WEBTRENDS

Science Topics Monthly Statistics

Web Log Analysis Monthly Report March 2008

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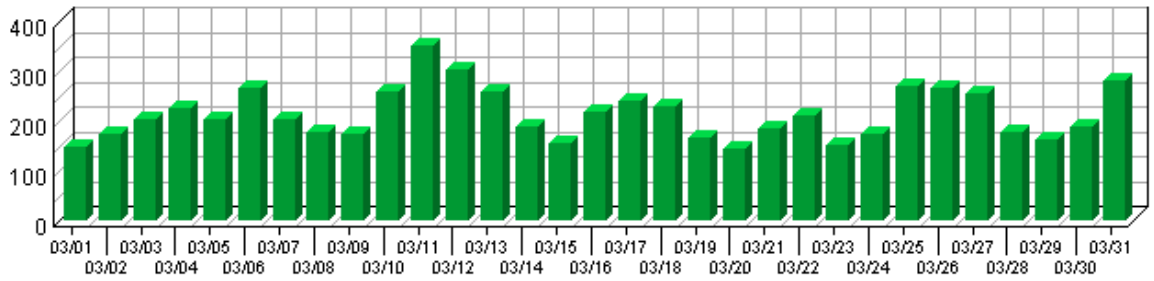
Overview Dashboard

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.

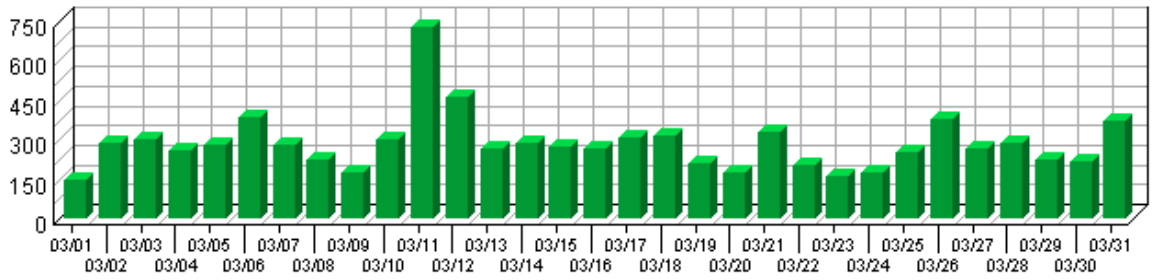
Visits Trend



Visit Summary

Visits	6,626
Average per Day	213
Average Visit Length	00:09:58
Median Visit Length	00:02:04
International Visits	4.54%
Visits of Unknown Origin	61.50%
Visits from Your Country: United States (US)	33.96%

Page Views Trend

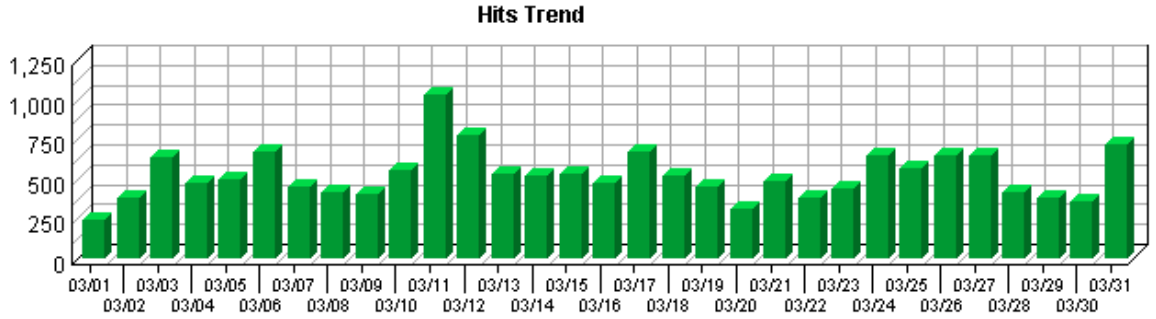


Page View Summary

Page Views	8,802
Average per Day	283
Average Page Views per Visit	1.33

Visitor Summary

Unique Visitors	3,461
Visitors Who Visited Once	2,881
Visitors Who Visited More Than Once	580
Average Visits per Visitor	1.91

