

Electronic Reserves

Web Log Analysis Custom Date Range Report

Report Range:08/01/2005 00:00:00 – 01/12/2007 23:59:59



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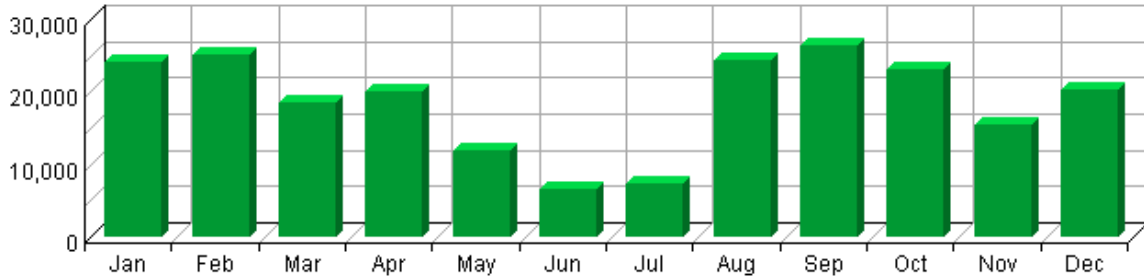
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Overview Dashboard

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.

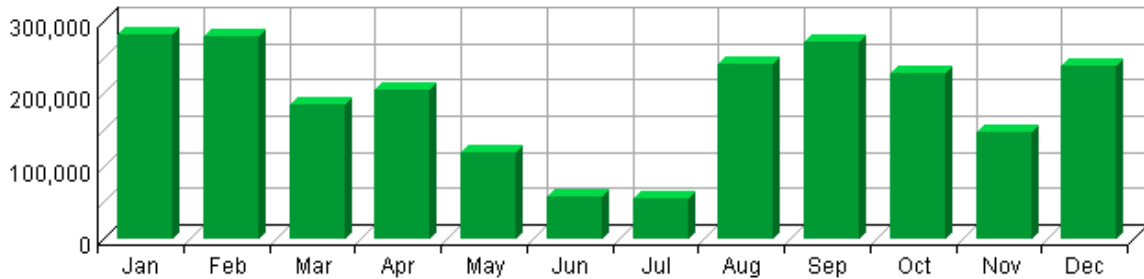
Visits Trend



Visit Summary

Visits	224,041
Average per Day	422
Average Visit Length	00:10:34
Median Visit Length	00:01:54
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

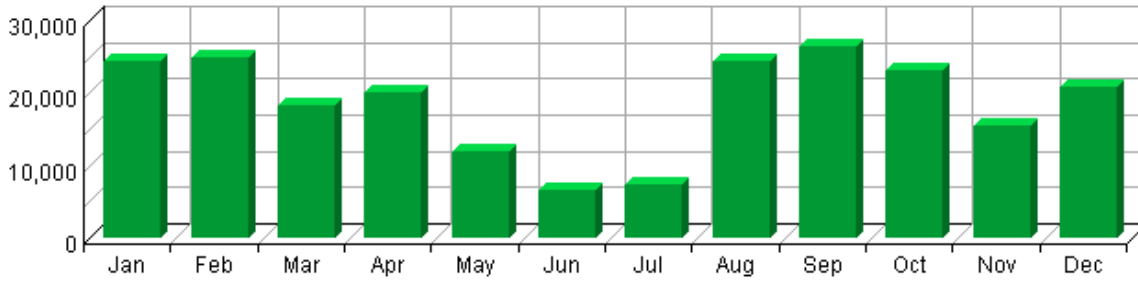
Page Views Trend



Page View Summary

Page Views	2,311,811
Average per Day	4,361
Average Page Views per Visit	10.32

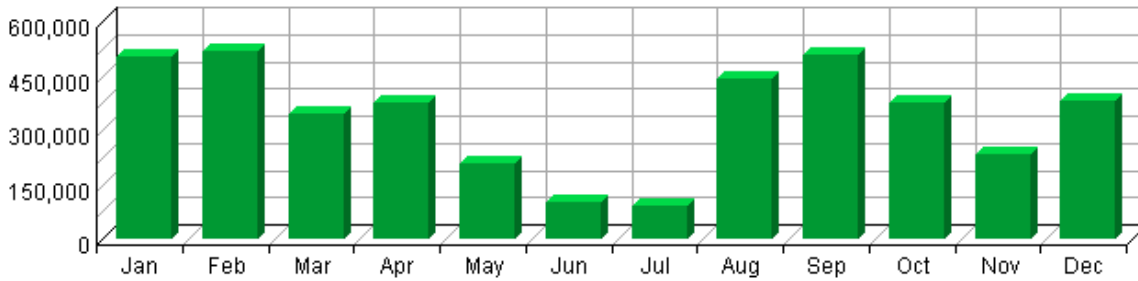
Visitors Trend



Visitor Summary

Unique Visitors	77,100
Visitors Who Visited Once	47,187
Visitors Who Visited More Than Once	29,913
Average Visits per Visitor	2.91

Hits Trend



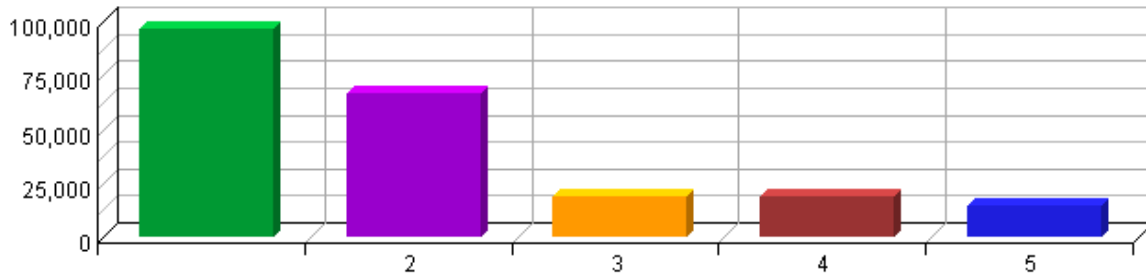
Hit Summary

Successful Hits for Entire Site	4,090,488
Average Hits per Day	7,717
Home Page Hits	N/A

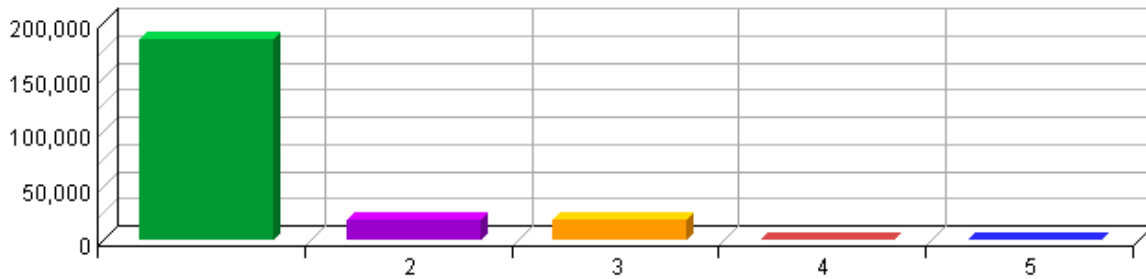
Referrers Dashboard

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.

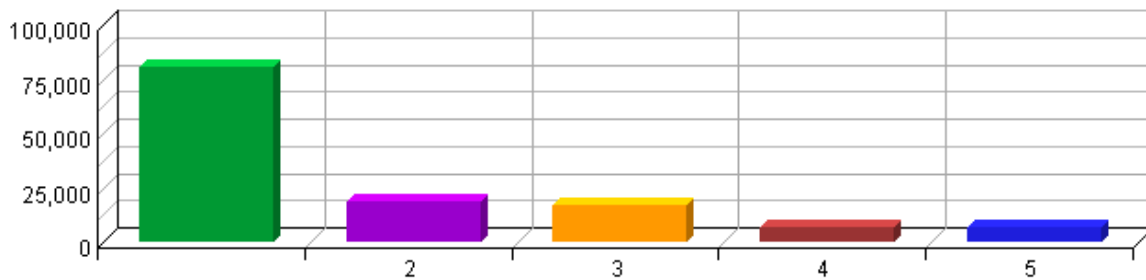
Visits by Referring Site



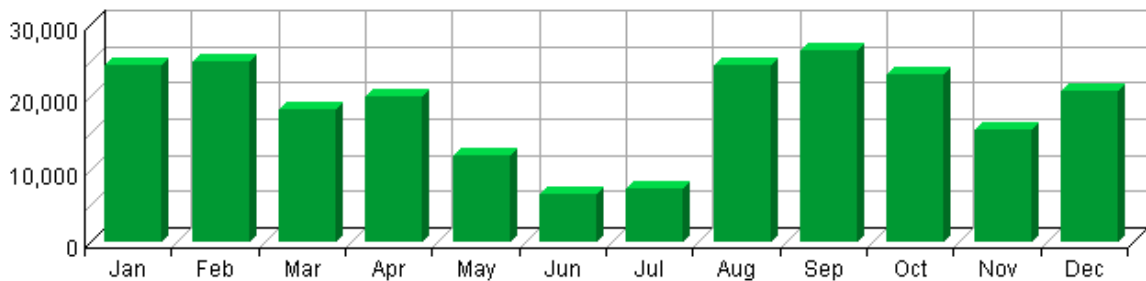
Visits by Referring Domain



Visits by Referring Page

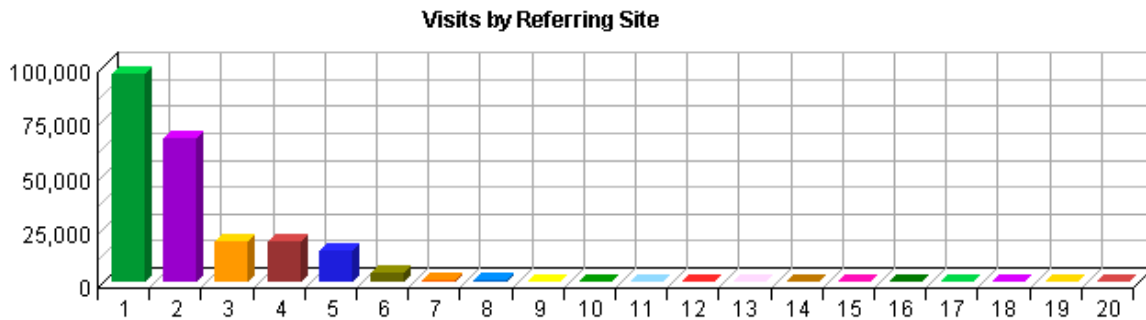


Visitors Trend



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.	http://lib.colostate.edu/	96,945	43.27%
2.	http://rampoint.colostate.edu/	66,822	29.83%
3.	http://condor.library.colostate.edu/	18,839	8.41%
4.	No Referrer	18,388	8.21%
5.	http://er.library.colostate.edu/	14,938	6.67%
6.	https://er.library.colostate.edu/	4,649	2.08%
7.	http://manta.library.colostate.edu/	755	0.34%
8.	http://www.library.colostate.edu/	753	0.34%
9.	http://www.google.com/	409	0.18%
10.	http://library.colostate.edu/	250	0.11%
11.	http://webct.colostate.edu/	143	0.06%
12.	http://www.google.ca/	60	0.03%
13.	http://www.google.com.au/	50	0.02%
14.	https://lib.colostate.edu/	42	0.02%
15.	http://my.msn.com/	41	0.02%
16.	http://lite.colostate.edu/	33	0.01%
17.	http://www.netcraft.com/	29	0.01%
18.	http://www.900-pay-casino.com/	28	0.01%
19.	http://www.google.co.in/	26	0.01%
20.	http://www.google.co.uk/	26	0.01%
	Subtotal	223,226	99.64%
	Other	815	0.36%
	Total	224,041	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.

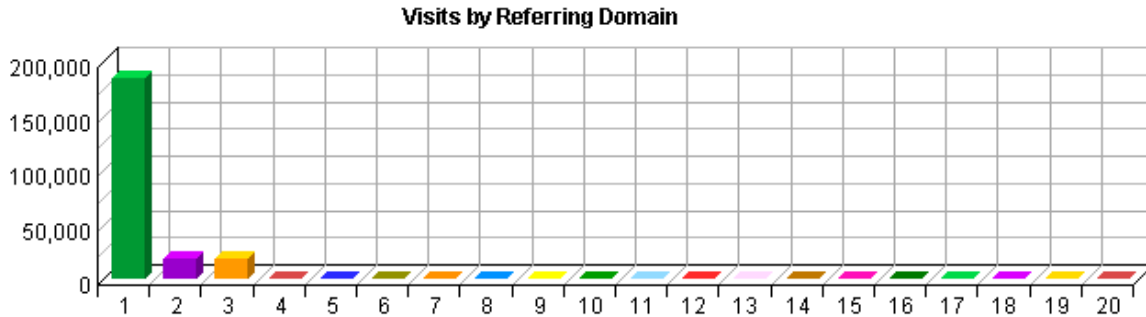
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.



