

Oregon Progress Board Web Server Traffic Analysis Report

Custom Report: 9/6/04 - 9/12/04

September 6, 2004 12:00:00 AM – September 12, 2004 11:59:59 PM

This report was generated by WebTrends 7 - Professional, Version: 7.0a, Build: 12151 .
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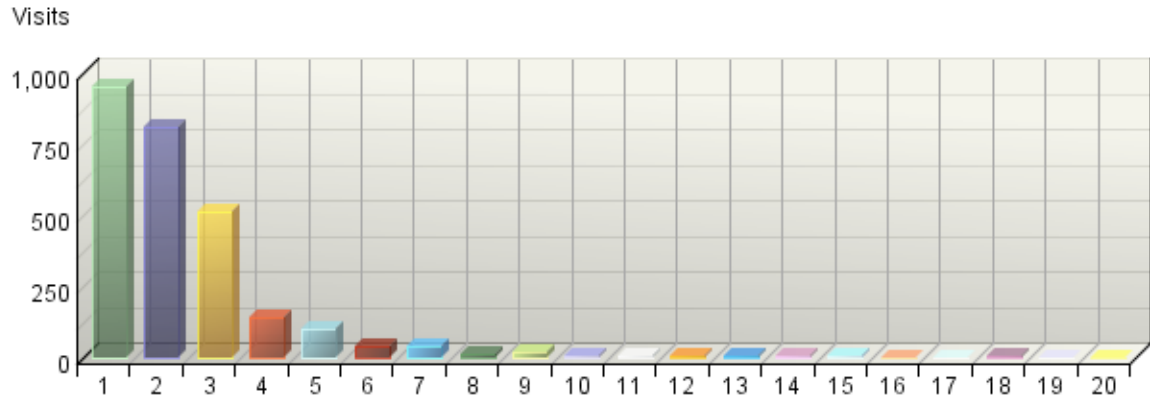
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Visits by Number of Pages Viewed

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

Visits by Number of Pages Viewed



Visits by Number of Pages Viewed

	Number of Pages Viewed	Visits	% Visits
1.	0 Pages	950	35.11%
2.	1 Page	814	30.08%
3.	2 Pages	516	19.07%
4.	3 Pages	145	5.36%
5.	4 Pages	104	3.84%
6.	5 Pages	40	1.48%
7.	6 Pages	40	1.48%
8.	7 Pages	12	0.44%
9.	8 Pages	17	0.63%
10.	9 Pages	6	0.22%
11.	10 Pages	6	0.22%
12.	11 Pages	4	0.15%
13.	12 Pages	4	0.15%
14.	13 Pages	8	0.30%
15.	14 Pages	4	0.15%
16.	15 Pages	3	0.11%
17.	16 Pages	2	0.07%
18.	18 Pages	5	0.18%
19.	19 Pages	1	0.04%

	Number of Pages Viewed	Visits	% Visits
■ 20.	21 Pages	3	0.11%
	Subtotal for rows: 1 - 20	2,684	99.19%
	Other	22	0.81%
	Total	2,706	100.00%

items 1-20 of 32

Visits by Number of Pages Viewed - Help Card



Column Definitions

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.



Report Descriptions

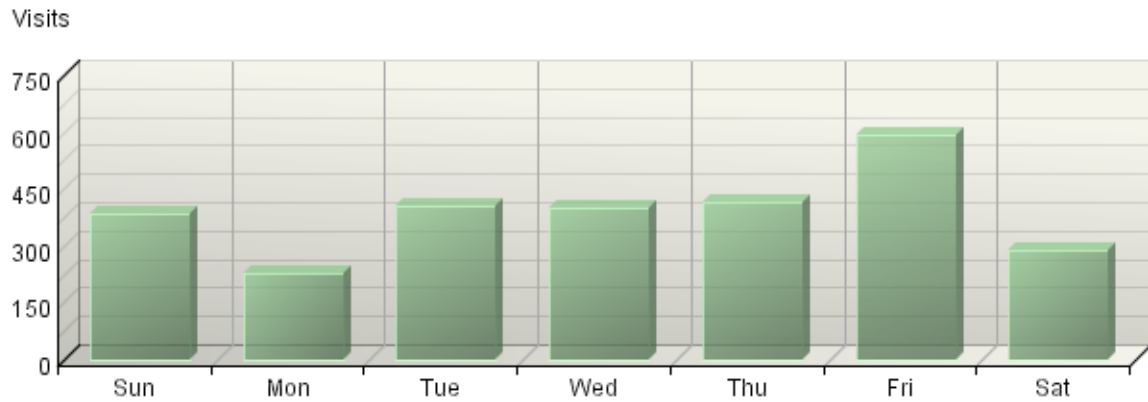
You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits with 0 pages are visits where the only hits are to files that do not constitute pages, such as images.

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



Visits by Day of the Week

Day	Visits	% Visits
Sun	386	14.22%
Mon	226	8.32%
Tue	404	14.88%
Wed	401	14.77%
Thu	415	15.29%
Fri	595	21.92%
Sat	288	10.61%
Total	2,715	100.00%

items 1-7 of 7

Visits by Day of the Week - Help Card



Column Definitions

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.



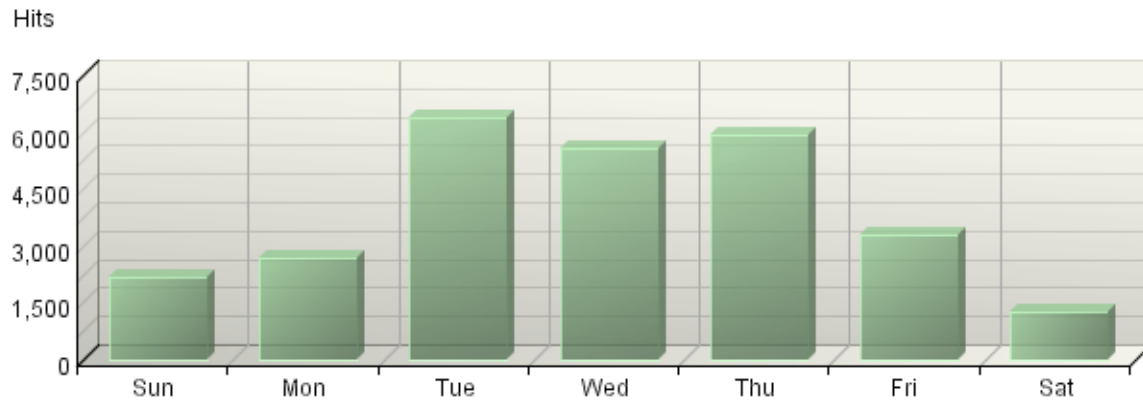
Report Descriptions

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



Hits by Day of the Week

Day	Hits	% Hits
Sun	2,187	8.02%
Mon	2,671	9.80%
Tue	6,365	23.34%
Wed	5,558	20.38%
Thu	5,946	21.80%
Fri	3,278	12.02%
Sat	1,264	4.64%
Total	27,269	100.00%

items 1-7 of 7

Hits by Day of the Week - Help Card



Column Definitions

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.



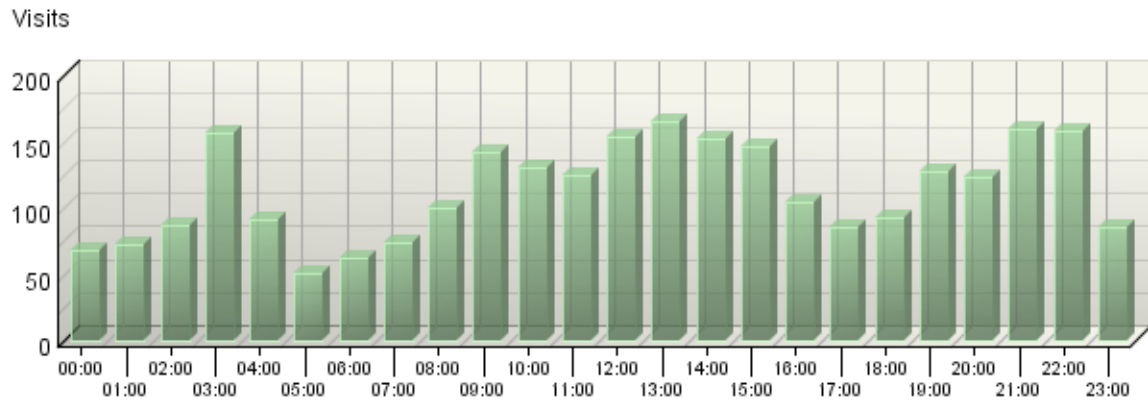
Report Descriptions

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



Visits by Hour of the Day

Hour	Visits	% Visits
00:00	68	2.50%
01:00	73	2.69%
02:00	87	3.20%
03:00	157	5.78%
04:00	91	3.35%
05:00	51	1.88%
06:00	62	2.28%
07:00	74	2.73%
08:00	100	3.68%
09:00	142	5.23%
10:00	131	4.83%
11:00	125	4.60%
12:00	154	5.67%
13:00	165	6.08%
14:00	152	5.60%
15:00	147	5.41%
16:00	104	3.83%
17:00	86	3.17%

Hour	Visits	% Visits
18:00	93	3.43%
19:00	127	4.68%
20:00	123	4.53%
21:00	159	5.86%
22:00	158	5.82%
23:00	86	3.17%
Total	2,715	100.00%

items 1-20 of 24

Visits by Hour of the Day - Help Card



Column Definitions

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.

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.



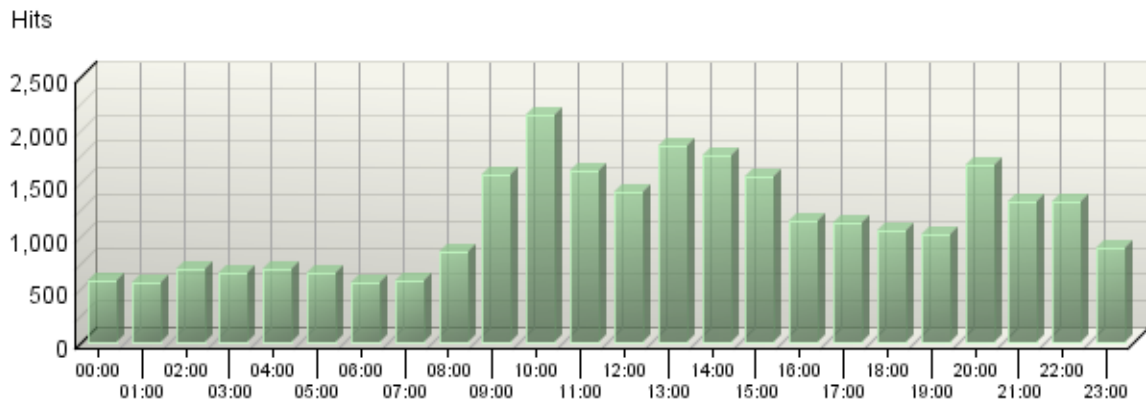
Report Descriptions

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. 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



Hits by Hour of the Day

Hour	Hits	% Hits
00:00	576	2.11%
01:00	569	2.09%
02:00	684	2.51%
03:00	660	2.42%
04:00	689	2.53%
05:00	657	2.41%
06:00	563	2.06%
07:00	585	2.15%
08:00	853	3.13%
09:00	1,582	5.80%
10:00	2,139	7.84%
11:00	1,607	5.89%
12:00	1,408	5.16%
13:00	1,841	6.75%
14:00	1,751	6.42%
15:00	1,565	5.74%
16:00	1,140	4.18%
17:00	1,117	4.10%

Hour	Hits	% Hits
18:00	1,052	3.86%
19:00	1,018	3.73%
20:00	1,674	6.14%
21:00	1,321	4.84%
22:00	1,322	4.85%
23:00	896	3.29%
Total	27,269	100.00%

items 1-20 of 24

Hits by Hour of the Day - Help Card



Column Definitions

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.