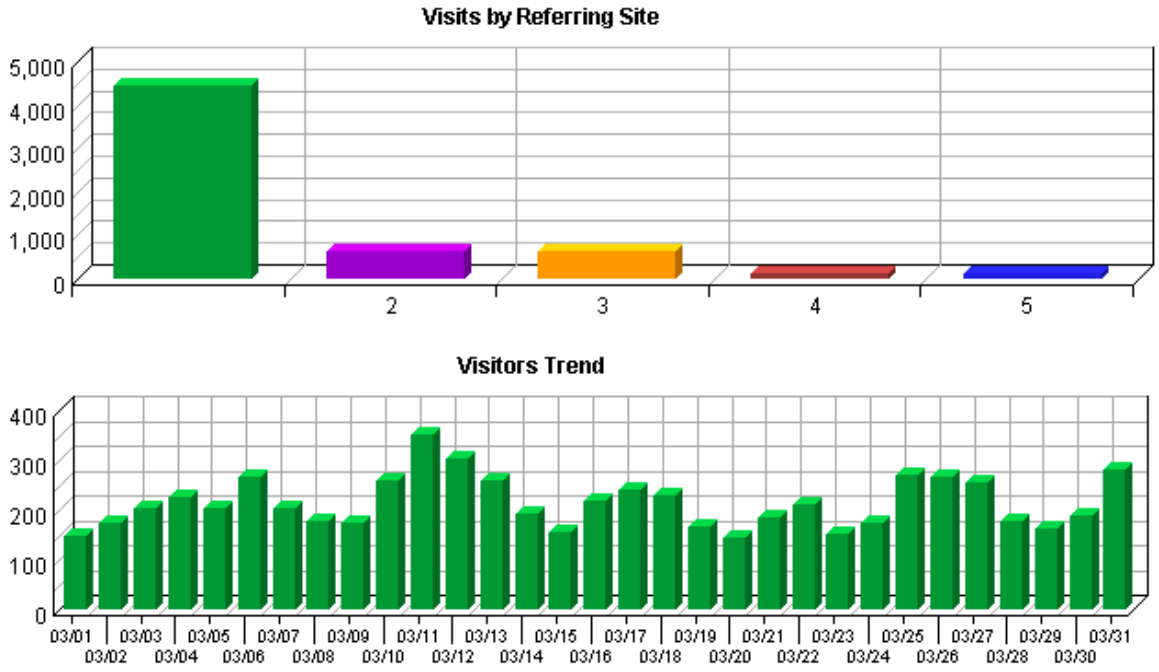


Hit Summary

Successful Hits for Entire Site	16,232
Average Hits per Day	523
Home Page Hits	571

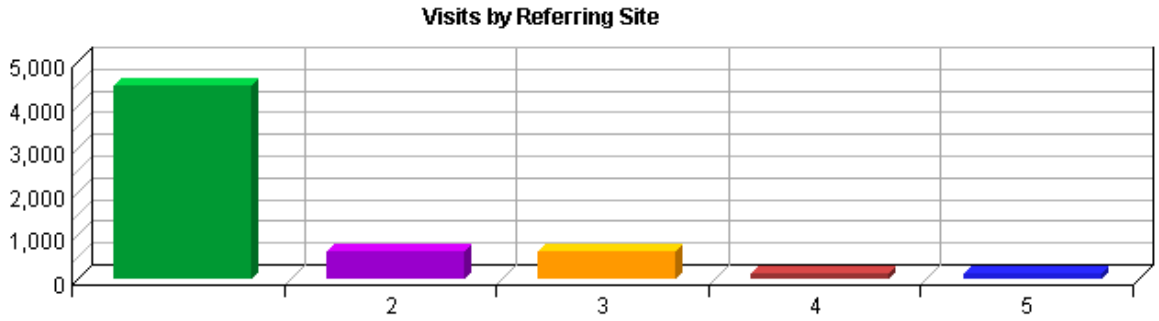
Marketing Dashboard

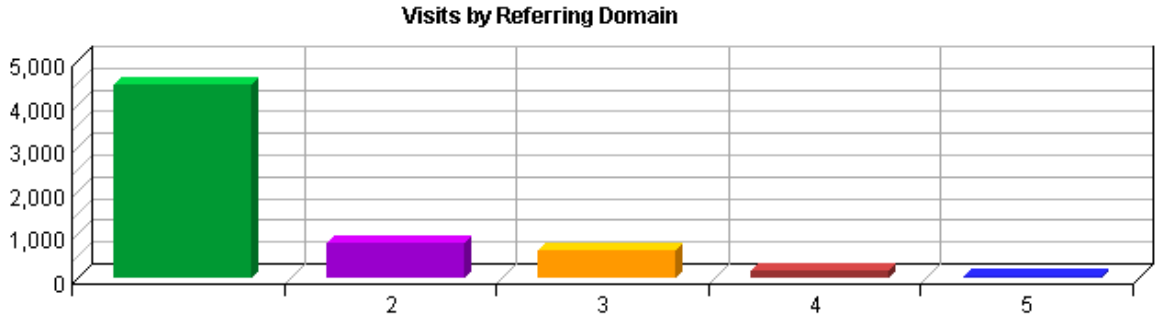
This dashboard summarizes important information related to online marketing activity.