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.	colostate.edu	185,432	82.77%
2.	colostate.edu:9003	18,839	8.41%
3.	No Referrer	18,388	8.21%
4.	google.com	421	0.19%
5.	google.ca	60	0.03%
6.	google.com.au	50	0.02%
7.	msn.com	50	0.02%
8.	netcraft.com	29	0.01%
9.	900-pay-casino.com	28	0.01%
10.	google.co.in	26	0.01%
11.	google.co.uk	26	0.01%
12.	yahoo.com	24	0.01%
13.	game71.com	24	0.01%
14.	embanet.com	23	0.01%
15.	jeu8.com	23	0.01%
16.	900-pay-casinos.com	20	0.01%
17.	barman-online.com	19	0.01%
18.	barman.biz	18	0.01%
19.	absolute-poker.ws	17	0.01%
20.	google.de	16	0.01%
	Subtotal	223,533	99.77%
	Other	508	0.23%
	Total	224,041	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.

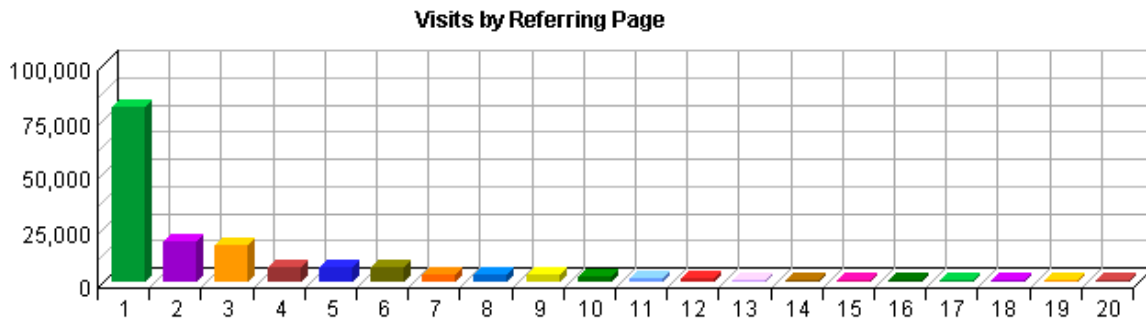
No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

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. http://lib.colostate.edu/access/ereserve/student.html	80,401	35.89%
2. No Referrer	18,388	8.21%
3. http://condor.library.colostate.edu:9003/sfx_local	16,664	7.44%
4. http://lib.colostate.edu/reserve/	7,067	3.15%
5. http://er.library.colostate.edu/erez/studentdocumentvie...	6,978	3.11%
6. http://er.library.colostate.edu/erez/studentdocumentvie...	6,474	2.89%
7. https://er.library.colostate.edu/erez/StudentDocumentLi...	3,652	1.63%
8. http://lib.colostate.edu/access/ereserve/instructors.html	3,214	1.43%
9. http://lib.colostate.edu/access/ereserve/	2,971	1.33%
10. http://rampoint.colostate.edu/cp/render.userLayoutRootN...	2,655	1.19%
11. http://condor.library.colostate.edu:9003/sfxlcl3	2,064	0.92%
12. http://lib.colostate.edu/access/ereserve/attention.html	1,875	0.84%
13. http://er.library.colostate.edu/erez/StudentDocumentLis...	1,065	0.48%
14. http://rampoint.colostate.edu/cp/tag.d64a16109ba57555.r...	965	0.43%
15. http://lib.colostate.edu/services/accounts.html	898	0.40%
16. http://rampoint.colostate.edu/cp/tag.42ad0118fa707999.r...	743	0.33%
17. http://rampoint.colostate.edu/cp/tag.af9396bb915d3a7.re...	713	0.32%
18. http://www.library.colostate.edu/access/ereserve/studen...	698	0.31%
19. http://rampoint.colostate.edu/cp/tag.9e76b2070845f8eb.r...	681	0.30%
20. http://manta.library.colostate.edu/access/ereserve/stud...	649	0.29%
Subtotal	158,815	70.89%
Other	65,226	29.11%
Total	224,041	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.

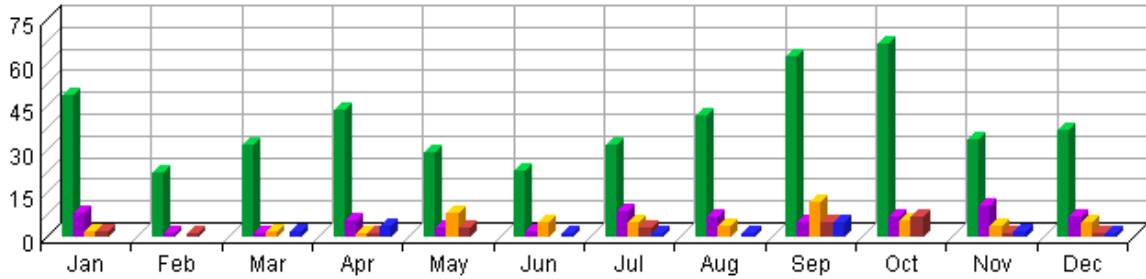
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

💡 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.

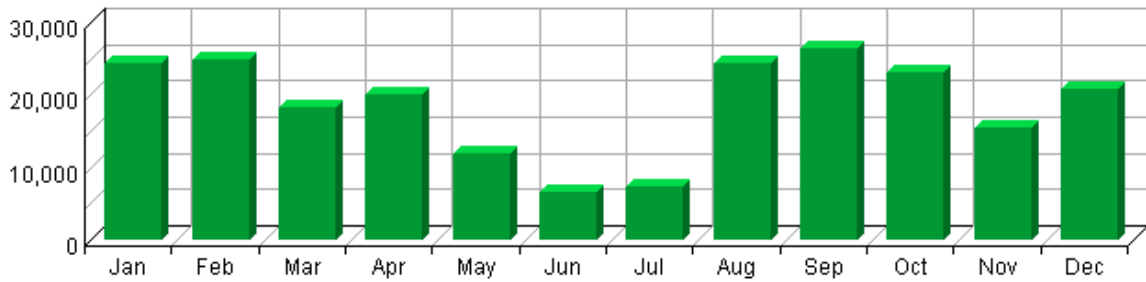
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

Activity by Search Engine



Visitors Trend

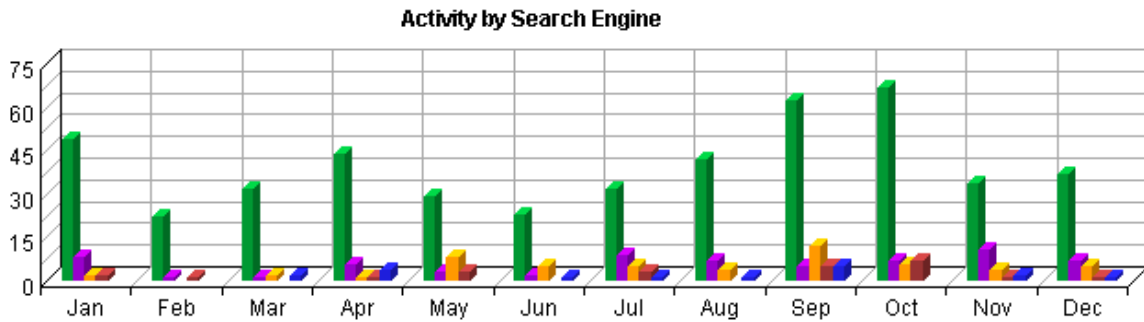


Activity by Search Engine

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	473	67.48%
2.	google canada	67	9.56%
3.	google australia	54	7.70%
4.	google uk	24	3.42%
5.	google france	17	2.43%
6.	google germany	17	2.43%
7.	msn	11	1.57%
8.	yahoo	7	1.00%
9.	google austria	5	0.71%
10.	google italy	4	0.57%
11.	aol netfind	3	0.43%
12.	netscape	3	0.43%
13.	searchalot	2	0.29%
14.	vivisimo	2	0.29%
15.	cnet search.com	2	0.29%
16.	teoma	2	0.29%
17.	ask jeeves	2	0.29%
18.	hotbot	2	0.29%
19.	terralycos	1	0.14%
20.	ixquick	1	0.14%
	Subtotal	699	99.71%
	Total	701	100.00%

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	trimmedentry	34	4.85%
	webview 6.0	27	3.85%
	trimmedentry [ut]	14	2.00%
	filetype: pdf learn and 8051	10	1.43%
	wendy kubly	9	1.28%
	rapid2	9	1.28%
	webzap services	8	1.14%
	electronic reserve	6	0.86%
	966@yahoo.com,@hotmail.com,@aol.com	6	0.86%
	couitus	5	0.71%
	http error 408 409 not acceptable resource conflict	5	0.71%
	er.library.colostate.edu	5	0.71%
	http error 408 409 not acceptable resource conflict	5	0.71%
	internet explorer		
	top online casino site:cas44.com	4	0.57%
	liminal effects of social movements	4	0.57%
	usafa intraweb	4	0.57%
	webzap	4	0.57%
	casino games site:cas44.com	3	0.43%
	reserve	3	0.43%
hotmail http error 408 409 not acceptable resource conflict	3	0.43%	
2. google canada	sympatico error 769	18	2.57%
	error 769 sympatico	8	1.14%
	trimmedentry	4	0.57%
	er application	3	0.43%
	966 email list in arabia @yahoo.com aol.com hotmail.com	3	0.43%
	61 2006@yahoo.com @hotmail.com @aol.com	2	0.29%
	yahoo.argentina	1	0.14%
	netscape application error	1	0.14%
	966@yahoo.com,@earthlink.com	1	0.14%
	don email contact @hotmail.com@yahoo.com 265	1	0.14%
	cannot connect to sympatico error 769	1	0.14%
	webtrends 6.1 how to find stats for one page	1	0.14%
	intraweb wap device not supported	1	0.14%
	sympatico error code 769	1	0.14%
	8051 wap browser	1	0.14%

	trimmedentry [ut]	1	0.14%
	sympatico error 649	1	0.14%
	file extensions .djd	1	0.14%
	embanet accepting cookies	1	0.14%
	webtrends which pages viewed authenticated users	1	0.14%
3. google australia	hotmail http error 408 409 not acceptable resource conflict	11	1.57%
	http error 408 409 not acceptable resource conflict	7	1.00%
	http error 408 409 not acceptable resource conflict hotmail	3	0.43%
	not acceptable resource conflict	2	0.29%
	internet explorer error 408/409	2	0.29%
	http error 408 409 not acceptable resource conflict internet explorer	2	0.29%
	error 408 409	1	0.14%
	hotmail http error 408\409	1	0.14%
	rapid2	1	0.14%
	error 408/409 hotmail login	1	0.14%
	error 408 409 hotmail	1	0.14%
	hotmail web error http error 408 409 not acceptable resource conflict	1	0.14%
	error 408/409 help	1	0.14%
	http error 409 hotmail	1	0.14%
	408 409 hotmail	1	0.14%
	resource conflict 408 409	1	0.14%
	hotmail http error 408 409 wireless	1	0.14%
	hotmail http error 408 409	1	0.14%
	djd file extension	1	0.14%
	408 409 not acceptable resource conflict	1	0.14%
4. google uk	trimmedentry	5	0.71%
	netiq error 16213	1	0.14%
	hotmail website gives error after logging in (http-error 408	1	0.14%
	webview 6.0	1	0.14%
	inurl /8051 for	1	0.14%
	zap sign jpeg	1	0.14%
	trimmedentry ut	1	0.14%
	65 @yahoo.co.jp @hotmail.com @msn.com -@arabia.com	1	0.14%
	01 yahoo.com hotmail.com aol.com	1	0.14%
	http error 408 409 not acceptable resource conflict	1	0.14%
	webtrends document utility download	1	0.14%
	webtrends no data for this section in the log data	1	0.14%

	analyzed		
	http error 408/409 not acceptable/resource conflict	1	0.14%
	trimmedentry [ut] user agent	1	0.14%
	12015 http status code	1	0.14%
	44 marketers. @yahoo.com@hotmail.com@aol.com	1	0.14%
	http error 408 not acceptable	1	0.14%
	owssvr.dll file not found	1	0.14%
	52 @yahoo.com @aol.com @hotmail.com contact of in 2009	1	0.14%
	blog filetype google pdf word html htm gif jpeg	1	0.14%
5.	google france jeux casino site:cfr8.com	5	0.71%
	trimmedentry ut	2	0.29%
	trimmedentry [ut]	2	0.29%
	er admin	1	0.14%
	trimmedentry	1	0.14%
	hotmail error 408/409	1	0.14%
	trimmedentry [ut]	1	0.14%
	http status 404 invalid path /web/error was requested	1	0.14%
	php/mambo/index2.php	1	0.14%
	webzap service	1	0.14%
	inurl awstats.pl	1	0.14%
6.	google germany webzap services	7	1.00%
	trimmedentry	2	0.29%
	trimmedentry [ut]	2	0.29%
	commons httpclient 3.0 ssl connect 407 authentication proxy	1	0.14%
	webzap service	1	0.14%
	rapidcheck connection with the server could not be established	1	0.14%
	commons httpclient 3.0 (https ssl) connect proxy 407	1	0.14%
	trimmedentry ut webtrends	1	0.14%
	.www.webzap services	1	0.14%
7.	msn trimmedentry [ut]	2	0.29%
	trimmedentry	1	0.14%
	http error 408 409 not acceptable resource conflict hotmail	1	0.14%
	canadian model of occupational performance article	1	0.14%
	trimmedentry[ut]	1	0.14%
	wendy kubly	1	0.14%
	illiad webreports	1	0.14%
	intraweb usafa.af.mil	1	0.14%
	'http://illiad.library.colostate.edu/illiad/logon.html	1	0.14%
	domain name trimmedentry	1	0.14%