%

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



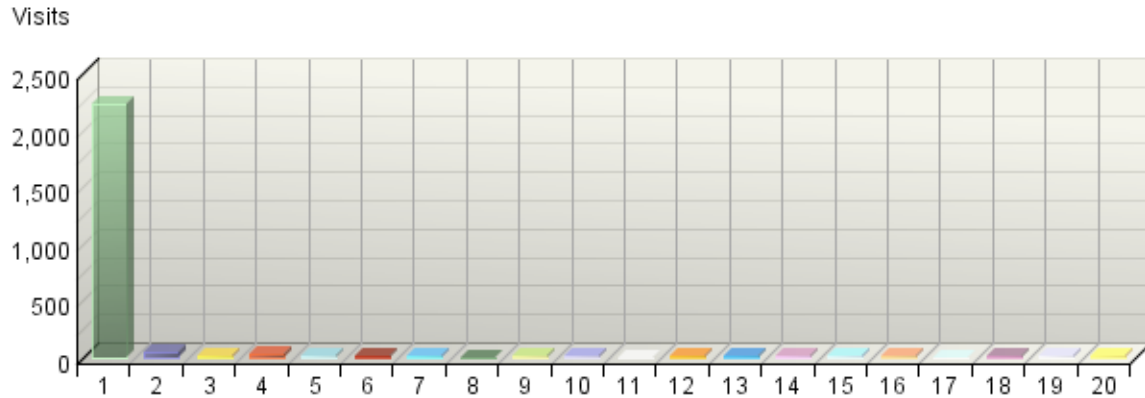
Report Descriptions

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 in Minutes by Visits



Visit Duration by Visits

	Visit Duration in Minutes	Visits	% Visits
1.	0-1	2,230	82.41%
2.	1-2	56	2.07%
3.	2-3	23	0.85%
4.	3-4	30	1.11%
5.	4-5	17	0.63%
6.	5-6	12	0.44%
7.	6-7	13	0.48%
8.	7-8	6	0.22%
9.	8-9	10	0.37%
10.	9-10	9	0.33%
11.	10-11	8	0.30%
12.	11-12	10	0.37%
13.	12-13	17	0.63%
14.	13-14	15	0.55%
15.	14-15	9	0.33%
16.	15-16	11	0.41%
17.	16-17	6	0.22%
18.	17-18	9	0.33%
19.	18-19	13	0.48%

	Visit Duration in Minutes	Visits	% Visits
■ 20.	19-20	13	0.48%
	Subtotal for rows: 1 - 20	2,517	93.02%
	Other	189	6.98%
	Total	2,706	100.00%

items 1-20 of 61

Visit Duration by Visits - Help Card



Column Definitions

Visit Duration in 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.



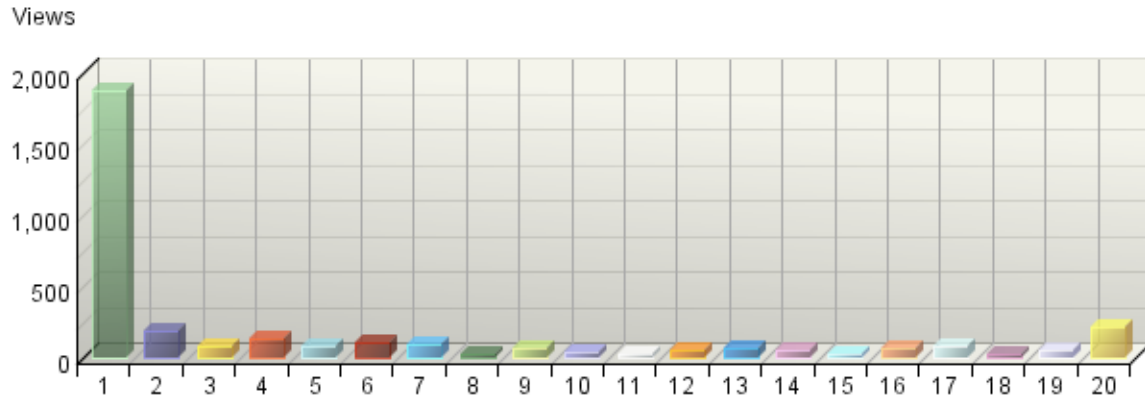
Report Descriptions

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 in Minutes by Page Views



Visit Duration by Page Views

	Visit Duration in Minutes	Views	% Views
1.	0-1	1,885	38.27%
2.	1-2	186	3.78%
3.	2-3	85	1.73%
4.	3-4	132	2.68%
5.	4-5	77	1.56%
6.	5-6	110	2.23%
7.	6-7	89	1.81%
8.	7-8	21	0.43%
9.	8-9	61	1.24%
10.	9-10	47	0.95%
11.	10-11	28	0.57%
12.	11-12	54	1.10%
13.	12-13	73	1.48%
14.	13-14	59	1.20%
15.	14-15	31	0.63%
16.	15-16	70	1.42%
17.	16-17	86	1.75%
18.	17-18	26	0.53%
19.	18-19	53	1.08%

	Visit Duration in Minutes	Views	% Views
■ 20.	19-20	211	4.28%
Subtotal for rows: 1 - 20		3,384	68.70%
Other		1,542	31.30%
Total		4,926	100.00%

items 1-20 of 61

Visit Duration by Page Views - Help Card



Column Definitions

Visit Duration in 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.



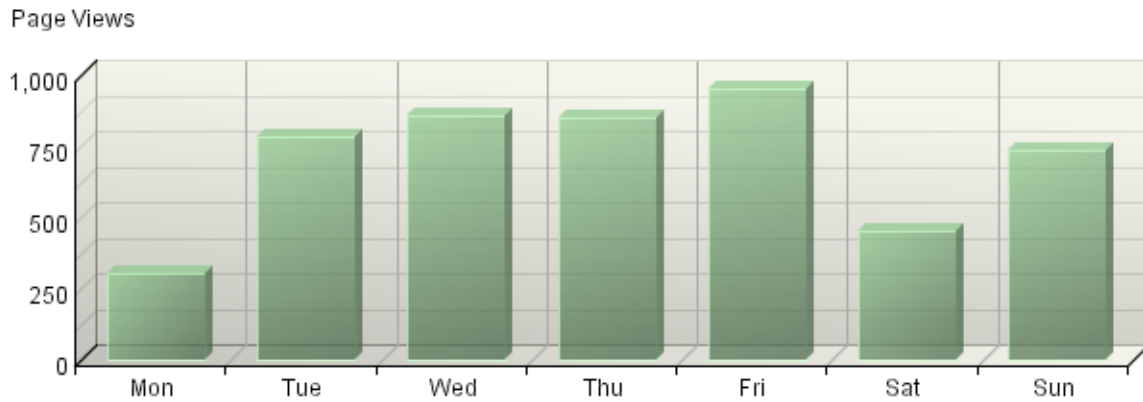
Report Descriptions

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

Page Views Trend

This report shows how the number of page views to your site changes over the course of the report period.

Page Views Trend



Page Views Trend

Time Interval	Page Views	% Page Views
Mon	302	6.12%
Tue	785	15.90%
Wed	859	17.40%
Thu	852	17.25%
Fri	950	19.24%
Sat	456	9.23%
Sun	734	14.86%
Total	4,938	100.00%

items 1-7 of 7

Page Views Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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.

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.

%

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



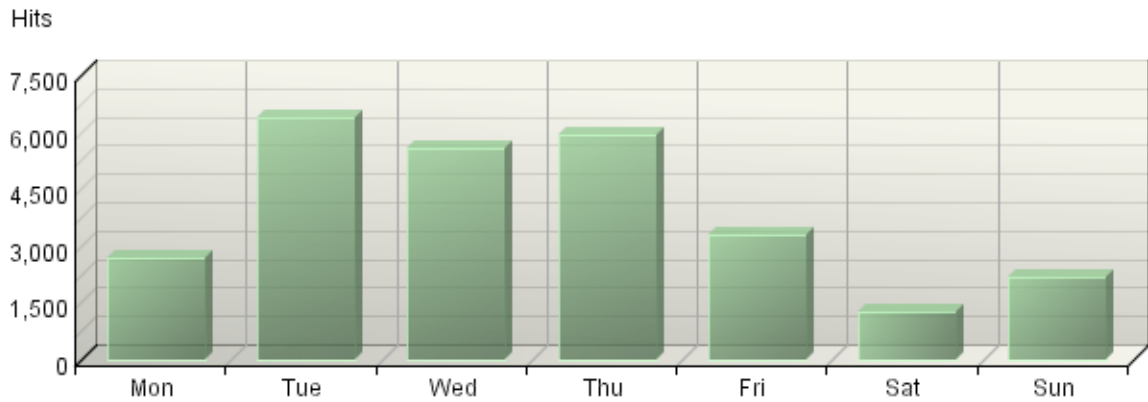
Report Descriptions

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

Hits Trend

This report shows how the number of hits to your site changes over the course of the report period.

Hits Trend



Hits Trend

Time Interval	Hits	% Hits
Mon	2,671	9.80%
Tue	6,365	23.34%
Wed	5,558	20.38%
Thu	5,946	21.80%
Fri	3,278	12.02%
Sat	1,264	4.64%
Sun	2,187	8.02%
Total	27,269	100.00%

items 1-7 of 7

Hits Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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.

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.

%

Percentage of hits that occurred during the specified time interval.



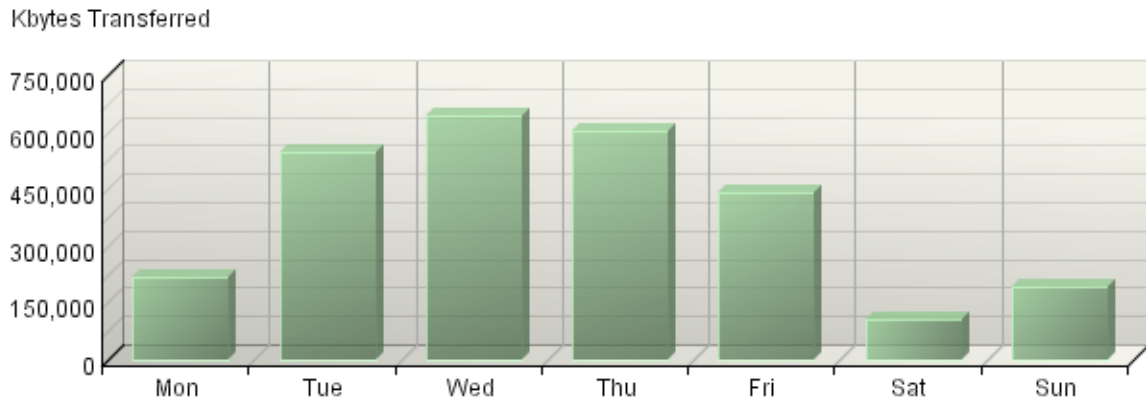
Report Descriptions

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



Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	% Kbytes Transferred
Mon	215,805	7.86%
Tue	545,895	19.88%
Wed	641,701	23.37%
Thu	600,656	21.87%
Fri	442,551	16.12%
Sat	106,076	3.86%
Sun	193,317	7.04%
Total	2,745,998	100.00%

items 1-7 of 7

Bandwidth: Kbytes Transferred Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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.

Kbytes Transferred

Number of kilobytes of data transferred during the specified time interval.