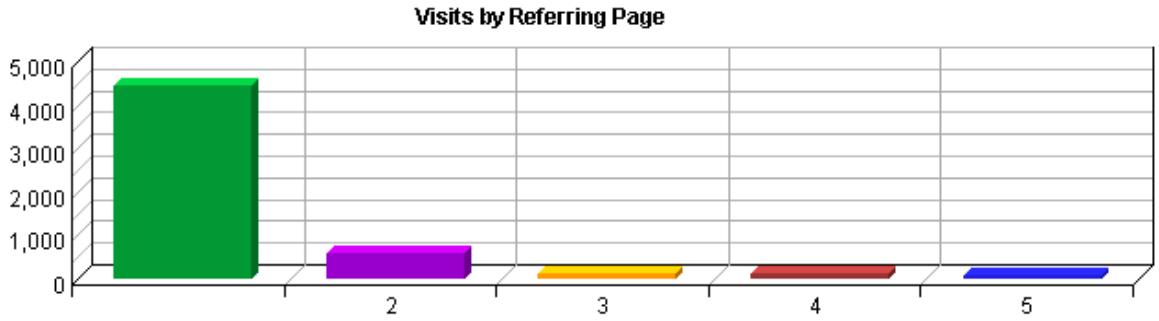


Referrers Dashboard

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

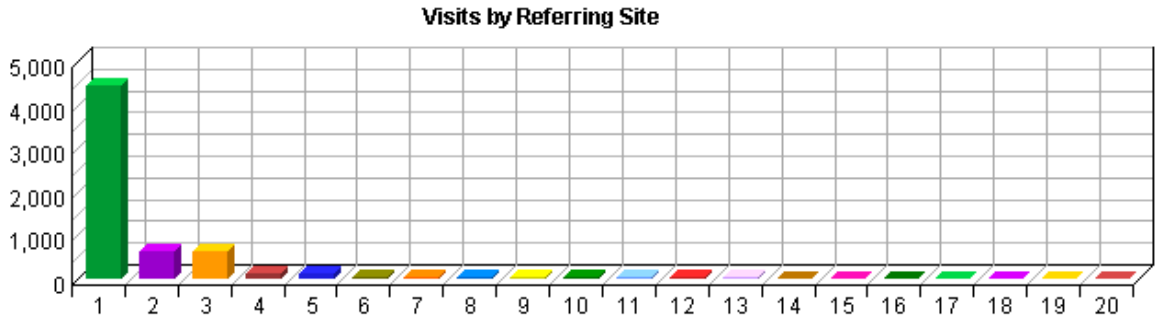






Activity by Referring Site

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	4,454	67.22%
2.	http://es.epa.gov/	628	9.48%
3.	http://www.google.com/	616	9.30%
4.	http://search.yahoo.com/	144	2.17%
5.	http://cfpub.epa.gov/	115	1.74%
6.	http://search.msn.com/	55	0.83%
7.	http://www.epa.gov/	40	0.60%
8.	http://www.google.ca/	39	0.59%
9.	http://www.google.co.in/	36	0.54%
10.	http://www.google.co.uk/	36	0.54%
11.	http://search.live.com/	34	0.51%
12.	http://nlquery.epa.gov/	28	0.42%
13.	http://images.google.com/	25	0.38%
14.	http://www.google.co.th/	17	0.26%
15.	http://www.env-econ.net/	16	0.24%
16.	http://www.google.fr/	13	0.20%
17.	http://www.google.com.au/	12	0.18%
18.	http://www.google.co.id/	12	0.18%
19.	http://www.google.cn/	11	0.17%
20.	http://www.google.com.eg/	10	0.15%
	Subtotal	**6,341**	**95.70%**
	Other	**285**	**4.30%**
	Total	**6,626**	**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.

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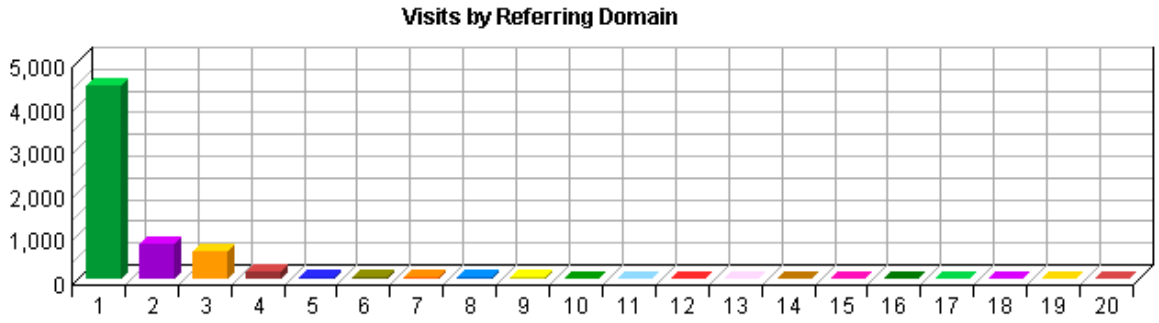
You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

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	4,454	67.22%
2.	epa.gov	819	12.36%
3.	google.com	644	9.72%
4.	yahoo.com	165	2.49%
5.	msn.com	56	0.85%
6.	google.ca	44	0.66%
7.	google.co.in	40	0.60%
8.	google.co.uk	37	0.56%
9.	live.com	34	0.51%
10.	google.co.th	18	0.27%
11.	aol.com	16	0.24%
12.	env−econ.net	16	0.24%
13.	google.fr	13	0.20%
14.	google.com.au	12	0.18%
15.	google.co.id	12	0.18%
16.	google.com.eg	11	0.17%
17.	google.cn	11	0.17%
18.	dogpile.com	10	0.15%
19.	google.com.ph	10	0.15%
20.	google.co.za	9	0.14%
	Subtotal	**6,431**	**97.06%**
	Other	**195**	**2.94%**
	Total	**6,626**	**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.

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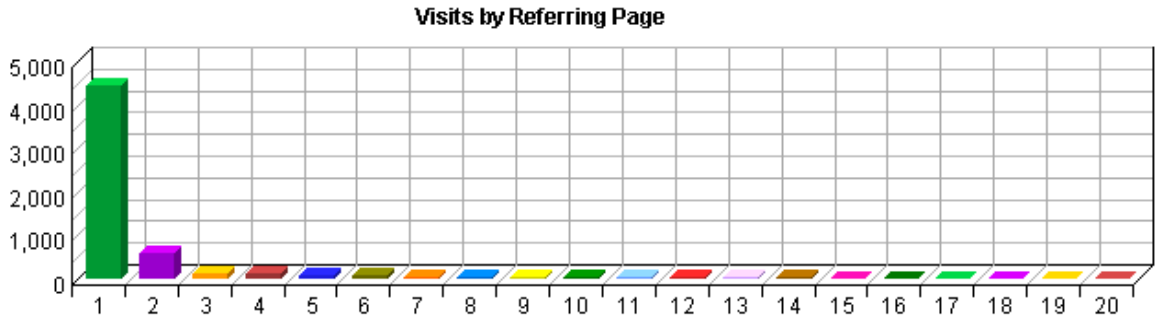
You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