8. yahoo	us.f369	2	0.29%
	new england journal of medicine	1	0.14%
	asp_0147 server error 500	1	0.14%
	2006 @yahoo.com @aol.com @hotmail.com @aol.com @msn.com @earthlink.com	1	0.14%
	2006 962@hotmail.com @yahoo.com	1	0.14%
	trimmedentry [ut]	1	0.14%
9. google austria	trimmedentry	3	0.43%
	direct mail subscribed forbidden index.php	1	0.14%
	webzap services	1	0.14%
10. google italy	er application	1	0.14%
	error 408/409	1	0.14%
	rapidcheck no files named	1	0.14%
	phpmyadmin error code 1074	1	0.14%
11. aol netfind	www.illtransport.com	1	0.14%
	29207	1	0.14%
	intraweb.usafa.af.mil	1	0.14%
12. netscape	build_tblwvall.html	2	0.29%
	rapid2	1	0.14%
13. searchalot	58 hotmail.com yahoo.com/aol.com -1oct 2006	1	0.14%
	202	1	0.14%
14. vivisimo	069 @aol.com msn.com @hotmail.com @yahoo.com	1	0.14%
	service unavailable smartsorce data collector	1	0.14%
15. cnet search.com	07 yahoo.com hotmail.com aol.com 2006 txt	1	0.14%
	2006	1	0.14%
16. teoma	build_tblwvall.html	2	0.29%
17. ask jeeves	2006 966 @yahoo.com @hotmail.com	2	0.29%
18. hotbot	wendy, 2006, email, @yahoo.com, @hotmail.com, @aol.com	2	0.29%
19. terralycos	webzap	1	0.14%
20. ixquick	43 email 2006 austria @yahoo.com @hotmail.com	1	0.14%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	error	76	10.84%
	trimmedentry	61	8.70%
	http	59	8.42%
	not	37	5.28%
	408	36	5.14%
	409	34	4.85%

	webview	31	4.42%
	conflict	30	4.28%
	hotmail	27	3.85%
	6.0	27	3.85%
	resource	26	3.71%
	acceptable	25	3.57%
	408/409	22	3.14%
	2006	19	2.71%
	[ut]	18	2.57%
	of	15	2.14%
	webzap	15	2.14%
	internet	14	2.00%
	explorer	13	1.85%
	pdf	12	1.71%
2. google canada	error	36	5.14%
	sympatico	33	4.71%
	769	30	4.28%
	trimmedentry	6	0.86%
	in	5	0.71%
	application	4	0.57%
	webtrends	4	0.57%
	@yahoo.com	4	0.57%
	email	4	0.57%
	list	3	0.43%
	@aol.com	3	0.43%
	hotmail.com	3	0.43%
	@hotmail.com	3	0.43%
	er	3	0.43%
	6.1	3	0.43%
	arabia	3	0.43%
	966	3	0.43%
	aol.com	3	0.43%
	webview	2	0.29%
	wap	2	0.29%
3. google australia	error	43	6.13%
	409	35	4.99%
	408	35	4.99%
	http	33	4.71%
	conflict	30	4.28%
	resource	29	4.14%
	not	29	4.14%
	hotmail	28	3.99%

	acceptable	28	3.99%
	408/409	8	1.14%
	internet	4	0.57%
	explorer	4	0.57%
	is	2	0.29%
	trimmedentry	2	0.29%
	of	2	0.29%
	to	1	0.14%
	help	1	0.14%
	web	1	0.14%
	when	1	0.14%
	filetype:pdf	1	0.14%
4. google uk	trimmedentry	7	1.00%
	error	5	0.71%
	not	4	0.57%
	http	4	0.57%
	408	3	0.43%
	in	3	0.43%
	jpeg	2	0.29%
	conflict	2	0.29%
	data	2	0.29%
	for	2	0.29%
	acceptable	2	0.29%
	webtrends	2	0.29%
	@hotmail.com	2	0.29%
	@yahoo.co.jp	1	0.14%
	document	1	0.14%
	44	1	0.14%
	ut	1	0.14%
	01	1	0.14%
	the	1	0.14%
	user	1	0.14%
5. google france	trimmedentry	6	0.86%
	casino	5	0.71%
	jeux	5	0.71%
	site:cfr8.com	5	0.71%
	[ut]	2	0.29%
	ut	2	0.29%
	service	1	0.14%
	admin	1	0.14%
	er	1	0.14%
	/web/error	1	0.14%

	was	1	0.14%
	status	1	0.14%
	requested	1	0.14%
	http	1	0.14%
	path	1	0.14%
	404	1	0.14%
	invalid	1	0.14%
	awstats.pl	1	0.14%
	php/mambo/index2.php	1	0.14%
	inurl	1	0.14%
6. google germany	webzap	8	1.14%
	services	8	1.14%
	trimmedentry	5	0.71%
	commons	2	0.29%
	3.0	2	0.29%
	proxy	2	0.29%
	httpclient	2	0.29%
	connect	2	0.29%
	[ut]	2	0.29%
	407	2	0.29%
	rapidcheck	1	0.14%
	with	1	0.14%
	established	1	0.14%
	webtrends	1	0.14%
	.www.webzap	1	0.14%
	be	1	0.14%
	(https ssl)	1	0.14%
	not	1	0.14%
	the	1	0.14%
	could	1	0.14%
7. msn	trimmedentry	4	0.57%
	[ut]	2	0.29%
	intraweb	1	0.14%
	hotmail	1	0.14%
	409	1	0.14%
	name	1	0.14%
	performance	1	0.14%
	webreports	1	0.14%
	article	1	0.14%
	domain	1	0.14%
	resource	1	0.14%
	'http://illiad.library.colostate.edu/illiad/logon.html	1	0.14%

	occupational	1	0.14%
	not	1	0.14%
	wendy	1	0.14%
	kubly	1	0.14%
	usafa.af.mil	1	0.14%
	error	1	0.14%
	of	1	0.14%
	conflict	1	0.14%
8. yahoo	@yahoo.com	2	0.29%
	@aol.com	2	0.29%
	2006	2	0.29%
	us.f369	2	0.29%
	new	1	0.14%
	@hotmail.com	1	0.14%
	trimmedentry	1	0.14%
	medicine	1	0.14%
	asp_0147	1	0.14%
	juornal	1	0.14%
	962@hotmail.com	1	0.14%
	of	1	0.14%
	@msn.com	1	0.14%
	500	1	0.14%
	england	1	0.14%
	@earthlink.com	1	0.14%
	server	1	0.14%
	[ut]	1	0.14%
	error	1	0.14%
9. google austria	trimmedentry	3	0.43%
	mail	1	0.14%
	webzap	1	0.14%
	index.php	1	0.14%
	services	1	0.14%
	forbidden	1	0.14%
	direct	1	0.14%
	subscribed	1	0.14%
10. google italy	error	2	0.29%
	rapidcheck	1	0.14%
	408/409	1	0.14%
	er	1	0.14%
	named	1	0.14%
	code	1	0.14%
	phpmyadmin	1	0.14%

	1074	1	0.14%
	no	1	0.14%
	application	1	0.14%
	files	1	0.14%
11. aol netfind	www.illtransport.com	1	0.14%
	29207	1	0.14%
	inraweb.usafa.af.mil	1	0.14%
12. netscape	build_tblwvall.html	2	0.29%
	rapid2	1	0.14%
13. searchalot	yahoo.com/aol.com	1	0.14%
	2006	1	0.14%
	hotmail.com	1	0.14%
	-1oct	1	0.14%
	58	1	0.14%
	202	1	0.14%
14. vivisimo	collector	1	0.14%
	service	1	0.14%
	069	1	0.14%
	@hotmail.com	1	0.14%
	@aol.com	1	0.14%
	unavailable	1	0.14%
	msn.com	1	0.14%
	@yahoo.com	1	0.14%
	smartsorce	1	0.14%
	data	1	0.14%
15. cnet search.com	2006	2	0.29%
	aol.com	1	0.14%
	hotmail.com	1	0.14%
	txt	1	0.14%
	yahoo.com	1	0.14%
	07	1	0.14%
16. teoma	build_tblwvall.html	2	0.29%
17. ask jeeves	@yahoo.com	2	0.29%
	2006	2	0.29%
	@hotmail.com	2	0.29%
	966	2	0.29%
18. hotbot	@yahoo.com,	2	0.29%
	@aol.com	2	0.29%
	email,	2	0.29%
	@hotmail.com,	2	0.29%
	2006,	2	0.29%
	wendy,	2	0.29%

19.	terralycos	webzap	1	0.14%
20.	ixquick	@yahoo.com	1	0.14%
		austria	1	0.14%
		@hotmail.com	1	0.14%
		email	1	0.14%
		2006	1	0.14%
		43	1	0.14%

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.

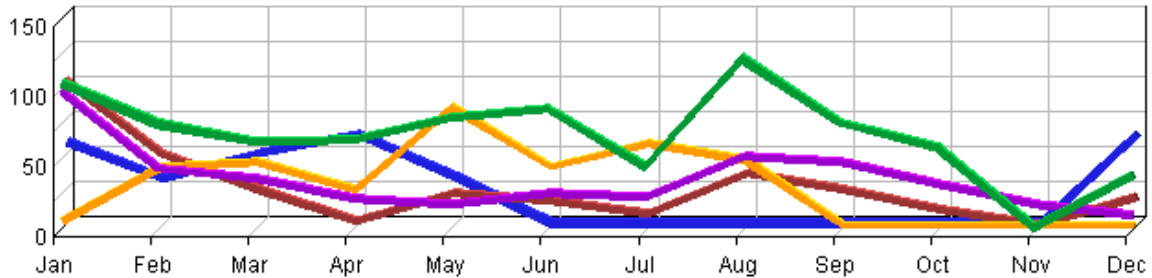


This information can give you an idea how your meta tags are performing with each search engine.

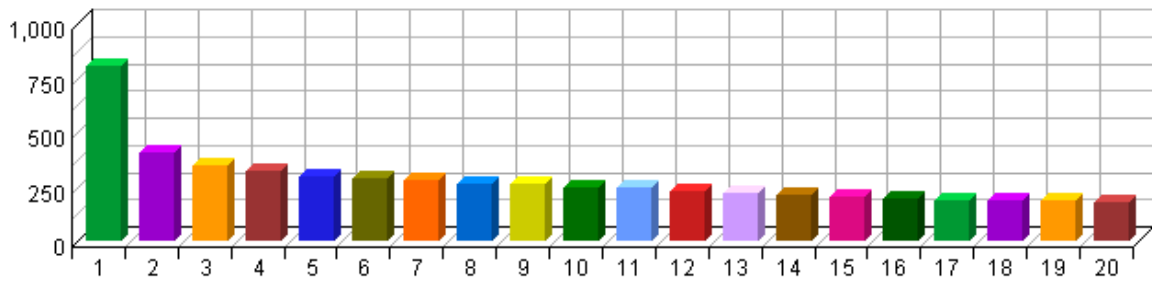
Top Visitors

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.	129.82.29.57_Mozilla/5.0 (Windows; U; Windows NT 5.1; e...	809	0.36%	24,674
2.	129.82.29.55_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	411	0.18%	10,751
3.	70.58.0.163_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9.0;...	350	0.16%	2,255
4.	129.82.29.52_Mozilla/4.0 (compatible; MSIE 6.0; Windows...	322	0.14%	6,183
5.	67.190.77.177_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9....	300	0.13%	1,741
6.	129.82.29.227_Mozilla/4.0 (compatible; MSIE 6.0; Window...	284	0.13%	2,236
7.	216.17.143.125_Webmin	280	0.12%	2,333
8.		265	0.12%	4,199

	129.82.29.94_Mozilla/4.0 (compatible; MSIE 6.0; Windows...			
9.	129.82.29.242_Mozilla/4.0 (compatible; MSIE 6.0; Window...	259	0.12%	6,267
10.	129.82.29.229_Mozilla/4.0 (compatible; MSIE 6.0; Window...	246	0.11%	2,122
11.	129.82.224.95_Mozilla/5.0 (X11; U; SunOS sun4u; en-US; ...	245	0.11%	3,533
12.	71.196.238.115_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9...	231	0.10%	1,437
13.	129.82.224.49_Mozilla/5.0 (X11; U; SunOS sun4u; en-US; ...	218	0.10%	2,420
14.	129.82.236.94_Mozilla/4.0 (compatible; MSIE 6.0; Window...	212	0.09%	1,216
15.	207.200.116.12_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9...	201	0.09%	285
16.	71.196.238.115_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9...	196	0.09%	931
17.	129.82.29.192_Mozilla/4.0 (compatible; MSIE 6.0; Window...	190	0.08%	1,120
18.	207.200.116.73_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9...	189	0.08%	385
19.	129.82.166.118_Mozilla/4.0 (compatible; MSIE 6.0; Windo...	183	0.08%	5,106
20.	207.200.116.74_Mozilla/4.0 (compatible; MSIE 6.0; AOL 9...	174	0.08%	300
	Subtotal	5,565	2.48%	79,494
	Other	218,472	97.52%	3,938,193
	Total	224,037	100.00%	4,017,687

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.

