WEBTRENDS

Peaks to Prairies P2 Info Center Q3 2003 Filtered Web Trends

http://peakstoprairies.org

Web Log Analysis Quarterly Report Q3 2003

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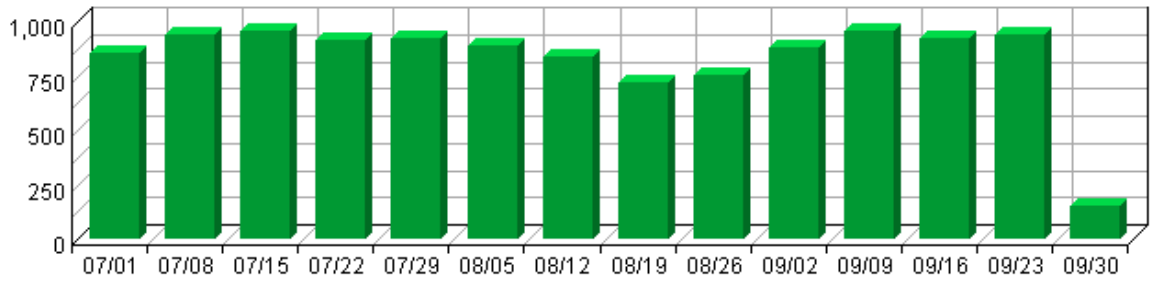
Overview Dashboard

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.

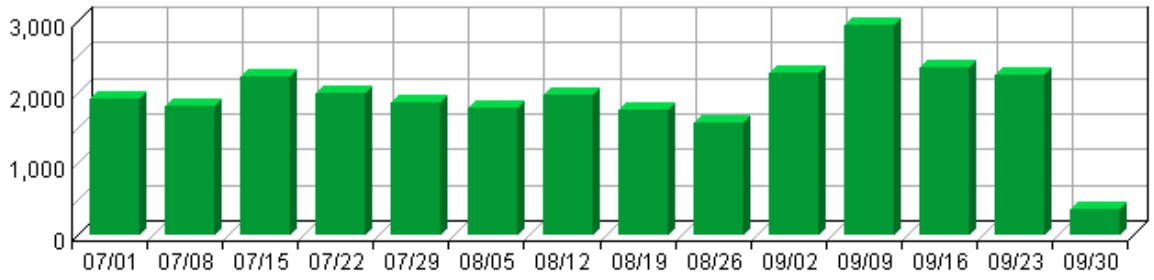
Visits Trend



Visit Summary

Visits	11,641
Average per Day	126
Average Visit Length	00:04:47
Median Visit Length	00:01:02
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

Page Views Trend

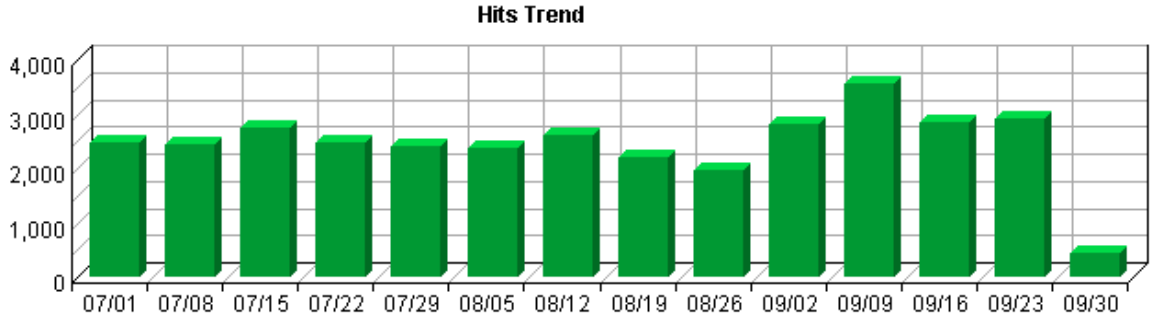


Page View Summary

Page Views	27,060
Average per Day	294
Average Page Views per Visit	2.32

Visitor Summary

Unique Visitors	9,654
Visitors Who Visited Once	8,838
Visitors Who Visited More Than Once	816
Average Visits per Visitor	1.21

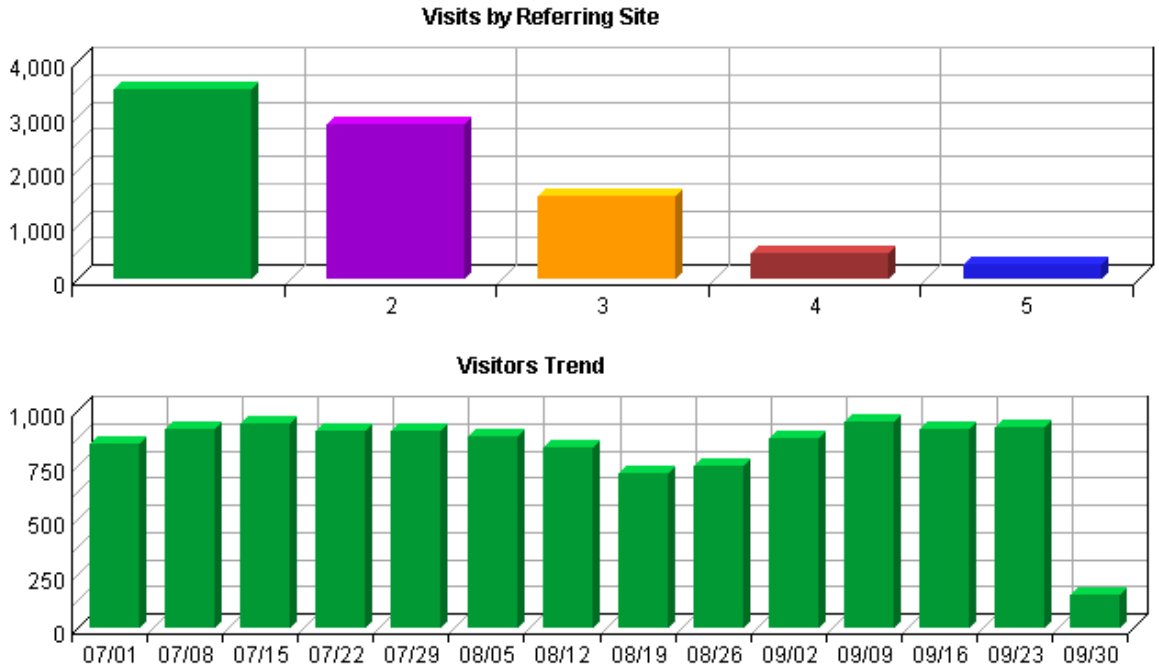


Hit Summary

Successful Hits for Entire Site	34,295
Average Hits per Day	372
Home Page Hits	3,346

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.



Ads Served Dashboard

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

Ad Views

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Views − Help Card

Ad Title − Name of the ad being analyzed.

Ad View Visits − Number of visits by visitors who saw the specified ad. 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. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph. Contrast this page with the Ad Views page.

Ad Views − Number of times the specified ad was displayed on a page viewed by a visitor.

% − Percentage of visitors who saw the specified ad.

−−

Use this information to sell ad space and bill clients.

Ad Clicks

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Clicks − Help Card

Ad Title − Name of the ad being analyzed.

Ad Click Visits − Number of visits to your site that resulted in the specified ad being clicked on. 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.

Ad Clicks − Number of times the ad was clicked on by a visitor.

% − Percentage of times the specified ad was clicked on compared with all ads that were clicked on.

––

You can track the ongoing effectiveness of specific ads and patterns of potential customers throughout a given period. This can be used to help summarize the click−through rate during a marketing campaign.

Ads Served Click Through Rate

This report shows you the effectiveness of the ads on your web site.

No data for this section in the log data analyzed.

Ads Served Click Through Rate − Help Card

Ad Title − Name of the ad being analyzed.

Ad Clicks − Number of times the ad was clicked on by a visitor.

Ad Views − Number of times the specified ad was displayed on a page viewed by a visitor.

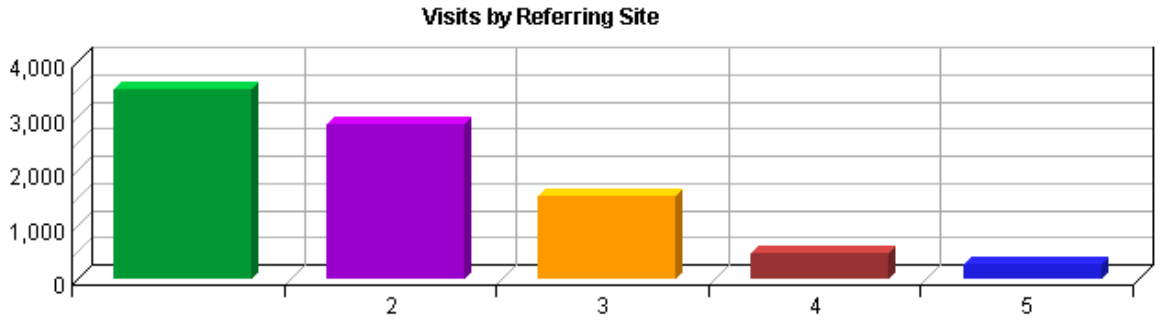
Click Thru Rate − Percentage of ads that were clicked on.

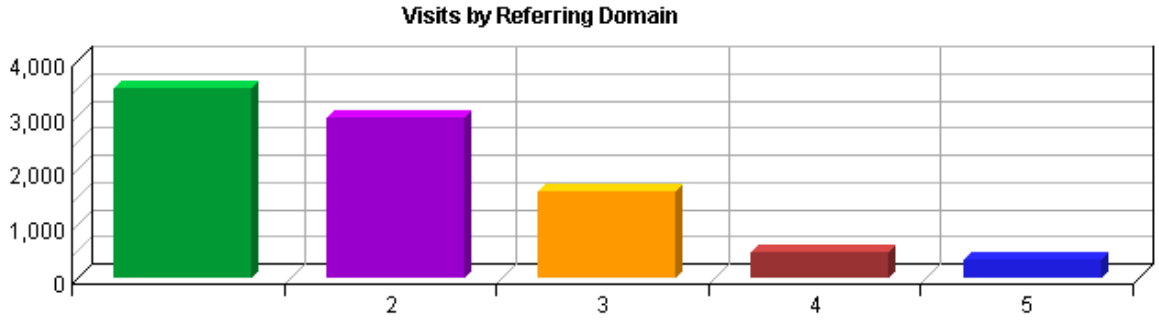
––

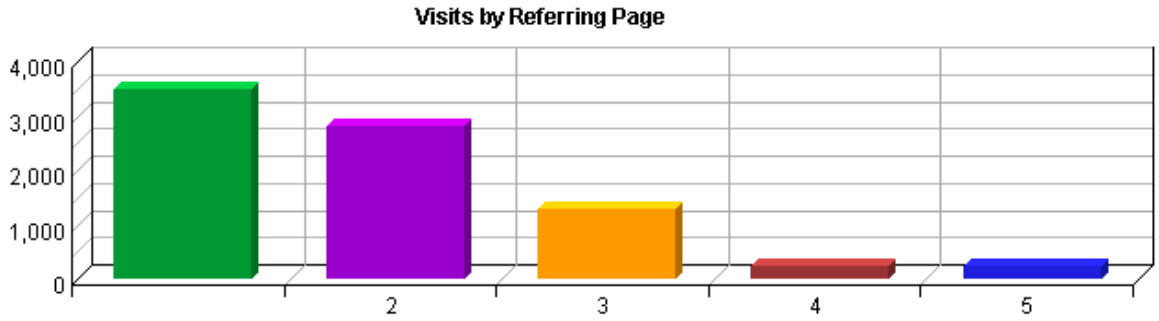
This report shows you the effectiveness of the ads on your web site.

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.

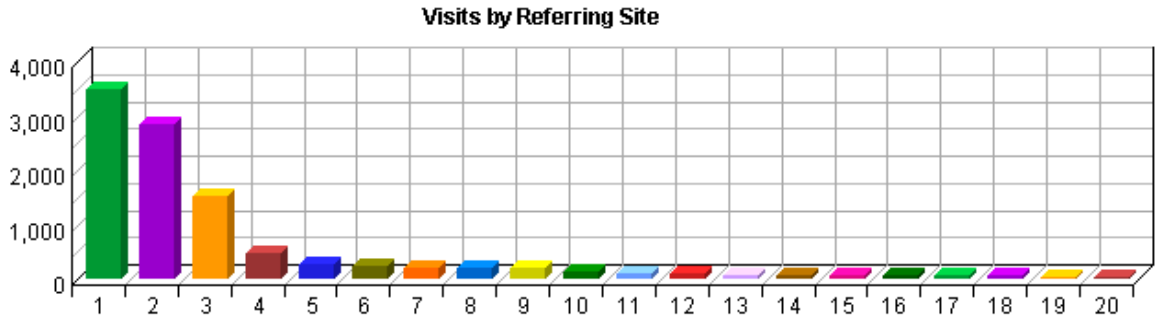






Activity by Referring Site

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/	3,504	30.10%
2.	http://www.google.com/	2,863	24.59%
3.	http://search.yahoo.com/	1,538	13.21%
4.	http://search.msn.com/	480	4.12%
5.	http://peakstoprairies.org/	274	2.35%
6.	http://aolsearch.aol.com/	236	2.03%
7.	http://search.epa.gov/	219	1.88%
8.	http://www.google.ca/	211	1.81%
9.	http://www.p2rx.org/	202	1.74%
10.	http://web.ask.com/	150	1.29%
11.	http://www.google.com.au/	99	0.85%
12.	http://images.google.com/	86	0.74%
13.	http://oaspub.epa.gov/	81	0.70%
14.	http://www.montana.edu/	68	0.58%
15.	http://www.peakstoprairies. org/	66	0.57%
16.	http://search.netscape.com/	59	0.51%
17.	http://www.altavista.com/	56	0.48%
18.	http://www.ethanolmt.org/	51	0.44%
19.	http://www.google.co.in/	47	0.40%
20.	http://www.google.co.uk/	46	0.40%
	Subtotal	**10,336**	**88.79%**
	Other	**1,305**	**11.21%**
	Total	**11,641**	**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.

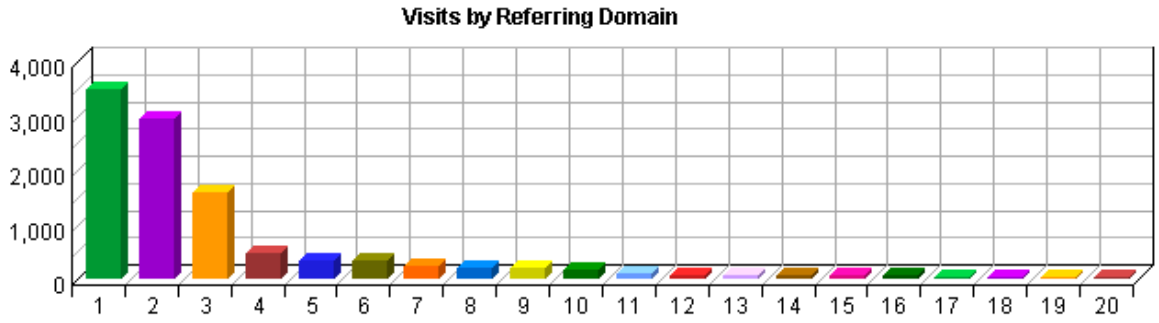
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

––

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	3,504	30.10%
2.	google.com	2,965	25.47%
3.	yahoo.com	1,610	13.83%
4.	msn.com	483	4.15%
5.	epa.gov	341	2.93%
6.	peakstoprairies.org	337	2.89%
7.	aol.com	254	2.18%
8.	google.ca	219	1.88%
9.	p2rx.org	213	1.83%
10.	ask.com	155	1.33%
11.	google.com.au	106	0.91%
12.	montana.edu	68	0.58%
13.	altavista.com	65	0.56%
14.	netscape.com	59	0.51%
15.	homes−across−america.org	53	0.46%
16.	ethanolmt.org	51	0.44%
17.	google.co.uk	50	0.43%
18.	google.co.in	47	0.40%
19.	nsaa.org	46	0.40%
20.	p2pays.org	37	0.32%
	Subtotal	**10,663**	**91.60%**
	Other	**978**	**8.40%**
	Total	**11,641**	**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.

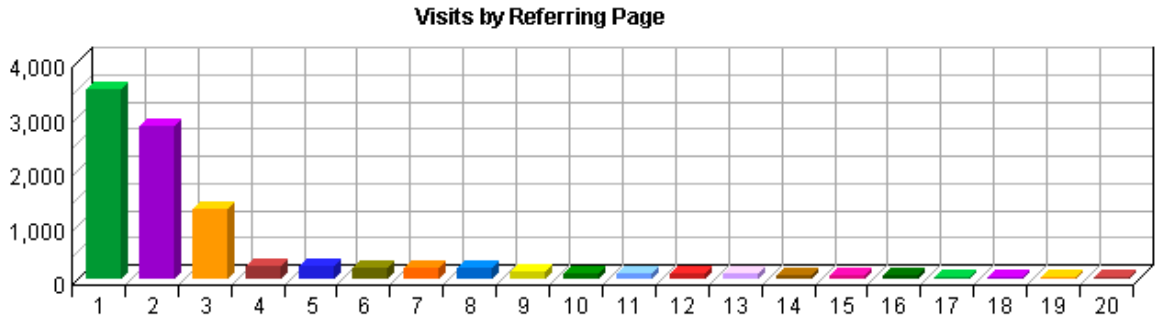
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

––

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	3,504	30.10%
2.	http://www.google.com/search	2,804	24.09%
3.	http://search.yahoo.com/ search	1,298	11.15%
4.	http://search.msn.com/results. aspx	248	2.13%
5.	http://aolsearch.aol.com/aol/ search	235	2.02%
6.	http://search.epa.gov/s97is. vts	219	1.88%
7.	http://search.yahoo.com/bin/ search	210	1.80%
8.	http://www.google.ca/search	207	1.78%
9.	http://web.ask.com/redir	147	1.26%
10.	http://search.msn.com/results. asp	118	1.01%
11.	http://www.google.com.au/ search	99	0.85%
12.	http://search.msn.com/ spresults.aspx	88	0.76%
13.	http://images.google.com/ imgres	85	0.73%
14.	http://oaspub.epa.gov/webi/ meta_first_new2.try_these_first	81	0.70%
15.	http://search.netscape.com/ nscp_results.adp	57	0.49%
16.	http://www.ethanolmt.org/ conferencelist.html	51	0.44%
17.	http://www.google.co.in/ search	47	0.40%
18.	http://www.google.co.uk/ search	46	0.40%
19.	http://www.nsaa.org/nsaa2002/ _environmental_charter.asp	43	0.37%
20.	http://www.altavista.com/web/ results	43	0.37%
	Subtotal	**9,630**	**82.72%**
	Other	**2,011**	**17.28%**

Total	**11,641**	**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.

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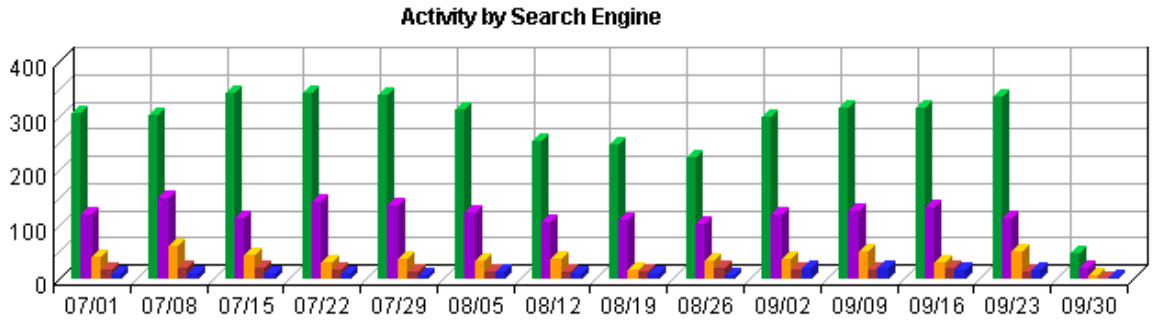
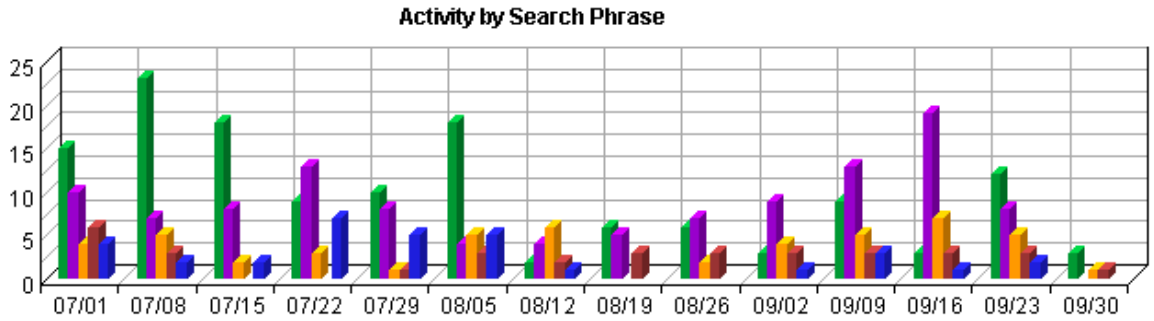
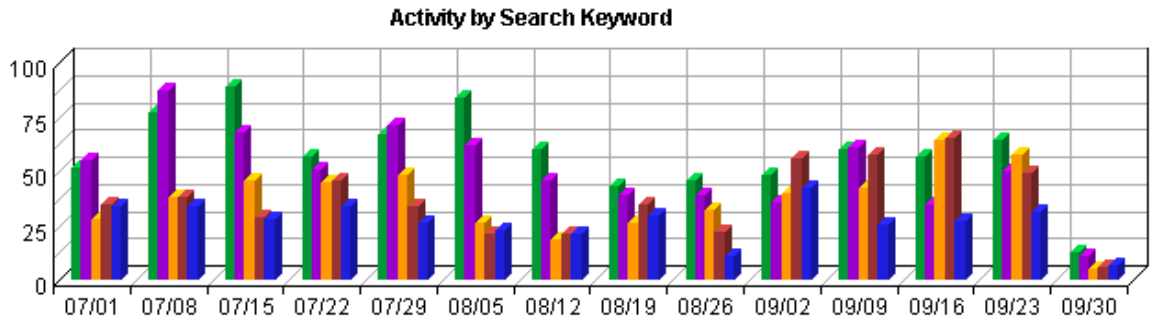
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.