%

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



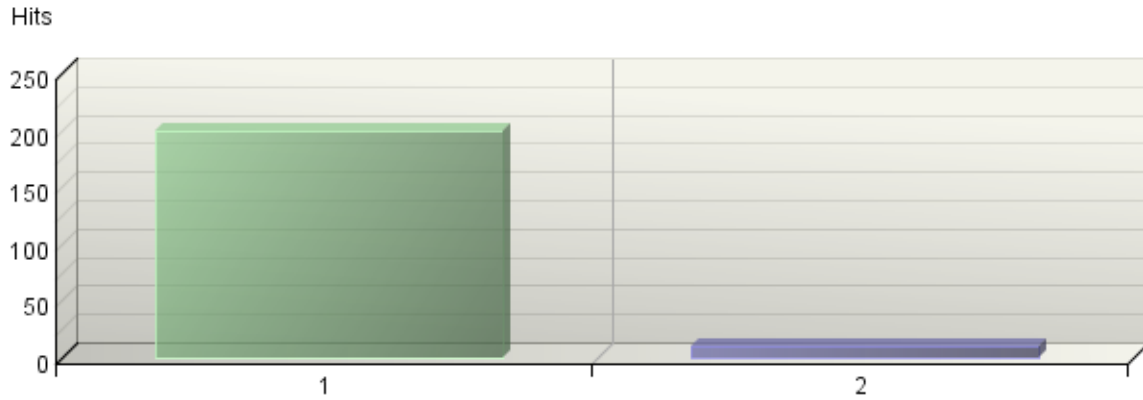
Report Descriptions

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

Client Errors

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

Client Errors



Client Errors

HTTP Status Codes	Hits	% Hits
1. 404 Not Found	199	95.22%
2. 403 Forbidden	10	4.78%
Total	209	100.00%

items 1-2 of 2

Client Errors - Help Card



Column Definitions

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.



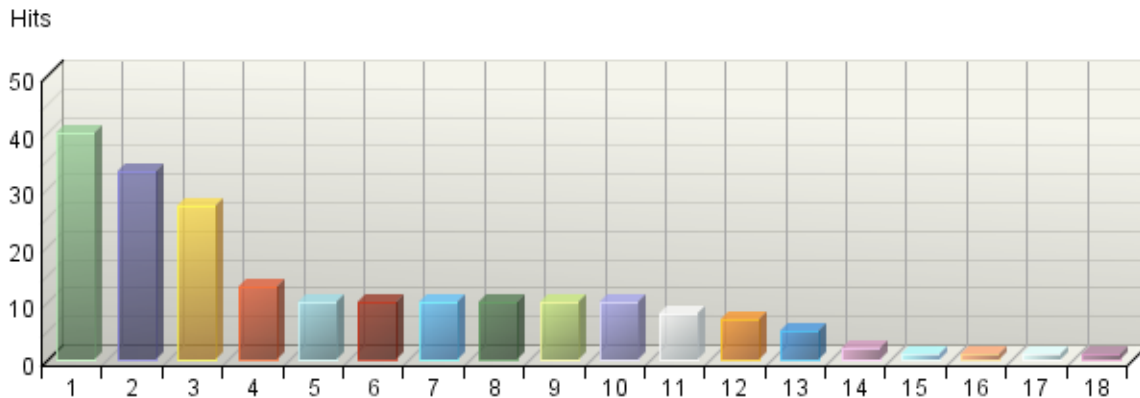
Report Descriptions

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



File Not Found Errors

	Files Not Found and Referring URL	Hits	% Hits
■ 1.	http://oregon.gov/DAS/OPB/PerfMeas/10ideas.pdf (no referrer)	40	20.10%
■ 2.	http://oregon.gov/DAS/OPB/DAS/OPB/obm_progress.shtml (no referrer)	33	16.58%
■ 3.	http://oregon.gov/DAS/OPB/PMBestStates.pps (no referrer)	27	13.57%
■ 4.	http://oregon.gov/DAS/OPB/images/OrShines/c2_box3.gif (no referrer)	13	6.53%
■ 5.	http://oregon.gov/DAS/OPB/docs/apr/Mort_Intro_I.doc (no referrer)	10	5.03%
■ 6.	http://oregon.gov/DAS/OPB/docs/apr/Pschi_APR.doc (no referrer)	10	5.03%
■ 7.	http://oregon.gov/DAS/OPB/docs/apr/Psychi_LDSR.doc (no referrer)	10	5.03%
■ 8.	http://oregon.gov/DAS/OPB/docs/apr/LTComb_03DataSumm.doc (no referrer)	10	5.03%
■ 9.	http://oregon.gov/DAS/OPB/docs/apr/TaxPract_Intro_I_II.doc (no referrer)	10	5.03%

	Files Not Found and Referring URL	Hits	% Hits
10.	http://oregon.gov/DAS/OPB/docs/apr/LTCOmb_Intro_I_II.doc (no referrer)	10	5.03%
11.	http://oregon.gov/DAS/OPB/docs/apr/Blind_Intro_I.doc (no referrer)	8	4.02%
12.	http://oregon.gov/DAS/OPB/rita.r.conrad@das.state.or.us (no referrer)	7	3.52%
13.	http://oregon.gov/DAS/OPB/docs/links/whitepr.htm (no referrer)	5	2.51%
14.	http://oregon.gov/DAS/OPB/docs/CoData/03CoData/Data/62.JuvArrsts02.xls (no referrer)	2	1.01%
15.	http://oregon.gov/DAS/OPB/related:www.defenders.org/pubs/endangeredeco.pdf (no referrer)	1	0.50%
16.	http://oregon.gov/DAS/OPB/act2.comic.sohu.com/photos/64/57364.swf (no referrer)	1	0.50%
17.	http://oregon.gov/DAS/OPB/'oregon_image'/' (no referrer)	1	0.50%
18.	http://oregon.gov/DAS/OPB/docs/links/sustain.pdf (no referrer)	1	0.50%
	Total	199	100.00%

items 1-18 of 18

File Not Found Errors - Help Card



Column Definitions

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.



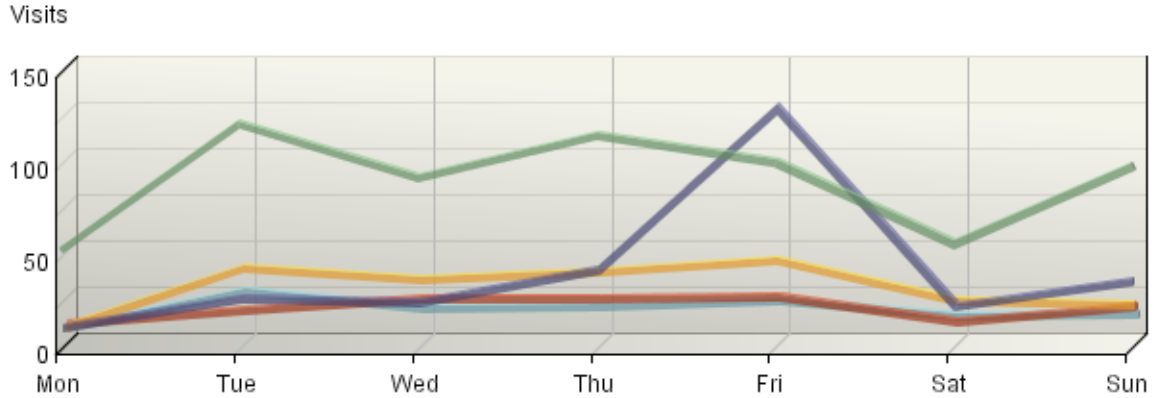
Report Descriptions

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.

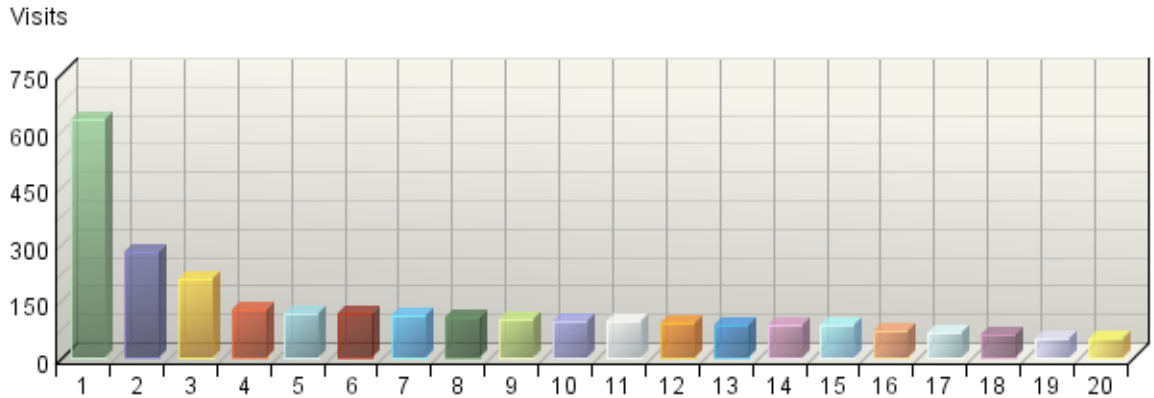
Pages

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.

Pages by Visits Trend



Pages by Visits



Pages

	Pages	Visits	Views	Average Time Viewed
1.	http://oregon.gov/DAS/OPB/	628	1,481	00:01:52
2.	http://oregon.gov/DAS/OPB/obm.shtml	278	355	00:02:57
3.	http://oregon.gov/DAS/OPB/GOVresults.shtml	210	338	00:03:55
4.	http://oregon.gov/DAS/OPB/index.shtml	126	148	00:02:35

	Pages	Visits	Views	Average Time Viewed
5.	http://oregon.gov/DAS/OPB/apr_Jan04.shtml	116	141	00:06:48
6.	http://oregon.gov/DAS/OPB/studies_reports.shtml	116	131	00:03:51
7.	http://oregon.gov/DAS/OPB/os.shtml	114	165	00:03:50
8.	http://oregon.gov/DAS/OPB/obm_pubs.shtml	107	175	00:02:30
9.	http://oregon.gov/DAS/OPB/shows.shtml	99	112	00:03:26
10.	http://oregon.gov/DAS/OPB/popsurvey.shtml	98	118	00:04:34
11.	http://oregon.gov/DAS/OPB/BdMtg04.shtml	96	145	00:03:08
12.	http://oregon.gov/DAS/OPB/contact_us.shtml	89	94	00:08:06
13.	http://oregon.gov/DAS/OPB/about_us.shtml	86	102	00:04:24
14.	http://oregon.gov/DAS/OPB/links.shtml	85	109	00:03:50
15.	http://oregon.gov/DAS/OPB/sustain.shtml	84	104	00:05:03
16.	http://oregon.gov/DAS/OPB/OPBresults.shtml	72	84	00:05:48
17.	http://oregon.gov/DAS/OPB/obm_progress.shtml	67	101	00:02:34
18.	http://oregon.gov/DAS/OPB/obm_os.shtml	61	80	00:03:20
19.	http://oregon.gov/DAS/OPB/soer2000index.shtml	52	73	00:05:35
20.	http://oregon.gov/DAS/OPB/OSII_highlights.shtml	51	53	00:05:29
Subtotal for rows: 1 - 20		N/A	4,109	N/A
Other		N/A	829	N/A
Total		N/A	4,938	N/A

items 1-20 of 49


Pages

	Pages	Average Time to Serve (ms)
1.	http://oregon.gov/DAS/OPB/	0
2.	http://oregon.gov/DAS/OPB/obm.shtml	0
3.	http://oregon.gov/DAS/OPB/GOVresults.shtml	0
4.	http://oregon.gov/DAS/OPB/index.shtml	0
5.	http://oregon.gov/DAS/OPB/apr_Jan04.shtml	0
6.	http://oregon.gov/DAS/OPB/studies_reports.shtml	0
7.	http://oregon.gov/DAS/OPB/os.shtml	0
8.	http://oregon.gov/DAS/OPB/obm_pubs.shtml	0
9.	http://oregon.gov/DAS/OPB/shows.shtml	0
10.	http://oregon.gov/DAS/OPB/popsurvey.shtml	0
11.	http://oregon.gov/DAS/OPB/BdMtg04.shtml	0
12.	http://oregon.gov/DAS/OPB/contact_us.shtml	0

Pages	Average Time to Serve (ms)
13. http://oregon.gov/DAS/OPB/about_us.shtml	0
14. http://oregon.gov/DAS/OPB/links.shtml	0
15. http://oregon.gov/DAS/OPB/sustain.shtml	0
16. http://oregon.gov/DAS/OPB/OPBresults.shtml	0
17. http://oregon.gov/DAS/OPB/obm_progress.shtml	0
18. http://oregon.gov/DAS/OPB/obm_os.shtml	0
19. http://oregon.gov/DAS/OPB/soer2000index.shtml	0
20. http://oregon.gov/DAS/OPB/OSII_highlights.shtml	0
Subtotal for rows: 1 - 20	N/A
Other	N/A
Total	N/A

items 1-20 of 49

Pages - Help Card

 **Column Definitions**

Pages
Any displayed page. You can specify for each profile the types of files which qualify as a page. These settings can be changed by the WebTrends administrator .