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	4,454	67.22%
2.	http://www.google.com/search	603	9.10%
3.	http://es.epa.gov/ncer/	127	1.92%
4.	http://es.epa.gov/ncer/rfa/2008/2008_star_gcwq.html	112	1.69%
5.	http://search.yahoo.com/ search	92	1.39%
6.	http://es.epa.gov/ncer/rfa/	82	1.24%
7.	http://search.msn.com/results. aspx	54	0.81%
8.	http://www.google.ca/search	39	0.59%
9.	http://www.google.co.in/ search	35	0.53%
10.	http://www.google.co.uk/ search	34	0.51%
11.	http://search.live.com/ results.aspx	33	0.50%
12.	http://nlquery.epa.gov/epasearch/epasearch	28	0.42%
13.	http://images.google.com/ imgres	25	0.38%
14.	http://es.epa.gov/ncer/ publications/research_results_synthesis/	22	0.33%
15.	http://es.epa.gov/ncer/rfa/2008/2008_sbir_phase1.html	19	0.29%
16.	http://www.google.co.th/ search	17	0.26%
17.	http://es.epa.gov/ncer/grants/	16	0.24%
18.	http://es.epa.gov/ncer/fellow/	16	0.24%
19.	http://es.epa.gov/ncer/about/	15	0.23%
20.	http://www.epa.gov/pmresearch/	14	0.21%
	Subtotal	**5,837**	**88.09%**
	Other	**789**	**11.91%**

Total	**6,626**	**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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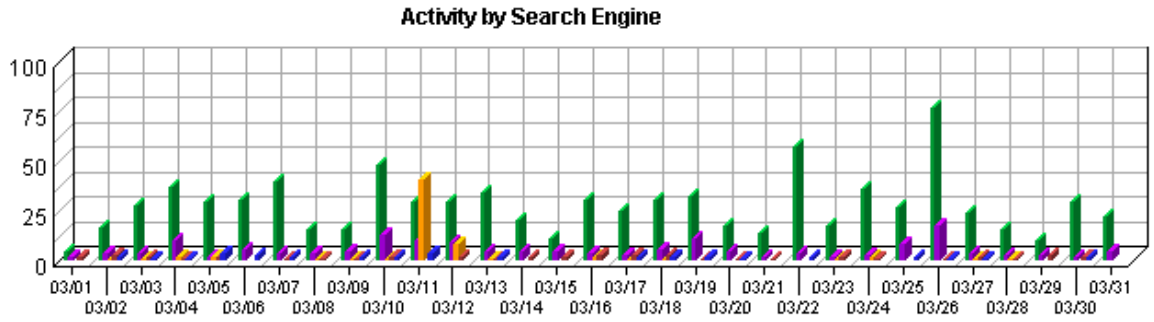
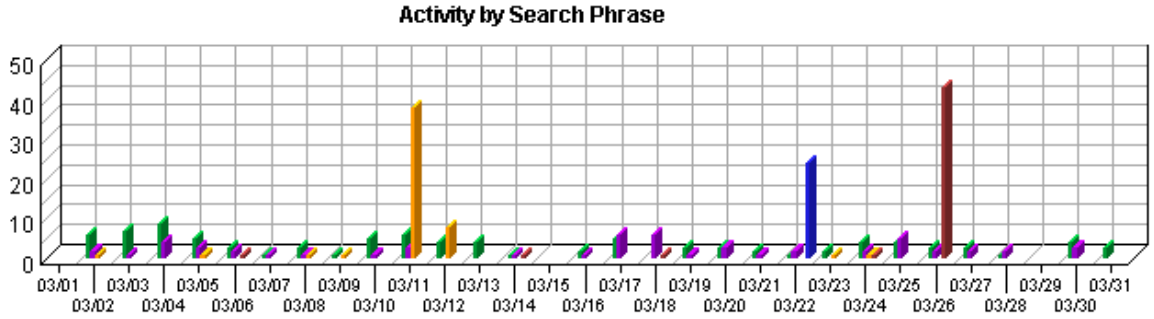
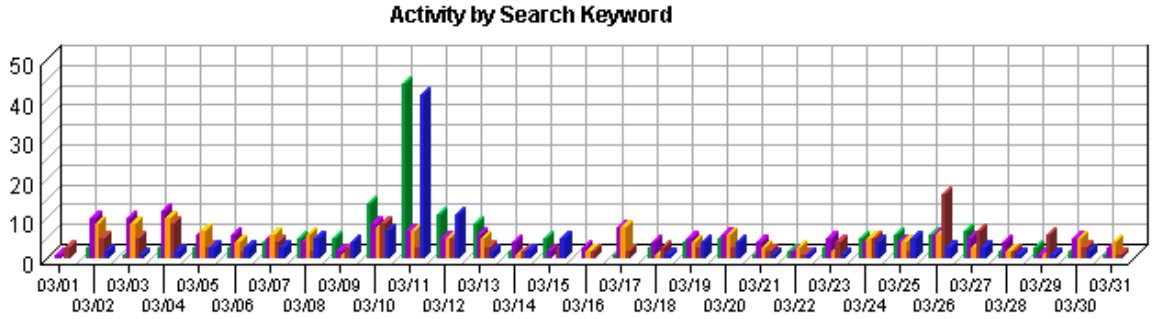
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.