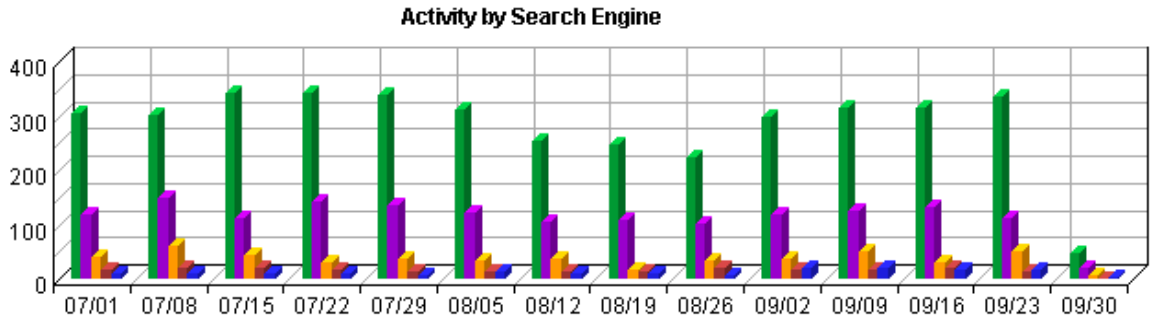


Activity by Search Engine

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	3,978	60.20%
2.	yahoo	1,600	24.21%
3.	microsoft network	509	7.70%
4.	aol netfind	213	3.22%
5.	ask jeeves	167	2.53%
6.	altavista	71	1.07%
7.	lycos	19	0.29%
8.	overture	17	0.26%
9.	iwon	11	0.17%
10.	mamma	5	0.08%
11.	ixquick	3	0.05%
12.	infospace	3	0.05%
13.	megaspider	2	0.03%
14.	lawcrawler	2	0.03%
15.	look smart	2	0.03%
16.	picsearch	2	0.03%
17.	vivisimo	2	0.03%
18.	about.com	2	0.03%
	Total	**6,608**	**100.00%**

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	residential construction	87	1.32%
	definition of pollution	63	0.95%
	dictionary	34	0.51%
	sponsor letter	33	0.50%
	fluorescent lights	22	0.33%
	construction waste	18	0.27%
	conference brochure	18	0.27%
	homes across america	17	0.26%
	construction check list	13	0.20%
	compact fluorescent lights	13	0.20%
	auto body shops	12	0.18%
	contractor liability	12	0.18%
	skylight tubes	12	0.18%
	database model	11	0.17%
	construction contractor	11	0.17%
	pollution definition	11	0.17%
	peaks to prairies	10	0.15%
	residential construction contract	10	0.15%
	t8 lamps	10	0.15%
	praires	9	0.14%
2. yahoo	definition of pollution	39	0.59%
	residential construction	30	0.45%
	sponsor letter	15	0.23%
	construction contractor	10	0.15%
	auto body tech	6	0.09%
	pollution definition	6	0.09%
	af form 40a edit	6	0.09%
	auto body shops	6	0.09%
	construction check list	6	0.09%
	ways on how batteries disposed	5	0.08%
	fluorescent lights	5	0.08%
	energy saving tip food and beverage	5	0.08%
	residential construction liability act	5	0.08%
	george watts/electricity	5	0.08%
	swot analysis	4	0.06%
	residential construction insurance	4	0.06%
	lights characteristics	4	0.06%

	shingle recycling	4	0.06%
	residential construction checklist	4	0.06%
	greenguard.org	4	0.06%
3. microsoft network	homes across america	13	0.20%
	definition of pollution	9	0.14%
	vision statement examples	9	0.14%
	residential construction	8	0.12%
	residential building codes	7	0.11%
	creating vision statement	5	0.08%
	wrppn	5	0.08%
	write vision statement	4	0.06%
	auto body business	4	0.06%
	energy efficient construction	4	0.06%
	residential construction and safety	4	0.06%
	contractor guide	3	0.05%
	minot state college library	3	0.05%
	residential contractor	3	0.05%
	government products selling	3	0.05%
	importance of mission statement	3	0.05%
	aircraft fueling	3	0.05%
	how to create mission statement	3	0.05%
	www.peakstoprairies.org	3	0.05%
	west yellowstone landfill	3	0.05%
4. aol netfind	residential construction	11	0.17%
	www.cfda.gov	6	0.09%
	materials exchange programs	4	0.06%
	ethanol85	3	0.05%
	epa region internal awards	3	0.05%
	utah material exchange	2	0.03%
	design west architect logan utah	2	0.03%
	how to create vision statement	2	0.03%
	sponsor letter	2	0.03%
	cfda.gov	2	0.03%
	www.radongas.com	2	0.03%
	fluorescent lights	2	0.03%
	auto body tech	2	0.03%
	contractor guide	2	0.03%
	body tech	2	0.03%
	conference brochure	1	0.02%
	auto body paint mixing cups	1	0.02%
	construction check list	1	0.02%

	delta−montrose area technical vocational center	1	0.02%
	www.cfda	1	0.02%
5. ask jeeves	pollution prevention	17	0.26%
	definition of vermicomposting	5	0.08%
	tipping carpet installers	3	0.05%
	residential construction checklist	3	0.05%
	where can search for homes in america?	2	0.03%
	controversial coal−bed methane mining	2	0.03%
	how does construction relate to the environment?	2	0.03%
	plumbing supplies, thin−wall pvc pipe	2	0.03%
	pollution	2	0.03%
	installing polyethylene pipes	2	0.03%
	where can find info on constructing rain water colle...	2	0.03%
	construction and debris in landfills programs	2	0.03%
	can you put fiber cement board over existing wood siding?	1	0.02%
	how should bookmarks be organized?	1	0.02%
	how do find residential construction cost considerations	1	0.02%
	which is the best insulator: wood, aluminum, wool or foam	1	0.02%
	what is the annual budget of the epa	1	0.02%
	how to evaluate land for residential construction	1	0.02%
	air quality around storm drains	1	0.02%
	pollution in south dakota	1	0.02%
6. altavista	definition of pollution	3	0.05%
	coal mining methane extraction	3	0.05%
	fiber−cement composite slates	2	0.03%
	leescarpet	2	0.03%
	what is pollution?	1	0.02%
	link:www.nal.usda.gov/ric	1	0.02%
	fish confinement	1	0.02%
	residential building codes residential construction	1	0.02%
	aerosol can crusher hazardous	1	0.02%

	waste		
	vocabulary on pharmaceutical field thesaurus	1	0.02%
	wayne walter schwoob	1	0.02%
	(reduce or reducing) and interstate and noise and (home or house)	1	0.02%
	self environmental audit checklists	1	0.02%
	100% ethanol running engine	1	0.02%
	us epa region	1	0.02%
	super insulated house	1	0.02%
	directory auto yard recycle	1	0.02%
	energy efficient lanscape shading buildings	1	0.02%
	water ceiling leak prevention	1	0.02%
	engery grants	1	0.02%
7. lycos	www.articcat.com	2	0.03%
	construction check list	1	0.02%
	strawbale homes	1	0.02%
	residential water quality	1	0.02%
	thermostat recycling corp.	1	0.02%
	ohio cooperative extension service	1	0.02%
	www.montana.edu/mme/	1	0.02%
	cominghome.tamu.edu	1	0.02%
	international erosion control association	1	0.02%
	residential construction guide	1	0.02%
	heat recovery ventilator design sheet	1	0.02%
	treecycle in minnesota	1	0.02%
	mercury thermostats	1	0.02%
	davis applied technical college	1	0.02%
	solid waste conference	1	0.02%
	epa and north dakota	1	0.02%
	colorado small business assistance	1	0.02%
8. overture	midwest assistance projects	2	0.03%
	homes across america	2	0.03%
	residential contractor	2	0.03%
	painting aircraft in colorado	1	0.02%
	vision statement	1	0.02%
	agricultural teaching	1	0.02%

	midwest assistance projects in montana	1	0.02%
	national greening conference	1	0.02%
	mechanics school in helena, montana	1	0.02%
	used plastic septic tank	1	0.02%
	refillable spray cans	1	0.02%
	colorado springs composting	1	0.02%
	www.peakstoprairies.org	1	0.02%
	vocabulary for textile/ garment industry	1	0.02%
9. iwon	snowmaking pump designs	2	0.03%
	recycling tax credits	2	0.03%
	discount white rogers thermostats	1	0.02%
	7/15/03 great falls tribune	1	0.02%
	external residential light fixtures	1	0.02%
	epa regulations for woodstoves	1	0.02%
	residential construction	1	0.02%
	recharging auto air conditioners	1	0.02%
	small business development assoc wyoming	1	0.02%
10. mamma	louisiana state ag	1	0.02%
	northwest community hospital school of radiologic technology	1	0.02%
	water efficiency products leed	1	0.02%
	calculate cubic yards	1	0.02%
	electrical renovating codes	1	0.02%
11. ixquick	naco.org/template.cfm	2	0.03%
	chemistry of recycling paper	1	0.02%
12. infospace	designing residential sidewalks	1	0.02%
	paper take out food containers	1	0.02%
	scott klarich	1	0.02%
13. megaspider	manufacture recycled products	2	0.03%
14. lawcrawler	ski area reclamation	2	0.03%
15. look smart	insulated headers	1	0.02%
	national contractors residential codes	1	0.02%
16. picsearch	liquid mercury	1	0.02%
	university of montana	1	0.02%
17. vivisimo	pollution prevention acquisition department of defense	1	0.02%
	vision army pollution prevention	1	0.02%
18. about.com	fiberglass insolation	1	0.02%

	database roll out project plan	1	0.02%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	construction	492	7.45%
	residential	422	6.39%
	pollution	294	4.45%
	of	283	4.28%
	auto	211	3.19%
	paint	192	2.91%
	in	176	2.66%
	to	167	2.53%
	waste	154	2.33%
	body	141	2.13%
	definition	136	2.06%
	fluorescent	127	1.92%
	for	126	1.91%
	prevention	102	1.54%
	contractor	96	1.45%
	how	87	1.32%
	building	80	1.21%
	recycling	77	1.17%
	colorado	75	1.13%
	list	74	1.12%
2. yahoo	construction	210	3.18%
	residential	179	2.71%
	of	155	2.35%
	pollution	134	2.03%
	auto	110	1.66%
	in	90	1.36%
	body	82	1.24%
	paint	81	1.23%
	definition	76	1.15%
	for	75	1.13%
	to	67	1.01%
	contractor	52	0.79%
	waste	52	0.79%
	how	42	0.64%
	list	42	0.64%
	recycling	41	0.62%
	fluorescent	39	0.59%

	on	37	0.56%
	shop	32	0.48%
	check	32	0.48%
3. microsoft network	residential	62	0.94%
	construction	56	0.85%
	pollution	51	0.77%
	statement	51	0.77%
	vision	35	0.53%
	of	35	0.53%
	auto	33	0.50%
	to	29	0.44%
	prevention	29	0.44%
	building	27	0.41%
	codes	23	0.35%
	body	22	0.33%
	homes	20	0.30%
	for	19	0.29%
	mission	18	0.27%
	definition	17	0.26%
	america	16	0.24%
	across	16	0.24%
	in	14	0.21%
	writing	12	0.18%
4. aol netfind	construction	31	0.47%
	residential	22	0.33%
	paint	17	0.26%
	to	13	0.20%
	auto	13	0.20%
	in	12	0.18%
	of	12	0.18%
	body	12	0.18%
	exchange	9	0.14%
	for	8	0.12%
	how	7	0.11%
	colorado	7	0.11%
	pollution	7	0.11%
	utah	6	0.09%
	www.cfda.gov	6	0.09%
	material	6	0.09%
	materials	6	0.09%
	epa	6	0.09%
	tech	6	0.09%

	check	5	0.08%
5. ask jeeves	of	24	0.36%
	what	23	0.35%
	pollution	22	0.33%
	construction	22	0.33%
	in	22	0.33%
	the	20	0.30%
	to	19	0.29%
	can	19	0.29%
	prevention	18	0.27%
	residential	14	0.21%
	how	14	0.21%
	for	14	0.21%
	where	13	0.20%
	is	12	0.18%
	find	10	0.15%
	are	8	0.12%
	paint	8	0.12%
	on	8	0.12%
	definition	6	0.09%
	tips	5	0.08%
6. altavista	pollution	5	0.08%
	residential	4	0.06%
	of	4	0.06%
	building	3	0.05%
	codes	3	0.05%
	extraction	3	0.05%
	prevention	3	0.05%
	methane	3	0.05%
	definition	3	0.05%
	construction	3	0.05%
	coal	3	0.05%
	mining	3	0.05%
	leescarpet	2	0.03%
	fiber−cement	2	0.03%
	self	2	0.03%
	energy	2	0.03%
	letter	2	0.03%
	slates	2	0.03%
	paint	2	0.03%
	insurance	2	0.03%
7. lycos	www.articcat.com	2	0.03%

	residential	2	0.03%
	construction	2	0.03%
	treecycle	1	0.02%
	cooperative	1	0.02%
	check	1	0.02%
	erosion	1	0.02%
	extension	1	0.02%
	cominghome.tamu.edu	1	0.02%
	college	1	0.02%
	minnesota	1	0.02%
	homes	1	0.02%
	recovery	1	0.02%
	design	1	0.02%
	waste	1	0.02%
	water	1	0.02%
	recycling	1	0.02%
	control	1	0.02%
	thermostats	1	0.02%
	heat	1	0.02%
8. overture	projects	3	0.05%
	assistance	3	0.05%
	in	3	0.05%
	midwest	3	0.05%
	residential	2	0.03%
	america	2	0.03%
	colorado	2	0.03%
	across	2	0.03%
	homes	2	0.03%
	contractor	2	0.03%
	montana	2	0.03%
	industry	1	0.02%
	helena,	1	0.02%
	spray	1	0.02%
	conference	1	0.02%
	textile/	1	0.02%
	plastic	1	0.02%
	springs	1	0.02%
	used	1	0.02%
	refillable	1	0.02%
9. iwon	designs	2	0.03%
	residential	2	0.03%
	pump	2	0.03%

	tax	2	0.03%
	recycling	2	0.03%
	snowmaking	2	0.03%
	credits	2	0.03%
	thermostats	1	0.02%
	rogers	1	0.02%
	regulations	1	0.02%
	auto	1	0.02%
	great	1	0.02%
	7/15/03	1	0.02%
	air	1	0.02%
	development	1	0.02%
	assoc	1	0.02%
	external	1	0.02%
	construction	1	0.02%
	epa	1	0.02%
	white	1	0.02%
10. mamma	hospital	1	0.02%
	cubic	1	0.02%
	technology	1	0.02%
	of	1	0.02%
	renovating	1	0.02%
	codes	1	0.02%
	radiologic	1	0.02%
	community	1	0.02%
	ag	1	0.02%
	northwest	1	0.02%
	leed	1	0.02%
	efficiency	1	0.02%
	water	1	0.02%
	state	1	0.02%
	school	1	0.02%
	products	1	0.02%
	yards	1	0.02%
	calculate	1	0.02%
	louisiana	1	0.02%
	electrical	1	0.02%
11. ixquick	naco.org/template.cfm	2	0.03%
	recycling	1	0.02%
	paper	1	0.02%
	of	1	0.02%
	chemistry	1	0.02%

12.	infospace	take	1	0.02%
		klarich	1	0.02%
		out	1	0.02%
		designing	1	0.02%
		food	1	0.02%
		residential	1	0.02%
		sidewalks	1	0.02%
		containers	1	0.02%
		paper	1	0.02%
		scott	1	0.02%
13.	megaspider	products	2	0.03%
		recycled	2	0.03%
		manufacture	2	0.03%
14.	lawcrawler	reclamation	2	0.03%
		area	2	0.03%
		ski	2	0.03%
15.	look smart	headers	1	0.02%
		insulated	1	0.02%
		contractors	1	0.02%
		codes	1	0.02%
		residential	1	0.02%
		national	1	0.02%
16.	picsearch	liquid	1	0.02%
		of	1	0.02%
		mercury	1	0.02%
		montana	1	0.02%
		university	1	0.02%
17.	vivisimo	pollution	2	0.03%
		prevention	2	0.03%
		of	1	0.02%
		acquisition	1	0.02%
		defense	1	0.02%
		department	1	0.02%
		army	1	0.02%
		vision	1	0.02%
18.	about.com	insolation	1	0.02%
		roll	1	0.02%
		project	1	0.02%
		out	1	0.02%
		fiberglass	1	0.02%
		plan	1	0.02%
		database	1	0.02%

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.

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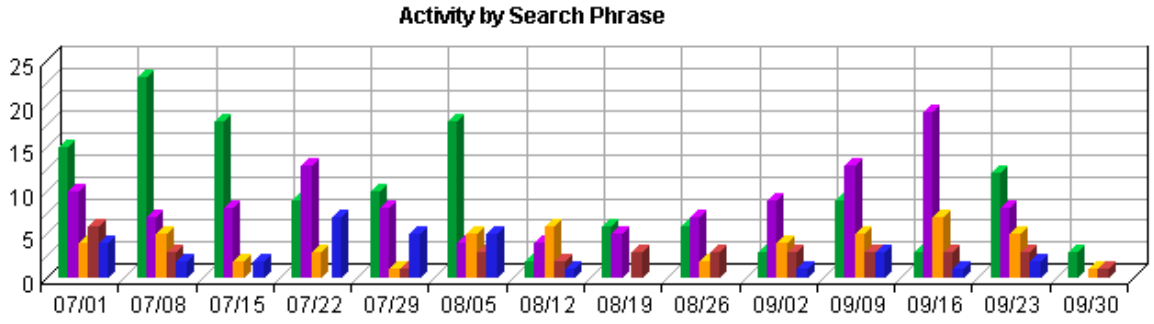
This information can give you an idea how your meta tags are performing with each search engine.

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.	residential construction	137	2.08%
2.	definition of pollution	115	1.75%
3.	sponsor letter	50	0.76%
4.	dictionary	34	0.52%
5.	homes across america	33	0.50%
6.	fluorescent lights	29	0.44%
7.	conference brochure	23	0.35%
8.	construction contractor	22	0.33%
9.	construction check list	22	0.33%
10.	pollution definition	20	0.30%
11.	auto body shops	19	0.29%
12.	construction waste	19	0.29%
13.	pollution prevention	18	0.27%
14.	auto body tech	16	0.24%
15.	residential building codes	16	0.24%
16.	database model	14	0.21%
17.	contractor liability	14	0.21%
18.	compact fluorescent lights	14	0.21%
19.	t8 lamps	13	0.20%
20.	peaks to prairies	12	0.18%
	Subtotal	**640**	**9.73%**
	Total	**6,577**	**100.00%**

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. residential construction	google	87	1.32%
	yahoo	30	0.46%
	aol netfind	11	0.17%
	microsoft network	8	0.12%
	iwon	1	0.02%
2. definition of pollution	google	63	0.96%
	yahoo	39	0.59%
	microsoft network	9	0.14%
	altavista	3	0.05%
	aol netfind	1	0.02%
3. sponsor letter	google	33	0.50%
	yahoo	15	0.23%
	aol netfind	2	0.03%
4. dictionary	google	34	0.52%
5. homes across america	google	17	0.26%
	microsoft network	13	0.20%
	overture	2	0.03%
	yahoo	1	0.02%
6. fluorescent lights	google	22	0.33%
	yahoo	5	0.08%
	aol netfind	2	0.03%
7. conference brochure	google	18	0.27%
	yahoo	3	0.05%
	ask jeeves	1	0.02%
	aol netfind	1	0.02%
8. construction contractor	google	11	0.17%
	yahoo	10	0.15%
	aol netfind	1	0.02%
9. construction check list	google	13	0.20%
	yahoo	6	0.09%
	lycos	1	0.02%
	altavista	1	0.02%
	aol netfind	1	0.02%
10. pollution definition	google	11	0.17%
	yahoo	6	0.09%
	microsoft network	2	0.03%
	aol netfind	1	0.02%
11. auto body shops	google	12	0.18%
	yahoo	6	0.09%

		microsoft network	1	0.02%
12.	construction waste	google	18	0.27%
		yahoo	1	0.02%
13.	pollution prevention	ask jeeves	17	0.26%
		altavista	1	0.02%
14.	auto body tech	google	8	0.12%
		yahoo	6	0.09%
		aol netfind	2	0.03%
15.	residential building codes	microsoft network	7	0.11%
		google	6	0.09%
		yahoo	2	0.03%
		altavista	1	0.02%
16.	database model	google	11	0.17%
		yahoo	3	0.05%
17.	contractor liability	google	12	0.18%
		yahoo	2	0.03%
18.	compact fluorescent lights	google	13	0.20%
		aol netfind	1	0.02%
19.	t8 lamps	google	10	0.15%
		yahoo	3	0.05%
20.	peaks to prairies	google	10	0.15%
		microsoft network	2	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.

