.45%	7
12.	Szukacz	4	0.36%	4
13.	Todobr_Robot	4	0.36%	8

14.	k2spider	3	0.27%	6
15.	vspider	3	0.27%	16
16.	Mozilla/4.0 (compatible; MSIE 4.0; Windows NT; Site Server 3.0 Robot) Kemira Agro Uk Ltd	3	0.27%	7
17.	Infoseek SideWinder	2	0.18%	5
18.	Crawler0.1	2	0.18%	4
19.	QuepasaCreep (crawler@quepasacorp.com)	2	0.18%	2
20.	dloader(NaverRobot)	2	0.18%	20
	Subtotal	1,089	98.73%	3,710
	Other	14	1.27%	202
	Total	1,103	100.00%	3,912

Top Spiders – Help Card

? Hits – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

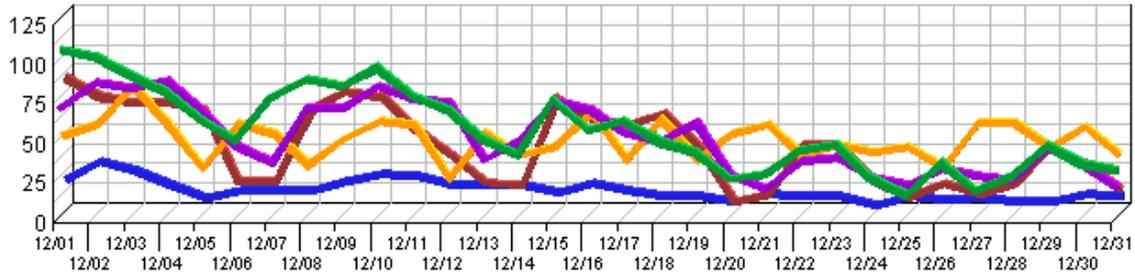
% – Percentage of total spider visits or hits by the specified spider.

💡 This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

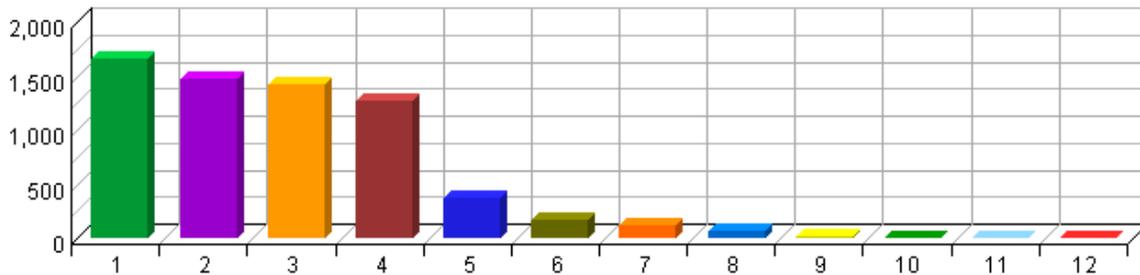
Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

Top Platforms by Visits Trend



Top Platforms by Visits



Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	1,659	25.12%	3,214
2.	Windows 98	1,482	22.44%	2,533
3.	Others	1,426	21.59%	3,518
4.	Windows 2000	1,270	19.23%	2,924
5.	Windows ME	380	5.75%	724
6.	Windows NT	167	2.53%	386
7.	Windows 95	119	1.80%	254
8.	Macintosh PowerPC	74	1.12%	137
9.	Linux	15	0.23%	35
10.	Windows 2003	5	0.08%	7
11.	Windows Win32s	4	0.06%	10
12.	SunOS	3	0.05%	3
	Total	6,604	100.00%	13,745

Top Platforms – Help Card

? Hits – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of hits or visits by those using the specified platform.



This information is useful when determining what content to include on your web site.

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Campaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four-step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	The search phrase a visitor used to find your site.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

"Success" codes:

- 100 = Success:** Continue
- 101 = Success:** Switching Protocols
- 200 = Success:** OK
- 201 = Success:** Created
- 202 = Success:** Accepted
- 203 = Success:** Non-Authoritative Information
- 204 = Success:** No Content
- 205 = Success:** Reset Content
- 206 = Success:** Partial Content
- 300 = Success:** Multiple Choices
- 301 = Success:** Moved Permanently
- 302 = Success:** Found
- 303 = Success:** See Other
- 304 = Success:** Not Modified
- 305 = Success :** Use Proxy
- 307 = Success :** Temporary Redirect

"Failed" codes:

- 400 = Failed:** Bad Request
- 401 = Failed:** Unauthorized
- 402 = Failed:** Payment Required
- 403 = Failed:** Forbidden

- 404 = Failed:** Not Found
- 405 = Failed:** Method Not Allowed
- 406 = Failed:** Not Acceptable
- 407 = Failed:** Proxy Authentication Required
- 408 = Failed:** Request Time-out
- 409 = Failed:** Conflict
- 410 = Failed:** Gone
- 411 = Failed:** Length Required
- 412 = Failed:** Precondition Failed
- 413 = Failed:** Request Entity Too Large
- 414 = Failed:** Request-URI Too Large
- 415 = Failed:** Unsupported Media Type
- 416 = Failed:** Requested range not satisfiable
- 417 = Failed:** Expectation Failed
- 500 = Failed:** Internal Server Error
- 501 = Failed:** Not Implemented
- 502 = Failed:** Bad Gateway
- 503 = Failed:** Service Unavailable
- 504 = Failed:** Gateway Time-out
- 505 = Failed:** HTTP Version Not Supported

Subtotal	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
Suffix (Domain Name)	See "Top-Level Domain."
Time Interval	A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
Time before Order	The number of days between a new buyer's first visit and first purchase.
Time between Purchases	The number of days between a visitor's previous purchase and most recent purchase in this report period.
Top-Level Domain	<p>The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:</p> <p>ARPANET: .arpa</p> <p>Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz</p> <p>Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn</p> <p>International: .int .int.co .int.ve .intl.tn</p> <p>Government: .gov .gov.[country code] .gove.[country code] .go.[country code]</p> <p>Military: .mil .mil.[country code]</p> <p>Network: .net .ad.jp .ne.kr .net.[country code]</p>

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.