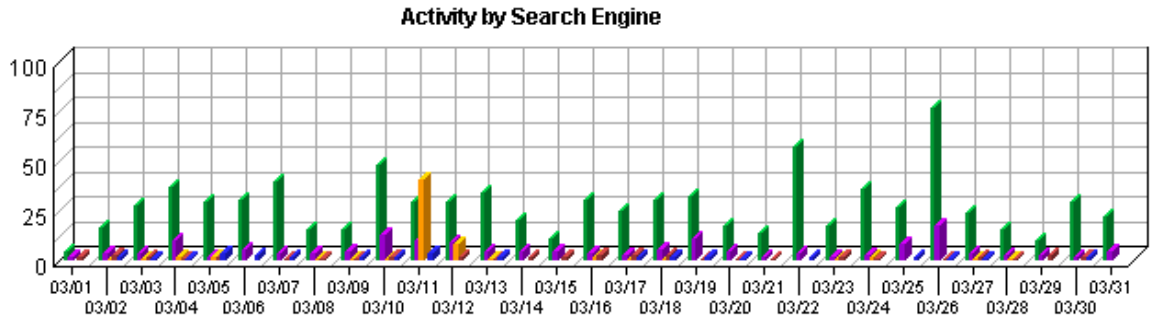


Activity by Search Engine

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	861	67.80%
2.	yahoo	171	13.46%
3.	msn	68	5.35%
4.	google canada	46	3.62%
5.	google uk	38	2.99%
6.	aol netfind	15	1.18%
7.	google australia	14	1.10%
8.	google france	13	1.02%
9.	yahoo spain	9	0.71%
10.	google italy	7	0.55%
11.	google japan	7	0.55%
12.	google germany	7	0.55%
13.	yahoo japan	3	0.24%
14.	altavista	2	0.16%
15.	yahoo canada	1	0.08%
16.	ixquick	1	0.08%
17.	yahoo uk &ireland	1	0.08%
18.	mamma	1	0.08%
19.	yahoo germany	1	0.08%
20.	cnet search.com	1	0.08%
	Subtotal	**1,267**	**99.76%**
	Total	**1,270**	**100.00%**

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	science topics	81	6.38%
	technology sustainable environment	47	3.70%
	particulate matter	34	2.68%
	density dielectric constant supercritical co2	24	1.89%
	traction control disel automotive book filetype:pdf	16	1.26%
	fred hutchinson cancer research center design	16	1.26%
	diesel book	15	1.18%
	beck transmision for scania 360 pdf 1990	12	0.94%
	safe drinking water	9	0.71%
	science topic	9	0.71%
	epa water	8	0.63%
	ligand development using computational approach	6	0.47%
	epa drinking water	5	0.39%
	river bank filtration	5	0.39%
	riverbank filtration	4	0.31%
	suva water	4	0.31%
	environmental protection agency reports	4	0.31%
	epa endocrine disruptors	4	0.31%
	science related research topics	4	0.31%
	environmental research topics	3	0.24%
2. yahoo	development of environment friendly product and technology	14	1.10%
	particulate matter	7	0.55%
	pathogens in drinking water	6	0.47%
	epa drinking water standards	6	0.47%
	endocrine disruptors	5	0.39%
	science research topics	3	0.24%
	sulfur main uses in science/research	2	0.16%
	river filtration	2	0.16%
	pharmaceuticals in drinking water	2	0.16%
	disinfectant evaluation	2	0.16%
	analysis bromate water	2	0.16%
	eric j. beckman supercritical	1	0.08%
	water treatment for pharmaceuticals removal	1	0.08%
	research topics on economics	1	0.08%
	halogenated acetonitriles epa	1	0.08%
	water analysis bromate	1	0.08%
	analysis of pharmaceuticals in drinking water by gc/ms	1	0.08%
	epa s. pneumoniae soluble iron	1	0.08%

		sustainable environmental science	1	0.08%
		risk assessment diesel engine	1	0.08%
3.	msn	drinking water	52	4.09%
		endocrine disruptors	4	0.31%
		particulate matter	2	0.16%
		research	1	0.08%
		detection of tagged aerosol particles	1	0.08%
		inhalation dbp	1	0.08%
		drinkingwater	1	0.08%
		screening environmental scanning	1	0.08%
		growth in semi−continuous system	1	0.08%
		drink water	1	0.08%
		science related research topics	1	0.08%
		effects of endocrine disruptors	1	0.08%
		science topics	1	0.08%
4.	google canada	science topics	6	0.47%
		safe drinking water	2	0.16%
		safe drinking water science experiment	2	0.16%
		particulate matter lungs	2	0.16%
		science topic	2	0.16%
		endocrine control of reproduction in crustacean	1	0.08%
		removing bromate	1	0.08%
		environmental corporate regulation	1	0.08%
		humanfetus	1	0.08%
		how to conduct research in economics	1	0.08%
		suva water testing	1	0.08%
		cytochrome p450 tbt	1	0.08%
		decreasing sperm counts and estrogenic compounds	1	0.08%
		federal interagency task group on pharmaceuticals and personal care products	1	0.08%
		electroplating societal uses	1	0.08%
		usepa diesel exhaust particulate matter	1	0.08%
		arsenic exposure and implications for public health	1	0.08%
		nrc particulate matter	1	0.08%
		chlorine reaction with monochloramine	1	0.08%
		how does air pollution effect the circulatory system	1	0.08%
5.	google uk	science topics	5	0.39%
		particulate	4	0.31%
		paracrine control of testis	1	0.08%
		ecotox pharma	1	0.08%
		zebra finch hatchability	1	0.08%
		us epa pm dose response	1	0.08%