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.

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.



Report Descriptions

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.

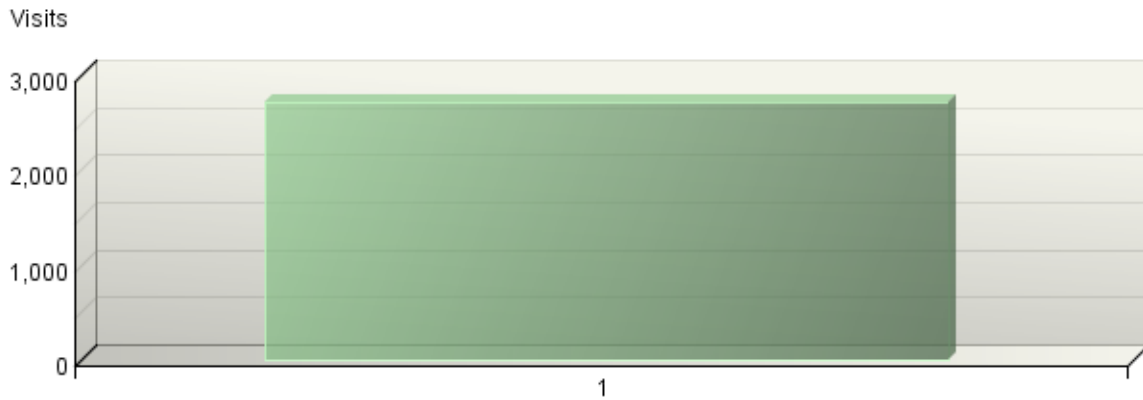
Directories

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

Directories by Visits Trend



Directories by Visits



Directories

Path To Directory	Visits	Hits	Kbytes Transferred
1. http://oregon.gov/DAS	2,715	27,269	2,745,998
Total	N/A	27,269	2,745,998

items 1-1 of 1

Directories - Help Card



Column Definitions

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.



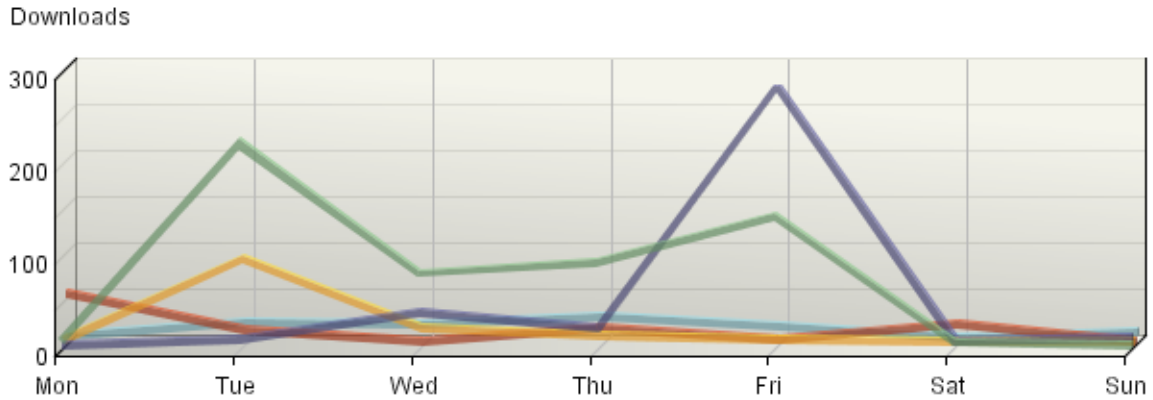
Report Descriptions

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.

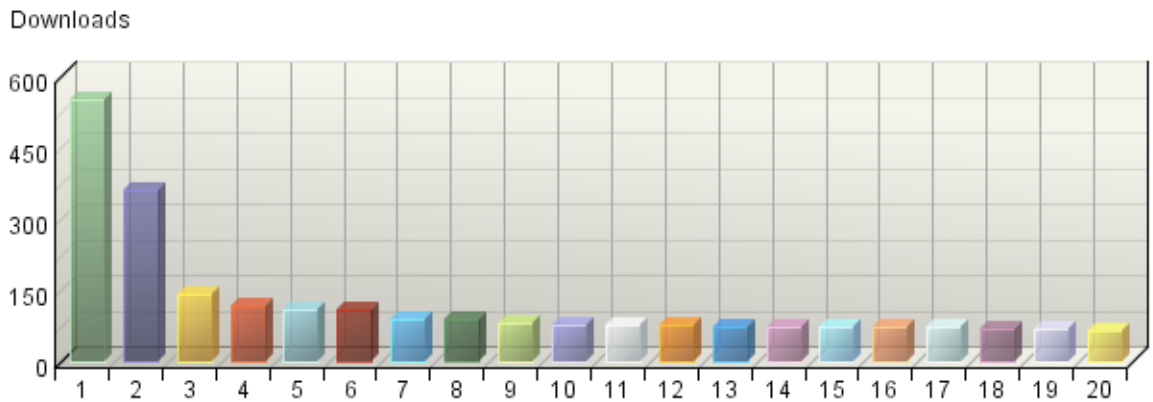
Downloaded Files

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

Downloaded Files Trend



Downloaded Files



Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
1.	http://oregon.gov/DAS/OPB/docs/2003report/Report/2003BPR.pdf	550	2.72%	61
2.	http://oregon.gov/DAS/OPB/docs/BdUp04/July/Benchmark_Update_Jul04.pdf	360	1.78%	84
3.	http://oregon.gov/DAS/OPB/docs/OBCplan/Comp_Index.pdf	140	0.69%	45

	Downloaded Files	Downloads	% Downloads	Visits
4.	http://oregon.gov/DAS/OPB/docs/Sustain/AZthesis.pdf	117	0.58%	38
5.	http://oregon.gov/DAS/OPB/docs/apr/TeacherStand_LDSR.doc	108	0.53%	90
6.	http://oregon.gov/DAS/OPB/docs/obm/BMtracker.pdf	108	0.53%	49
7.	http://oregon.gov/DAS/OPB/docs/Sustain/Bellagio.pdf	88	0.44%	41
8.	http://oregon.gov/DAS/OPB/docs/osII.pdf	88	0.44%	49
9.	http://oregon.gov/DAS/OPB/docs/apr/Transp_APR.pdf	83	0.41%	38
10.	http://oregon.gov/DAS/OPB/docs/kpm/guidelines.doc	79	0.39%	63
11.	http://oregon.gov/DAS/OPB/docs/Shows/Behn_show.pdf	79	0.39%	59
12.	http://oregon.gov/DAS/OPB/docs/Shows/Behn_summary.pdf	75	0.37%	59
13.	http://oregon.gov/DAS/OPB/docs/apr/OPR_10Jun04.doc	74	0.37%	57
14.	http://oregon.gov/DAS/OPB/docs/PerfMeas/10ideas.PDF	74	0.37%	47
15.	http://oregon.gov/DAS/OPB/docs/kpm/apr.doc	73	0.36%	56
16.	http://oregon.gov/DAS/OPB/docs/OBCplan/OBCdata.pdf	73	0.36%	49
17.	http://oregon.gov/DAS/OPB/docs/kpm/apr_instruct.pdf	72	0.36%	47
18.	http://oregon.gov/DAS/OPB/docs/apr/ConstContr_LDSR.doc	70	0.35%	54
19.	http://oregon.gov/DAS/OPB/docs/obm/econ.pdf	67	0.33%	45
20.	http://oregon.gov/DAS/OPB/docs/PopSurv/2002/2002PR.PDF	66	0.33%	48
Subtotal for rows: 1 - 20		2,444	12.11%	1,079
Other		17,744	87.89%	12,439
Total		20,188	100.00%	13,518

items 1-20 of 441

Downloaded Files - Help Card



Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count. See KnowledgeBase article NETIQKB2494 for more information.

Visits

Number of visits that accessed the specified files. 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.



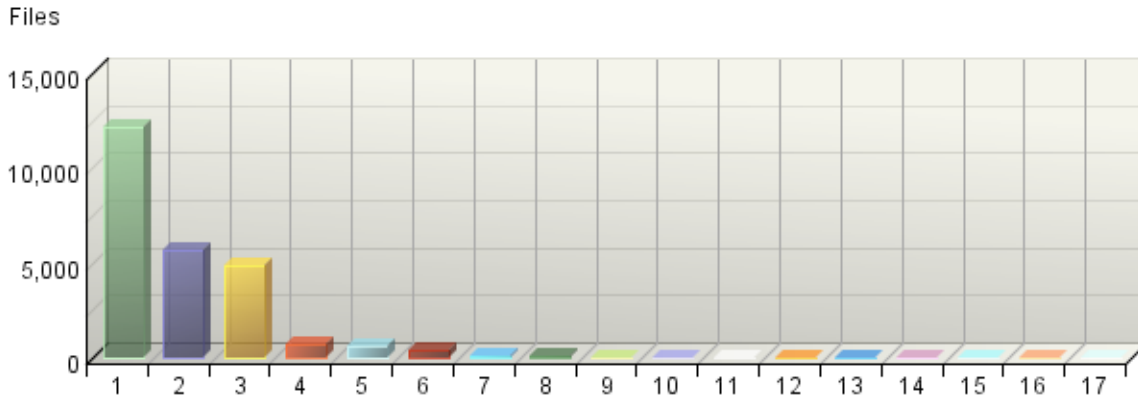
Report Descriptions

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.

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.

Accessed File Types by Files



Accessed File Types

File Type	Files	% Files	Kbytes Transferred
1. PDF	12,212	49.55%	1,757,759
2. doc	5,719	23.21%	526,895
3. shtml	4,870	19.76%	93,627
4. pps	676	2.74%	234,371
5. gif	613	2.49%	1,678
6. xls	355	1.44%	101,546
7. jpg	64	0.26%	4,322
8. HTM	51	0.21%	644
9. ppt	49	0.20%	3,216
10. zip	12	0.05%	21,072
11. shtml#Behn_Public_Management_Report	5	0.02%	227
12. shtml#ACGPA_Reports_and_Updates	5	0.02%	227
13. shtml#Quarterly_Roundtables	3	0.01%	136
14. shtml#Press_Release___News_Coverage	3	0.01%	146
15. shtml#Communicating_Agency__Results	3	0.01%	2
16. shtml#Training_Shows___Materials	3	0.01%	136
17. shtm	2	0.01%	1

File Type	Files	% Files	Kbytes Transferred
Total	24,645	100.00%	2,745,998

items 1-17 of 17

Accessed File Types - Help Card



Column Definitions

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.



Report Descriptions

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

Uploaded Files

This report identifies the most popular files uploaded from a client to your servers using FTP PUT, HTTP PUT, or HTTP POST.

Uploaded Files

No data is available for this graph.

Uploaded Files

No data is available for this table.

Uploaded Files - Help Card



Column Definitions

Files

The path and filename of the uploaded file being analyzed.

Visits

Number of visits to your site where the specified file was uploaded to your servers. 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.