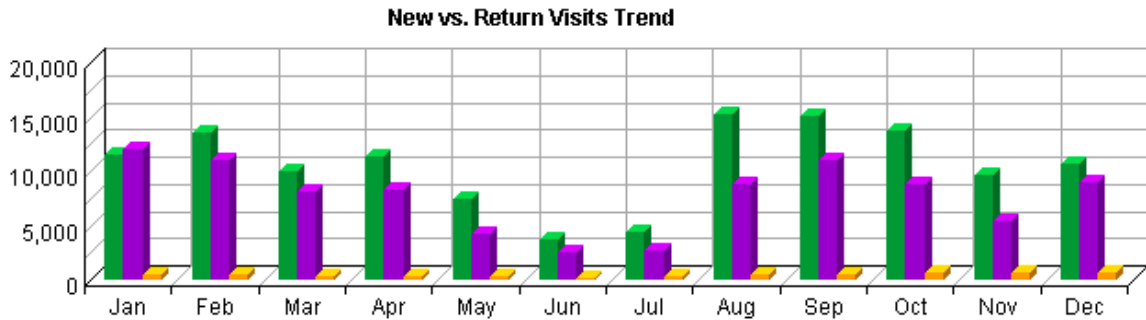
% – Percentage of total visits or hits made by the specified visitor.

💡 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 Users	126,643	56.53%
2. New Users	91,831	40.99%
3. Visitors Not Accepting Cookies	5,563	2.48%
Total	224,037	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.

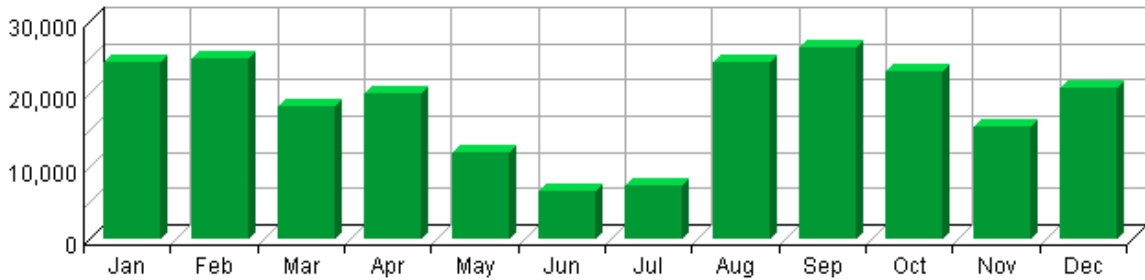


By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

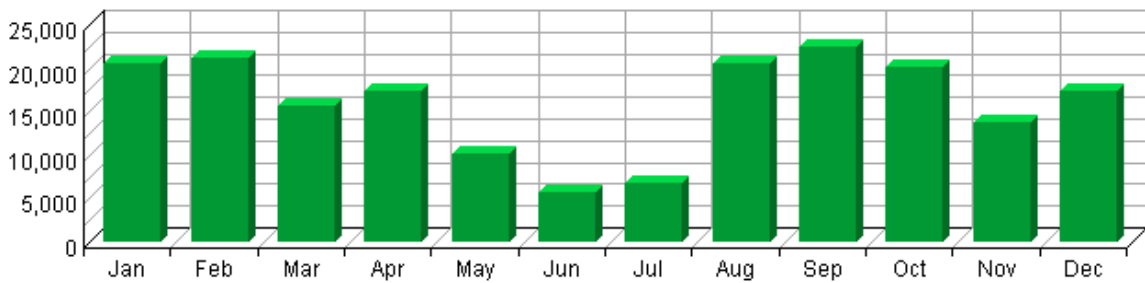
Visitors Trend

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.

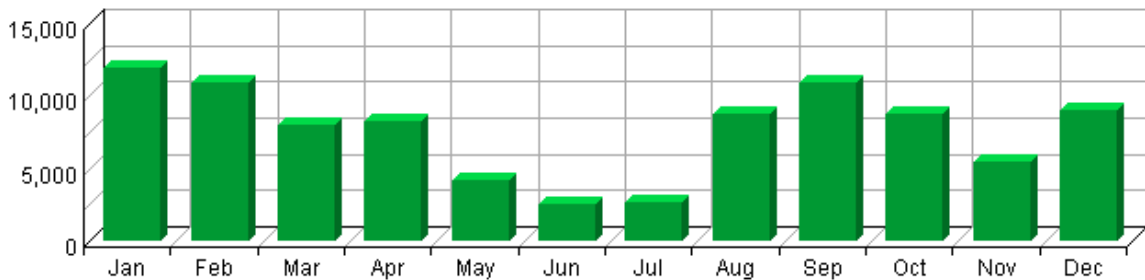
Visitors Trend



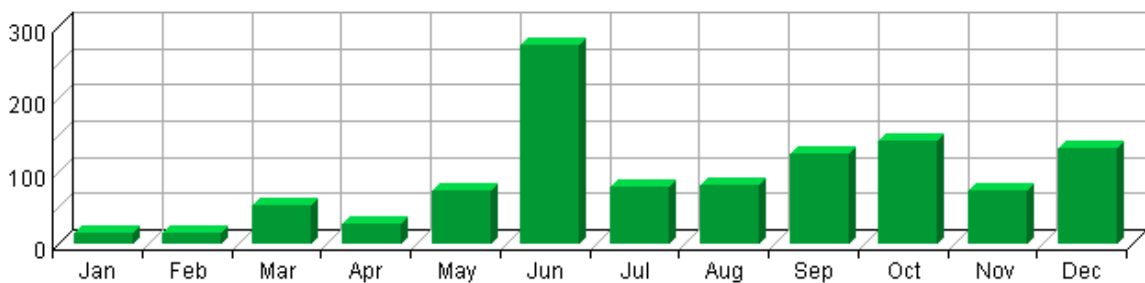
Unique Visitors Trend



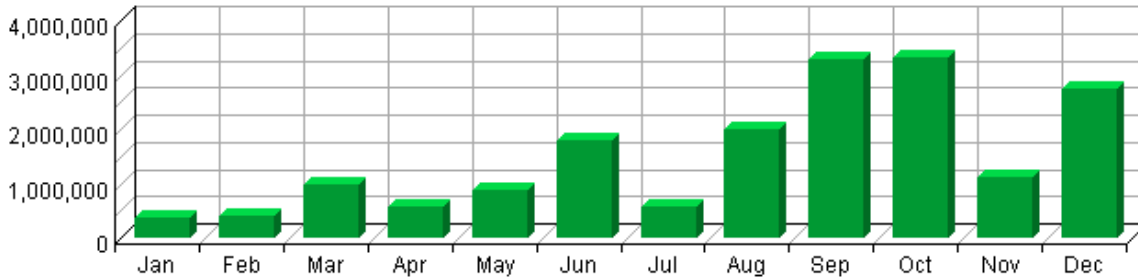
First Time Visitors Trend



Average Length of Visit Trend



Visitor Minutes Trend



Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
Jan	24,436	20,545	12,005	00:15:13	372,219.08
Feb	24,922	21,230	10,964	00:16:05	401,088.47
Mar	18,366	15,773	7,999	00:53:42	986,535.53
Apr	19,961	17,443	8,214	00:28:15	564,135.52
May	11,910	10,145	4,154	01:12:45	866,484.95
Jun	6,514	5,685	2,504	04:34:21	1,787,161.43
Jul	7,452	6,758	2,675	01:19:06	589,503.30
Aug	24,416	20,556	8,796	01:22:11	2,006,840.43
Sep	26,455	22,463	10,982	02:03:50	3,276,433.22
Oct	23,103	20,025	8,806	02:23:06	3,306,064.85
Nov	15,591	13,670	5,410	01:12:40	1,133,024.47
Dec	20,807	17,466	9,005	02:11:14	2,730,613.55
Average	18,661	15,979	7,626	N/A	1,501,675.40
Total	223,933	191,759	91,514	N/A	18,020,104.80

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.



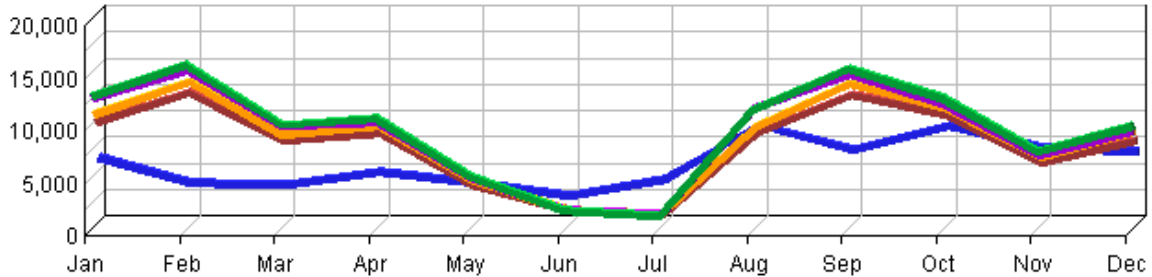
Use this page to determine which times your web site is busiest.

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.

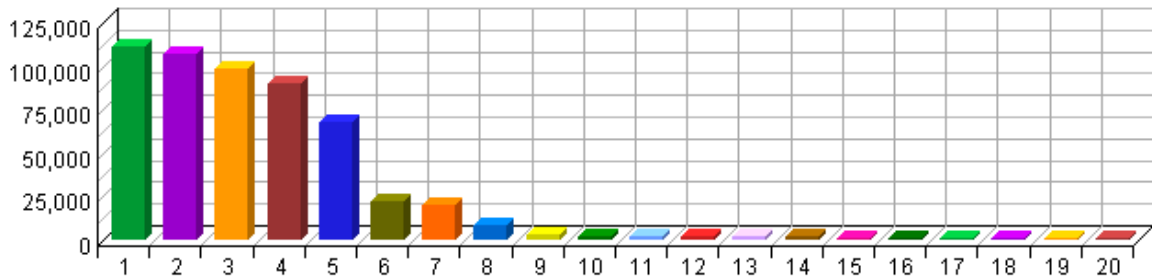
Top Pages

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.	Object moved http://er.library.colostate.edu/erez/StudentDocumen...	111,336	15.37%	162,409	00:00:38	1320
2.	ER: Patron Login http://er.library.colostate.edu/erez/userloginshow.asp	107,169	14.80%	267,035	00:00:16	74
3.	Object moved http://er.library.colostate.edu/erez/studentdocumen...	98,398	13.59%	221,465	00:00:02	38
4.	Viewing Item http://er.library.colostate.edu/erez/studentdocumen...	90,121	12.44%	195,646	00:00:10	145
5.	ER: Patron Login http://er.library.colostate.edu/erez/userloginchann...	67,594	9.33%	92,731	00:02:01	50

6.	Viewing Item http://er.library.colostate.edu/erez/studentdocumen...	22,382	3.09%	267,056	00:00:21	201
7.	http://er.library.colostate.edu/cgi-bin/Imgserv.EXE...	20,037	2.77%	237,898	00:00:43	795
8.	Object moved http://er.library.colostate.edu/erez/LiveMessageSho...	8,057	1.11%	19,569	00:00:16	600
9.	ER: Instructor Course Reserve Submission http://er.library.colostate.edu/erez/loginshow.asp	3,352	0.46%	25,708	00:00:21	1115
10.	Object moved http://er.library.colostate.edu/erez/profileshow.asp	2,473	0.34%	15,361	00:00:07	431
11.	Object moved http://er.library.colostate.edu/erez/mainmenushow.asp	2,406	0.33%	14,308	00:00:18	409
12.	http://er.library.colostate.edu/erez/adminshow.asp	2,383	0.33%	20,734	00:00:50	764
13.	ER Admin Support Pages http://er.library.colostate.edu/contents.html	1,996	0.28%	336,631	00:01:48	581
14.	Object moved http://er.library.colostate.edu/erez/typeshow.asp	1,764	0.24%	11,489	00:00:32	2080
15.	Object moved http://er.library.colostate.edu/erez/admiteditshow.asp	1,540	0.21%	14,100	00:00:56	133
16.	http://er.library.colostate.edu/erez/active/cof/3...	1,308	0.18%	2,133	00:01:39	4810
17.	http://er.library.colostate.edu/erez/active/cof/3...	1,238	0.17%	1,930	00:02:09	3856
18.	http://er.library.colostate.edu/erez/active/cof/3...	1,120	0.15%	3,037	00:01:08	6446

19.	http://er.library.colostate.edu/erez/active/cof/3...	1,010	0.14%	1,525	00:01:28	2466
20.	ER: Course Reserve Historical Documents http://er.library.colostate.edu/erez/histdocumentsh...	819	0.11%	3,478	00:00:37	751
	Subtotal	546,503	75.46%	1,914,243	00:00:25	445
	Other	177,742	24.54%	397,568	00:01:06	5507
	Total	724,245	100.00%	2,311,811	00:00:32	1315

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.