	gary ankley	1	0.08%
	pbdes and epidemiology studies	1	0.08%
	daphnia juvenoid hormone immune	1	0.08%
	alligator eggs and acid	1	0.08%
	norwalk virus infectivity	1	0.08%
	endocrine disruption crustacea vitellogenin	1	0.08%
	air pollutants and dose response pm2.5 epa	1	0.08%
	ammonium carbamate dissolved in co2 liquid	1	0.08%
	do male chickens gain more weight than female chickens?	1	0.08%
	endocrine disruptors	1	0.08%
	steroid biosynthesis tbt	1	0.08%
	thms, es epa	1	0.08%
	drinkingwater	1	0.08%
	impacts of global change	1	0.08%
6. aol netfind	particulate matter	3	0.24%
	pbb and infertility	2	0.16%
	science topic	1	0.08%
	epa changes in transportation	1	0.08%
	epa water	1	0.08%
	norsertraline	1	0.08%
	technology and the environment	1	0.08%
	all star drinking water	1	0.08%
	american alligators and positive infuence on environment	1	0.08%
	costs, benefits, and risks of current scientific research	1	0.08%
	russian boys	1	0.08%
	silver disinfectant	1	0.08%
7. google australia	foam−forming nozzle velocity	2	0.16%
	science topic	1	0.08%
	dioxin, blood, analysis	1	0.08%
	crocodile's structure of scutes?	1	0.08%
	dr john holt success stories	1	0.08%
	science topics	1	0.08%
	action hormone estrogen in adolesence	1	0.08%
	cryptospordiosis	1	0.08%
	ssimple spectrometer for aerosols monitoring	1	0.08%
	particle matter	1	0.08%
	boilermakers plate 'n' sheet development book	1	0.08%
	sustainable technology and the environment	1	0.08%
	dde endocrine estrogen	1	0.08%
8. google france	pbpk perchlorate	1	0.08%
	the time of exposure in rats for endocrine disrupters	1	0.08%
	suva organic matter	1	0.08%

	deiodinase pxr	1	0.08%
	kainic acid,pesticides	1	0.08%
	viability eggs and lake apopka	1	0.08%
	endocrine disrupters report may 2007	1	0.08%
	us environmental protection agency assessment of health effects of particulate matter	1	0.08%
	heat coefficient perfluorinated fluid beckman	1	0.08%
	decision economics conferences	1	0.08%
	atr absorption infrared soot	1	0.08%
	organochlorine and lagoon	1	0.08%
	russia boys	1	0.08%
9. yahoo spain	particulate matter	8	0.63%
	environmental economics	1	0.08%
10. google italy	particulate matter lung penetration	1	0.08%
	supercritical carbon dioxide as solvent, soybean oil production, cargill, impact environement	1	0.08%
	in vitro experiments with tcdd	1	0.08%
	impactor methods limited use	1	0.08%
	supercritical carbon dioxide as solvent, soybean oil production, cargill	1	0.08%
	tcdd in in vitro studies	1	0.08%
	particulate matter	1	0.08%
11. google japan	ms2 bacteriophage disinfect*	1	0.08%
	diethylstilbestrol neonatal sperm	1	0.08%
	dupont supercritical fluoro	1	0.08%
	dupont sustainable packaging	1	0.08%
	epa pm center	1	0.08%
	zebrafish, estradiol	1	0.08%
	mechanistic model empirical modelã€€two phase flow	1	0.08%
12. google germany	phthalates in pregnant women	1	0.08%
	estrogen response genes	1	0.08%
	particulate matter filter particle size nanometers	1	0.08%
	times about technology negative impacts on environment	1	0.08%
	us epa endocrine disruptor	1	0.08%
	co2 application binding chemical emissions	1	0.08%
	global earth warming changes	1	0.08%
13. yahoo japan	epa method grain diameter distribution.	3	0.24%
14. altavista	boys hauser recruitment dioxin domain:es.epa.gov	1	0.08%
	pahs and metals induced lung inflammation	1	0.08%
15. yahoo canada	global changes	1	0.08%
16. ixquick	endocrine disruptors	1	0.08%
17. yahoo uk &ireland	what is pm with regard to health?	1	0.08%

18. mamma	sexual abnormalities and its effect to human health	1	0.08%
19. yahoo germany	riverbank filtration	1	0.08%
20. cnet search.com	morelet crocodile	1	0.08%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	science	117	9.21%
	topics	103	8.11%
	epa	77	6.06%
	of	76	5.98%
	matter	75	5.91%
	environment	72	5.67%
	particulate	72	5.67%
	technology	68	5.35%
	sustainable	64	5.04%
	water	63	4.96%
	endocrine	61	4.80%
	research	51	4.02%
	in	51	4.02%
	drinking	39	3.07%
	for	31	2.44%
	book	31	2.44%
	co2	29	2.28%
	disruptors	28	2.20%
	supercritical	27	2.13%
	the	27	2.13%
2. yahoo	water	36	2.83%
	of	28	2.20%
	drinking	25	1.97%
	topics	20	1.57%
	science	20	1.57%
	in	19	1.50%
	epa	18	1.42%
	environment	16	1.26%
	product	15	1.18%
	technology	15	1.18%
	matter	15	1.18%
	development	14	1.10%
	friendly	14	1.10%