Uploads

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



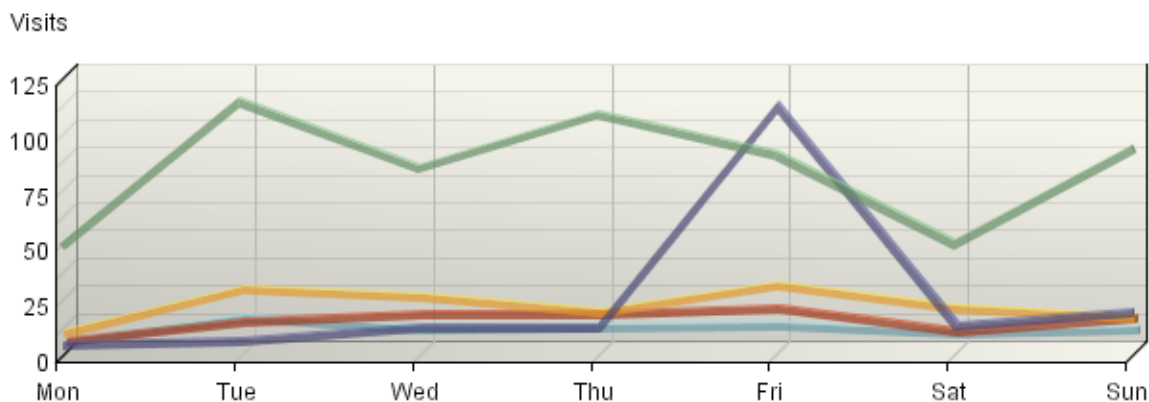
Report Descriptions

This report presents information on files that were uploaded to your servers during the period of the report. You may want to run virus scans on uploaded files.

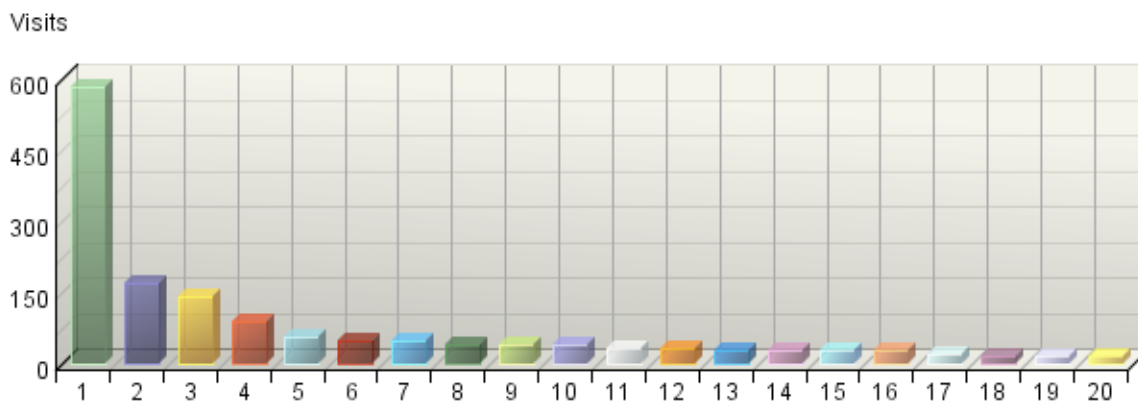
Entry Pages

This report shows the first or "entry" pages viewed in all visits. Every visit has one and only one Entry Page. A visit's entry page may or may not be the "home page." The Entry Page for a visit can depend on how a visitor arrived at your site: they may type an address into a browser, use a bookmark they made on a previous visit, click on a link on another site, click on a search engine results page, click on an on-line ad, or click on a link in an e-mail. Each of these links can point to your home page or any other page on your site

Entry Pages: Trend Over Time



Entry Pages



Entry Pages

Pages	Visits	% Visits
1. http://oregon.gov/DAS/OPB/	585	33.22%
2. http://oregon.gov/DAS/OPB/obm.shtml	170	9.65%

	Pages	Visits	% Visits
3.	http://oregon.gov/DAS/OPB/GOVresults.shtml	140	7.95%
4.	http://oregon.gov/DAS/OPB/index.shtml	88	5.00%
5.	http://oregon.gov/DAS/OPB/apr_Jan04.shtml	57	3.24%
6.	http://oregon.gov/DAS/OPB/studies_reports.shtml	50	2.84%
7.	http://oregon.gov/DAS/OPB/BdMtg04.shtml	50	2.84%
8.	http://oregon.gov/DAS/OPB/links.shtml	40	2.27%
9.	http://oregon.gov/DAS/OPB/shows.shtml	40	2.27%
10.	http://oregon.gov/DAS/OPB/os.shtml	40	2.27%
11.	http://oregon.gov/DAS/OPB/popsurvey.shtml	34	1.93%
12.	http://oregon.gov/DAS/OPB/contact_us.shtml	32	1.82%
13.	http://oregon.gov/DAS/OPB/about_us.shtml	30	1.70%
14.	http://oregon.gov/DAS/OPB/obm_pubs.shtml	30	1.70%
15.	http://oregon.gov/DAS/OPB/sustain.shtml	27	1.53%
16.	http://oregon.gov/DAS/OPB/OPBresults.shtml	27	1.53%
17.	http://oregon.gov/DAS/OPB/jttestim.shtml	19	1.08%
18.	http://oregon.gov/DAS/OPB/99CoData.shtml	18	1.02%
19.	http://oregon.gov/DAS/OPB/obm_progress.shtml	18	1.02%
20.	http://oregon.gov/DAS/OPB/os_4.shtml	17	0.97%
Subtotal for rows: 1 - 20		1,512	85.86%
Other		249	14.14%
Total		1,761	100.00%

items 1-20 of 47

Entry Pages - Help Card



Column Definitions

Entry Page

The first page in a given visit. Every visit has one and only one entry page.

Visits

For each entry page, the total number of visits that began with that entry page, during this time period.

%

For each page (row), the percentage of all visits to the site that went to that particular page during the report time period.



Report Descriptions

Briefly:

A visit can begin on a given page if a visitor:

- types the URL of the page in their browser then clicks on "Go"
- clicks on a bookmark to the page (stored from a previous visit)
- clicks on a link on a different site that points to the file. The link can appear to be text or an image, such as a banner ad.
- clicks on a link to the page in an e-mail. Again, the link can appear to be text or an image.
- clicks on a link on a search engine results page that points to this page
- activates an applet on another site or in a program that transfers them to this page

Finally, a visit can seem to begin on a given page if a visitor was already on the site, but allowed more than 30 minutes to elapse between clicks. When such a pause occurs, WebTrends counts two visits, one before and one after the pause. In other words, WebTrends considers a timeout of more than 30 minutes to be a de facto end of a visit. Consequently, the first page visited after the long pause will appear as an Entry Page for a new visit. Likewise, the last Page Viewed before the long pause will appear in the Exit Pages report. (*Note: the timeout is configurable in WebTrends via Options*)

If your site has more than one URL for a certain page, for example, /home.html and /home.asp, consider combining their statistics to get an accurate picture of how frequently that page's content is seen.

Uses and Interpretation:

Look at each page on the Entry Pages report and ask yourself whether it is suitable as the first page a visitor sees. For example, it can be argued that entry pages should:

- identify the site and/or brand
- have a clear link to the home page
- show the same navigation bars as the rest of the site

If a page that's frequently an entry page doesn't do all these things, consider modifying it to conform with best practices.

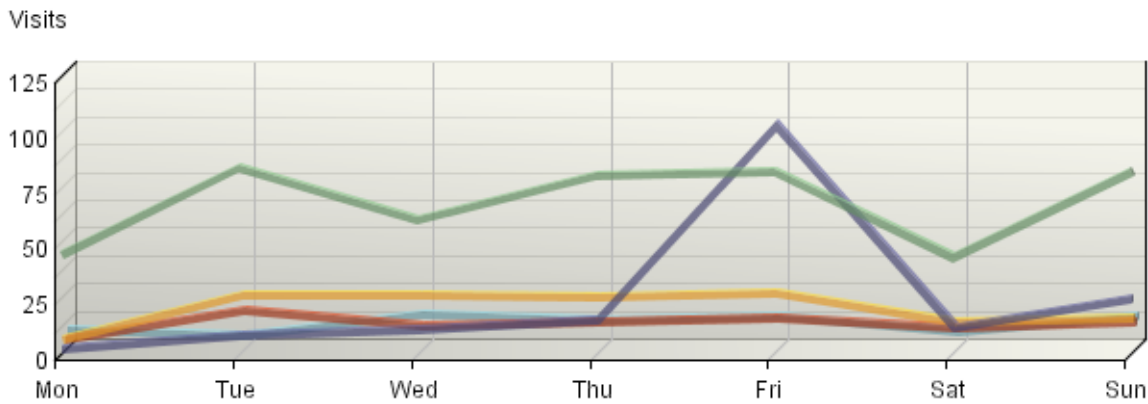
Other relevant reports and analyses:

1. Referring URLs for these entry pages.
2. Relationship to Exit Pages and Single Page Visits.
3. Correcting for multiple URLs for the same Page View.

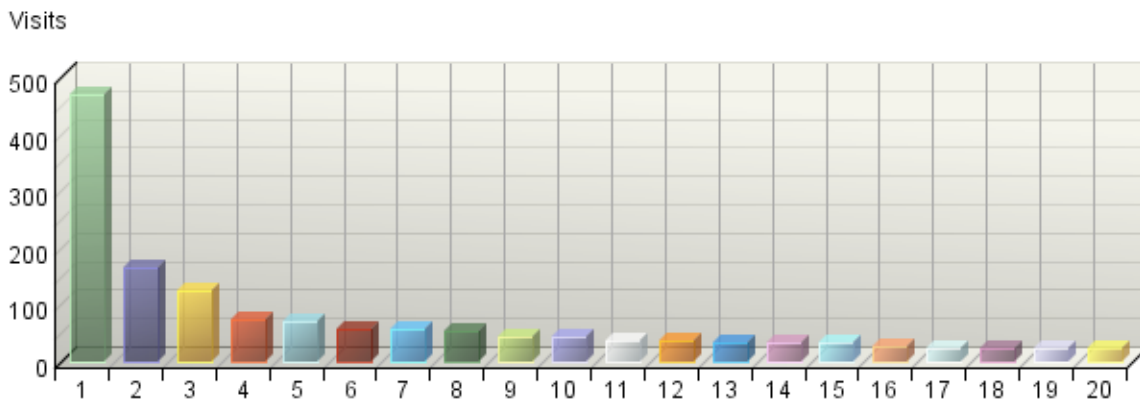
Exit Pages

This report shows the last or "exit" page of all visits. The visits may have finished for a number of reasons: the visitor went to another site, clicked on one of your site's links that took them to another site, closed the browser, or was inactive long enough for WebTrends to have counted the visit as ended.

Exit Pages: Trend Over Time



Exit Pages




Exit Pages

Pages	Visits	% Visits
1. http://oregon.gov/DAS/OPB/	470	26.77%
2. http://oregon.gov/DAS/OPB/obm.shtml	164	9.34%
3. http://oregon.gov/DAS/OPB/GOVresults.shtml	126	7.18%
4. http://oregon.gov/DAS/OPB/apr_Jan04.shtml	75	4.27%

	Pages	Visits	% Visits
5.	http://oregon.gov/DAS/OPB/index.shtml	70	3.99%
6.	http://oregon.gov/DAS/OPB/BdMtgs04.shtml	59	3.36%
7.	http://oregon.gov/DAS/OPB/obm_pubs.shtml	56	3.19%
8.	http://oregon.gov/DAS/OPB/studies_reports.shtml	54	3.08%
9.	http://oregon.gov/DAS/OPB/shows.shtml	44	2.51%
10.	http://oregon.gov/DAS/OPB/popsurvey.shtml	44	2.51%
11.	http://oregon.gov/DAS/OPB/os.shtml	38	2.16%
12.	http://oregon.gov/DAS/OPB/contact_us.shtml	36	2.05%
13.	http://oregon.gov/DAS/OPB/links.shtml	35	1.99%
14.	http://oregon.gov/DAS/OPB/sustain.shtml	35	1.99%
15.	http://oregon.gov/DAS/OPB/obm_progress.shtml	33	1.88%
16.	http://oregon.gov/DAS/OPB/OPBresults.shtml	28	1.59%
17.	http://oregon.gov/DAS/OPB/about_us.shtml	25	1.42%
18.	http://oregon.gov/DAS/OPB/jttestim.shtml	24	1.37%
19.	http://oregon.gov/DAS/OPB/soer2000index.shtml	22	1.25%
20.	http://oregon.gov/DAS/OPB/OSII_highlights.shtml	22	1.25%
Subtotal for rows: 1 - 20		1,460	83.14%
Other		296	16.86%
Total		1,756	100.00%

items 1-20 of 46

Exit Pages - Help Card

 **Column Definitions**

Exit Page
The last page viewed in a given visit. Every visit has one and only one exit page.