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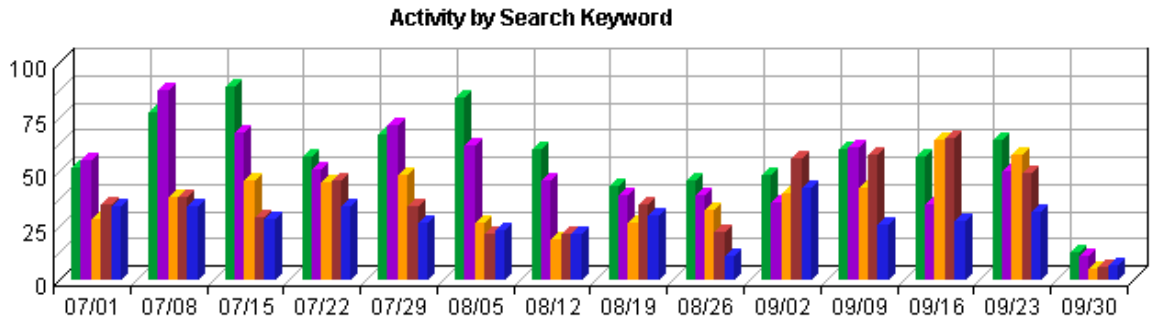
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

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.	construction	817	3.39%
2.	residential	711	2.95%
3.	of	517	2.15%
4.	pollution	515	2.14%
5.	auto	373	1.55%
6.	in	318	1.32%
7.	paint	307	1.27%
8.	to	296	1.23%
9.	body	261	1.08%
10.	for	244	1.01%
11.	definition	240	1.00%
12.	waste	220	0.91%
13.	prevention	179	0.74%
14.	fluorescent	175	0.73%
15.	contractor	168	0.70%
16.	how	163	0.68%
17.	building	143	0.59%
18.	colorado	126	0.52%
19.	recycling	125	0.52%
20.	list	125	0.52%
	Subtotal	**6,023**	**25.01%**
	Total	**24,081**	**100.00%**

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. construction	google	492	2.04%
	yahoo	210	0.87%
	microsoft network	56	0.23%
	aol netfind	31	0.13%
	ask jeeves	22	0.09%
	altavista	3	0.01%
	lycos	2	0.01%
	iwon	1	0.00%
2. residential	google	422	1.75%
	yahoo	179	0.74%
	microsoft network	62	0.26%
	aol netfind	22	0.09%
	ask jeeves	14	0.06%
	altavista	4	0.02%
	iwon	2	0.01%
	overture	2	0.01%
	lycos	2	0.01%
	infospace	1	0.00%
	look smart	1	0.00%
3. of	google	283	1.18%
	yahoo	155	0.64%
	microsoft network	35	0.15%
	ask jeeves	24	0.10%
	aol netfind	12	0.05%
	altavista	4	0.02%
	ixquick	1	0.00%
	picsearch	1	0.00%
	mamma	1	0.00%
	vivisimo	1	0.00%
4. pollution	google	294	1.22%
	yahoo	134	0.56%
	microsoft network	51	0.21%
	ask jeeves	22	0.09%
	aol netfind	7	0.03%
	altavista	5	0.02%
	vivisimo	2	0.01%
5. auto	google	211	0.88%
	yahoo	110	0.46%
	microsoft network	33	0.14%

	aol netfind	13	0.05%
	ask jeeves	3	0.01%
	altavista	2	0.01%
	iwon	1	0.00%
6. in	google	176	0.73%
	yahoo	90	0.37%
	ask jeeves	22	0.09%
	microsoft network	14	0.06%
	aol netfind	12	0.05%
	overture	3	0.01%
	lycos	1	0.00%
7. paint	google	192	0.80%
	yahoo	81	0.34%
	aol netfind	17	0.07%
	ask jeeves	8	0.03%
	microsoft network	7	0.03%
	altavista	2	0.01%
8. to	google	167	0.69%
	yahoo	67	0.28%
	microsoft network	29	0.12%
	ask jeeves	19	0.08%
	aol netfind	13	0.05%
	altavista	1	0.00%
9. body	google	141	0.59%
	yahoo	82	0.34%
	microsoft network	22	0.09%
	aol netfind	12	0.05%
	ask jeeves	3	0.01%
	altavista	1	0.00%
10. for	google	126	0.52%
	yahoo	75	0.31%
	microsoft network	19	0.08%
	ask jeeves	14	0.06%
	aol netfind	8	0.03%
	iwon	1	0.00%
	overture	1	0.00%
11. definition	google	136	0.56%
	yahoo	76	0.32%
	microsoft network	17	0.07%
	ask jeeves	6	0.02%
	altavista	3	0.01%
	aol netfind	2	0.01%

12.	waste	google	154	0.64%
		yahoo	52	0.22%
		microsoft network	7	0.03%
		aol netfind	3	0.01%
		ask jeeves	2	0.01%
		altavista	1	0.00%
		lycos	1	0.00%
13.	prevention	google	102	0.42%
		microsoft network	29	0.12%
		yahoo	24	0.10%
		ask jeeves	18	0.07%
		altavista	3	0.01%
		vivisimo	2	0.01%
		aol netfind	1	0.00%
14.	fluorescent	google	127	0.53%
		yahoo	39	0.16%
		aol netfind	4	0.02%
		microsoft network	4	0.02%
		ask jeeves	1	0.00%
15.	contractor	google	96	0.40%
		yahoo	52	0.22%
		microsoft network	9	0.04%
		aol netfind	5	0.02%
		ask jeeves	3	0.01%
		overture	2	0.01%
		altavista	1	0.00%
16.	how	google	87	0.36%
		yahoo	42	0.17%
		ask jeeves	14	0.06%
		microsoft network	12	0.05%
		aol netfind	7	0.03%
		altavista	1	0.00%
17.	building	google	80	0.33%
		microsoft network	27	0.11%
		yahoo	26	0.11%
		ask jeeves	5	0.02%
		altavista	3	0.01%
		aol netfind	2	0.01%
18.	colorado	google	75	0.31%
		yahoo	31	0.13%
		microsoft network	10	0.04%
		aol netfind	7	0.03%

		overture	2	0.01%
		lycos	1	0.00%
19.	recycling	google	77	0.32%
		yahoo	41	0.17%
		aol netfind	3	0.01%
		iwon	2	0.01%
		ixquick	1	0.00%
		lycos	1	0.00%
20.	list	google	74	0.31%
		yahoo	42	0.17%
		aol netfind	5	0.02%
		ask jeeves	2	0.01%
		lycos	1	0.00%
		altavista	1	0.00%

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.

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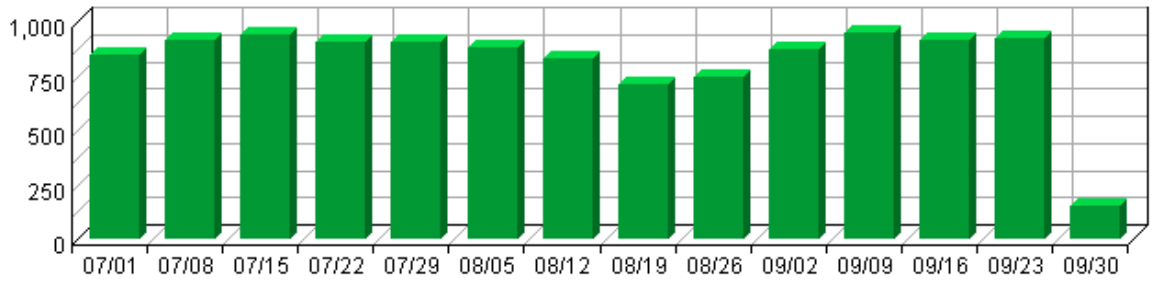
At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

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.

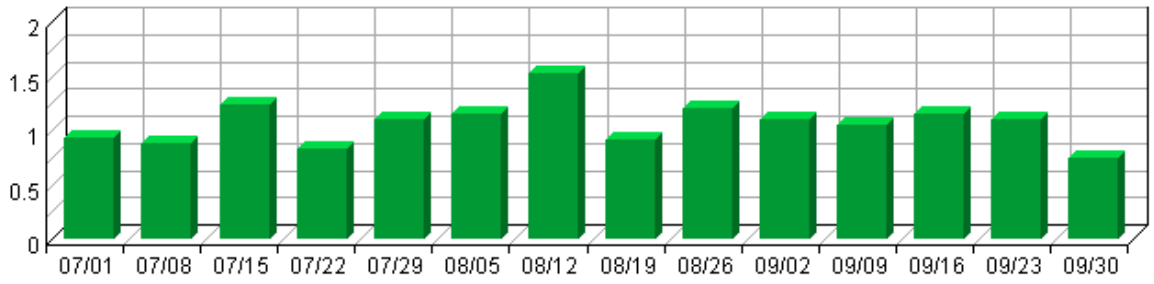
Visitors Trend



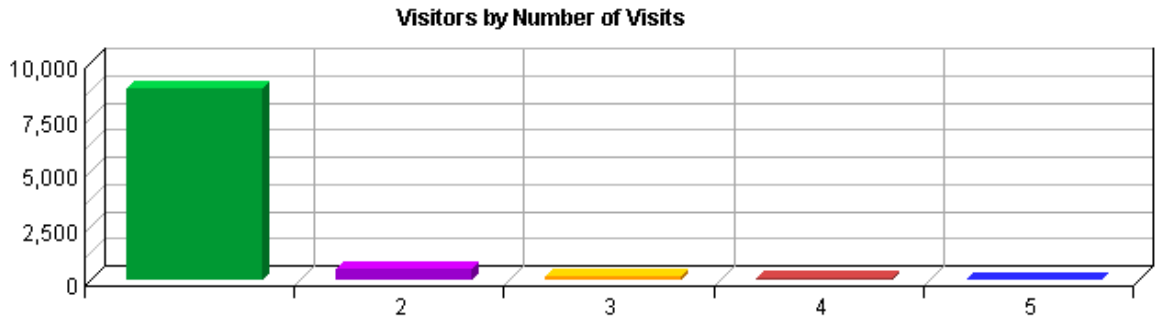
Visit Summary

Visits	11,641
Average per Day	126
Average Visit Length	00:04:47
Median Visit Length	00:01:02
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

Average Length of Visit Trend

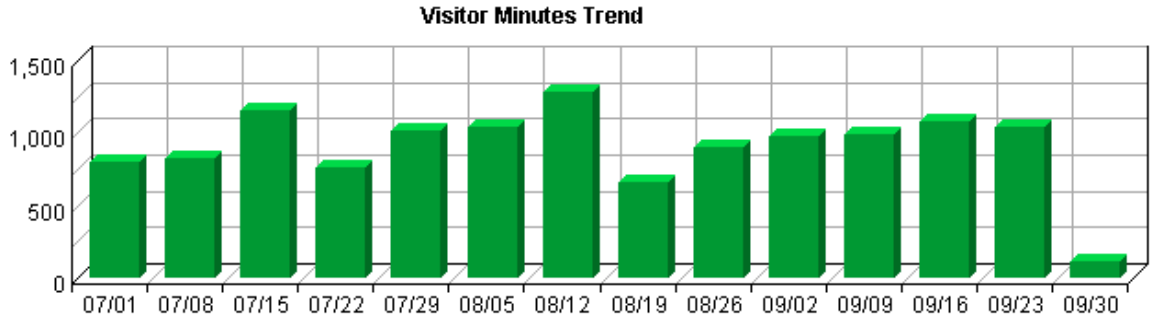


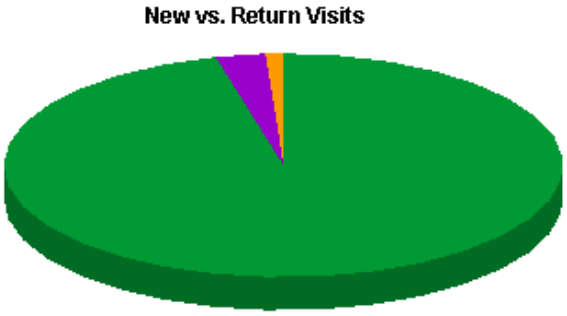
Top Countries by Visits

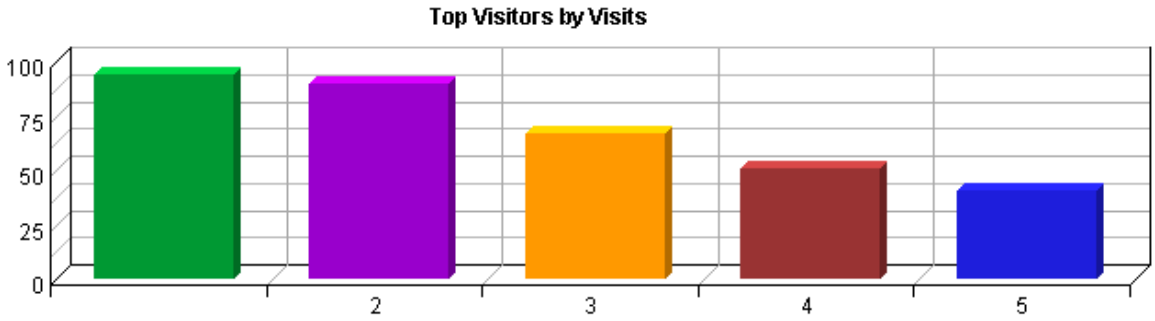


Visitor Summary

Unique Visitors	9,654
Visitors Who Visited Once	8,838
Visitors Who Visited More Than Once	816
Average Visits per Visitor	1.21




New vs. Return Visits


Top Visitors by Visits
100
75
50
25
0
2
3
4
5

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

	Visitor	Visits	%	Hits
1.	198.124.131.75_Mozilla/4.0 (compatible; MSIE 4.01 compatible; Plumtree 4.0; Windows NT)	**94**	**0.81%**	4,010
2.	38.223.230.19_Mozilla/3.01 (compatible;)	**90**	**0.77%**	108
3.	64.241.242.18_Mozilla/4.0 (compatible; grub−client−1.4.3; Crawl your own stuff with http:/ /grub.org)	**67**	**0.58%**	77
4.	62.251.64.209_Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0) Fetch API Request	**51**	**0.44%**	542
5.	63.173.212.61_Mozilla/4.0 (compatible; MSIE 5.0; Mac_PowerPC)	**41**	**0.35%**	41
6.	137.48.85.189_Mozilla/4.0 (compatible; MSIE 5.5;	**40**	**0.34%**	218

	Windows NT 5.0)			
7.	137.48.85.190_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0; .NET CLR 1.0.3705)	**27**	**0.23%**	205
8.	198.182.163.117_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0; Environmental Protection, Maine)	**24**	**0.21%**	331
9.	64.241.242.18_Mozilla/4.0 (compatible; grub−client−1.3.7; Crawl your own stuff with http:/ /grub.org)	**20**	**0.17%**	24
10.	24.153.151.51_Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)	**17**	**0.15%**	37
11.	192.188.155.37_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	**17**	**0.15%**	76
12.	159.238.6.56_Mozilla/4.0 (compatible; MSIE 6.0; MSIE 5.5; Windows NT 4.0) Opera 7.02 [en]	**14**	**0.12%**	55
13.	134.67.6.44_Mozilla/4.0 (compatible; MSIE 6.0; Windows 98)	**14**	**0.12%**	93
14.	69.57.144.31_Mozilla/4.0 (compatible; grub−client−1.0.5; Crawl your own stuff with http:// grub.org)	**14**	**0.12%**	14
15.	145.117.59.150_Mozilla/4.0 (compatible; grub−client−1.4.3; Crawl your own stuff with http: //grub.org)	**14**	**0.12%**	14
16.	134.67.6.46_Mozilla/4.0 (compatible; MSIE 6.0; Windows 98)	**14**	**0.12%**	54
17.	164.154.225.139_Mozilla/4.0 (compatible; MSIE 6.0; Win32)	**14**	**0.12%**	24
18.	216.127.72.58_Mozilla/4.0 (compatible; grub−client−1.0.5; Crawl your own stuff with http:/ /grub.org)	**13**	**0.11%**	13
19.	64.246.40.10_Mozilla/4.0 (compatible;	**13**	**0.11%**	16

	grub−client−1.5.3; Crawl your own stuff with http:// grub.org)			
20.	63.75.47.10_Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5. 0)	**13**	**0.11%**	42
	Subtotal	**611**	**5.25%**	**5,994**
	Other	**11,027**	**94.75%**	**28,295**
	Total	**11,638**	**100.00%**	**34,289**

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.

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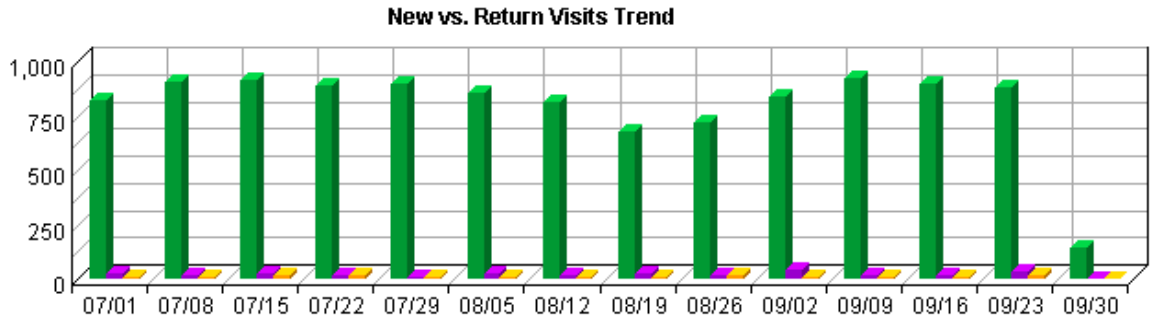
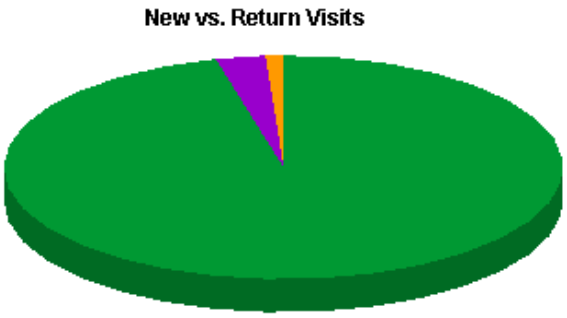
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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.	Visitors Not Accepting Cookies	11,191	96.16%
2.	Returning Visitors	311	2.67%
3.	New Visitors	136	1.17%
	Total	**11,638**	**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.

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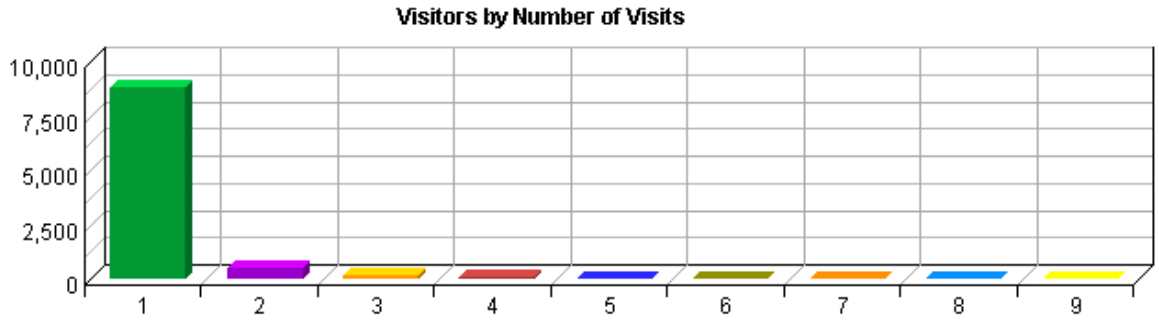
By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

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	8,838	91.55%
2 visits	521	5.40%
3 visits	150	1.55%
4 visits	51	0.53%
5 visits	27	0.28%
6 visits	16	0.17%
7 visits	14	0.15%
8 visits	6	0.06%
9 visits	3	0.03%
Subtotal	**9,626**	**99.71%**
Other	**28**	**0.29%**
Total	**9,654**	**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.

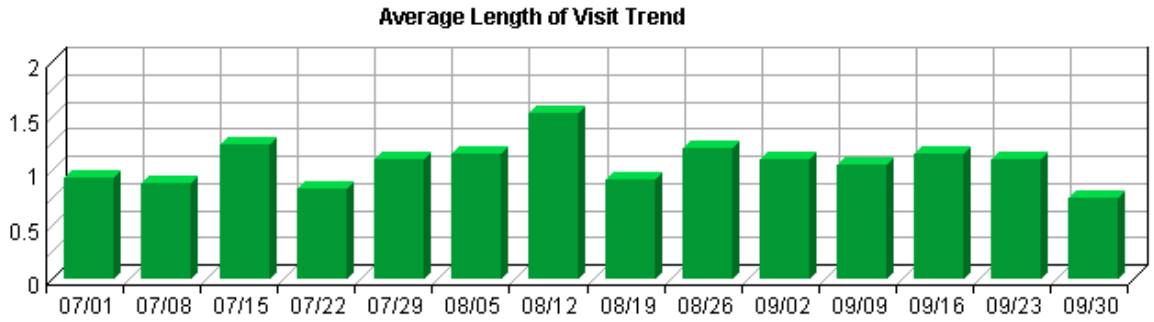
% − Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

––

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

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
07/01	851	829	7	00:00:56	797.18
07/08	918	897	6	00:00:53	822.82
07/15	940	918	13	00:01:14	1,160.97
07/22	907	890	17	00:00:50	765.05
07/29	908	897	9	00:01:07	1,021.87
08/05	879	851	6	00:01:10	1,038.85
08/12	828	798	7	00:01:32	1,281.63
08/19	715	681	10	00:00:55	660.75
08/26	746	712	14	00:01:12	896.27
09/02	875	840	7	00:01:07	979.23
09/09	947	903	9	00:01:03	996.03
09/16	916	888	12	00:01:10	1,075.73
09/23	925	895	16	00:01:07	1,038.53
09/30	150	144	2	00:00:45	114.72
Average	**821**	**795**	**9**	**N/A**	**903.55**
Total	**11,505**	**11,143**	**135**	**N/A**	**12,649.63**

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.

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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	%
07/01	860	7.39%
07/08	937	8.05%
07/15	954	8.20%
07/22	918	7.89%
07/29	924	7.94%
08/05	888	7.63%
08/12	839	7.21%
08/19	718	6.17%
08/26	751	6.45%
09/02	881	7.57%
09/09	954	8.20%
09/16	927	7.96%
09/23	937	8.05%
09/30	153	1.31%
Total	**11,641**	**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.

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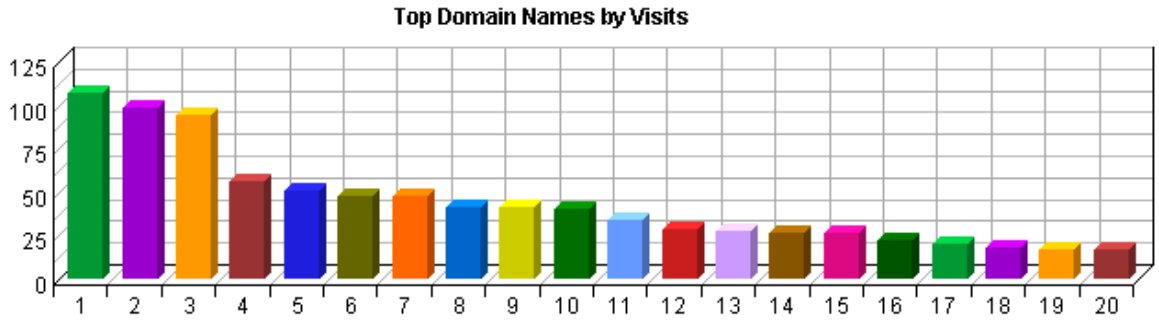
You may use this information for your marketing efforts, such as special promotions or newsletters.

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.	64.241.242.18	**107**	**0.92%**	127
2.	38.223.230.19	**99**	**0.85%**	152
3.	198.124.131.75	**94**	**0.81%**	4,010
4.	64.156.198.78	**56**	**0.48%**	56
5.	62.251.64.209	**51**	**0.44%**	542
6.	64.156.198.77	**48**	**0.41%**	48
7.	134.67.6.46	**48**	**0.41%**	199
8.	63.173.212.61	**41**	**0.35%**	41
9.	128.242.197.101	**41**	**0.35%**	50
10.	137.48.85.189	**40**	**0.34%**	218
11.	134.67.6.3	**34**	**0.29%**	111
12.	134.67.6.44	**29**	**0.25%**	139
13.	63.75.47.10	**28**	**0.24%**	81
14.	137.48.85.190	**27**	**0.23%**	205
15.	198.182.163.117	**26**	**0.22%**	335
16.	199.20.71.19	**22**	**0.19%**	184
17.	64.156.198.80	**20**	**0.17%**	20
18.	159.238.6.56	**18**	**0.15%**	85
19.	24.153.151.51	**17**	**0.15%**	37
20.	192.188.155.37	**17**	**0.15%**	76
	Subtotal	**863**	**7.41%**	**6,716**
	Other	**10,778**	**92.59%**	**27,579**
	Total	**11,641**	**100.00%**	**34,295**

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.

No data for this section in the log data analyzed.

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.