	particulate	13	1.02%
	endocrine	12	0.94%
	research	11	0.87%
	pharmaceuticals	11	0.87%
	the	9	0.71%
	disruptors	8	0.63%
	environmental	8	0.63%
3. msn	water	53	4.17%
	drinking	52	4.09%
	disruptors	5	0.39%
	endocrine	5	0.39%
	matter	2	0.16%
	topics	2	0.16%
	particulate	2	0.16%
	science	2	0.16%
	research	2	0.16%
	of	2	0.16%
	dbp	1	0.08%
	in	1	0.08%
	system	1	0.08%
	drink	1	0.08%
	effects	1	0.08%
	semi−continuous	1	0.08%
	environmental	1	0.08%
	screening	1	0.08%
	particles	1	0.08%
	detection	1	0.08%
4. google canada	science	11	0.87%
	water	9	0.71%
	topics	6	0.47%
	of	6	0.47%
	drinking	5	0.39%
	matter	5	0.39%
	safe	4	0.31%
	particulate	4	0.31%
	how	3	0.24%
	the	3	0.24%
	organic	2	0.16%
	topic	2	0.16%
	public	2	0.16%
	success	2	0.16%
	persistent	2	0.16%

	environment	2	0.16%
	in	2	0.16%
	for	2	0.16%
	on	2	0.16%
	experiment	2	0.16%
5. google uk	of	5	0.39%
	science	5	0.39%
	topics	5	0.39%
	male	4	0.31%
	particulate	4	0.31%
	hormone	3	0.24%
	dose	3	0.24%
	in	3	0.24%
	epa	3	0.24%
	endocrine	3	0.24%
	response	2	0.16%
	daphnia	2	0.16%
	estradiol	2	0.16%
	immune	2	0.16%
	effects	2	0.16%
	juvenoid	2	0.16%
	reproductive	2	0.16%
	chickens	2	0.16%
	system	2	0.16%
	paracrine	1	0.08%
6. aol netfind	particulate	3	0.24%
	matter	3	0.24%
	infertility	2	0.16%
	environment	2	0.16%
	pbb	2	0.16%
	epa	2	0.16%
	water	2	0.16%
	technology	1	0.08%
	all	1	0.08%
	disinfectant	1	0.08%
	infuence	1	0.08%
	transportation	1	0.08%
	american	1	0.08%
	positive	1	0.08%
	benefits,	1	0.08%
	costs,	1	0.08%
	on	1	0.08%

	research	1	0.08%
	of	1	0.08%
	changes	1	0.08%
7. google australia	estrogen	2	0.16%
	nozzle	2	0.16%
	velocity	2	0.16%
	science	2	0.16%
	foam−forming	2	0.16%
	plate	1	0.08%
	topics	1	0.08%
	aerosols	1	0.08%
	dr	1	0.08%
	endocrine	1	0.08%
	particle	1	0.08%
	holt	1	0.08%
	spectrometer	1	0.08%
	analysis	1	0.08%
	in	1	0.08%
	monitoring	1	0.08%
	adolesence	1	0.08%
	hormone	1	0.08%
	stories	1	0.08%
	blood,	1	0.08%
8. google france	of	3	0.24%
	endocrine	2	0.16%
	disrupters	2	0.16%
	matter	2	0.16%
	protection	1	0.08%
	particulate	1	0.08%
	absorption	1	0.08%
	economics	1	0.08%
	rats	1	0.08%
	in	1	0.08%
	heat	1	0.08%
	coefficient	1	0.08%
	perchlorate	1	0.08%
	exposure	1	0.08%
	for	1	0.08%
	atr	1	0.08%
	pbpk	1	0.08%
	conferences	1	0.08%
	acid,pesticides	1	0.08%

	environmental	1	0.08%
9. yahoo spain	matter	8	0.63%
	particulate	8	0.63%
	economics	1	0.08%
	environmental	1	0.08%
10. google italy	in	3	0.24%
	tcdd	2	0.16%
	matter	2	0.16%
	oil	2	0.16%
	supercritical	2	0.16%
	soybean	2	0.16%
	particulate	2	0.16%
	production,	2	0.16%
	solvent,	2	0.16%
	as	2	0.16%
	carbon	2	0.16%
	dioxide	2	0.16%
	vitro	2	0.16%
	cargill	1	0.08%
	cargill,	1	0.08%
	limited	1	0.08%
	impactor	1	0.08%
	studies	1	0.08%
	environement	1	0.08%
	methods	1	0.08%
11. google japan	dupont	2	0.16%
	phase	1	0.08%
	epa	1	0.08%
	zebrafish,	1	0.08%
	supercritical	1	0.08%
	empirical	1	0.08%
	model	1	0.08%
	neonatal	1	0.08%
	bacteriophage	1	0.08%
	flow	1	0.08%
	disinfect*	1	0.08%
	sperm	1	0.08%
	estradiol	1	0.08%
	modelã€€two	1	0.08%
	packaging	1	0.08%
	center	1	0.08%
	sustainable	1	0.08%

		fluoro	1	0.08%
		pm	1	0.08%
		ms2	1	0.08%
12.	google germany	endocrine	1	0.08%
		phthalates	1	0.08%
		in	1	0.08%
		environment	1	0.08%
		negative	1	0.08%
		women	1	0.08%
		technology	1	0.08%
		filter	1	0.08%
		times	1	0.08%
		application	1	0.08%
		binding	1	0.08%
		particle	1	0.08%
		size	1	0.08%
		nanometers	1	0.08%
		particulate	1	0.08%
		matter	1	0.08%
		on	1	0.08%
		epa	1	0.08%
		earth	1	0.08%
		disruptor	1	0.08%
13.	yahoo japan	diameter	3	0.24%
		method	3	0.24%
		distribution.	3	0.24%
		grain	3	0.24%
		epa	3	0.24%
14.	altavista	lung	1	0.08%
		metals	1	0.08%
		inflammation	1	0.08%
		recruitment	1	0.08%
		boys	1	0.08%
		dioxin	1	0.08%
		domain:es.epa.gov	1	0.08%
		hauser	1	0.08%
		induced	1	0.08%
		pahs	1	0.08%
15.	yahoo canada	changes	1	0.08%
		global	1	0.08%
16.	ixquick	disruptors	1	0.08%
		endocrine	1	0.08%