Visits
For each exit page, the total number of visits that ended with that page.

%
For each page (row), the percentage of all visits to the site that went to that particular page during the report time period.



Report Descriptions

Briefly:

If a visitor leaves your site or is inactive for a long time, Webtrends counts the visit as "ended" after 30 minutes of inaction. Visitors may have:

- Browsed to a different site
- Closed their browser
- Remained inactive for more than 30 minutes but did not leave your site. Note that if a visitor resumes clicking on your site after 30 minutes of inactivity, WebTrends records two visits, one before and one after the pause. Consequently, the last page viewed before the long pause will appear as an Exit Page, the first page viewed after the long pause will appear in the Entry Pages report, and your own domain will be the referring domain.

It's usually not possible to know where a visitor went after your site. Log files only record those clicks that are requests for files housed on *your* servers. If your site has links to other sites, it is possible to find out if visitors left the site using those links if you modify those links so that, when clicked on, they request a redirect page from your server that in turn takes them to the destination site.

It's usually not possible to know how long a visitor stayed on the exit page before leaving. All that is known is that the visitor had no activity (clicks) for at least 30 minutes.

Uses and Interpretation:

Examine each exit page in the report and ask yourself whether it can be considered a desirable or undesirable ending point for a visit. For example, a purchase thank-you page would be a desirable end of a visit, but a page in the middle of a registration process would be undesirable as a last page.

Undesirable exit pages may indicate a problem needing addressing, such as:

- a difficult multi-step process
- a page that takes too long to load
- content that does not hold the visitor's interest
- confusing navigation

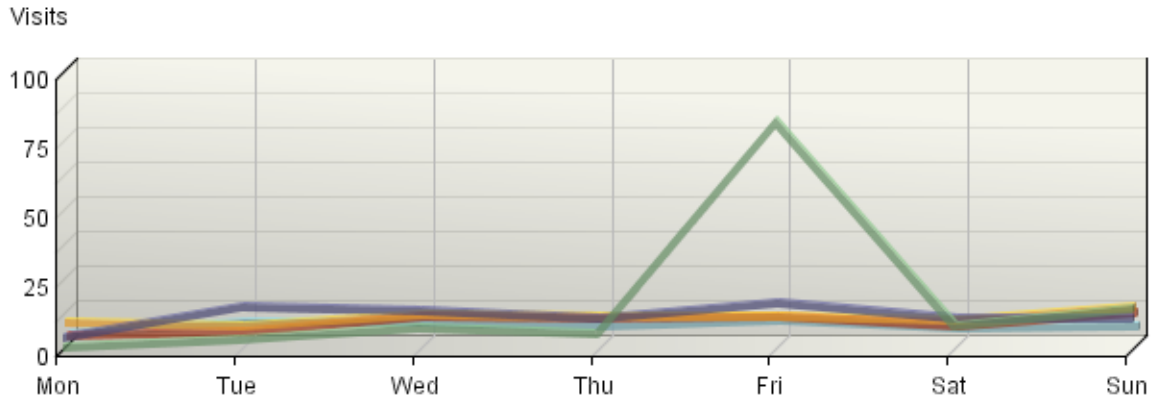
Other relevant reports and analyses:

Relationship to Entry Pages and Single-Page Visits.

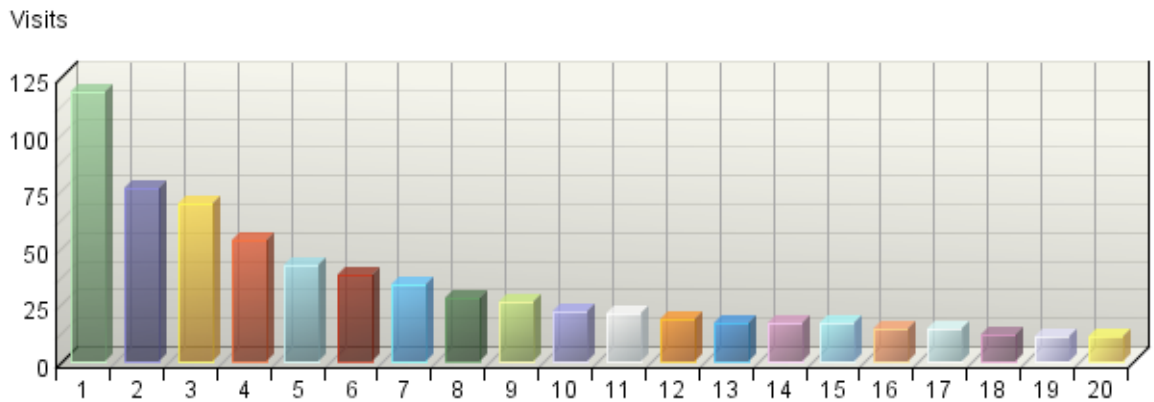
Single-Page Visits

This report lists pages that were the only page viewed during visits that were exactly one page long.

Single-Page Visits: Trend Over Time



Single-Page Visits




Single-Page Visits

Pages	Visits	% Visits
1. http://oregon.gov/DAS/OPB/obm.shtml	118	14.50%
2. http://oregon.gov/DAS/OPB/GOVresults.shtml	76	9.34%
3. http://oregon.gov/DAS/OPB/	69	8.48%
4. http://oregon.gov/DAS/OPB/index.shtml	53	6.51%
5. http://oregon.gov/DAS/OPB/apr_Jan04.shtml	42	5.16%

	Pages	Visits	% Visits
6.	http://oregon.gov/DAS/OPB/BdMtg04.shtml	38	4.67%
7.	http://oregon.gov/DAS/OPB/studies_reports.shtml	34	4.18%
8.	http://oregon.gov/DAS/OPB/shows.shtml	28	3.44%
9.	http://oregon.gov/DAS/OPB/links.shtml	26	3.19%
10.	http://oregon.gov/DAS/OPB/popsurvey.shtml	22	2.70%
11.	http://oregon.gov/DAS/OPB/obm_pubs.shtml	21	2.58%
12.	http://oregon.gov/DAS/OPB/contact_us.shtml	19	2.33%
13.	http://oregon.gov/DAS/OPB/os.shtml	17	2.09%
14.	http://oregon.gov/DAS/OPB/about_us.shtml	17	2.09%
15.	http://oregon.gov/DAS/OPB/OPBresults.shtml	17	2.09%
16.	http://oregon.gov/DAS/OPB/jttestim.shtml	14	1.72%
17.	http://oregon.gov/DAS/OPB/sustain.shtml	14	1.72%
18.	http://oregon.gov/DAS/OPB/99CoData.shtml	12	1.47%
19.	http://oregon.gov/DAS/OPB/os_5.shtml	11	1.35%
20.	http://oregon.gov/DAS/OPB/obm_progress.shtml	11	1.35%
Subtotal for rows: 1 - 20		659	80.96%
Other		155	19.04%
Total		814	100.00%

items 1-20 of 46

Single-Page Visits - Help Card

 **Column Definitions**

Pages
Any displayed page. You can specify for each profile the types of files which qualify as a page. These settings can be changed by the WebTrends administrator .

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.

%
For each page (row), the percentage of all visits to the site that went to that particular page during the report time period.



Report Descriptions

Briefly:

The proportion of all visits that are single page visits can be surprisingly high, although this phenomenon is experienced on most public websites. But the Single Page Visit statistic is easily skewed by certain site structures. The most common is an arrival page that automatically redirects the visitor to the "real" home page. Single-Page Visits will be underestimated in these cases, because visitors have requested two pages by the time they reach the home page. Any visitor who leaves immediately will be counted as a two-page visit. Their single-page experience will not appear in the Single-Page Visits report.

The Single Page Visits report can be made more accurate by filtering out the arrival page (losing, unfortunately, important referrer information). A better solution is to change the URL of the redirect page into the URL of the target page, using the URL Search and Replace function or WebTrends Scripting Language. Parameters can be different in the two log lines as long as the stem is the same. In the logs, the session will appear to be two consecutive hits to the target page, which WebTrends perceives as a Single-Page Visit to the target page.

Uses and Interpretation:

Before using Single Page Visits (SPVs) to evaluate a site's success, be clear about which Single-Page Visits are desirable or undesirable. For example, are some of your pages intended to be self-sufficient, such as a "What's New" page?

SPVs can be part of a set of overall site metrics called "Percent of all Visits that are Single-Page Visits." Ideally, undesirable SPVs should be low, and desirable SPVs should be high.

Pages in which undesirable SPVs more than expected should be evaluated for possible content or design flaws. Examples:

- There is no obvious way to go further into the site.
- The page doesn't convey what the site is about.
- The visitor is overwhelmed by complexity of the page.
- The page takes too long to load.

In a marketing context, high numbers of Single-Page Visits can indicate that visitors are coming to the site for the wrong reason. Do new visitors have accurate perceptions about what the site offers? Are your ads or search engine listings giving the correct impression?

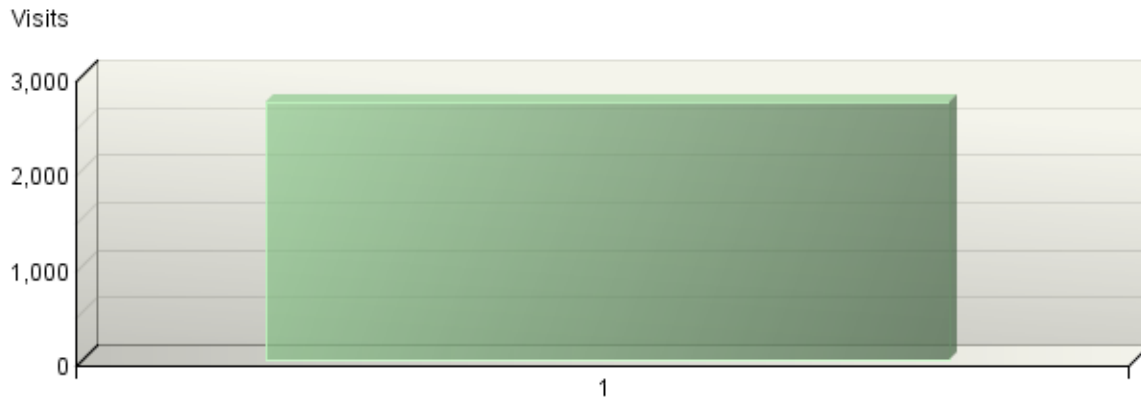
Other relevant reports and analyses:

Separate SPV Statistics for New and Returning Visitors

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.

Visits by Referring Site



Referring Site

Site	Visits	% Visits
1. Direct Traffic	2,715	100.00%
Total	2,715	100.00%

items 1-1 of 1

Referring Site - Help Card



Column Definitions

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.

Direct Traffic

Represents to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" 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.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.