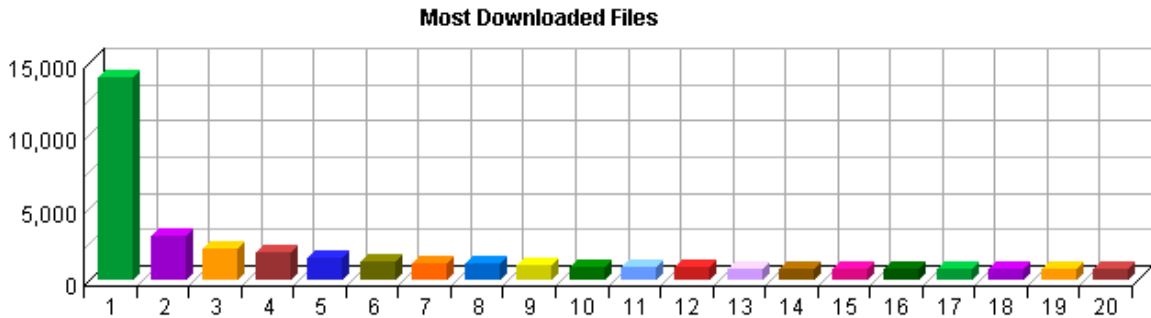
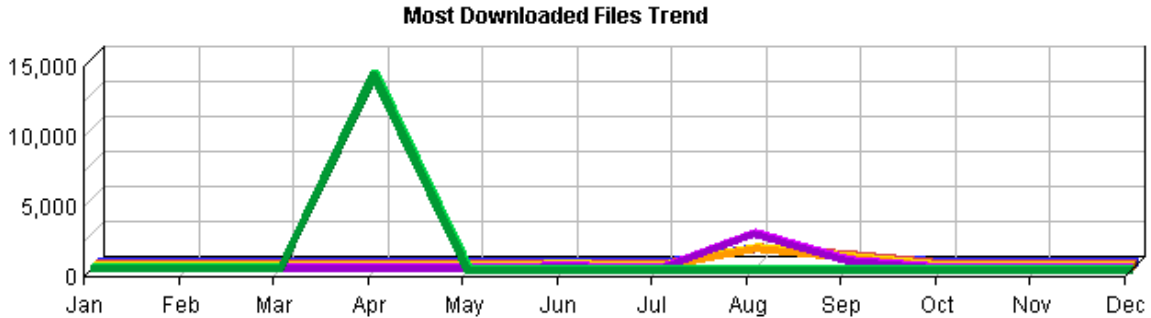
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

—

💡 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.

Most Downloaded Files

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




Most Downloaded Files

Downloaded Files	Downloads	%	Visits
1. http://er.library.colostate.edu/erez/active/cof/28274.pdf	13,939	3.49%	35
2. http://er.library.colostate.edu/erez/active/cof/30153.pdf	3,037	0.76%	1,120
3. http://er.library.colostate.edu/erez/active/cof/30155.pdf	2,133	0.53%	1,308
4. http://er.library.colostate.edu/erez/active/cof/30152.pdf	1,930	0.48%	1,238
5. http://er.library.colostate.edu/erez/active/cof/30154.pdf	1,525	0.38%	1,010
6. http://er.library.colostate.edu/erez/active/cof/30156.pdf	1,249	0.31%	783
7. http://er.library.colostate.edu/erez/active/cof/25927.pdf	1,155	0.29%	6
8. http://er.library.colostate.edu/erez/active/cof/24889.pdf	1,090	0.27%	133
9. http://er.library.colostate.edu/erez/active/cof/24859.pdf	1,048	0.26%	429
10. http://er.library.colostate.edu/erez/active/cof/24890.pdf	933	0.23%	135
11. http://er.library.colostate.edu/a2z/er.pdf	874	0.22%	521
12. http://er.library.colostate.edu/erez/active/cof/24891.pdf	837	0.21%	108
13. http://er.library.colostate.edu/erez/active/cof/29207.pdf	790	0.20%	352
14. http://er.library.colostate.edu/erez/active/cof/30868.pdf	783	0.20%	330
15. http://er.library.colostate.edu/erez/active/cof/16678.pdf	735	0.18%	286
16. http://er.library.colostate.edu/erez/active/cof/24852.pdf	729	0.18%	421
17. http://er.library.colostate.edu/erez/active/cof/26991.pdf	723	0.18%	326
18. http://er.library.colostate.edu/erez/active/cof/28289.pdf	719	0.18%	263

19.	http://er.library.colostate.edu/erez/active/cof/27975.pdf	712	0.18%	294
20.	http://er.library.colostate.edu/erez/active/cof/27468.pdf	711	0.18%	304
	Subtotal	35,652	8.93%	9,402
	Other	363,726	91.07%	170,041
	Total	399,378	100.00%	179,443


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.

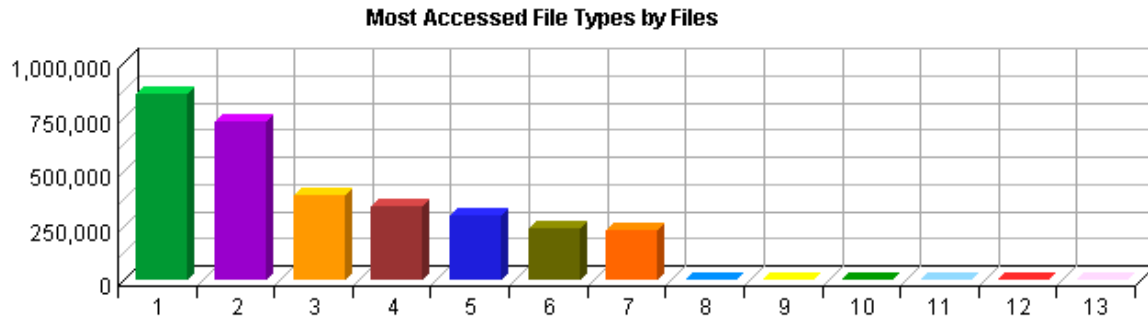
Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

% – 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.	asp	858,371	27.82%	13,554,044
2.	gif	731,825	23.72%	1,961,493
3.	pdf	393,881	12.77%	229,462,177
4.	html	337,834	10.95%	141,078
5.	aspx	298,471	9.67%	165,049
6.	htm	239,349	7.76%	16,926,970
7.	css	224,623	7.28%	1,079,983
8.	png	367	0.01%	1,450
9.	txt	222	0.01%	88
10.	jpg	107	0.00%	1,014
11.	js	19	0.00%	2,024
12.	htc	6	0.00%	130
13.	dll	3	0.00%	1
	Total	3,085,078	100.00%	263,295,497

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.

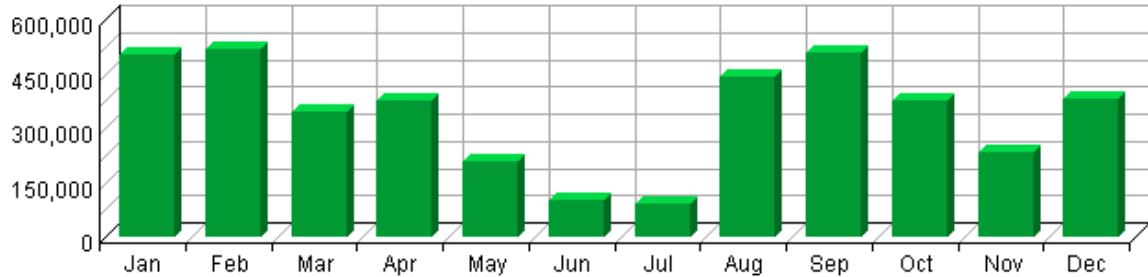


—
This report provides general statistics for the type of data that visitors access on your site.

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

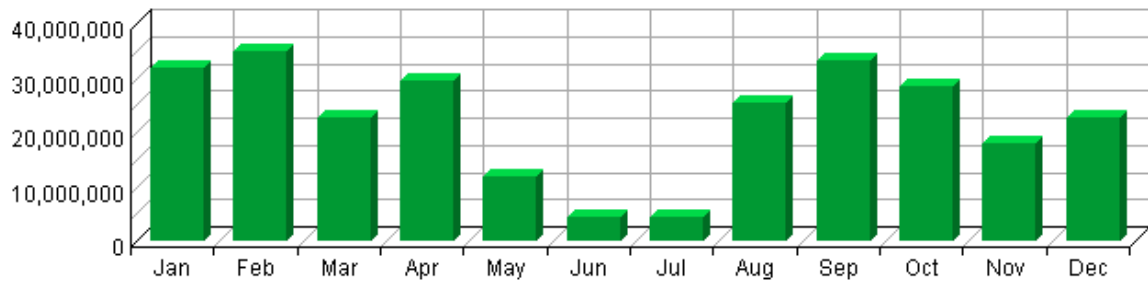
Hits Trend



Hit Summary

Successful Hits for Entire Site	4,090,488
Average Hits per Day	7,717
Home Page Hits	N/A

Bandwidth: Kbytes Transferred Trend

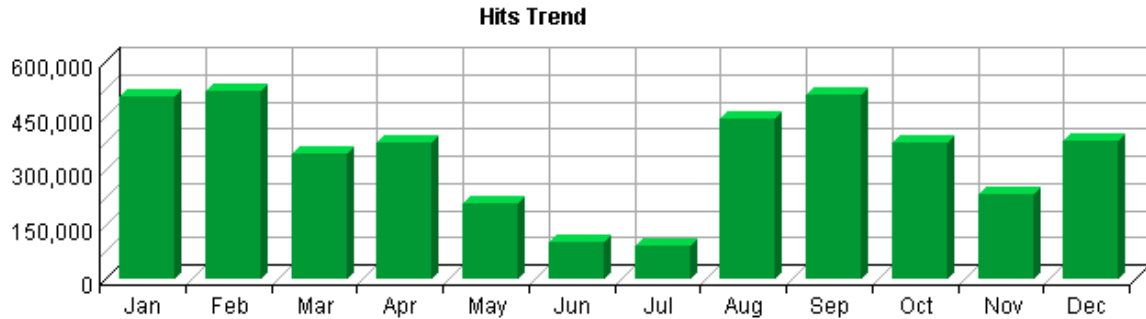


Technical Statistics

Total Hits	4,309,328	100%
Successful Hits	4,090,488	94.92%
Failed Hits	218,840	5.08%
Cached Hits	529,306	12.28%

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	%
Jan	505,523	12.36%
Feb	520,487	12.72%
Mar	344,721	8.43%
Apr	378,029	9.24%
May	210,468	5.15%
Jun	100,354	2.45%
Jul	92,727	2.27%
Aug	444,202	10.86%
Sep	508,061	12.42%
Oct	374,850	9.16%
Nov	231,402	5.66%
Dec	379,664	9.28%
Total	4,090,488	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.