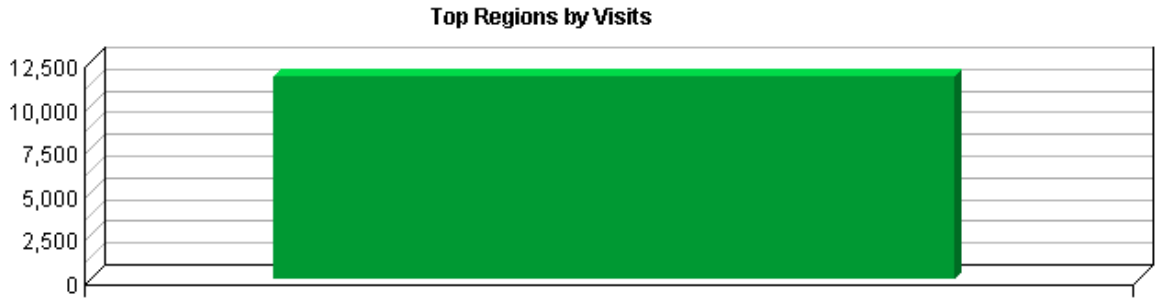
% − Percentage of total visits or hits from sites in the specified top−level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

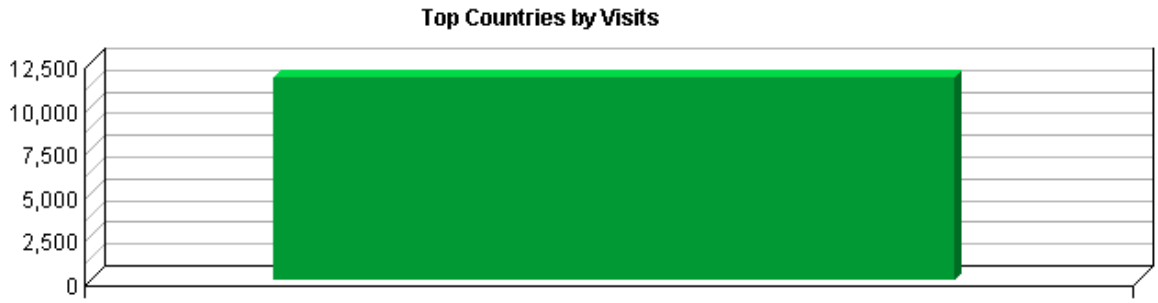
Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

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

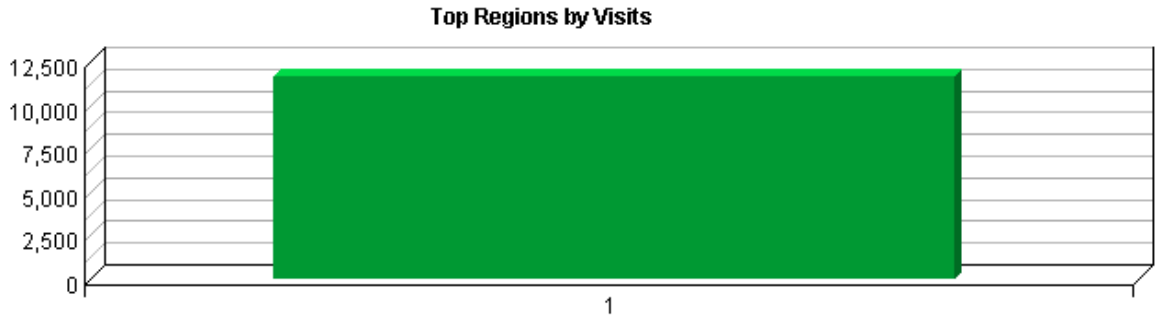
This displays key graphs and tables that provide an overview of this chapter. Click on the title of a graph or table to navigate to the corresponding page.





Top Regions

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



Top Regions

	Geographic Regions	Visits	%
1.	Region Unspecified	11,641	100.00%
	Total	**11,641**	**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.

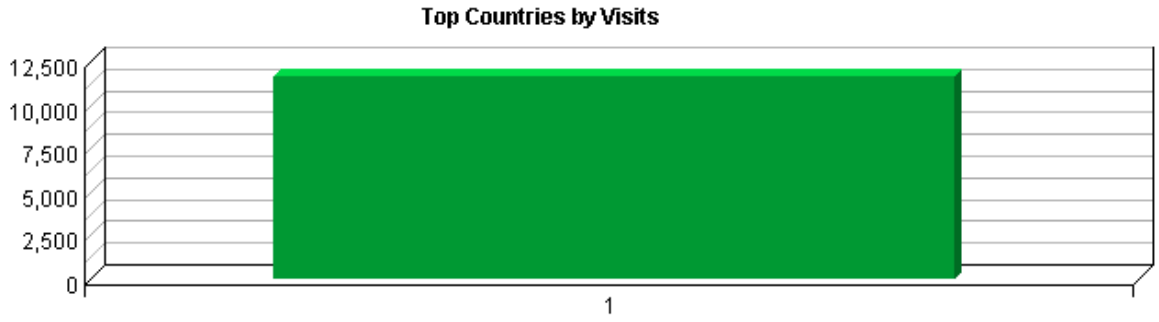
––

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	11,641	100.00%
	Total	**11,641**	**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.

Top States and Provinces

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the states and provinces of North America and Australia, and regions of the United Kingdom with your most active visitors. Note that new data is being added as available.

No data for this section in the log data analyzed.

Top States and Provinces − Help Card

States and Provinces − If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Total − The total visits identified from states and provinces in North America. This number may be less than the total visits overall due to visitors from outside North America and visitors whose location could not be determined.

Visits − Number of visits from this state or province. 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 this state or province.

––

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 Cities

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the cities with your most active visitors.

No data for this section in the log data analyzed.

Top Cities − Help Card

City − If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Total − The total visits where there was sufficient information to identify the city. This number may be less than the total visits overall due to visitors whose location could not be determined.

Visits − Number of visits from this city. 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 this city.

––

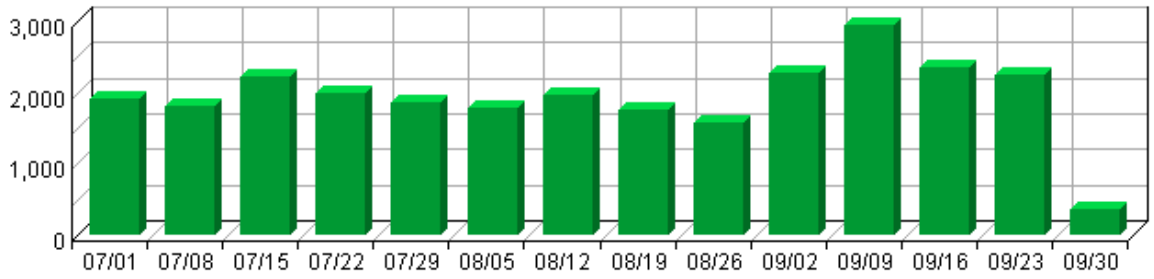
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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.

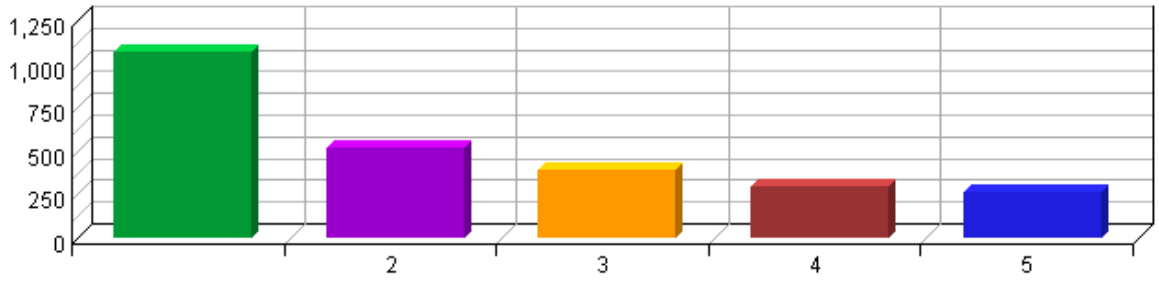
Page Views Trend



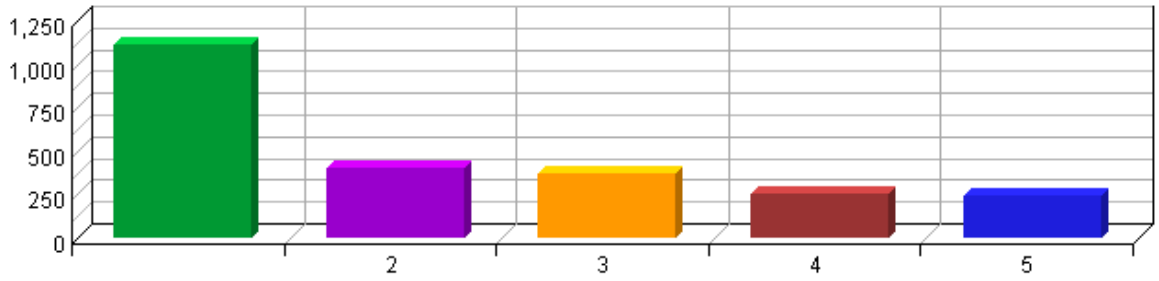
Page View Summary

Page Views	27,060
Average per Day	294
Average Page Views per Visit	2.32

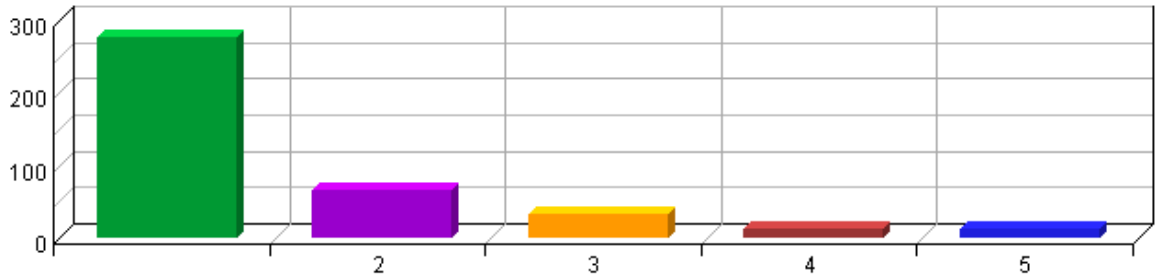
Top Entry Pages



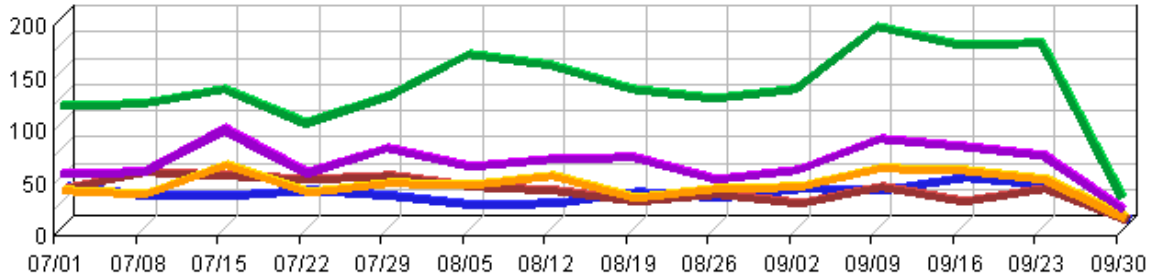
Top Exit Pages



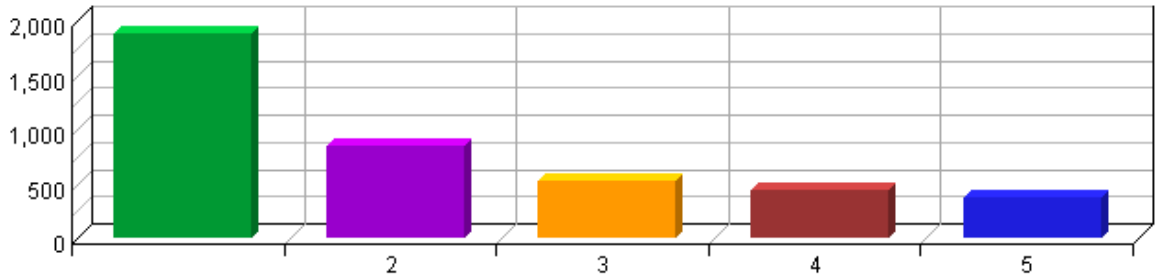
Top Content Groups by Visits



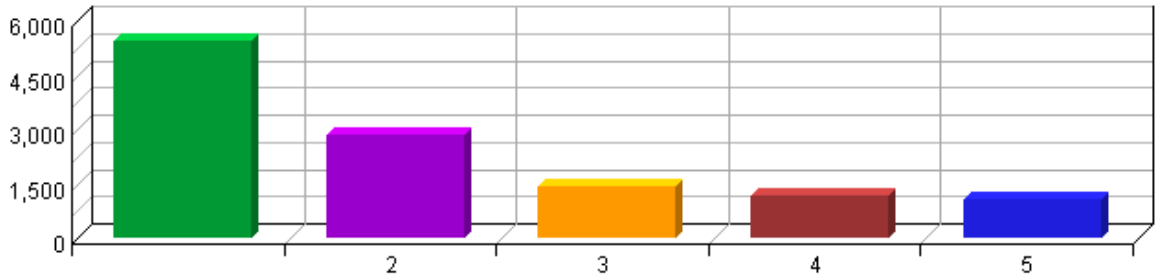
Top Pages by Visits Trend



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

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	http:/ / peakstoprairies.org/	**1,875**	**11.17%**	3,346	00:00:49	2387
2.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ toc.cfm	**851**	**5.07%**	5,261	00:00:08	8522
3.	http:/ / peakstoprairies.org/ HM_Arrays.cfm	**531**	**3.16%**	647	00:00:55	768
4.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section4.cfm	**448**	**2.67%**	484	00:02:13	7538
5.	http:/ / peakstoprairies.org/ AboutP2.cfm	**369**	**2.20%**	404	00:00:40	3470
6.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/	**349**	**2.08%**	394	00:00:42	8075
7.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ subsection.cfm	**336**	**2.00%**	677	00:00:47	2205
8.	http:/ / peakstoprairies.org/ library/	**331**	**1.97%**	553	00:00:23	1269
9.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section12.cfm	**285**	**1.70%**	320	00:02:05	24441
10.		**280**	**1.67%**	309	00:02:57	1128

	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs5.cfm					
11.	**P2Rx Topic Hubs** http:/ / peakstoprairies.org/ topichub/	**274**	**1.63%**	587	00:00:22	982
12.	**Error Occurred While Processing Request** http:/ / peakstoprairies.org/ topichub/ nav.cfm	**265**	**1.58%**	571	00:00:04	65
13.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs6.cfm	**216**	**1.29%**	231	00:01:31	1045
14.	**Directory of Region 8 Pollution Prevention Programs** http:/ / peakstoprairies.org/ directory/	**216**	**1.29%**	729	00:00:13	457
15.	**Under the Big Sky Greening Conference − June 11, 12, 13, 2003** http:/ / peakstoprairies.org/ greening/ index.htm	**214**	**1.27%**	240	00:01:36	1181
16.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section2.cfm	**213**	**1.27%**	236	00:01:14	26734
17.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ bibliography.cfm	**209**	**1.24%**	387	00:01:50	8234
18.	http:/ / peakstoprairies.org/ p2bande/ construction/	**208**	**1.24%**	260	00:01:01	364
19.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/	**178**	**1.06%**	206	00:01:57	105
20.	http:/ / peakstoprairies.org/ p2bande/ skigreen/	**169**	**1.01%**	208	00:01:26	95
	Subtotal	**7,817**	**46.55%**	**16,050**	**00:00:30**	**5173**
	Other	**8,975**	**53.45%**	**11,010**	**00:01:10**	**3601**
	Total	**16,792**	**100.00%**	**27,060**	**00:00:43**	**4533**

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.)

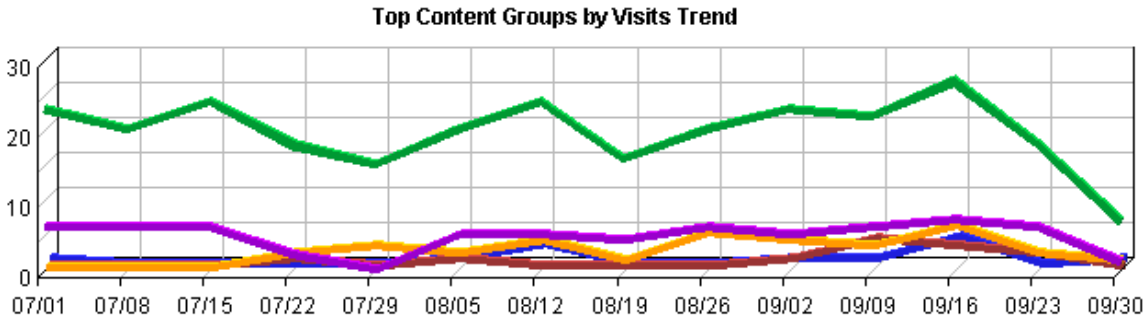
Average Time to Serve − Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

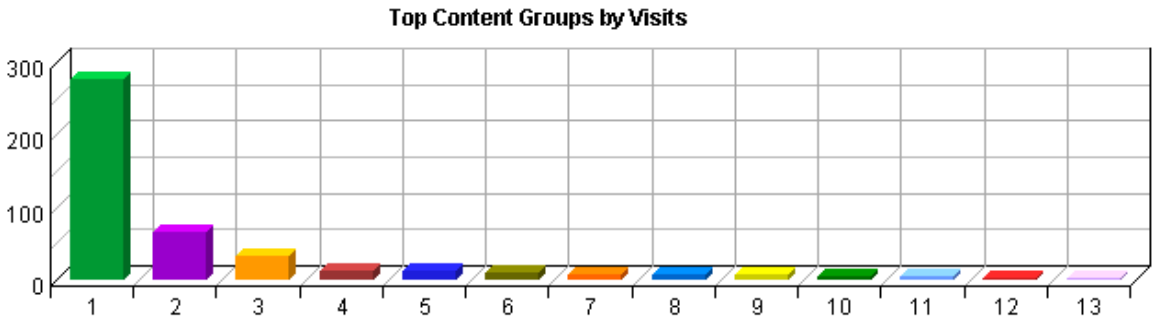
––

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.





Top Content Groups

	Group Name	Visits	%	Hits
1.	news pages	**277**	**61.97%**	394
2.	news energy page	**65**	**14.54%**	66
3.	news mining	**33**	**7.38%**	40
4.	news peaks	**12**	**2.68%**	15
5.	news outdoorrec	**12**	**2.68%**	17
6.	news agriculture pages	**11**	**2.46%**	12
7.	news construction	**7**	**1.57%**	8
8.	news waste	**7**	**1.57%**	8
9.	news water pages	**7**	**1.57%**	8
10.	news community growth	**6**	**1.34%**	8
11.	News other	**5**	**1.12%**	6
12.	news small business	**3**	**0.67%**	4
13.	news education	**2**	**0.45%**	4
	Total	**447**	**100.00%**	**590**

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.

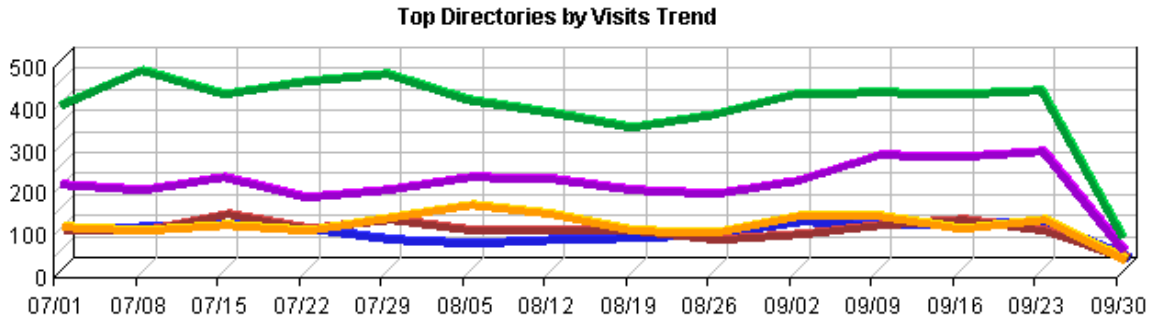
% − Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

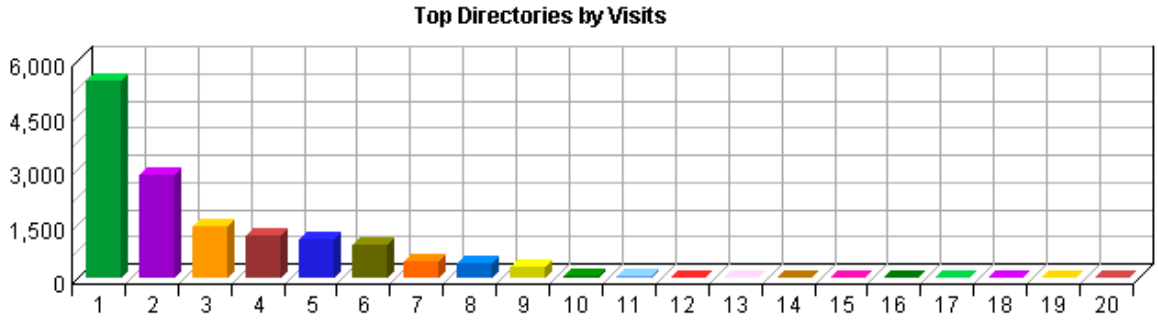
––

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://peakstoprairies.org/ p2bande	**5,453**	**38.39%**	10,818	475,998
2.	http://peakstoprairies.org/	**2,828**	**19.91%**	6,255	50,467
3.	http://peakstoprairies.org/ pdf_Files	**1,404**	**9.88%**	3,488	205,681
4.	http://peakstoprairies.org/ topichub	**1,193**	**8.40%**	7,745	79,502
5.	http://peakstoprairies.org/ library	**1,057**	**7.44%**	1,729	32,402
6.	http://peakstoprairies.org/ network	**923**	**6.50%**	1,600	22,482
7.	http://peakstoprairies.org/ greening	**467**	**3.29%**	699	9,541
8.	http://peakstoprairies.org/ Homes	**423**	**2.98%**	697	12,798
9.	http://peakstoprairies.org/ directory	**299**	**2.11%**	1,002	7,391
10.	http://peakstoprairies.org/ VoEd	**66**	**0.46%**	90	168
11.	http://peakstoprairies.org/ MSOffice	**31**	**0.22%**	37	7
12.	http://peakstoprairies.org/ Contacts	**15**	**0.11%**	23	36
13.	http://peakstoprairies.org/ p2rx-admin	**10**	**0.07%**	15	30
14.	http://peakstoprairies.org/ construction	**8**	**0.06%**	12	18
15.	http://peakstoprairies.org/ autobody	**4**	**0.03%**	6	10
16.	http://peakstoprairies.org/ ConstructionWaste	**4**	**0.03%**	5	10

17.	http://peakstoprairies.org/ autobodyguide	**3**	**0.02%**	6	14
18.	http://peakstoprairies.org/ p2rx−mod	**3**	**0.02%**	33	239
19.	http://peakstoprairies.org/ admin	**2**	**0.01%**	6	55
20.	http://peakstoprairies.org/ building_guide	**2**	**0.01%**	2	5
	Subtotal	**14,195**	**99.94%**	**34,268**	**896,846**
	Other	**9**	**0.06%**	**27**	**29**
	Total	**14,204**	**100.00%**	**34,295**	**896,875**

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.