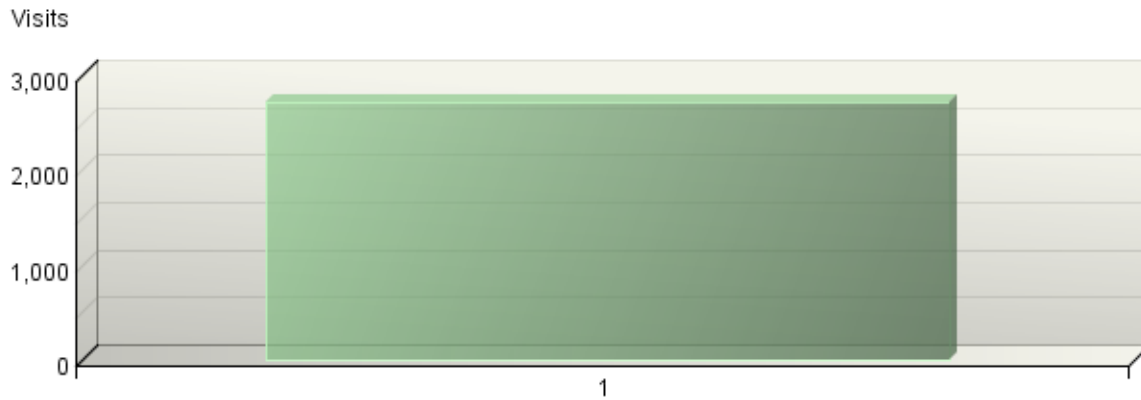
Report Descriptions

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.

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.

Visits by Referring Domain



Referring Domain

Domain	Visits	% Visits
1. Direct Traffic	2,715	100.00%
Total	2,715	100.00%

items 1-1 of 1

Referring Domain - Help Card



Column Definitions

Referring Domain

A web site which refers a visitor to your site by linking to it.

Domain

Top-level domains to which belong the web sites which refer visitors to your site by linking to it.

Visits

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

%

Percentage of referrals that came from the specified domain.

Direct Traffic

Represents to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" 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.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.



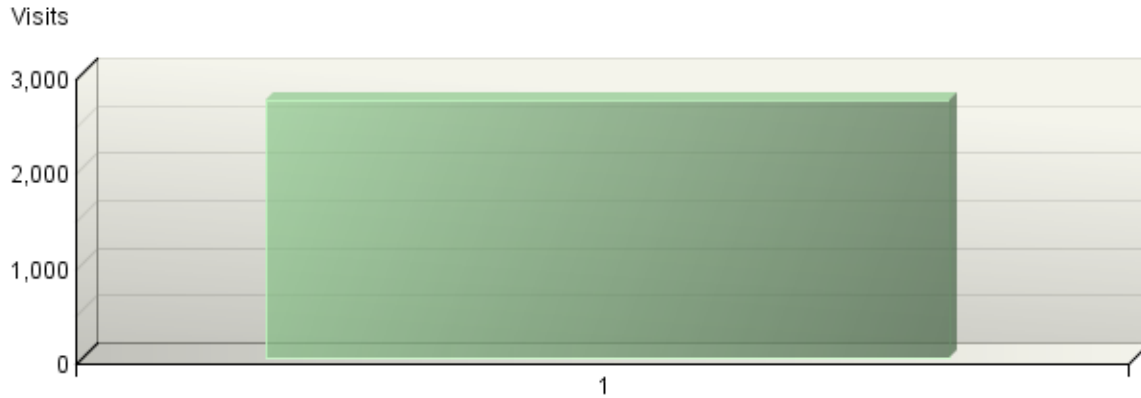
Report Descriptions

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.

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.

Visits by Referring Page



Referring Page

Page	Visits	% Visits
1. Direct Traffic	2,715	100.00%
Total	2,715	100.00%

items 1-1 of 1

Referring Page - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files which qualify as a page. These settings can be changed by the WebTrends administrator .

Visits

Number of visitors referred from the specified URL.

%

Percentage of referred visitors who came from the specified site.

Direct Traffic

Represents to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" 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.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.



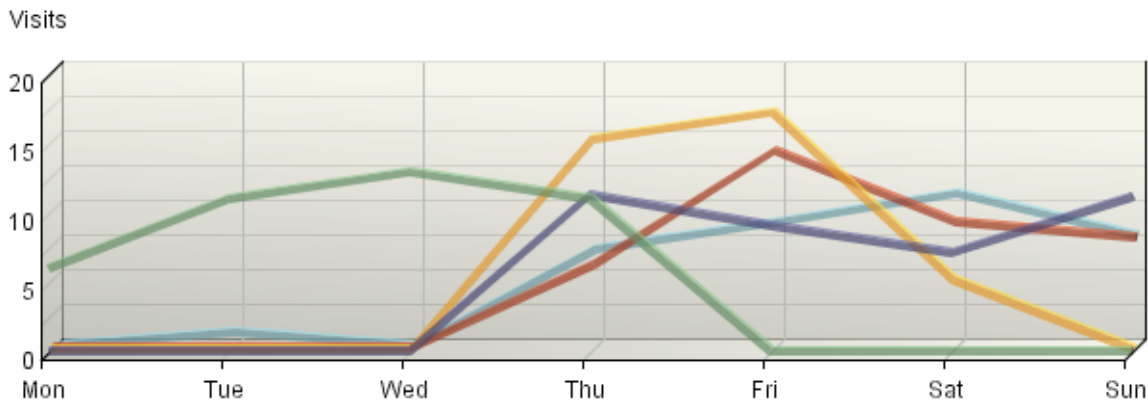
Report Descriptions

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.

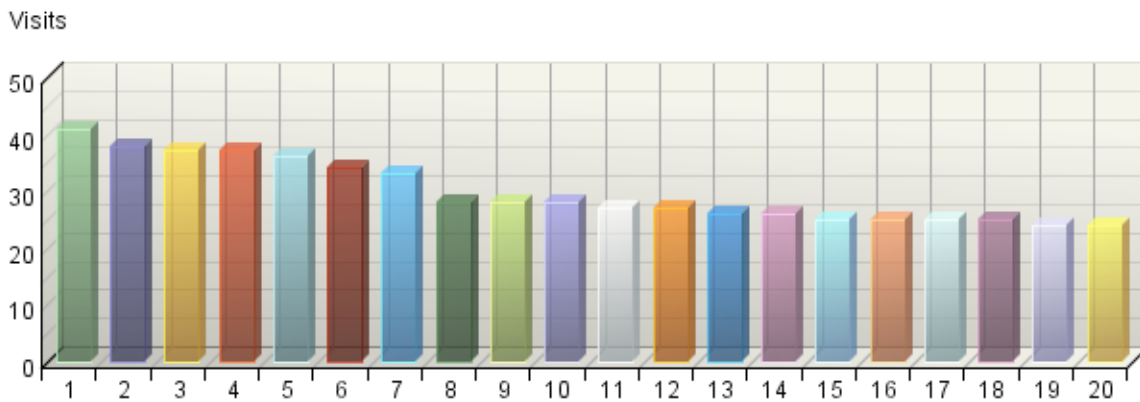
Top Visitors

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

Top Visitors by Visits Trend



Top Visitors by Visits




Top Visitors

Visitor	Visits	% Visits	Hits
1. 207.46.98.131_No Agent	41	1.52%	412
2. 61.78.61.220_No Agent	38	1.40%	45
3. 218.145.25.83_No Agent	37	1.37%	124
4. 207.46.98.133_No Agent	37	1.37%	342

	Visitor	Visits	% Visits	Hits
5.	61.78.61.222_No Agent	36	1.33%	48
6.	64.242.88.50_No Agent	34	1.26%	62
7.	207.46.98.134_No Agent	33	1.22%	240
8.	202.108.249.176_No Agent	28	1.03%	74
9.	61.78.61.194_No Agent	28	1.03%	36
10.	61.78.61.221_No Agent	28	1.03%	44
11.	64.68.82.184_No Agent	27	1.00%	144
12.	64.68.82.201_No Agent	27	1.00%	149
13.	64.68.82.146_No Agent	26	0.96%	146
14.	64.68.82.170_No Agent	26	0.96%	134
15.	64.68.82.143_No Agent	25	0.92%	161
16.	64.68.82.28_No Agent	25	0.92%	146
17.	64.68.82.168_No Agent	25	0.92%	155
18.	64.68.82.47_No Agent	25	0.92%	173
19.	64.68.82.189_No Agent	24	0.89%	142
20.	64.68.82.13_No Agent	24	0.89%	160
Subtotal for rows: 1 - 20		594	21.95%	2,937
Other		2,112	78.05%	24,309
Total		2,706	100.00%	27,246

items 1-20 of 1146

Top Visitors - Help Card

 **Column Definitions**

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.

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.



Report Descriptions

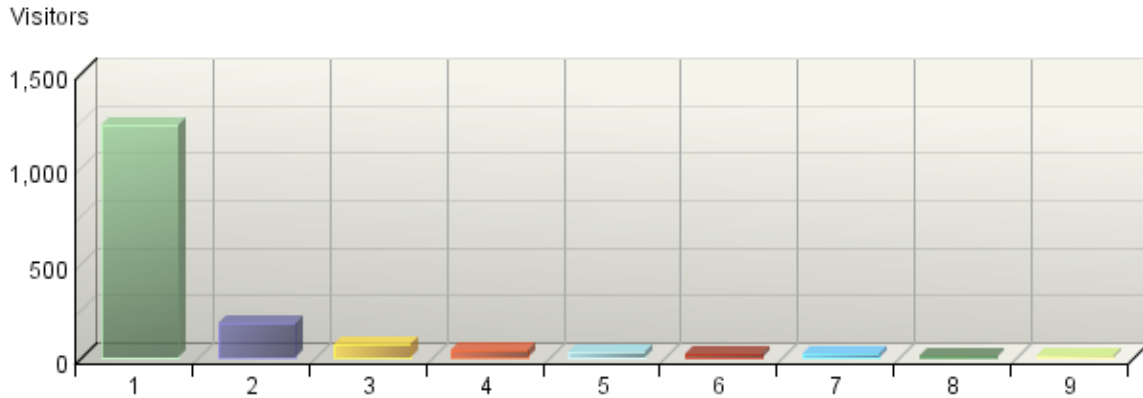
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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.

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



Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	1,230	75.74%
2 visits	184	11.33%
3 visits	68	4.19%
4 visits	43	2.65%
5 visits	26	1.60%
6 visits	21	1.29%
7 visits	17	1.05%
8 visits	9	0.55%
9 visits	10	0.62%
Other	16	0.99%
Total	1,624	100.00%

items 1-9 of 9

Visitors by Number of Visits - Help Card



Column Definitions

Number of Visits

The number of visits by each visitor during the period of the report.

Visitors

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

%

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



Report Descriptions

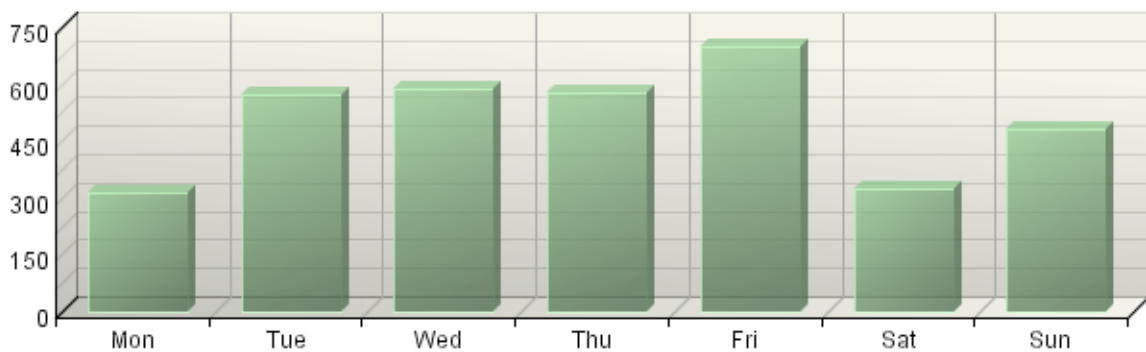
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

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. Some visits may span more than one time interval, and will be counted in each interval where they appear. The sum of visits for all intervals may therefore exceed the total visits shown in the Overview Dashboard page.