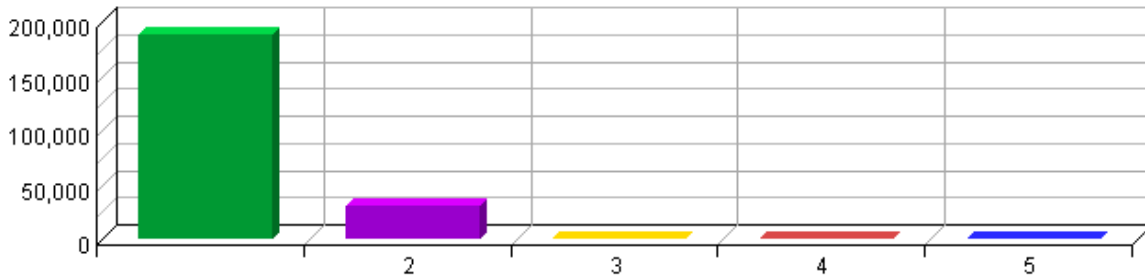
Errors Dashboard

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.

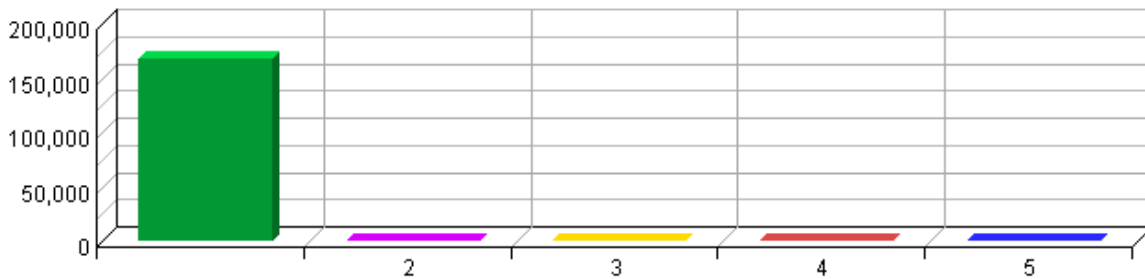
Technical Statistics

Total Hits	4,309,328	100%
Successful Hits	4,090,488	94.92%
Failed Hits	218,840	5.08%
Cached Hits	529,306	12.28%

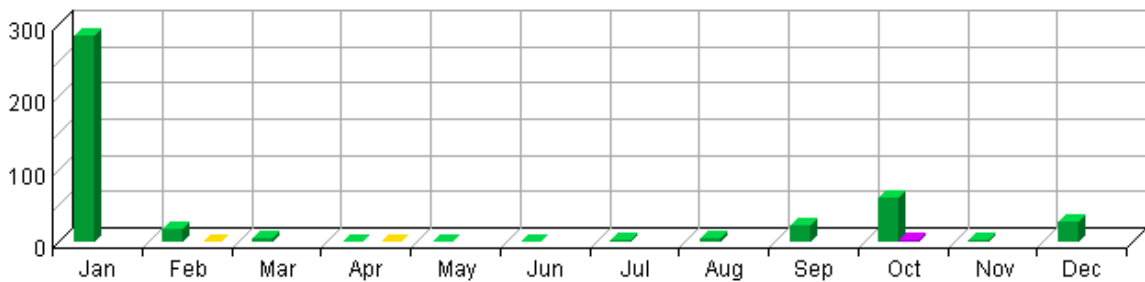
Client Errors



File Not Found Errors

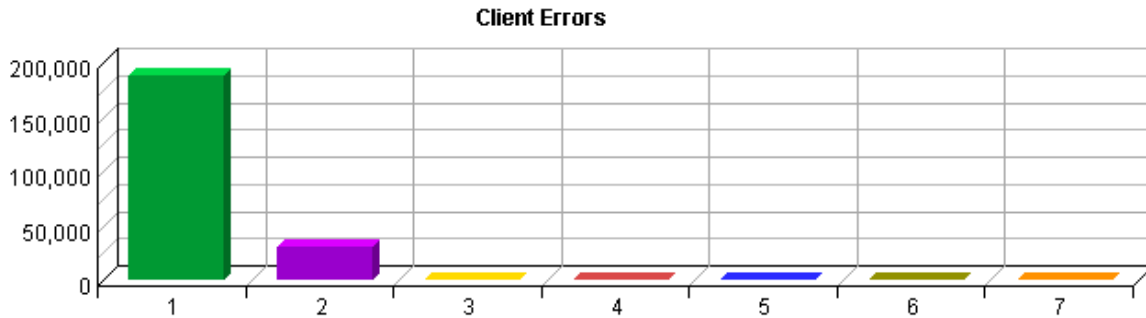


Server Errors Trend



Client Errors

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



Client Errors

	HTTP Status Codes	Hits	%
1.	404 Page or File Not Found	187,676	85.93%
2.	401 Unauthorized	30,191	13.82%
3.	403 Forbidden	463	0.21%
4.	406 Not Acceptable	48	0.02%
5.	400 Bad Request	24	0.01%
6.	405 Method Not Allowed	2	0.00%
7.	415 Unsupported Media Type	1	0.00%
	Total	218,405	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.

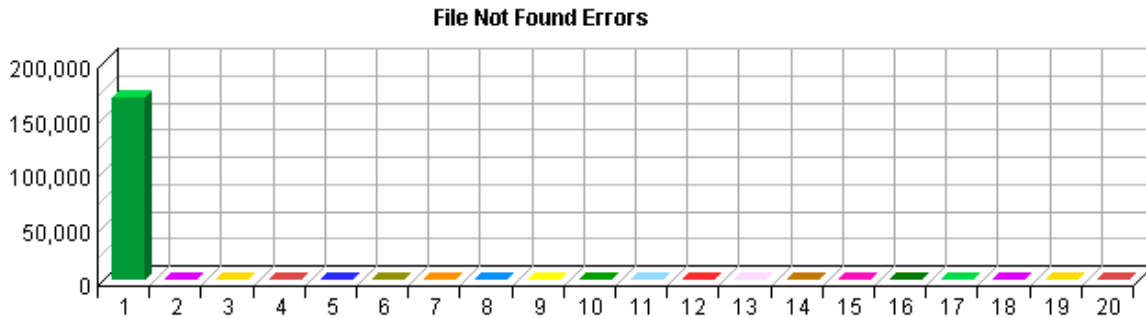
HTTP Status Codes – The status code for the specific error that occurred.

% – 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. /favicon.ico (no referrer)	168,177	89.61%
2. /xmlrpc.php (no referrer)	661	0.35%
3. /_vti_bin/owssvr.dll?UL=1&ACT=4&BUILD=6551&STRMVER=4&CA... (no referrer)	513	0.27%
4. /MSOffice/cltreq.asp?UL=1&ACT=4&BUILD=6551&STRMVER=4&CA... (no referrer)	512	0.27%
5. /image/b.gif http://er.library.colostate.edu/	384	0.20%
6. /images/pbdb.gif http://er.library.colostate.edu/	374	0.20%
7. /blogs/xmlsrv/xmlrpc.php (no referrer)	355	0.19%
8. /blog/xmlsrv/xmlrpc.php (no referrer)	348	0.19%
9. /blog/xmlrpc.php (no referrer)	347	0.18%
10. /drupal/xmlrpc.php (no referrer)	345	0.18%
11. /_vti_bin/owssvr.dll?UL=1&ACT=4&BUILD=6254&STRMVER=4&CA... (no referrer)	340	0.18%
12. /MSOffice/cltreq.asp?UL=1&ACT=4&BUILD=6254&STRMVER=4&CA... (no referrer)	339	0.18%
13. /phpgroupware/xmlrpc.php (no referrer)	335	0.18%
14. /xmlsrv/xmlrpc.php (no referrer)	331	0.18%
15. /xmlrpc/xmlrpc.php (no referrer)	331	0.18%


16.	/wordpress/xmlrpc.php (no referrer)	331	0.18%
17.	/images/pbdb.gif http://rapid.library.colostate.edu/contents.html	252	0.13%
18.	/image/b.gif http://rapid.library.colostate.edu/contents.html	251	0.13%
19.	/image/b.gif http://rapid.library.colostate.edu/	245	0.13%
20.	/images/pbdb.gif http://rapid.library.colostate.edu/	244	0.13%
	Subtotal	175,015	93.25%
	Other	12,661	6.75%
	Total	187,676	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.

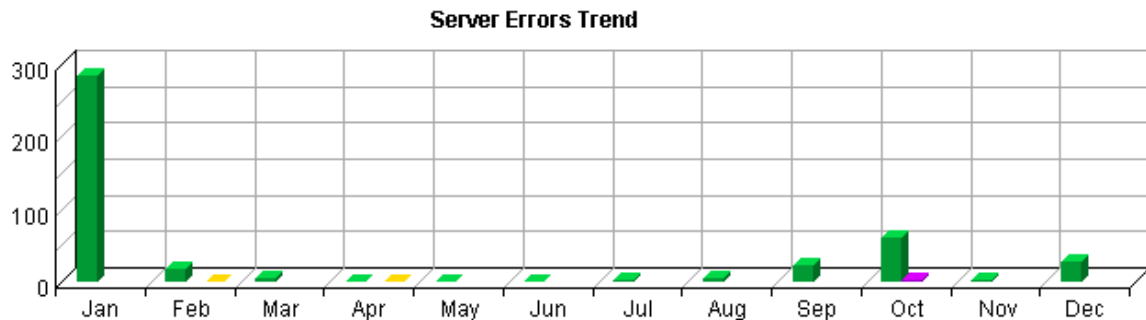
Files – This column lists the file that could not be found and the URL of the referrer (if known).

% – 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.



Server Errors

	HTTP Status Codes	Hits	%
1.	500 Internal Server Error	430	98.85%
2.	502 Temporarily Overloaded	3	0.69%
3.	501 Not Implemented	2	0.46%
	Total	435	100.00%

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.

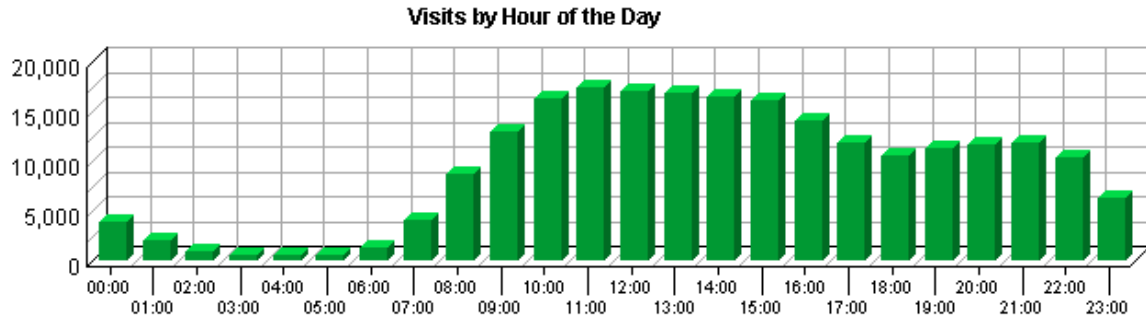
HTTP Status Codes – The status code for the specific error that occurred.

% – 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.