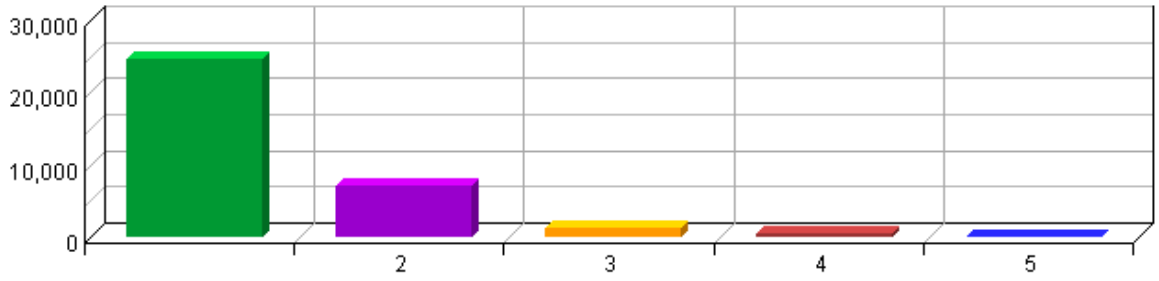
Files Dashboard

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.

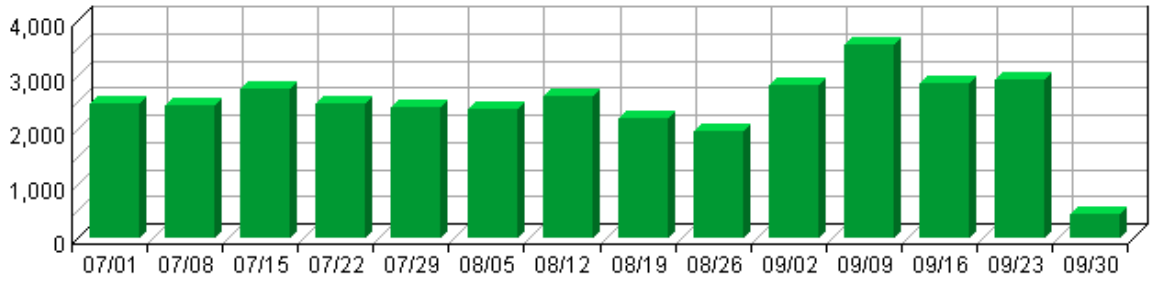
Hit Summary

Successful Hits for Entire Site	34,295
Average Hits per Day	372
Home Page Hits	3,346

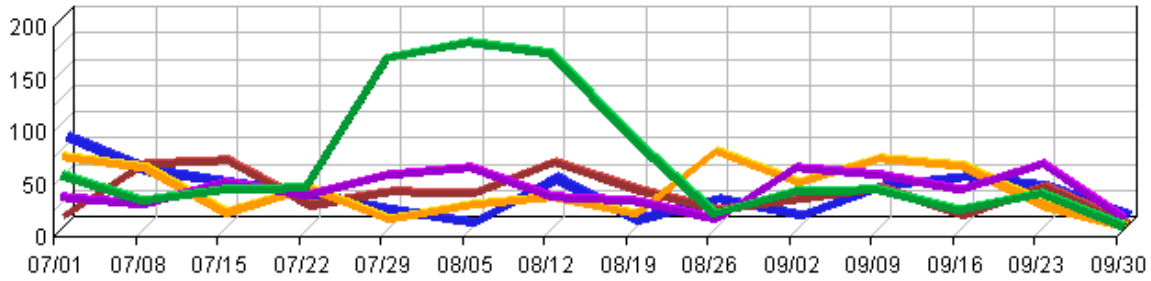
Most Accessed File Types by Files

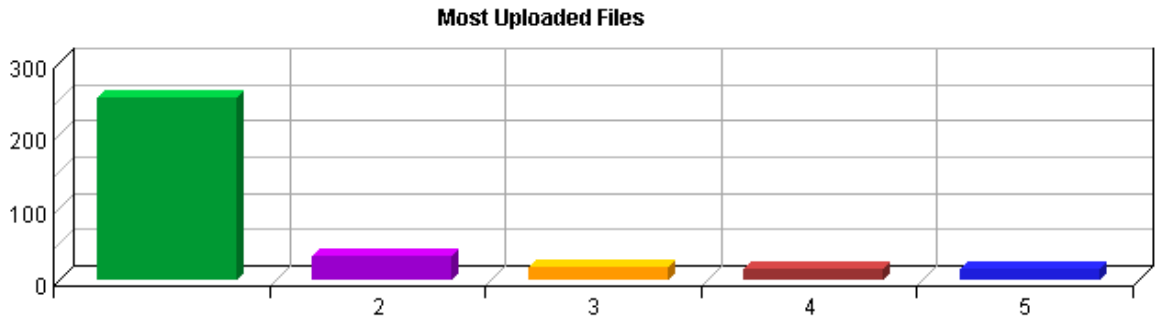


Hits Trend



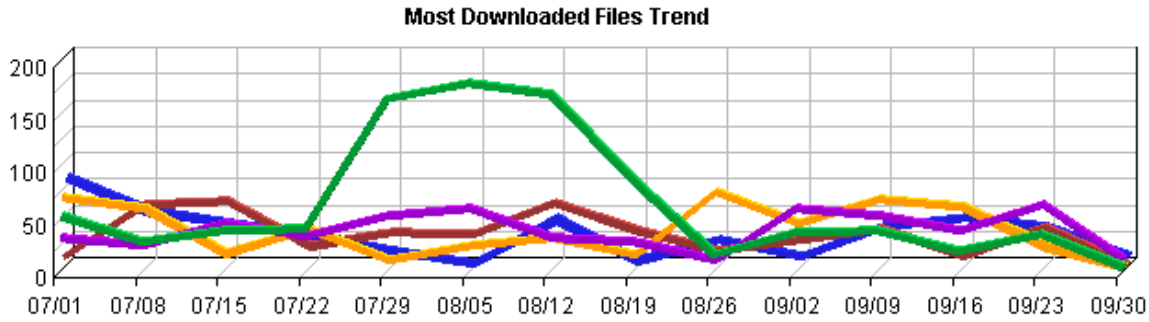
Most Downloaded Files Trend

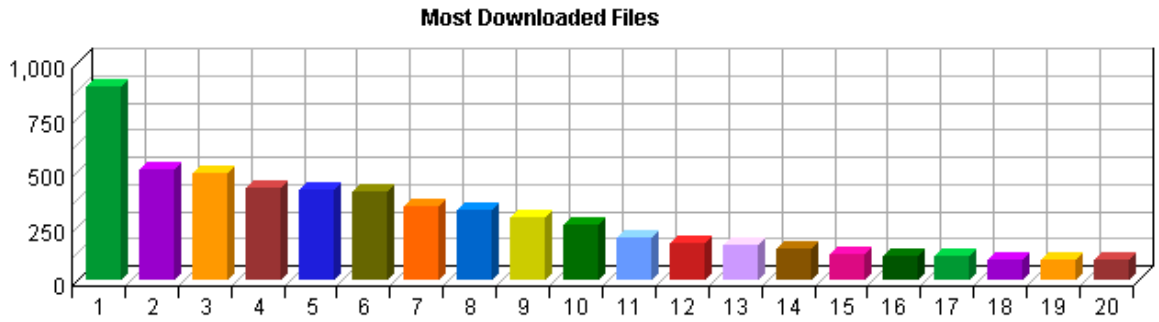



Most Uploaded Files
300
200
100
0
2
3
4
5

Most Downloaded Files

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





Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://peakstoprairies.org/pdf_Files/Lighti.PDF	**892**	**12.37%**	388
2.	http://peakstoprairies.org/pdf_Files/Materials − Thesaurus. pdf	**510**	**7.07%**	214
3.	http://peakstoprairies.org/p2bande/skigreen/Ch 7 Vehicle Maintenance.pdf	**492**	**6.82%**	56
4.	http://peakstoprairies.org/p2bande/skigreen/Ch 10 Bldgs.pdf	**421**	**5.84%**	76
5.	http://peakstoprairies.org/p2bande/skigreen/Ch 3 Measurement.pdf	**416**	**5.77%**	44
6.	http://peakstoprairies.org/p2bande/skigreen/ch 6 purchasing. pdf	**408**	**5.66%**	57
7.	http://peakstoprairies.org/p2bande/skigreen/ch 8 lift op. pdf	**342**	**4.74%**	49
8.	http://peakstoprairies.org/pdf_Files/Colorado Aircraft Maintenance P2 Report.pdf	**325**	**4.51%**	88
9.	http://peakstoprairies.org/p2bande/skigreen/Ch 9 Food Service.pdf	**288**	**3.99%**	102
10.		**252**	**3.49%**	44

	http://peakstoprairies.org/p2bande/skigreen/ch 12 lodging. pdf			
11.	http://peakstoprairies.org/pdf_Files/p2compendium.pdf	**192**	**2.66%**	59
12.	http://peakstoprairies.org/p2bande/skigreen/Ch 11 Snowmaking.pdf	**166**	**2.30%**	54
13.	http://peakstoprairies.org/p2bande/skigreen/ch 14 design constr.pdf	**164**	**2.27%**	63
14.	http://peakstoprairies.org/p2bande/Campus/TechSchoolList. pdf	**145**	**2.01%**	81
15.	http://peakstoprairies.org/pdf_Files/vehmaint.pdf	**119**	**1.65%**	40
16.	http://peakstoprairies.org/pdf_Files/VisionInstruc.pdf	**113**	**1.57%**	64
17.	http://peakstoprairies.org/p2bande/skigreen/ch 13 grounds. pdf	**107**	**1.48%**	44
18.	http://peakstoprairies.org/p2bande/skigreen/ch 4 reg compl. pdf	**97**	**1.34%**	34
19.	http://peakstoprairies.org/pdf_Files/EPPLocGov.pdf	**91**	**1.26%**	35
20.	http://peakstoprairies.org/pdf_Files/Asbestosdeqlist.pdf	**90**	**1.25%**	35
	Subtotal	**5,630**	**78.06%**	**1,627**
	Other	**1,582**	**21.94%**	**670**
	Total	**7,212**	**100.00%**	**2,297**

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.

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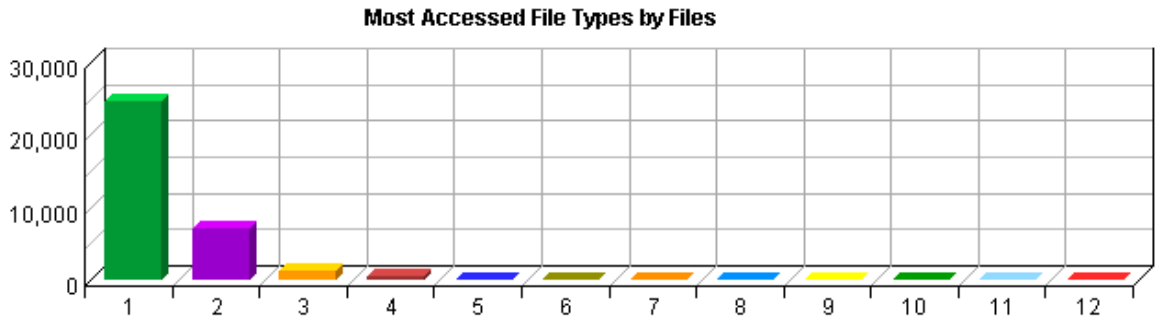
This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

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.	cfm	**24,778**	**73.51%**	332,384
2.	pdf	**7,031**	**20.86%**	534,179
3.	htm	**1,182**	**3.51%**	16,311
4.	shtm	**534**	**1.58%**	10,802
5.	shtml	**113**	**0.34%**	1,400
6.	asp	**40**	**0.12%**	8
7.	emz	**18**	**0.05%**	45
8.	pcx	**3**	**0.01%**	385
9.	txt	**3**	**0.01%**	32
10.	pps	**2**	**0.01%**	294
11.	html	**2**	**0.01%**	12
12.	xml	**1**	**0.00%**	14
	Total	**33,707**	**100.00%**	**895,859**

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.

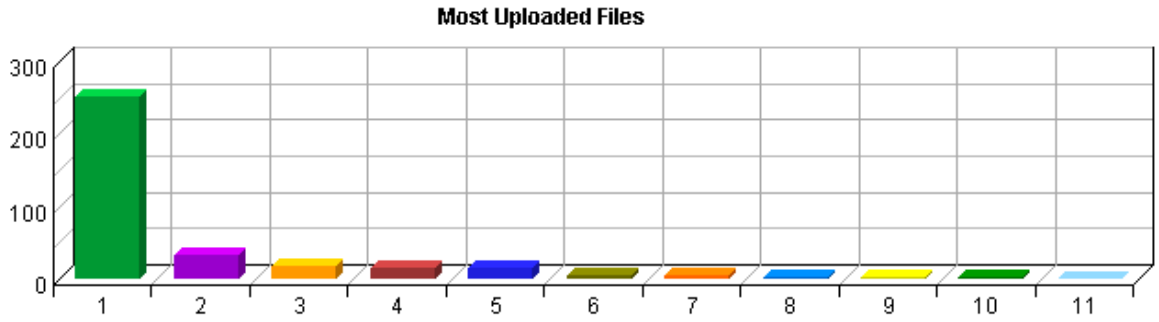
Kbytes Transferred − Number of kilobytes of data transferred for all files of the specified type.

% − 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.



Most Uploaded Files

	Uploaded Files	Visits	Uploads	%
1.	http://peakstoprairies.org/ Jump.cfm	154	**252**	**71.59%**
2.	http://peakstoprairies.org/ library/Virtual.cfm	22	**34**	**9.66%**
3.	http://peakstoprairies.org/ topichub/direct.cfm	13	**18**	**5.11%**
4.	http://peakstoprairies.org/ library/researchassistance.cfm	4	**16**	**4.55%**
5.	http://peakstoprairies.org/ directory/searchresult.cfm	8	**14**	**3.98%**
6.	http://peakstoprairies.org/ p2rx−admin/	3	**5**	**1.42%**
7.	http://peakstoprairies.org/ p2bande/construction/reading.cfm	3	**5**	**1.42%**
8.	http://peakstoprairies.org/ library/addyours.cfm	1	**3**	**0.85%**
9.	http://peakstoprairies.org/ directory/admin/add1b.cfm	1	**2**	**0.57%**
10.	http://peakstoprairies.org/ directory/admin/add1a.cfm	1	**2**	**0.57%**
11.	http://peakstoprairies.org/ admin/	1	**1**	**0.28%**
	Total	**211**	**352**	**100.00%**

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.

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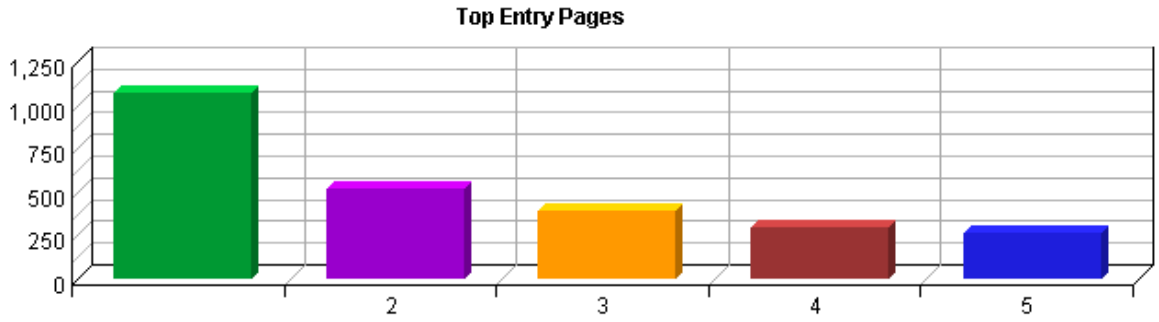
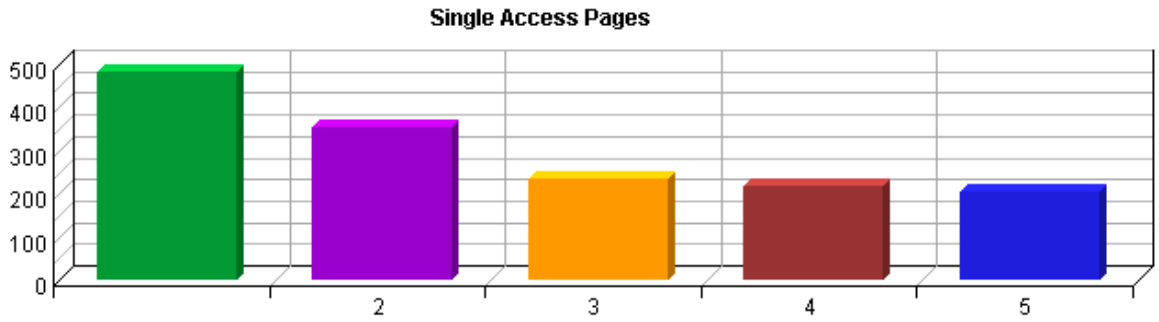
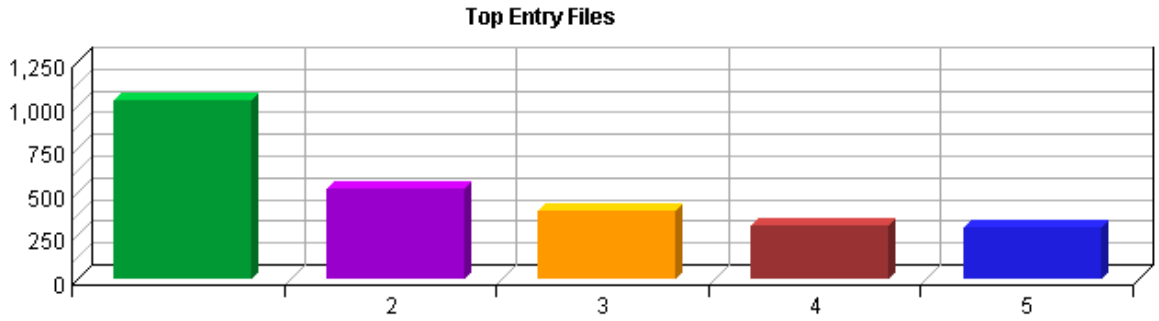
You may want to run virus scans on uploaded files.

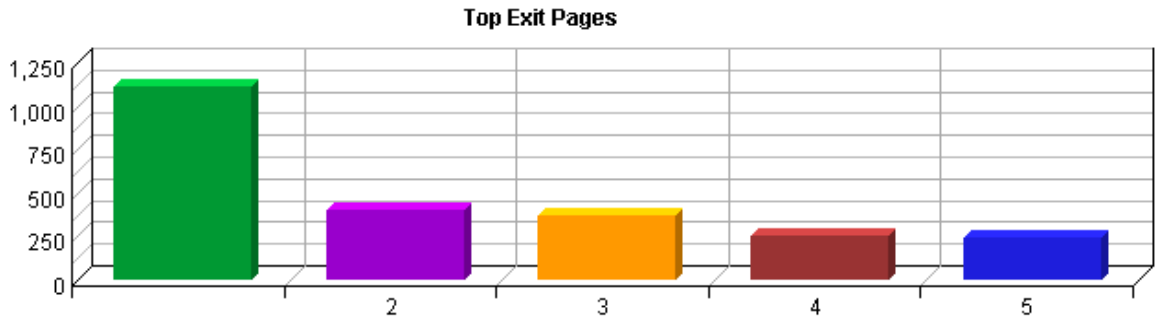
Navigation Dashboard

This dashboard summarizes important information related to online navigation.



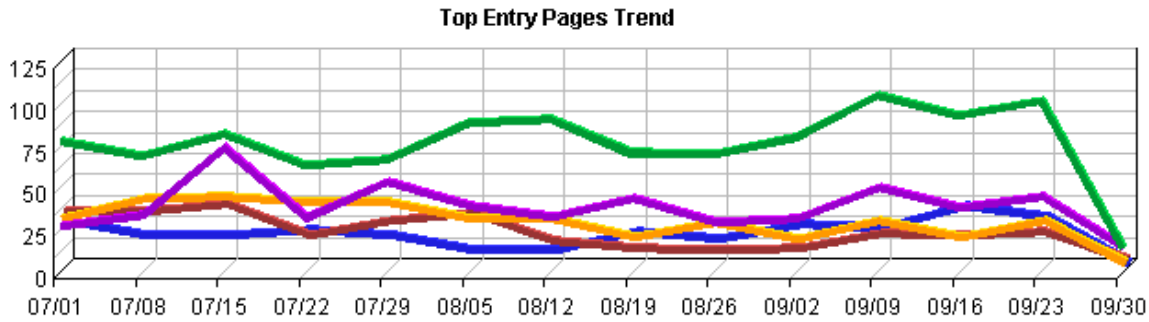


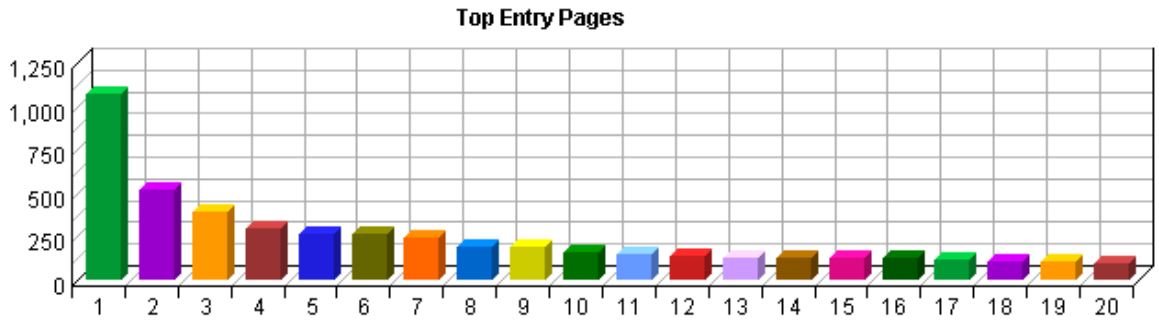




Top Entry Pages

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

	Pages	Visits	%
1.	http:/ / peakstoprairies.org/	1,066	10.78%
2.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ toc.cfm	524	5.30%
3.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section4.cfm	392	3.96%
4.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/	294	2.97%
5.	http:/ / peakstoprairies.org/ AboutP2.cfm	268	2.71%
6.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section12.cfm	267	2.70%
7.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs5.cfm	241	2.44%
8.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs6.cfm	189	1.91%
9.	**Under the Big Sky Greening Conference − June 11, 12, 13, 2003** http:/ / peakstoprairies.org/ greening/ index.htm	187	1.89%

10.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section2.cfm	162	1.64%
11.	http:/ / peakstoprairies.org/ p2bande/ construction/ C& DWaste/ calculate.cfm	145	1.47%
12.	http:/ / peakstoprairies.org/ p2bande/ skigreen/	139	1.41%
13.	http:/ / peakstoprairies.org/ p2bande/ construction/	129	1.30%
14.	http:/ / peakstoprairies.org/ library/ p2bookmarks.cfm	128	1.29%
15.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/	128	1.29%
16.	http:/ / peakstoprairies.org/ library/ Mercury/	123	1.24%
17.	http:/ / peakstoprairies.org/ library/	116	1.17%
18.	**Homes Across America − Utah House − Innovations** http:/ / peakstoprairies.org/ Homes/ UT_UHdetail.shtm	109	1.10%
19.	http:/ / peakstoprairies.org/ library/ newstips.cfm	108	1.09%
20.	**Greening Conference Exhibitor and Sponsor Letter** http:/ / peakstoprairies.org/ greening/ agendadetailed.htm	96	0.97%
	Subtotal	**4,811**	**48.65%**
	Other	**5,077**	**51.35%**
	Total	**9,888**	**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.