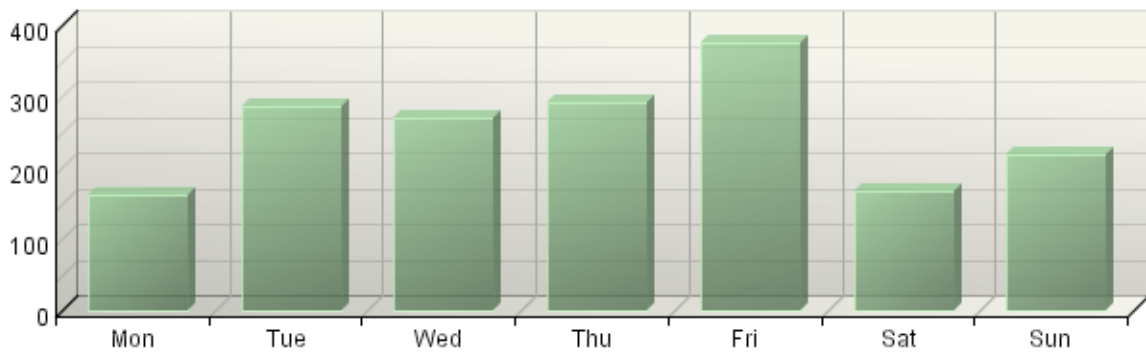
Active Visits Trend

Active Visits



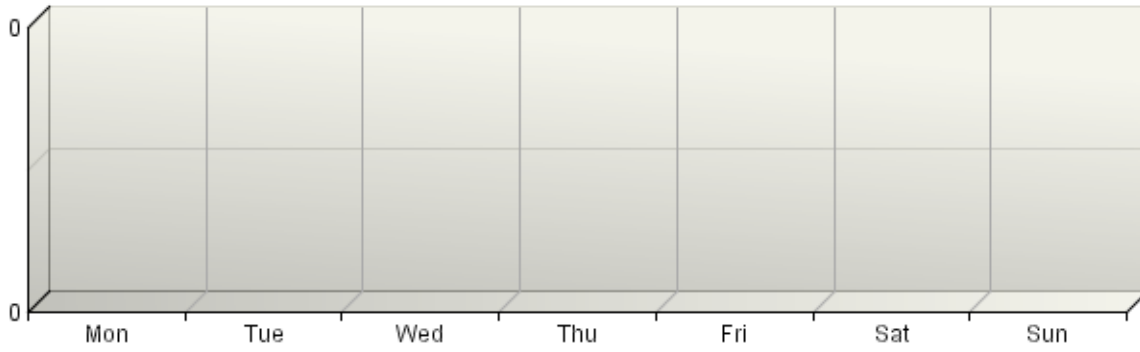
Visitors Trend

Visitors



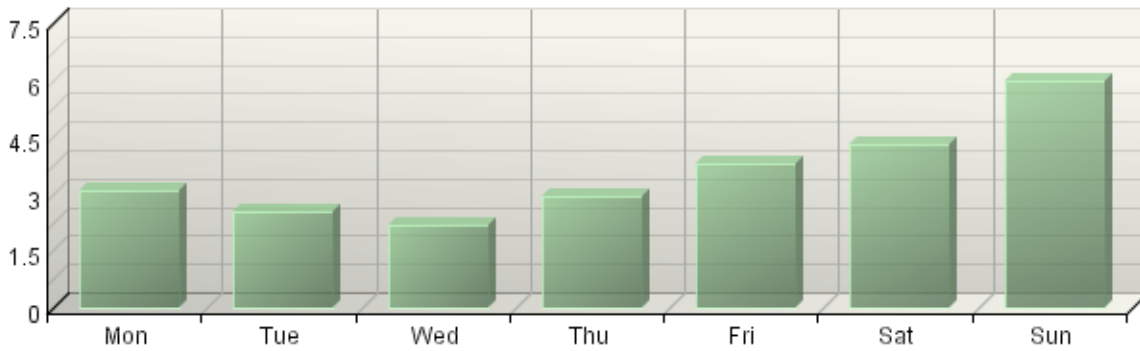
New Visitors Trend

New Visitors

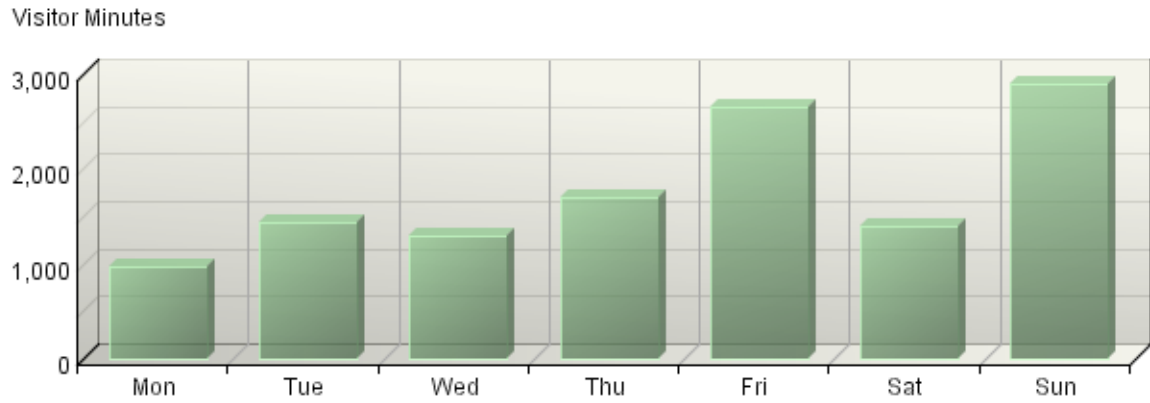


Average Length of Visit Trend

Average Visit Duration



Visitor Minutes Trend



Visitors Trend

Time Interval	Active Visits	Visitors	New Visitors
Mon	316	163	0
Tue	571	286	0
Wed	588	270	0
Thu	580	293	0
Fri	697	375	0
Sat	325	168	0
Sun	483	218	0
Total	N/A	1,773	0

items 1-7 of 7

Visitors Trend

Time Interval	Average Visit Duration	Visitor Minutes
Mon	00:03:04	970.58
Tue	00:02:31	1,439.63
Wed	00:02:12	1,294.83
Thu	00:02:56	1,707.18
Fri	00:03:47	2,645.97
Sat	00:04:19	1,404.47
Sun	00:06:00	2,901.35
Total	N/A	12,364.02

items 1-7 of 7

Visitors Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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.

Active Visits

Number of active 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.

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 Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

New Visitors

Number of visitors who had never visited your web site before.

Average Visit Duration

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 duration is calculated by dividing the value from the Visitor Minutes column by the value from the Active Visits column.

Visitor Minutes

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



Report Descriptions

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.

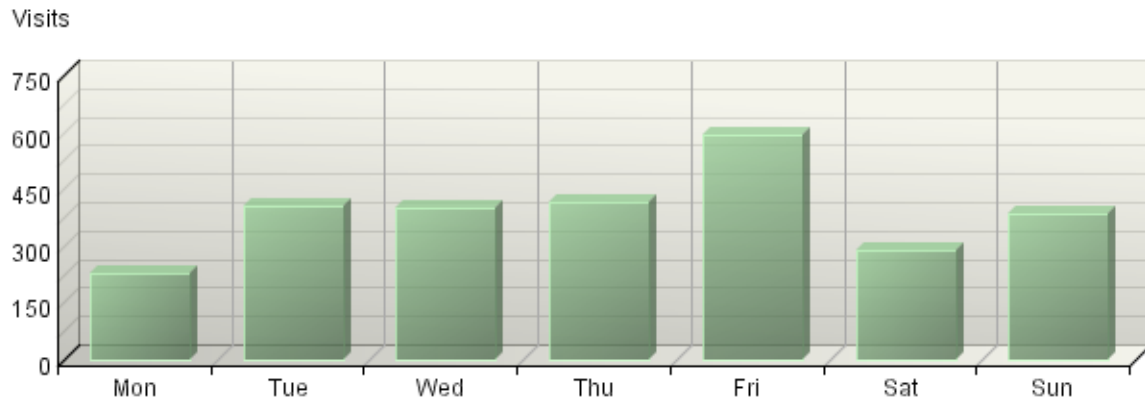
Total - The total for the column. Visits may span more than one time interval and are counted for each hour in this report. We therefore do not provide a total, which would be misleading.

Average - This row gives the average for each column.

Visits Trend

This report shows how the number of visits to your site changes over the course of the report period.

Visits Trend



Visits Trend

Time Interval	Visits	% Visits
Mon	226	8.32%
Tue	404	14.88%
Wed	401	14.77%
Thu	415	15.29%
Fri	595	21.92%
Sat	288	10.61%
Sun	386	14.22%
Total	2,715	100.00%

items 1-7 of 7

Visits Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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.



Report Descriptions

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

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.

Organizations by Visits

No data is available for this graph.

Organizations

No data is available for this table.

Organizations - Help Card



Column Definitions

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 either of the following methods:

- The visitor's IP address matched an Intranet Domain configuration within the Admin Console.
- Looking up the visitor's IP address in the WebTrends GeoTrends Database.

Unknown

The organization could not be determined.

Domain Name

The text name (for example, netiq.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

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

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.



Report Descriptions

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.

Authenticated Usernames

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

Authenticated Usernames by Visits Trend

No data is available for this graph.

Authenticated Usernames by Visits

No data is available for this graph.

Authenticated Usernames

No data is available for this table.

Authenticated Usernames - Help Card



Column Definitions

Authenticated Username

A 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.

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.

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.

%

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



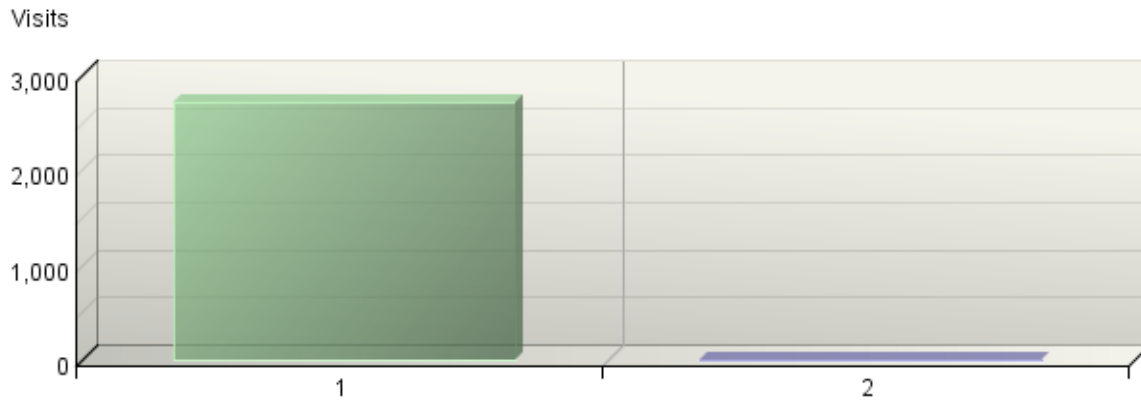
Report Descriptions

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

Domain Names

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

Domain Names by Visits



Domain Names

Domain Name	Visits	% Visits	Hits
■ 1. Unresolved IP Address	2,711	99.85%	27,250
■ 2. Reserved IP Address (private network)	4	0.15%	19
Total	2,715	100.00%	27,269

items 1-2 of 2

Domain Names - Help Card



Column Definitions

Domain Name

The text name (for example, netiq.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

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

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.

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.



Report Descriptions

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