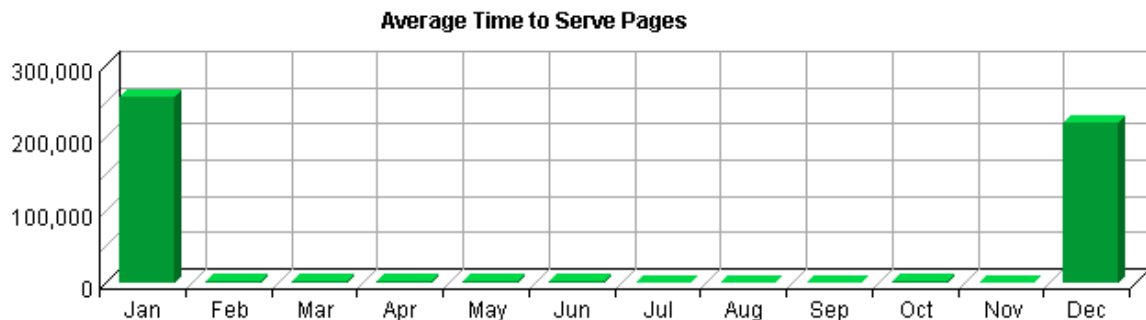


Most Active Summary

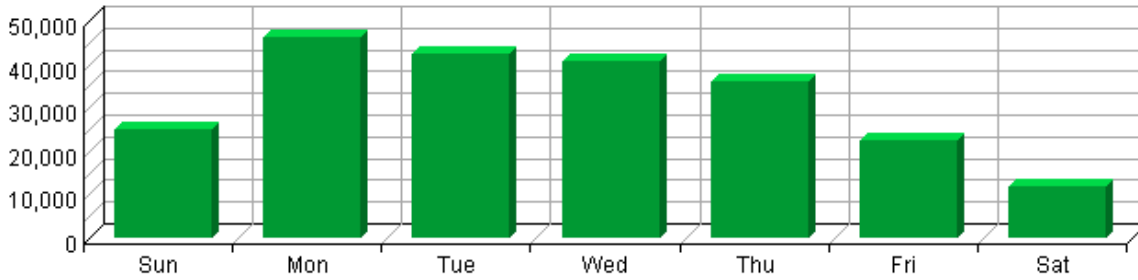
Most Active Date	January 23, 2006
Number of Hits on Most Active Date	48,123
Most Active Day of the Week	Mon
Most Active Hour of the Day	12:00–12:59

Activity on Weekdays Summary

Total Hits Weekdays	3,455,632
Total Visits Weekdays	187,495
Average Number of Visits per day on Weekdays	642
Average Number of Hits per day on Weekdays	11,834



Visits by Day of the Week



Least Active Summary

Least Active Date

Number of Hits on Least Active Date 0

Least Active Day of the Week Sat

Least Active Hour of the Day 04:00–04:59

Activity on Weekends Summary

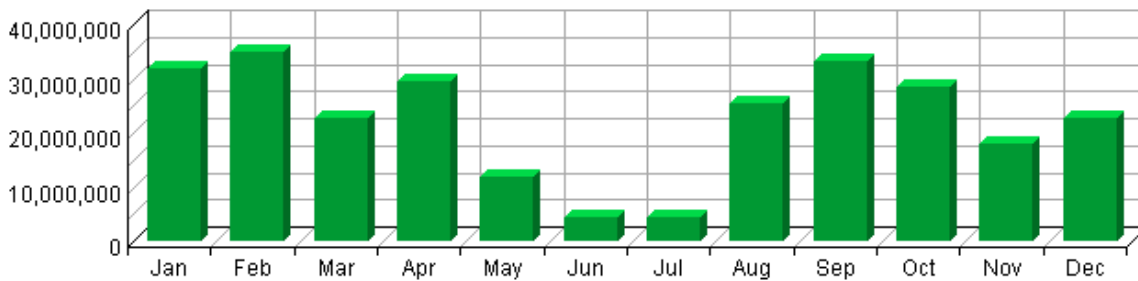
Total Hits Weekend 634,856

Total Visits Weekend 36,546

Average Number of **Visits** per Weekend 630

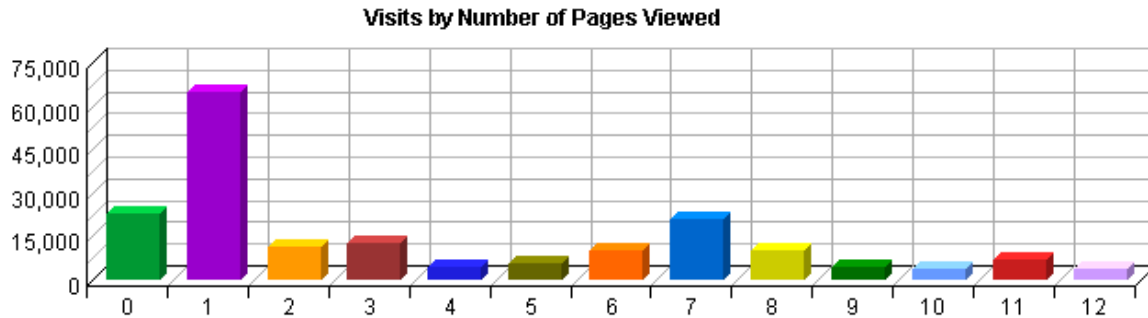
Average Number of **Hits** per Weekend 10,945

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	%
0	22,719	10.14%
1	64,950	28.99%
2	11,450	5.11%
3	12,407	5.54%
4	4,576	2.04%
5	5,906	2.64%
6	9,943	4.44%
7	21,175	9.45%
8	10,345	4.62%
9	4,713	2.10%
10	3,978	1.78%
11	6,881	3.07%
12	3,762	1.68%
Subtotal	182,805	81.60%
Other	41,232	18.40%
Total	224,037	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.

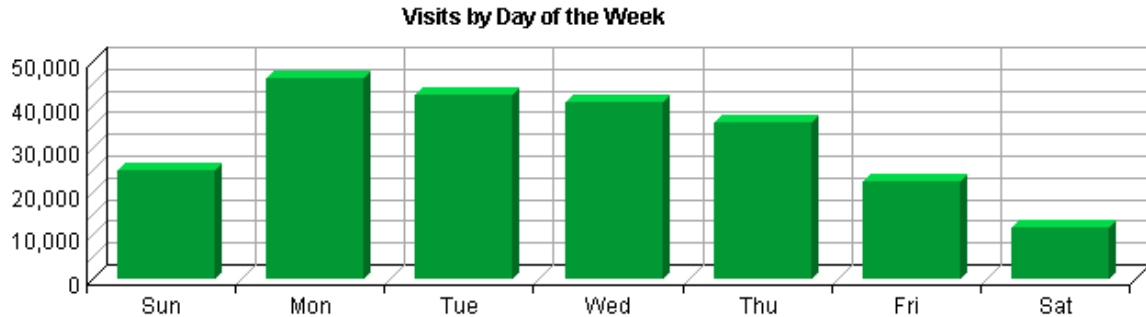
% – Percentage of total visits by people who viewed the specified number of pages.



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	24,868	11.10%
Mon	46,069	20.56%
Tue	42,378	18.92%
Wed	40,612	18.13%
Thu	36,107	16.12%
Fri	22,329	9.97%
Sat	11,678	5.21%
Total Weekend	36,546	16.31%
Total Weekdays	187,495	83.69%
Total	224,041	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.

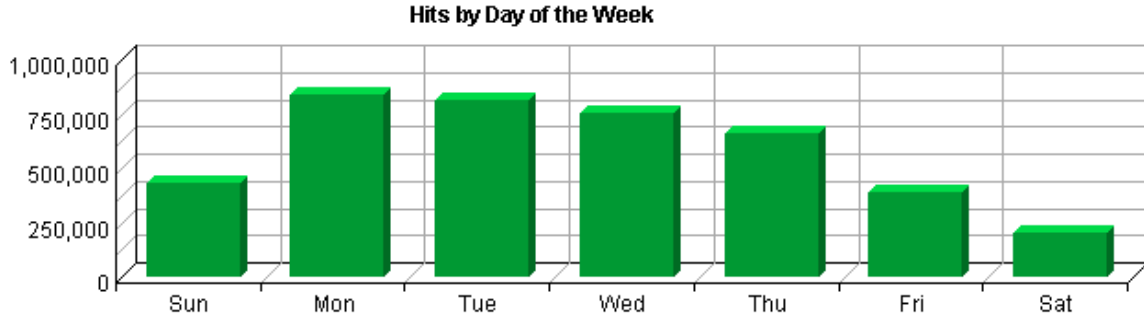
% – Percentage of total visits that occurred on the specified day of the week.

💡 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	428,049	10.46%
Mon	839,573	20.53%
Tue	812,502	19.86%
Wed	754,404	18.44%
Thu	662,548	16.20%
Fri	386,605	9.45%
Sat	206,807	5.06%
Total Weekend	634,856	15.52%
Total Weekdays	3,455,632	84.48%
Total	4,090,488	100.00%

Hits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

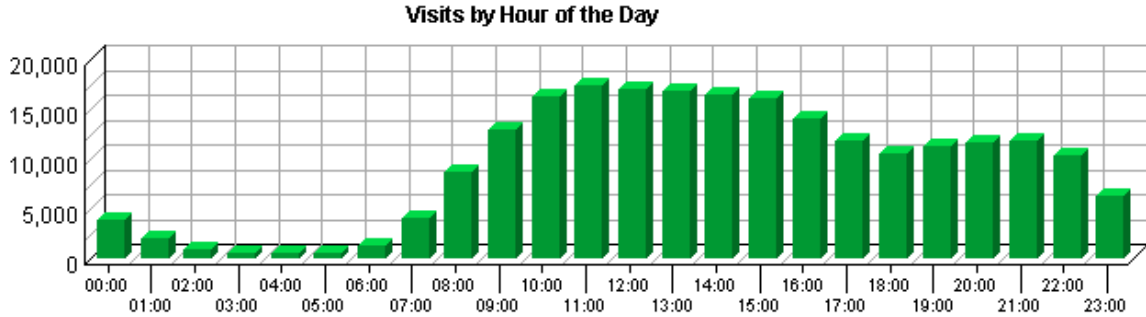
Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – 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	3,882	1.73%
01:00	1,975	0.88%
02:00	1,005	0.45%
03:00	632	0.28%
04:00	498	0.22%
05:00	611	0.27%
06:00	1,283	0.57%
07:00	4,076	1.82%
08:00	8,701	3.88%
09:00	13,036	5.82%
10:00	16,356	7.30%
11:00	17,370	7.75%
12:00	17,120	7.64%
13:00	16,927	7.56%
14:00	16,501	7.37%
15:00	16,041	7.16%
16:00	14,141	6.31%
17:00	11,922	5.32%
18:00	10,535	4.70%
19:00	11,233	5.01%
20:00	11,577	5.17%
21:00	11,805	5.27%
22:00	10,460	4.67%
23:00	6,354	2.84%
Total Visits during Work Hours (8:00am–5:00pm)	136,193	60.79%

Total Visits during After Hours (5:01pm–7:59am)	87,848	39.21%
Total	224,041	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	11:00–11:59
Least Active Hour of the Day	04:00–04:59

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.

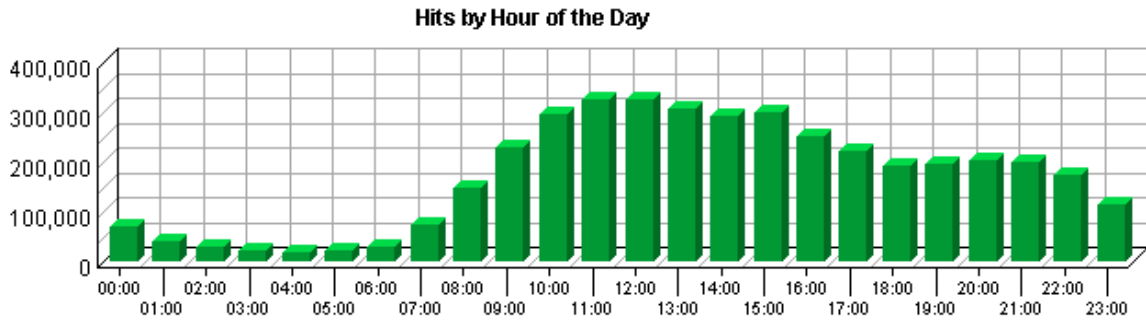
% – Percentage of visits to your site that occurred during the specified hour.

—

💡 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	68,908	1.68%
01:00	41,766	1.02%
02:00	28,093	0.69%
03:00	21,723	0.53%
04:00	19,598	0.48%
05:00	21,053	0.51%
06:00	30,343	0.74%
07:00	73,475	1.80%
08:00	149,345	3.65%
09:00	230,609	5.64%
10:00	295,070	7.21%
11:00	326,284	7.98%
12:00	327,411	8.00%
13:00	308,484	7.54%
14:00	291,798	7.13%
15:00	298,626	7.30%
16:00	253,227	6.19%
17:00	220,410	5.39%
18:00	191,039	4.67%
19:00	197,639	4.83%
20:00	203,806	4.98%
21:00	201,600	4.93%
22:00	175,397	4.29%
23:00	114,784	2.81%

Total Hits during Work Hours (8:00am–5:00pm)	2,480,854	60.65%
Total Hits during After Hours (5:01pm–7:59am)	1,609,634	39.35%
Total	4,090,488	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	04:00–04:59

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.

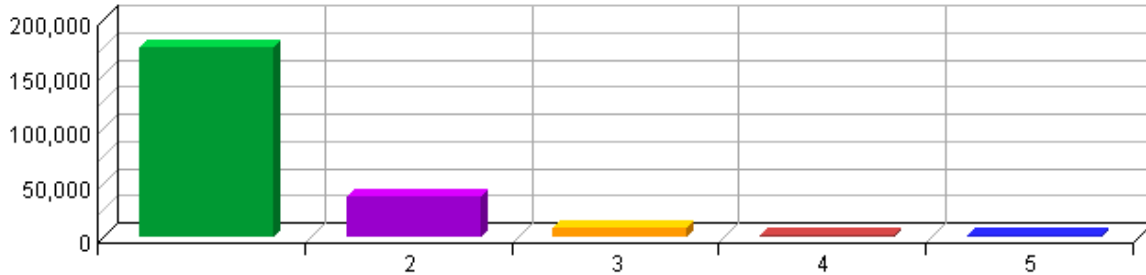
% – Percentage of hits to your site that occurred during the specified hour.