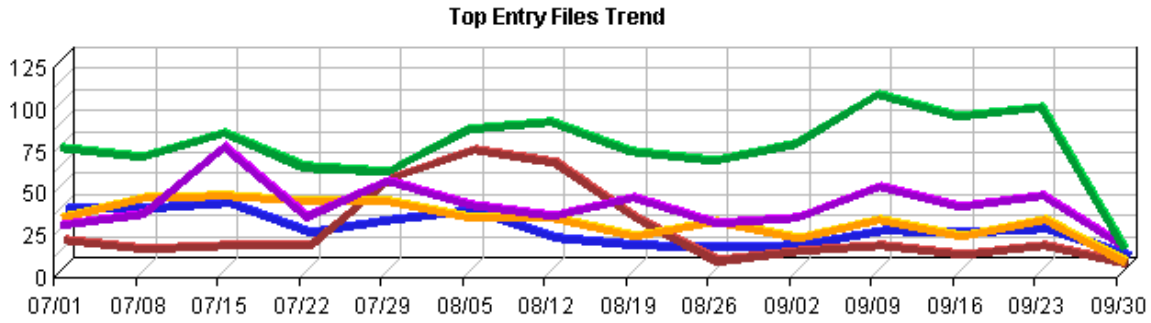
Visits − Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle−time limit. The default idle−time limit is thirty minutes.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

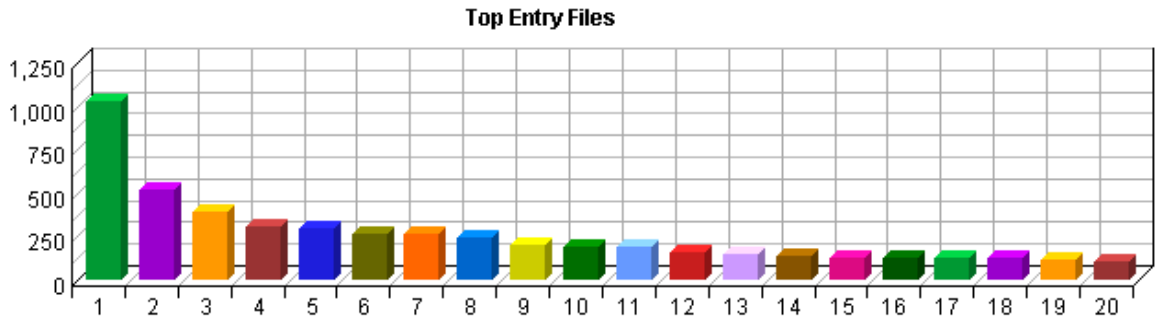
% − Percentage of times this page was the entry page compared with other entry pages.

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

	Files	Visits	%
1.	http://peakstoprairies.org/	1,030	8.85%
2.	http://peakstoprairies.org/ topichub/toc.cfm	523	4.49%
3.	http://peakstoprairies.org/ p2bande/construction/contrguide/ section4.cfm	392	3.37%
4.	http://peakstoprairies.org/ pdf_Files/Lighti.pdf	303	2.60%
5.	http://peakstoprairies.org/ p2bande/construction/contrguide/	294	2.53%
6.	http://peakstoprairies.org/ AboutP2.cfm	268	2.30%
7.	http://peakstoprairies.org/ p2bande/construction/contrguide/ section12.cfm	267	2.29%
8.	http://peakstoprairies.org/ p2bande/autobody/abguide/fs5.cfm	241	2.07%
9.	http://peakstoprairies.org/ pdf_Files/Materials − Thesaurus. pdf	204	1.75%
10.	http://peakstoprairies.org/ p2bande/autobody/abguide/fs6.cfm	189	1.62%

11.	http://peakstoprairies.org/ greening/index.htm	187	1.61%
12.	http://peakstoprairies.org/ p2bande/construction/contrguide/ section2.cfm	162	1.39%
13.	http://peakstoprairies.org/ p2bande/construction/C&DWaste/ calculate.cfm	145	1.25%
14.	http://peakstoprairies.org/ p2bande/skigreen/	135	1.16%
15.	http://peakstoprairies.org/ p2bande/construction/	129	1.11%
16.	http://peakstoprairies.org/ library/p2bookmarks.cfm	128	1.10%
17.	http://peakstoprairies.org/ p2bande/autobody/abguide/	128	1.10%
18.	http://peakstoprairies.org/ library/Mercury/	123	1.06%
19.	http://peakstoprairies.org/ library/	116	1.00%
20.	http://peakstoprairies.org/ Homes/UT_UHdetail.shtm	109	0.94%
	Subtotal	**5,073**	**43.58%**
	Other	**6,568**	**56.42%**
	Total	**11,641**	**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.

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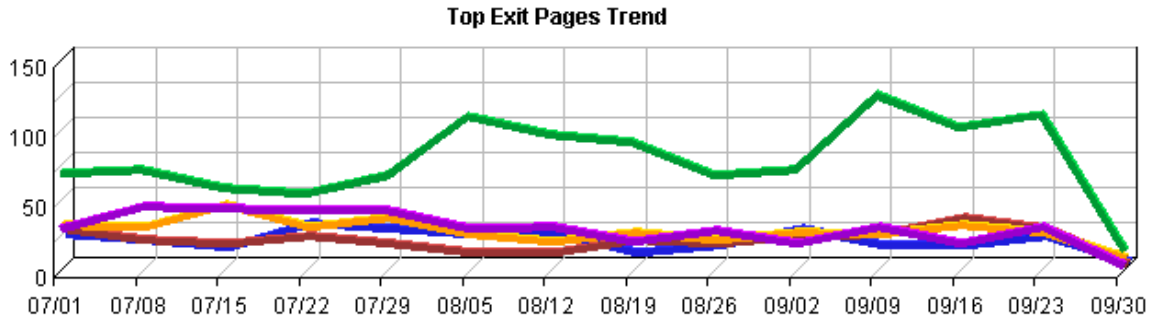
Consider what catches the attention of visitors most quickly and effectively.

Top Exit Pages

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



Top Exit Pages

	Pages	Visits	%
1.	http:/ / peakstoprairies.org/	1,111	11.24%
2.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section4.cfm	400	4.05%
3.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ toc.cfm	366	3.70%
4.	http:/ / peakstoprairies.org/ AboutP2.cfm	257	2.60%
5.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section12.cfm	246	2.49%
6.	http:/ / peakstoprairies.org/ HM_Arrays.cfm	241	2.44%
7.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs5.cfm	235	2.38%
8.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/	192	1.94%
9.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs6.cfm	186	1.88%
10.	**Under the Big Sky Greening Conference − June 11, 12, 13, 2003** http:/ / peakstoprairies.org/ greening/ index.htm	172	1.74%

11.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section2.cfm	170	1.72%
12.	http:/ / peakstoprairies.org/ library/	143	1.45%
13.	http:/ / peakstoprairies.org/ p2bande/ construction/ C& DWaste/ calculate.cfm	140	1.42%
14.	http:/ / peakstoprairies.org/ library/ Mercury/	129	1.31%
15.	http:/ / peakstoprairies.org/ library/ p2bookmarks.cfm	128	1.29%
16.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ subsection.cfm	117	1.18%
17.	http:/ / peakstoprairies.org/ p2bande/ construction/	117	1.18%
18.	http:/ / peakstoprairies.org/ p2bande/ skigreen/ TOC.cfm	115	1.16%
19.	**Homes Across America − Utah House − Innovations** http:/ / peakstoprairies.org/ Homes/ UT_UHdetail.shtm	111	1.12%
20.	**Document Moved** http:/ / peakstoprairies.org/ topichub/ bibliography.cfm	110	1.11%
	Subtotal	**4,686**	**47.41%**
	Other	**5,199**	**52.59%**
	Total	**9,885**	**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.

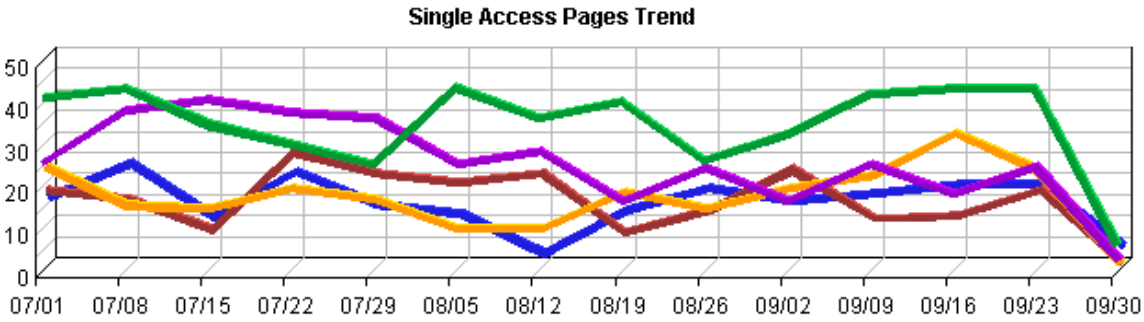
−−

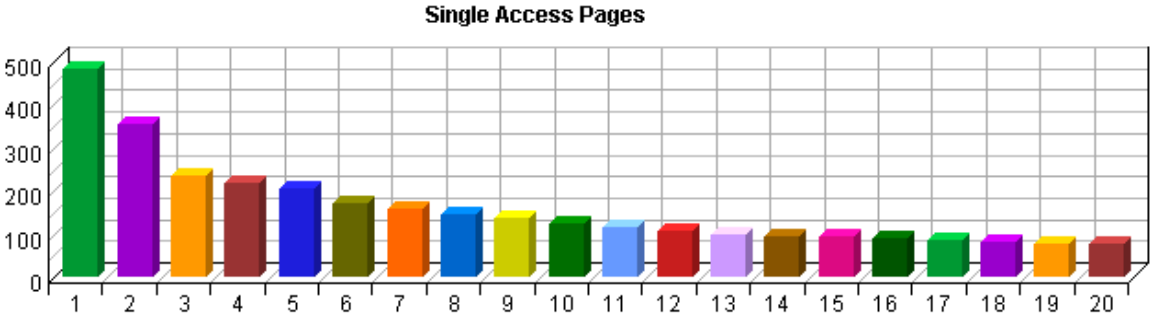
You can use this information to determine your visitors' satisfaction with their visits.

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

	Pages	Visits	%
1.	http:/ / peakstoprairies.org/	485	7.03%
2.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section4.cfm	353	5.12%
3.	http:/ / peakstoprairies.org/ AboutP2.cfm	235	3.41%
4.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section12.cfm	220	3.19%
5.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs5.cfm	207	3.00%
6.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/ fs6.cfm	170	2.46%
7.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/	158	2.29%
8.	**Under the Big Sky Greening Conference − June 11, 12, 13, 2003** http:/ / peakstoprairies.org/ greening/ index.htm	146	2.12%
9.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section2.cfm	137	1.99%
10.	http:/ / peakstoprairies.org/ p2bande/ construction/ C& DWaste/ calculate.cfm	122	1.77%
11.		115	1.67%

	Document Moved http:/ / peakstoprairies.org/ topichub/ toc.cfm		
12.	http:/ / peakstoprairies.org/ library/ Mercury/	106	1.54%
13.	http:/ / peakstoprairies.org/ library/ p2bookmarks.cfm	98	1.42%
14.	http:/ / peakstoprairies.org/ library/	93	1.35%
15.	**Homes Across America − Utah House − Innovations** http:/ / peakstoprairies.org/ Homes/ UT_UHdetail.shtm	92	1.33%
16.	http:/ / peakstoprairies.org/ library/ newstips.cfm	91	1.32%
17.	http:/ / peakstoprairies.org/ p2bande/ construction/ contrguide/ section1.cfm	85	1.23%
18.	http:/ / peakstoprairies.org/ p2bande/ construction/	80	1.16%
19.	**Greening Conference Exhibitor and Sponsor Letter** http:/ / peakstoprairies.org/ greening/ agendadetailed.htm	77	1.12%
20.	http:/ / peakstoprairies.org/ p2bande/ autobody/ abguide/	77	1.12%
	Subtotal	**3,147**	**45.62%**
	Other	**3,751**	**54.38%**
	Total	**6,898**	**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.

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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		561	5.68%
	1. http://peakstoprairies.org/		
		366	3.70%
	1. http://peakstoprairies.org/ p2bande/construction/contrguide/ section4.cfm		
		253	2.56%
	1. http://peakstoprairies.org/ AboutP2.cfm		
		235	2.38%
	1. http://peakstoprairies.org/ p2bande/construction/contrguide/ section12.cfm		
		212	2.14%
	1. http://peakstoprairies.org/ p2bande/autobody/abguide/fs5.cfm		
		188	1.90%
	1. **Document Moved** http://peakstoprairies.org/ topichub/toc.cfm		
		174	1.76%
	1. http://peakstoprairies.org/ p2bande/autobody/abguide/fs6.cfm		
		168	1.70%
	1. http://peakstoprairies.org/ p2bande/construction/contrguide/		
		151	1.53%
	1. **Under the Big Sky Greening Conference − June 11, 12, 13, 2003** http://peakstoprairies.org/ greening/index.htm		
		142	1.44%
	1. http://peakstoprairies.org/ p2bande/construction/contrguide/ section2.cfm		
		132	1.34%
	1. http://peakstoprairies.org/ 2. http://peakstoprairies.org/ HM_Arrays.cfm		
		129	1.31%
	1. http://peakstoprairies.org/ p2bande/construction/C& DWaste/calculate.cfm		
		114	1.15%
	1. http://peakstoprairies.org/ library/p2bookmarks.cfm		
		113	1.14%
	1. http://peakstoprairies.org/ library/Mercury/		
		100	1.01%
	1. http://peakstoprairies.org/ library/newstips.cfm		
		99	1.00%

1. **Homes Across America − Utah House − Innovations**
   http://peakstoprairies.org/ Homes/UT_UHdetail.shtm

97 0.98%

1. http://peakstoprairies.org/ library/

86 0.87%

1. http://peakstoprairies.org/ p2bande/construction/

85 0.86%

1. http://peakstoprairies.org/ p2bande/construction/contrguide/section1.cfm

80 0.81%

1. http://peakstoprairies.org/ p2bande/autobody/abguide/

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.

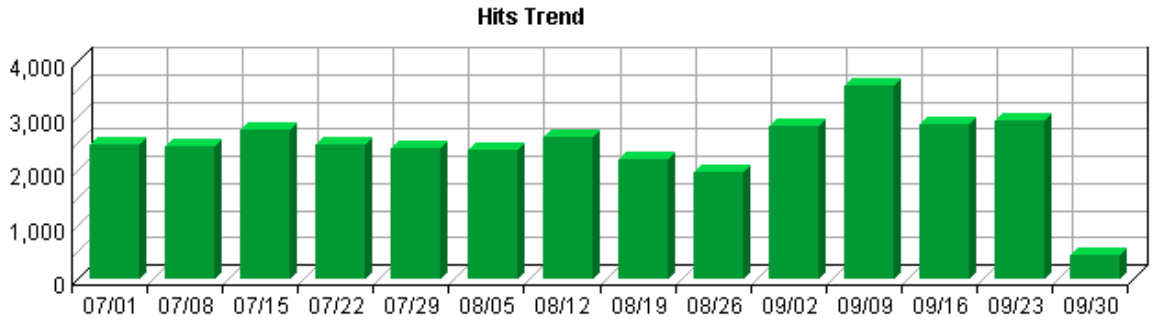
% − Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

−−

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?

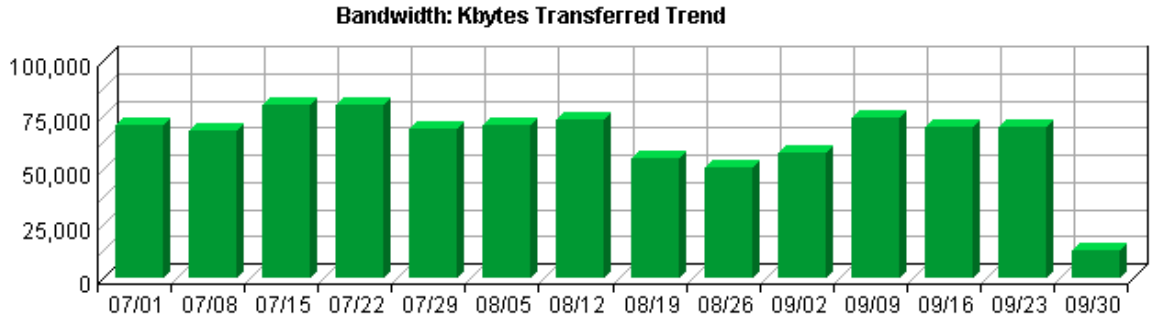
Technical Dashboard

This dashboard summarizes important information related to online technical activity.



Hit Summary

Successful Hits for Entire Site	34,295
Average Hits per Day	372
Home Page Hits	3,346

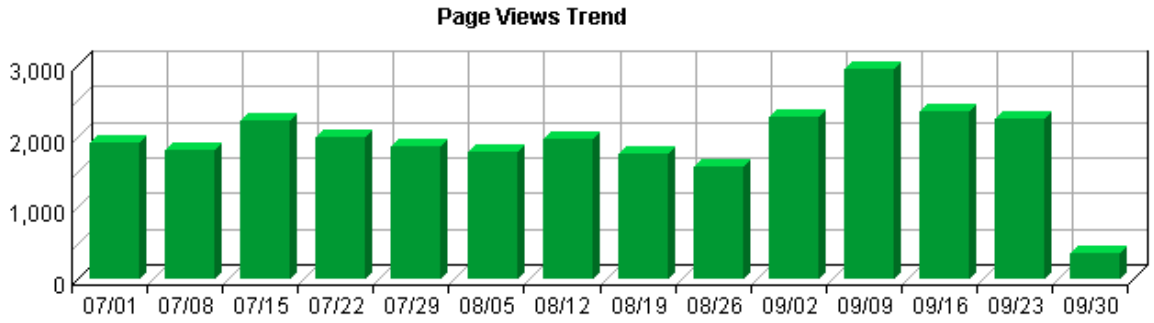


Technical Statistics

Total Hits	34,900	100%
Successful Hits	34,295	98.27%
Failed Hits	605	1.73%
Cached Hits	236	0.68%

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	%
07/01	1,921	7.10%
07/08	1,804	6.67%
07/15	2,213	8.18%
07/22	1,997	7.38%
07/29	1,862	6.88%
08/05	1,796	6.64%
08/12	1,972	7.29%
08/19	1,769	6.54%
08/26	1,573	5.81%
09/02	2,267	8.38%
09/09	2,937	10.85%
09/16	2,344	8.66%
09/23	2,248	8.31%
09/30	357	1.32%
Total	**27,060**	**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.

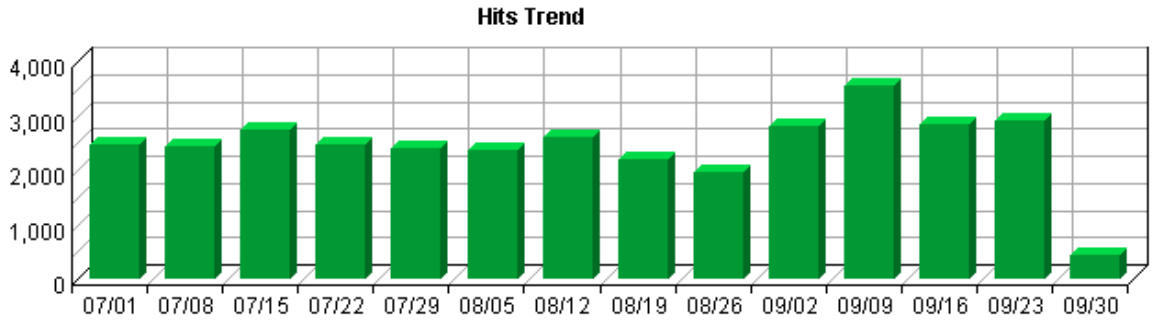
% − Percentage of total page views that occurred during the specified time interval.

––

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	%
07/01	2,489	7.26%
07/08	2,441	7.12%
07/15	2,760	8.05%
07/22	2,484	7.24%
07/29	2,412	7.03%
08/05	2,369	6.91%
08/12	2,599	7.58%
08/19	2,192	6.39%
08/26	1,971	5.75%
09/02	2,811	8.20%
09/09	3,570	10.41%
09/16	2,835	8.27%
09/23	2,927	8.53%
09/30	435	1.27%
Total	**34,295**	**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.

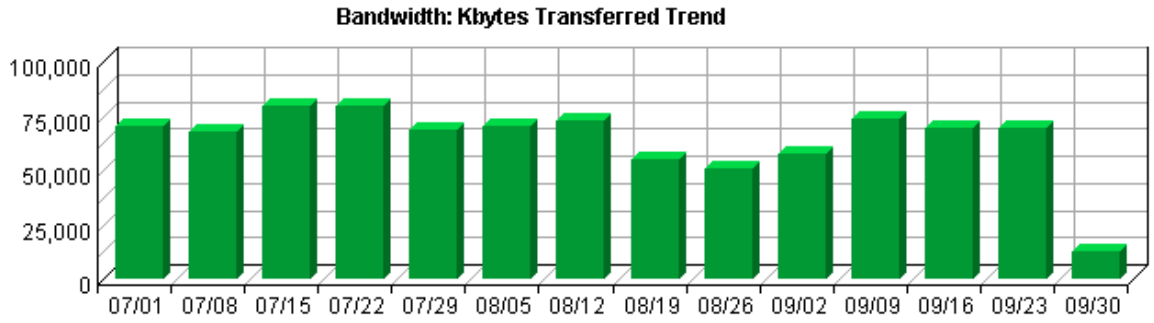
% − Percentage of hits that occurred during the specified time interval.

––

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	%
07/01	70,657	7.88%
07/08	67,811	7.56%
07/15	79,834	8.90%
07/22	79,767	8.89%
07/29	68,273	7.61%
08/05	69,919	7.80%
08/12	72,780	8.11%
08/19	54,668	6.10%
08/26	50,555	5.64%
09/02	57,524	6.41%
09/09	73,626	8.21%
09/16	69,607	7.76%
09/23	69,132	7.71%
09/30	12,728	1.42%
Total	**896,875**	**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.

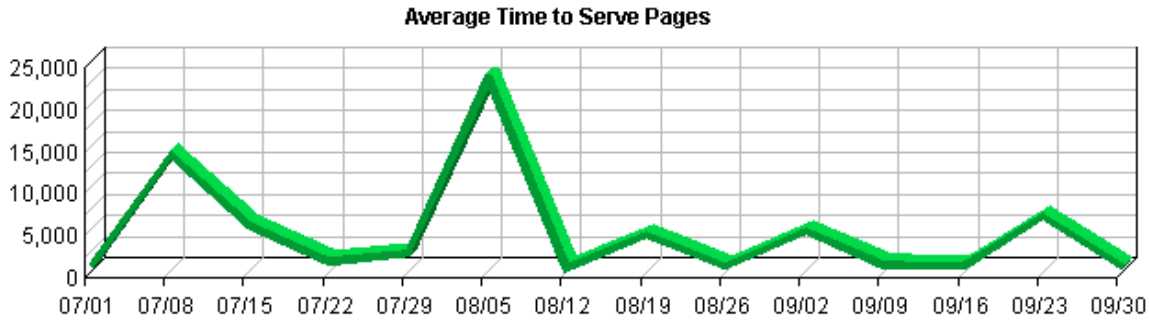
% − Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

––

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

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
07/01	797,828	1,921	415
07/08	24,478,774	1,804	13,569
07/15	11,904,713	2,213	5,379
07/22	2,465,410	1,997	1,235
07/29	3,683,199	1,862	1,978
08/05	40,979,811	1,796	22,817
08/12	1,064,719	1,972	540
08/19	7,727,559	1,769	4,368
08/26	873,209	1,573	555
09/02	10,871,192	2,267	4,795
09/09	2,204,152	2,937	750
09/16	1,322,280	2,344	564
09/23	14,178,564	2,248	6,307
09/30	126,926	357	356
Total	**122,678,336**	**27,060**	**4,533.57**

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.

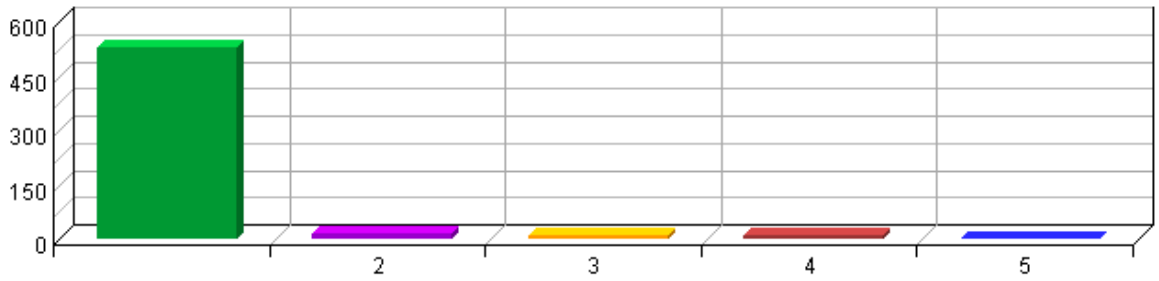
Errors Dashboard

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

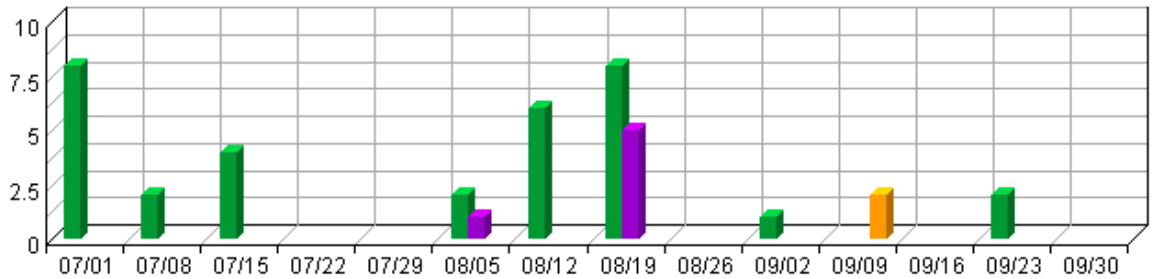
Total Hits	34,900	100%
Successful Hits	34,295	98.27%
Failed Hits	605	1.73%
Cached Hits	236	0.68%

Client Errors



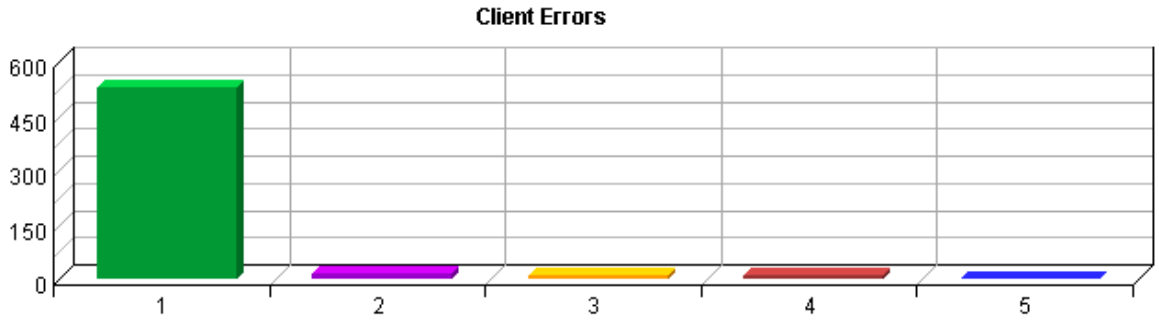
File Not Found Errors

Server Errors Trend



Client Errors

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



Client Errors

	HTTP Status Codes	Hits	%
1.	400 Bad Request	531	94.15%
2.	405 Method Not Allowed	13	2.30%
3.	406 Not Acceptable	10	1.77%
4.	403 Forbidden Access	9	1.60%
5.	404 Page or File Not Found	1	0.18%
	Total	**564**	**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.

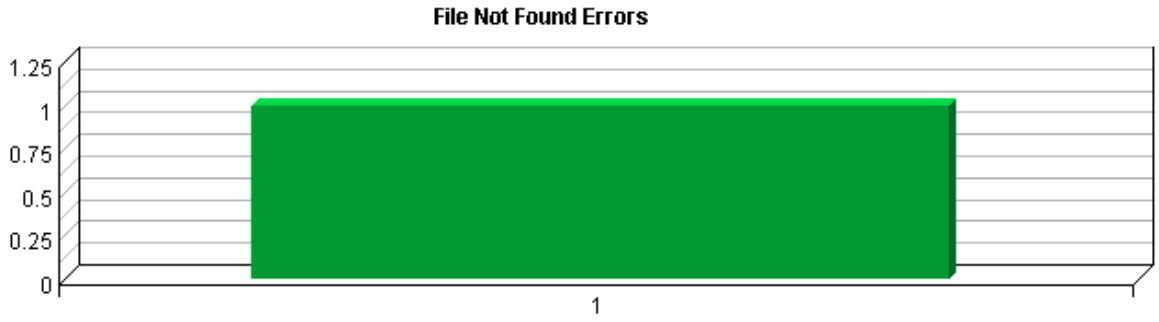
% − Percentage of total failed hits that returned this status code.

––

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.	**/?404;http://peakstoprairies.org/favicon.ico** (no referrer)	1	100.00%
	Total	**1**	**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).

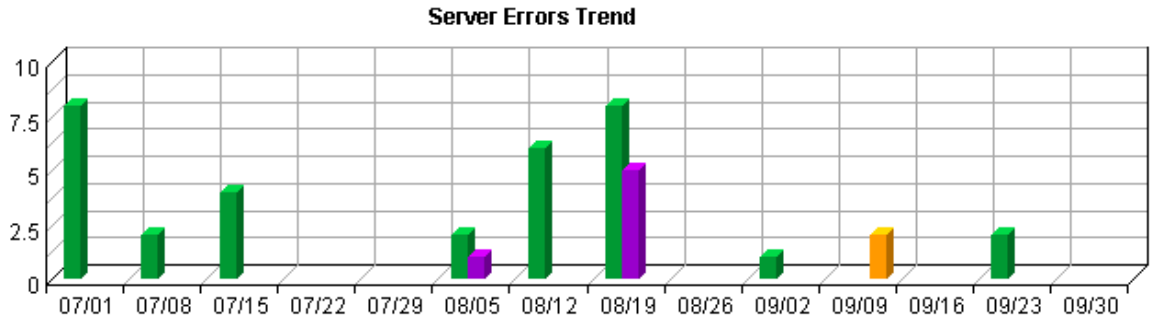
% − Percentage of the total 404 and 410 errors that were for this file.

––

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.	502 Temporarily Overloaded	**33**	**80.49%**
2.	500 Internal Error	**6**	**14.63%**
3.	501 Not Implemented	**2**	**4.88%**
	Total	**41**	**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.

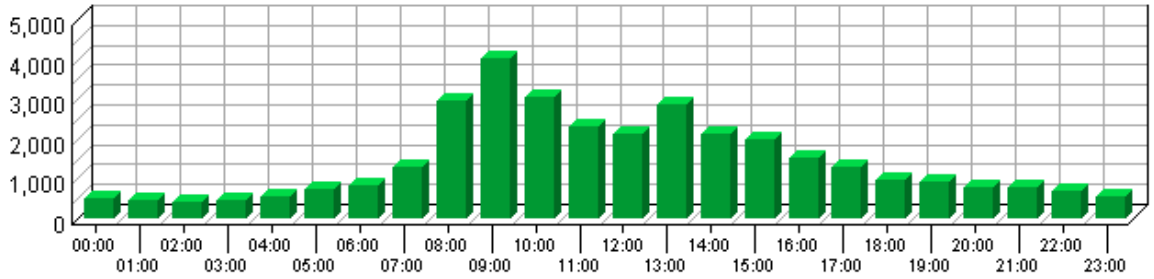
––

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.

Hits by Hour of the Day



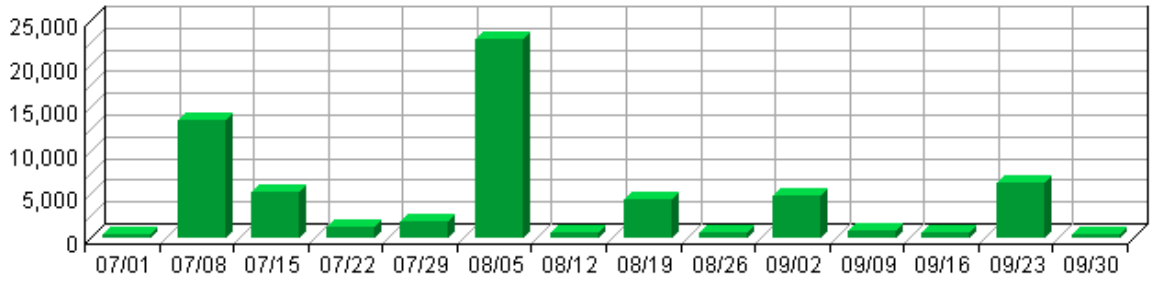
Most Active Summary

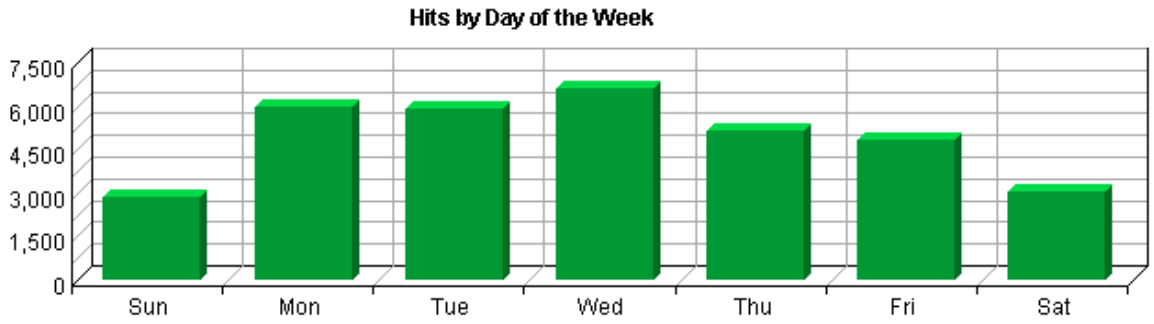
Most Active Date	September 13, 2003
Number of Hits on Most Active Date	844
Most Active Day of the Week	Wed
Most Active Hour of the Day	09:00−09:59

Activity on Weekdays Summary

Total Hits Weekdays	28,396
Total Visits Weekdays	9,592
Average Number of **Visits** per day on Weekdays	145
Average Number of **Hits** per day on Weekdays	430

Average Time to Serve Pages



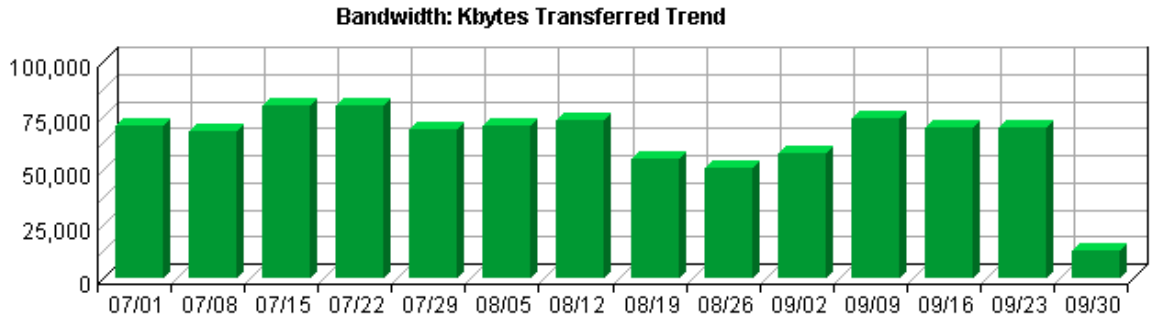


Least Active Summary

Least Active Date	September 21, 2003
Number of Hits on Least Active Date	142
Least Active Day of the Week	Sun
Least Active Hour of the Day	02:00−02:59

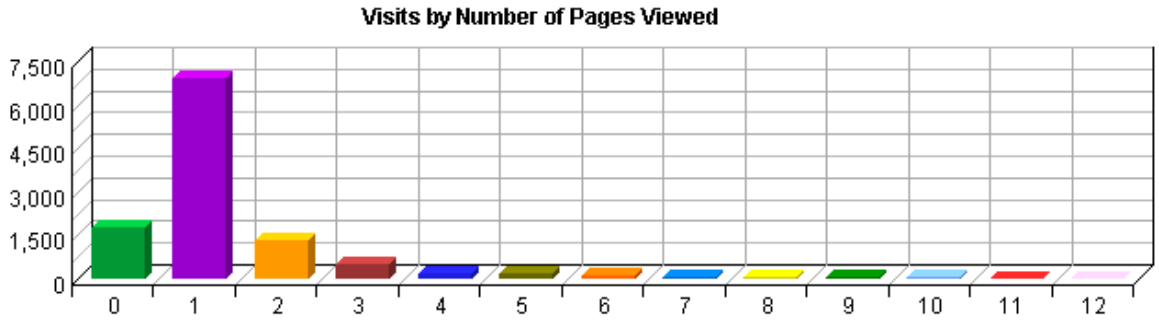
Activity on Weekends Summary

Total Hits Weekend	5,899
Total Visits Weekend	2,049
Average Number of **Visits** per Weekend	157
Average Number of **Hits** per Weekend	453



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	1,753	15.06%
Pages	1	6,898	59.27%
Pages	2	1,310	11.26%
Pages	3	528	4.54%
Pages	4	222	1.91%
Pages	5	163	1.40%
Pages	6	113	0.97%
Pages	7	79	0.68%
Pages	8	78	0.67%
Pages	9	54	0.46%
Pages	10	45	0.39%
Pages	11	30	0.26%
Pages	12	30	0.26%
Pages	**Subtotal**	**11,303**	**97.12%**
Pages	**Other**	**335**	**2.88%**
	Total	**11,638**	**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.

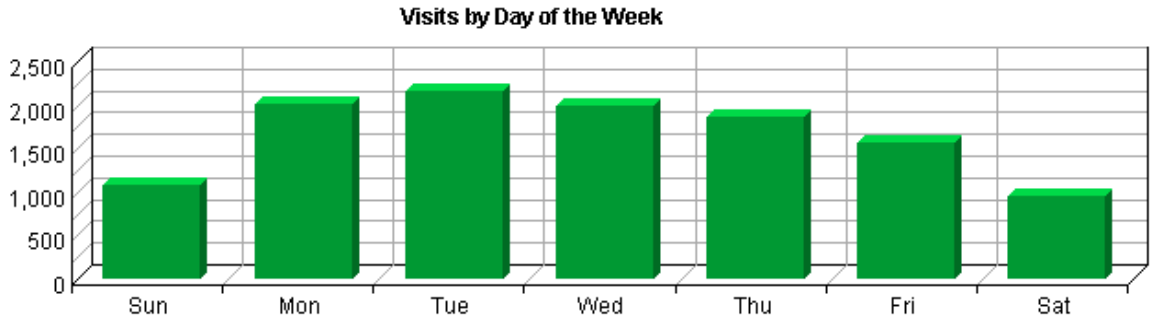
% − Percentage of total visits by people who viewed the specified number of pages.

––

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	1,087	9.34%
Mon	2,004	17.22%
Tue	2,167	18.62%
Wed	1,982	17.03%
Thu	1,862	16.00%
Fri	1,577	13.55%
Sat	962	8.26%
Total Weekend	**2,049**	**17.60%**
Total Weekdays	**9,592**	**82.40%**
Total	**11,641**	**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.

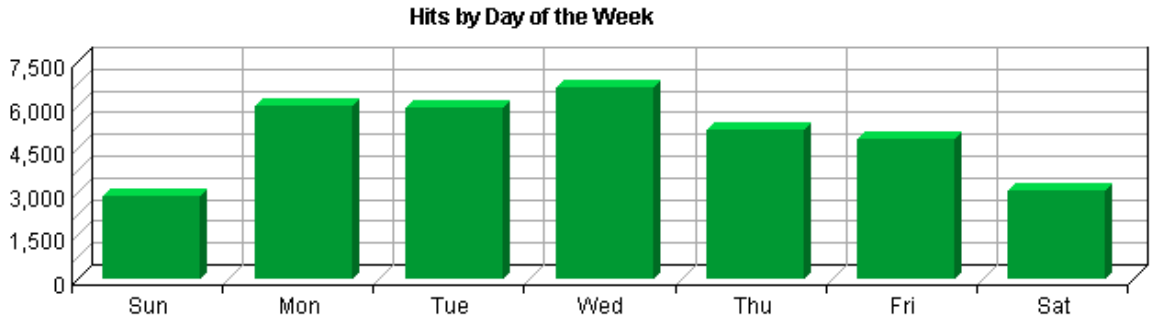
––

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	2,850	8.31%
Mon	5,957	17.37%
Tue	5,913	17.24%
Wed	6,588	19.21%
Thu	5,133	14.97%
Fri	4,805	14.01%
Sat	3,049	8.89%
Total Weekend	**5,899**	**17.20%**
Total Weekdays	**28,396**	**82.80%**
Total	**34,295**	**100.00%**

Hits by Day of the Week − Help Card

Day − Specified day of the week being tracked.

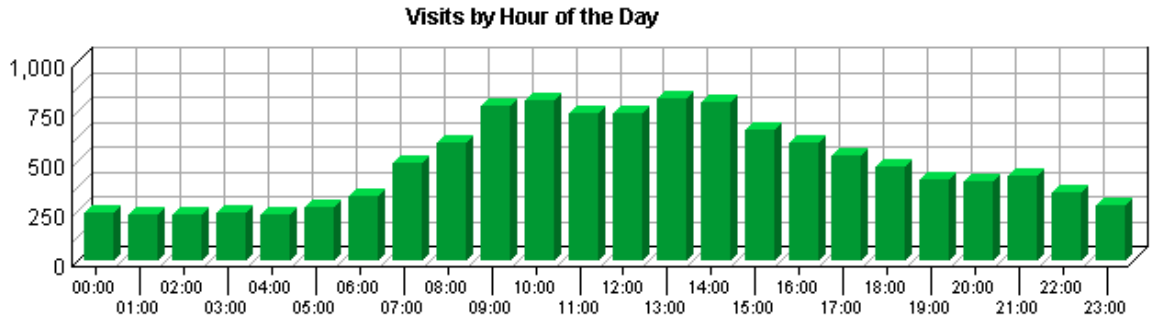
Hits − Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% − 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	242	2.08%
01:00	233	2.00%
02:00	234	2.01%
03:00	244	2.10%
04:00	233	2.00%
05:00	265	2.28%
06:00	323	2.77%
07:00	494	4.24%
08:00	595	5.11%
09:00	777	6.67%
10:00	806	6.92%
11:00	739	6.35%
12:00	738	6.34%
13:00	816	7.01%
14:00	795	6.83%
15:00	653	5.61%
16:00	590	5.07%
17:00	531	4.56%
18:00	476	4.09%
19:00	412	3.54%
20:00	398	3.42%
21:00	429	3.69%
22:00	344	2.96%
23:00	274	2.35%
Total Visits during Work Hours (8:00am−5:00pm)	**6,509**	**55.91%**

Total Visits during After Hours (5:01pm−7:59am)	**5,132**	**44.09%**
Total	**11,641**	**100.00%**

Summary of Visits by Hour of the Day

Most Active Hour of the Day	13:00−13:59
Least Active Hour of the Day	01:00−01:59

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.

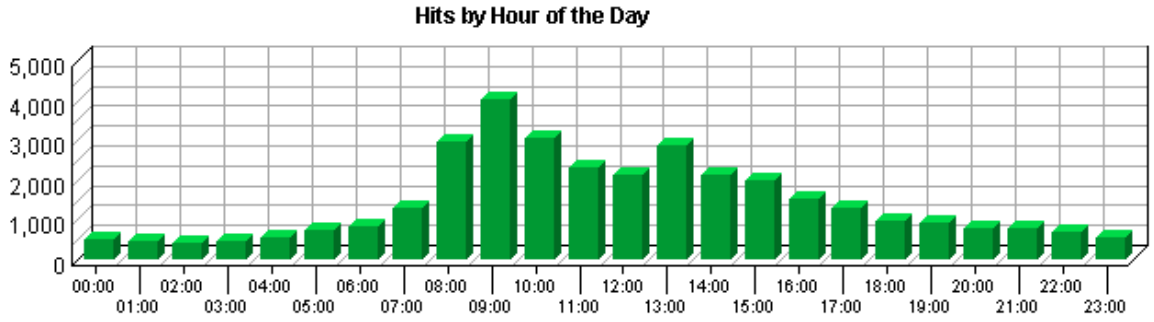
% − Percentage of visits to your site that occurred during the specified hour.