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

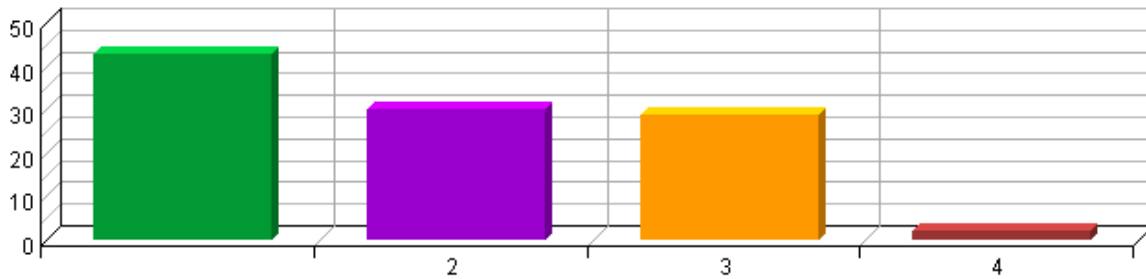
Browsers and Platforms Dashboard

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.

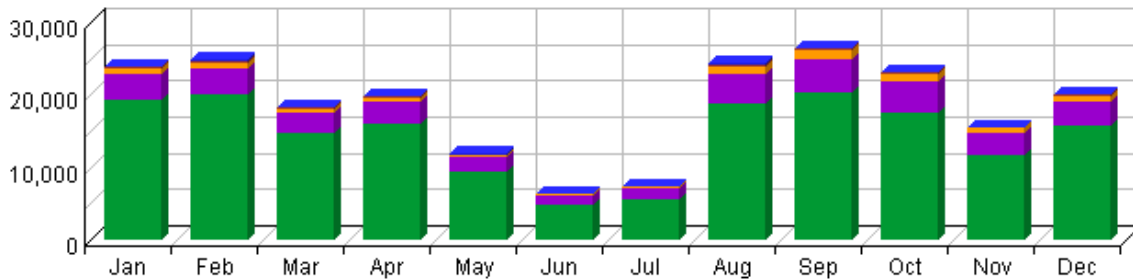
Top Browsers by Visits



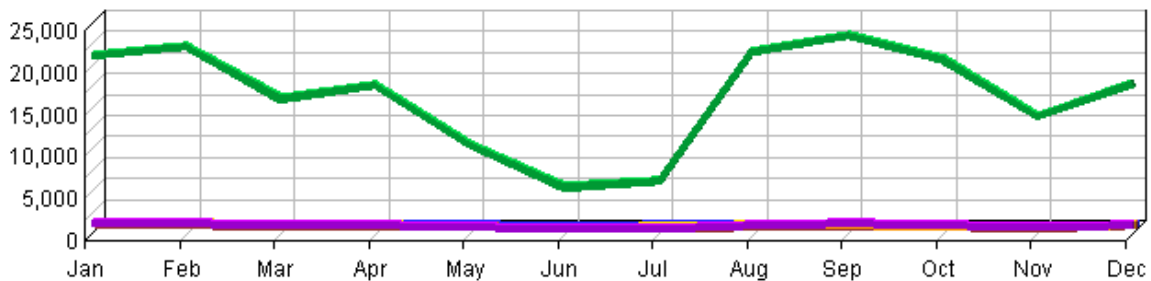
Top Spiders by Visits



Top Browsers by Visits Trend



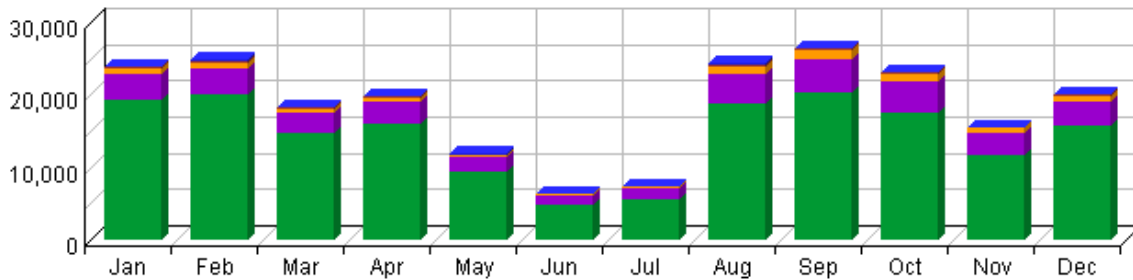
Top Platforms by Visits Trend



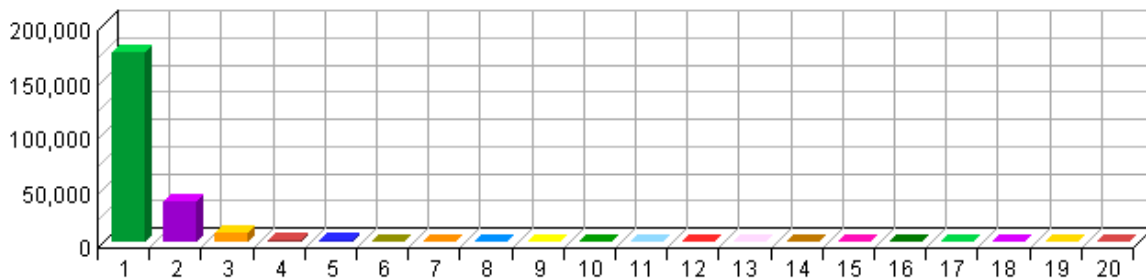
Top Browsers

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 by Visits Trend



Top Browsers by Visits



Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	174,103	77.75%	2,984,861
2.	Mozilla	36,816	16.44%	557,031
3.	Safari	8,115	3.62%	141,213
4.	Netscape	2,541	1.13%	51,959
5.	Others	882	0.39%	2,046
6.	Webmin	323	0.14%	332,993
7.	Opera	266	0.12%	2,698
8.	Other Netscape Compatible	170	0.08%	456
9.	Konqueror	159	0.07%	240
10.	msnbot/1.0 (http://search.msn.com/msnbot.htm)	73	0.03%	156
11.	Microsoft URL Control – 6.00.8862	45	0.02%	15,566
12.	LinkScan/11.5 Windows	37	0.02%	103
13.	OmniExplorer_Bot/6.57 (http://www.omni-explorer.com) WorldIndexer	31	0.01%	43
14.	Java/1.4.1_04	25	0.01%	48
15.	CFNetwork/129.16	24	0.01%	104
16.	CFNetwork/4.0	22	0.01%	84
17.	CFNetwork/129.18	21	0.01%	72

18.	CFNetwork/10.4.4	19	0.01%	92
19.	OmniExplorer_Bot/6.60 (http://www.omni-explorer.com) WorldIndexer	19	0.01%	31
20.	OmniExplorer_Bot/6.47 (http://www.omni-explorer.com) WorldIndexer	18	0.01%	26
	Subtotal	223,709	99.90%	4,089,822
	Other	228	0.10%	523
	Total	223,937	100.00%	4,090,345

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.

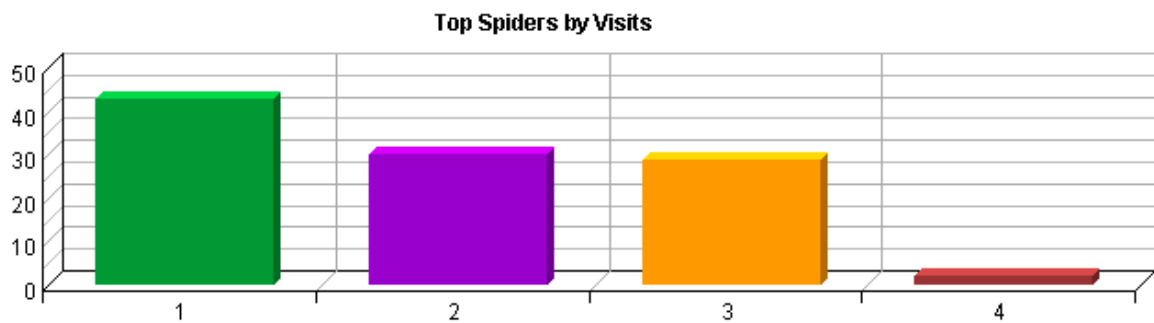
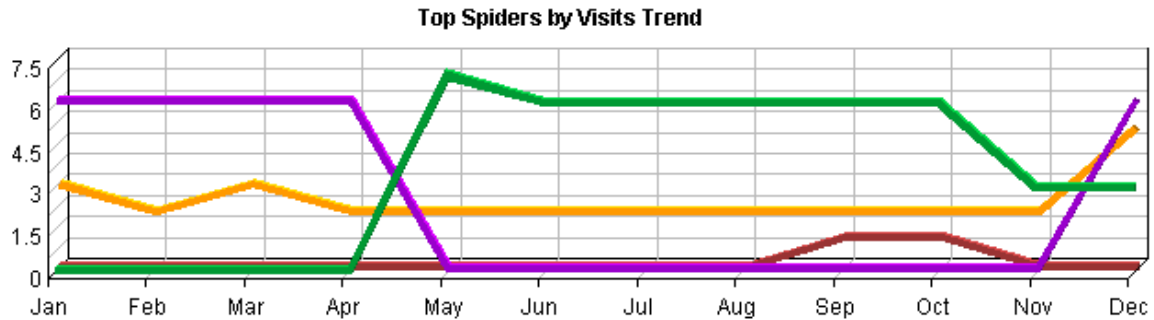
% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

💡 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 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

	Spider	Visits	%	Hits
1.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; Netcraft SSL Server Survey – contact info@netcra	43	41.35%	43
2.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; Netcraft SSL Server Survey – contact abuse@netcr	30	28.85%	30
3.	Mozilla/4.0 (compatible; Netcraft Web Server Survey)	29	27.88%	29
4.	Mozilla/4.0 (compatible; BorderManager 3.0)	2	1.92%	41
	Total	104	100.00%	143

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.

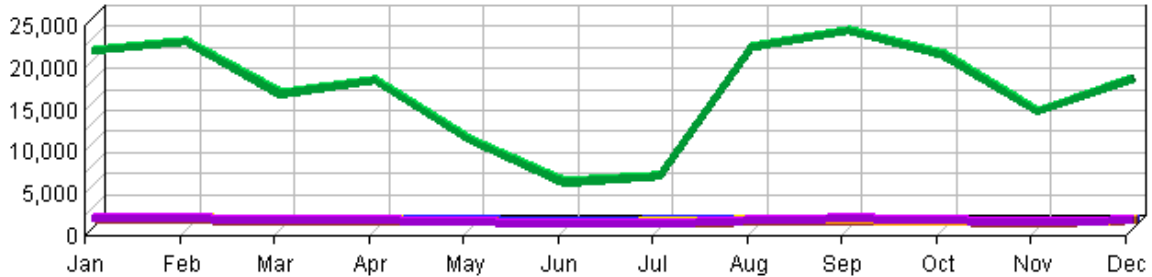


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This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

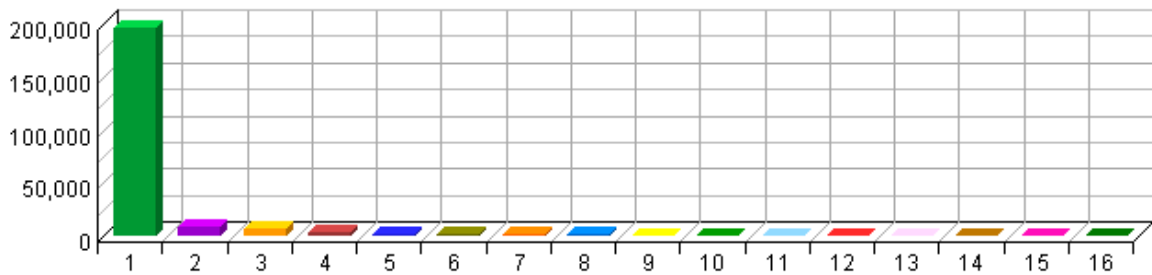
Top Platforms

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	196,658	87.82%	3,374,326
2.	Macintosh PowerPC	8,980	4.01%	155,142
3.	Windows 2000	6,917	3.09%	106,413
4.	Others	2,902	1.30%	353,591
5.	Windows 98	2,575	1.15%	25,184
6.	Macintosh	2,226	0.99%	32,905
7.	Windows ME	1,069	0.48%	13,327
8.	Linux	987	0.44%	11,622
9.	Windows 2003	853	0.38%	9,319
10.	SunOS	553	0.25%	7,024
11.	Windows NT	156	0.07%	769
12.	Windows 95	33	0.01%	310
13.	FreeBSD	18	0.01%	380
14.	Windows Win32s	6	0.00%	13
15.	Hewlett Packard Unix (HP9000)	2	0.00%	8
16.	OpenBSD	2	0.00%	12
	Total	223,937	100.00%	4,090,345

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.