––

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	521	1.52%
01:00	475	1.39%
02:00	421	1.23%
03:00	463	1.35%
04:00	537	1.57%
05:00	740	2.16%
06:00	818	2.39%
07:00	1,307	3.81%
08:00	2,944	8.58%
09:00	4,034	11.76%
10:00	3,044	8.88%
11:00	2,329	6.79%
12:00	2,108	6.15%
13:00	2,860	8.34%
14:00	2,128	6.20%
15:00	2,003	5.84%
16:00	1,516	4.42%
17:00	1,290	3.76%
18:00	987	2.88%
19:00	932	2.72%
20:00	789	2.30%
21:00	806	2.35%
22:00	675	1.97%
23:00	568	1.66%

Total Hits during Work Hours (8:00am−5:00pm)	**22,966**	**66.97%**
Total Hits during After Hours (5:01pm−7:59am)	**11,329**	**33.03%**
Total	**34,295**	**100.00%**

Summary of Hits by Hour of the Day

Most Active Hour of the Day	09:00−09:59
Least Active Hour of the Day	02:00−02:59

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.

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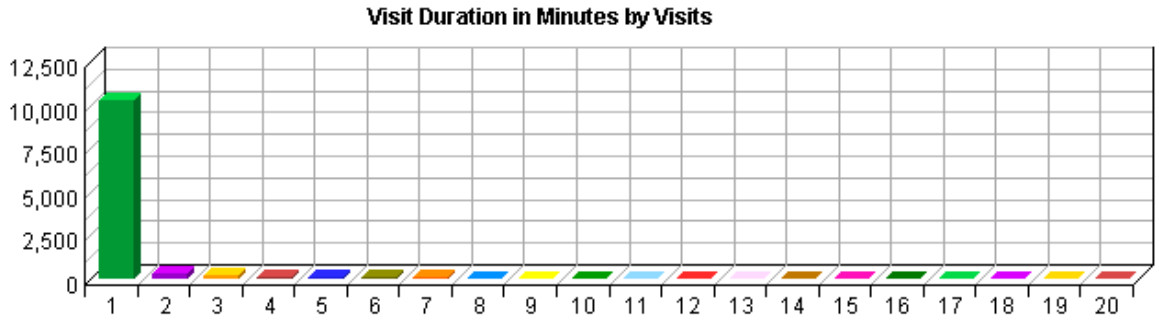
This information can be used to determine which hour of the day is best for system maintenance.

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	10,301	88.51%
1−2	335	2.88%
2−3	169	1.45%
3−4	118	1.01%
4−5	85	0.73%
5−6	69	0.59%
6−7	62	0.53%
7−8	43	0.37%
8−9	34	0.29%
9−10	22	0.19%
10−11	37	0.32%
11−12	24	0.21%
12−13	25	0.21%
13−14	32	0.27%
14−15	19	0.16%
15−16	24	0.21%
16−17	16	0.14%
17−18	13	0.11%
18−19	22	0.19%
19−20	8	0.07%
Subtotal	**11,458**	**98.45%**
Other	**180**	**1.55%**
Total	**11,638**	**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.

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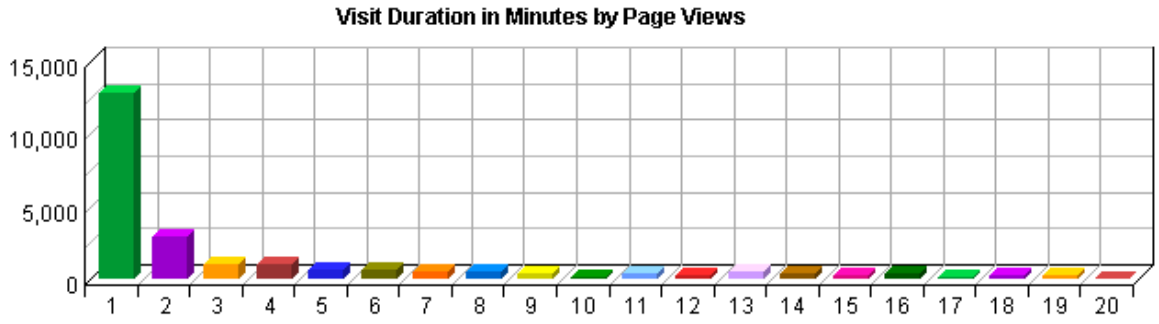
This information tells you how many visitors view your site for specific intervals of time.

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	12,838	47.45%
1−2	2,957	10.93%
2−3	993	3.67%
3−4	1,032	3.81%
4−5	641	2.37%
5−6	611	2.26%
6−7	561	2.07%
7−8	532	1.97%
8−9	327	1.21%
9−10	146	0.54%
10−11	384	1.42%
11−12	264	0.98%
12−13	519	1.92%
13−14	385	1.42%
14−15	192	0.71%
15−16	343	1.27%
16−17	127	0.47%
17−18	221	0.82%
18−19	239	0.88%
19−20	62	0.23%
Subtotal	**23,374**	**86.40%**
Other	**3,680**	**13.60%**
Total	**27,054**	**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.

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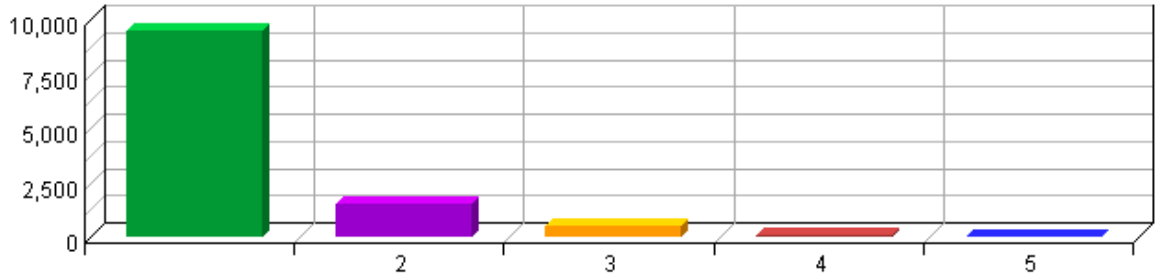
This information tells you how many visitors view your site for specific intervals of time.

Browsers and Platforms Dashboard

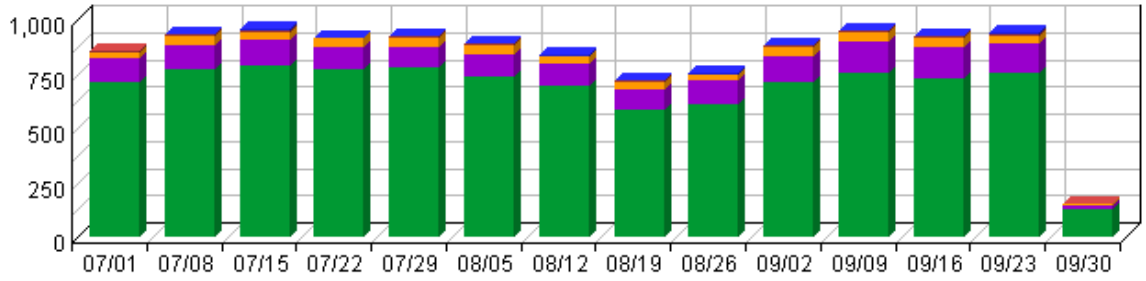
This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Browsers by Visits

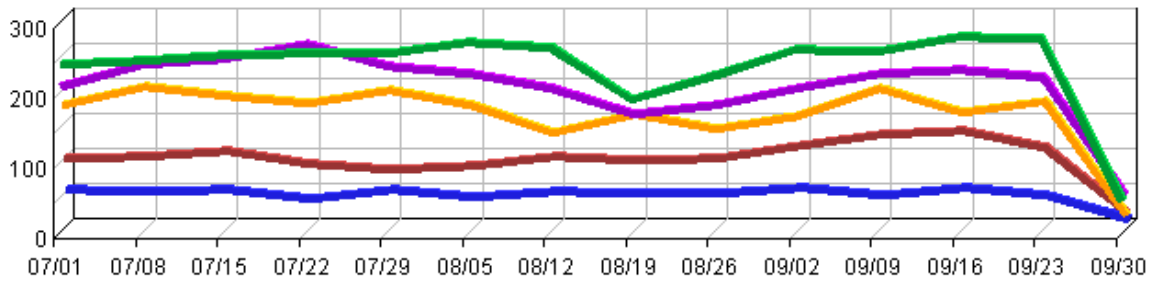


Top Spiders by Visits

Top Browsers by Visits Trend

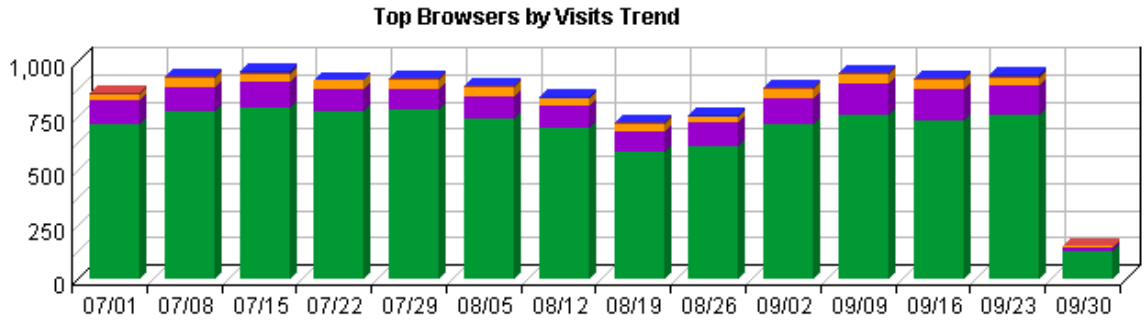


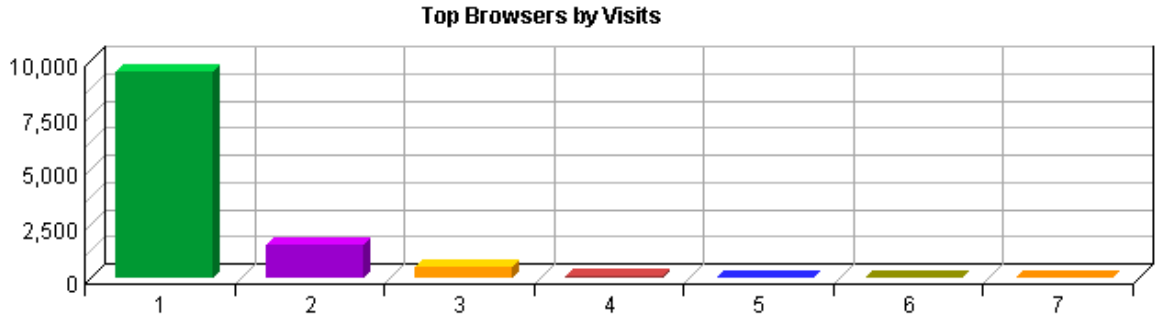
Top Platforms by Visits Trend



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	**9,525**	**81.84%**	30,683
2.	Other Netscape Compatible	**1,508**	**12.96%**	2,184
3.	Netscape	**489**	**4.20%**	1,262
4.	Konqueror	**77**	**0.66%**	79
5.	Opera	**32**	**0.27%**	76
6.	WebTV	**6**	**0.05%**	7
7.	OmniWeb	**1**	**0.01%**	1
	Total	**11,638**	**100.00%**	**34,292**

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.

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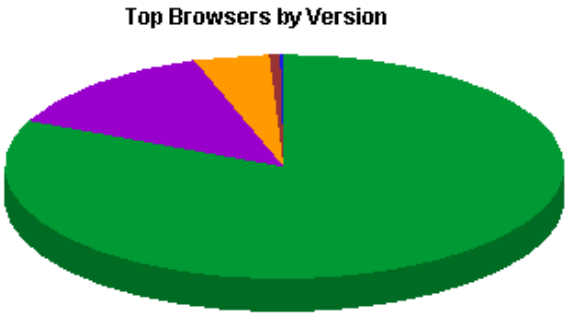
Browser data can help you determine how to configure your site for optimal viewing.

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	**6,470**	**55.59%**	18,040
		5.5	**1,517**	**13.03%**	4,344
		5.0	**645**	**5.54%**	1,520
		5.01	**579**	**4.98%**	2,033
		4.01	**146**	**1.25%**	4,163
		5.22	**41**	**0.35%**	74
		6.0b	**20**	**0.17%**	41
		5.16	**20**	**0.17%**	56
		4.40.426	**19**	**0.16%**	252
		5.21	**10**	**0.09%**	10
		5.05	**10**	**0.09%**	84
		5.14	**9**	**0.08%**	14
		4.0	**8**	**0.07%**	13
		5.13	**7**	**0.06%**	8
		5.00	**6**	**0.05%**	6
		5.23	**5**	**0.04%**	5
		5.15	**5**	**0.04%**	7
		5.12	**2**	**0.02%**	4
		1.	**1**	**0.01%**	1
		3.01	**1**	**0.01%**	1
		5.17	**1**	**0.01%**	4
		3.0b	**1**	**0.01%**	1
		3.02	**1**	**0.01%**	1
		3.0	**1**	**0.01%**	1
		Other	**0**	**0.00%**	**0**
2.	Other Netscape Compatible	Version Unknown	**1,508**	**12.96%**	2,184

		Other	**0**	**0.00%**	**0**
3.	Netscape	4.5	**63**	**0.54%**	76
		7.1	**61**	**0.52%**	183
		7.02	**59**	**0.51%**	182
		7.0	**42**	**0.36%**	108
		4.79	**29**	**0.25%**	62
		7.01	**28**	**0.24%**	61
		4.77	**23**	**0.20%**	82
		4.76	**20**	**0.17%**	46
		4.75	**18**	**0.15%**	37
		4.7	**16**	**0.14%**	45
		4.0	**15**	**0.13%**	18
		4.73	**14**	**0.12%**	65
		4.78	**12**	**0.10%**	36
		4.74	**12**	**0.10%**	85
		4.72	**9**	**0.08%**	13
		6.2.2	**8**	**0.07%**	9
		6.2.3	**7**	**0.06%**	44
		4.51	**6**	**0.05%**	20
		4.08	**6**	**0.05%**	31
		4.8	**6**	**0.05%**	7
		4.61	**6**	**0.05%**	16
		6.2.1	**5**	**0.04%**	9
		6.2	**4**	**0.03%**	5
		6.0b2	**4**	**0.03%**	4
		4.77C−CCK−MCD	**3**	**0.03%**	3
		6.0	**3**	**0.03%**	4
		6.1	**2**	**0.02%**	2
		6.01	**2**	**0.02%**	2
		3.Mozilla/2.01	**1**	**0.01%**	1
		4.05	**1**	**0.01%**	1
		4.75C−CCK−MCD	**1**	**0.01%**	1
		4.6	**1**	**0.01%**	2
		4.7C−CCK−MCD	**1**	**0.01%**	1
		4.61C−CCK−MCD	**1**	**0.01%**	1
		Other	**0**	**0.00%**	**0**
4.	Konqueror	3.1−RC5	**8**	**0.07%**	8
		3.1−RC6	**8**	**0.07%**	8
		3.1	**7**	**0.06%**	8
		3.1−RC1	**7**	**0.06%**	7
		3.0−RC5	**7**	**0.06%**	7
		3.1−RC3	**6**	**0.05%**	6

		3.0−RC2	**6**	**0.05%**	6
		3.1−RC2	**6**	**0.05%**	6
		3.0−RC3	**4**	**0.03%**	4
		3.0−RC6	**4**	**0.03%**	4
		3.0−RC1	**3**	**0.03%**	3
		3.1−RC4	**3**	**0.03%**	3
		3.0	**3**	**0.03%**	3
		2.2.2	**2**	**0.02%**	2
		3.0−RC4	**2**	**0.02%**	2
		3	**1**	**0.01%**	2
		Other	**0**	**0.00%**	**0**
5.	Opera	7.02	**15**	**0.13%**	56
		7.11	**9**	**0.08%**	9
		6.05	**4**	**0.03%**	4
		7.03	**1**	**0.01%**	2
		7.20	**1**	**0.01%**	2
		7.01	**1**	**0.01%**	2
		7.0	**1**	**0.01%**	1
		Other	**0**	**0.00%**	**0**
6.	WebTV	2.6	**6**	**0.05%**	7
		Other	**0**	**0.00%**	**0**
7.	OmniWeb	V486	**1**	**0.01%**	1
		Other	**0**	**0.00%**	**0**
	Total		**11,638**	**100.00%**	**34,292**

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.

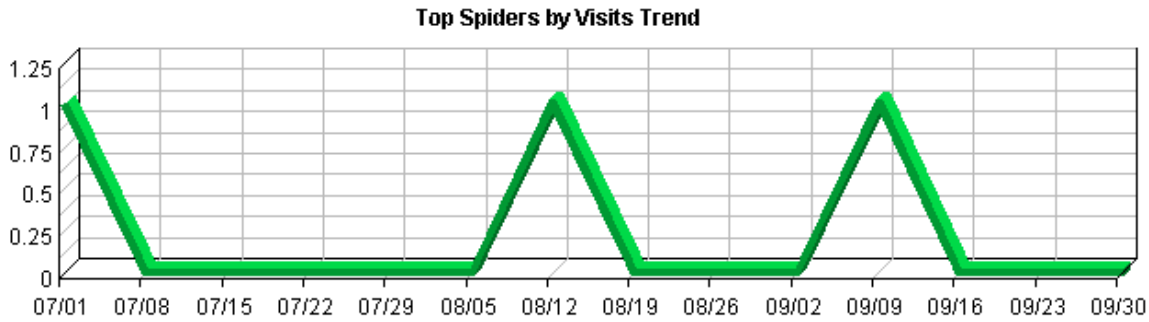
−−

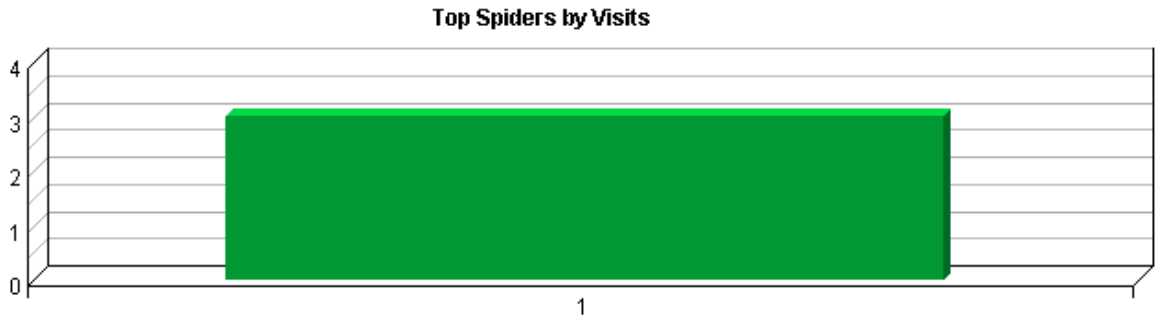
This information can help you decide which technology to implement on your site. You can

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

	Spider	Visits	%	Hits
1.	Mozilla/4.0 (compatible; Netcraft Web Server Survey)	**3**	**100.00%**	3
	Total	**3**	**100.00%**	**3**

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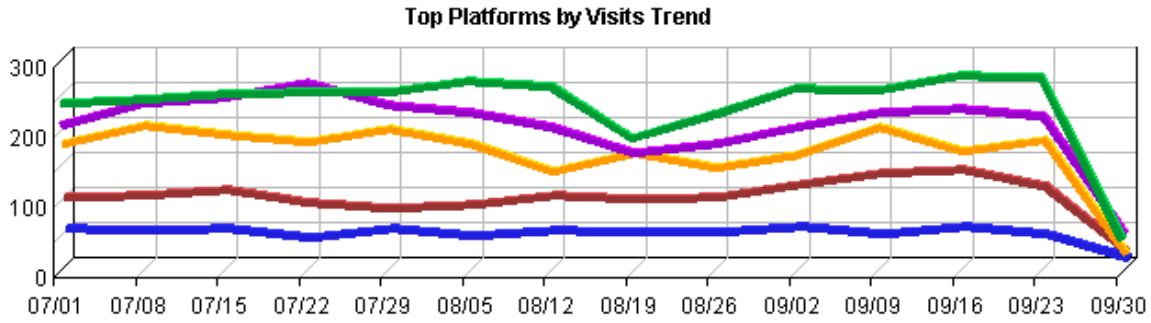
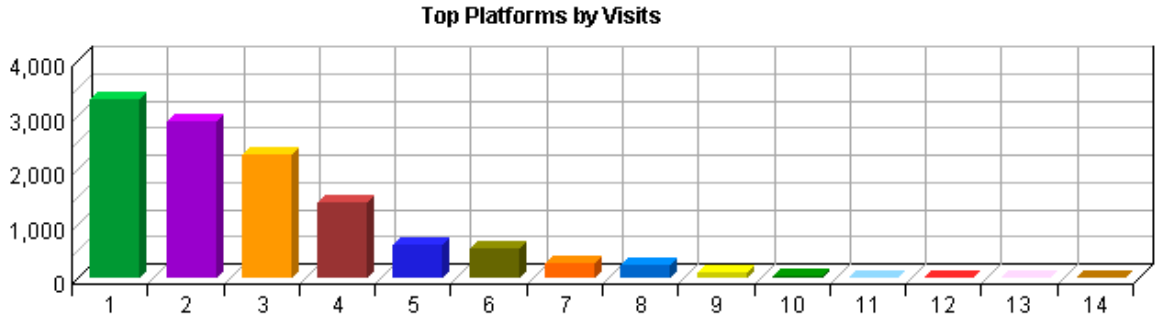
This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

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

	Platform	Visits	%	Views
1.	Windows XP	**3,294**	**28.30%**	8,333
2.	Windows 2000	**2,872**	**24.68%**	9,841
3.	Windows 98	**2,285**	**19.63%**	5,853
4.	Others	**1,379**	**11.85%**	1,932
5.	Windows ME	**618**	**5.31%**	1,429
6.	Windows NT	**552**	**4.74%**	5,362
7.	Macintosh PowerPC	**288**	**2.47%**	515
8.	Windows 95	**223**	**1.92%**	877
9.	Linux	**101**	**0.87%**	114
10.	Windows Win32s	**20**	**0.17%**	30
11.	SunOS	**3**	**0.03%**	3
12.	FreeBSD	**1**	**0.01%**	1
13.	Windows 3.x	**1**	**0.01%**	1
14.	OS/2	**1**	**0.01%**	1
	Total	**11,638**	**100.00%**	**34,292**

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.

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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 Camapaign 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	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
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.