17.	yahoo uk &ireland	health?	1	0.08%
		is	1	0.08%
		regard	1	0.08%
		with	1	0.08%
		to	1	0.08%
		pm	1	0.08%
		what	1	0.08%
18.	mamma	health	1	0.08%
		abnormalities	1	0.08%
		to	1	0.08%
		effect	1	0.08%
		human	1	0.08%
		its	1	0.08%
		sexual	1	0.08%
19.	yahoo germany	filtration	1	0.08%
		riverbank	1	0.08%
20.	cnet search.com	crocodile	1	0.08%
		morelet	1	0.08%

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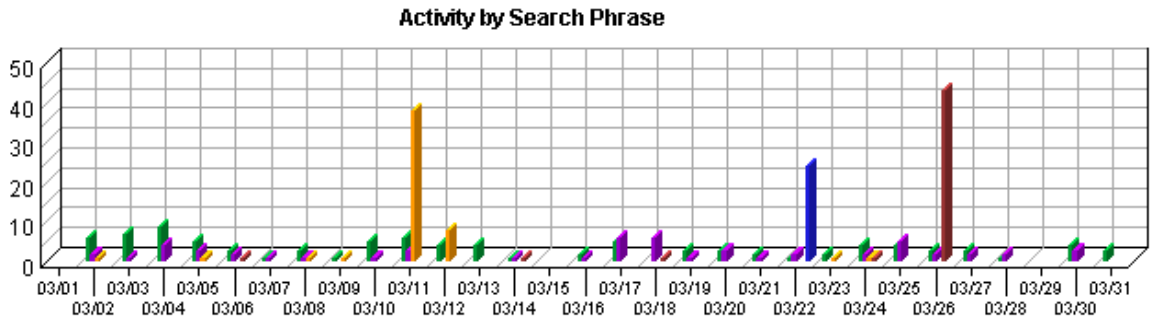
This information can give you an idea how your meta tags are performing with each search engine.

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.	science topics	95	7.48%
2.	particulate matter	55	4.33%
3.	drinking water	52	4.09%
4.	technology sustainable environment	47	3.70%
5.	density dielectric constant supercritical co2	24	1.89%
6.	traction control disel automotive book filetype:pdf	16	1.26%
7.	fred hutchinson cancer research center design	16	1.26%
8.	diesel book	15	1.18%
9.	science topic	14	1.10%
10.	development of environment friendly product and technology	14	1.10%
11.	beck transmision for scania 360 pdf 1990	12	0.94%
12.	safe drinking water	11	0.87%
13.	endocrine disruptors	11	0.87%
14.	epa water	9	0.71%
15.	particulate	7	0.55%
16.	riverbank filtration	6	0.47%
17.	pathogens in drinking water	6	0.47%
18.	epa drinking water standards	6	0.47%
19.		6	0.47%

	ligand development using computational approach		
20.	science related research topics	5	0.39%
	Subtotal	**427**	**33.62%**
	Total	**1,270**	**100.00%**

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. science topics	google	81	6.38%
	google canada	6	0.47%
	google uk	5	0.39%
	yahoo	1	0.08%
	google australia	1	0.08%
	msn	1	0.08%
2. particulate matter	google	34	2.68%
	yahoo spain	8	0.63%
	yahoo	7	0.55%
	aol netfind	3	0.24%
	msn	2	0.16%
	google italy	1	0.08%
3. drinking water	msn	52	4.09%
4. technology sustainable environment	google	47	3.70%
5. density dielectric constant supercritical co2	google	24	1.89%
6. traction control disel automotive book filetype:pdf	google	16	1.26%
7. fred hutchinson cancer research center design	google	16	1.26%
8. diesel book	google	15	1.18%
9. science topic	google	9	0.71%
	google canada	2	0.16%
	yahoo	1	0.08%
	aol netfind	1	0.08%
	google australia	1	0.08%
10. development of environment friendly product and technology	yahoo	14	1.10%
11. beck transmision for scania 360 pdf 1990	google	12	0.94%
12. safe drinking water	google	9	0.71%
	google canada	2	0.16%
13. endocrine disruptors	yahoo	5	0.39%
	msn	4	0.31%
	google uk	1	0.08%
	ixquick	1	0.08%
14. epa water	google	8	0.63%

		aol netfind	1	0.08%
15.	particulate	google uk	4	0.31%
		google	3	0.24%
16.	riverbank filtration	google	4	0.31%
		yahoo germany	1	0.08%
		yahoo	1	0.08%
17.	pathogens in drinking water	yahoo	6	0.47%
18.	epa drinking water standards	yahoo	6	0.47%
19.	ligand development using computational approach	google	6	0.47%
20.	science related research topics	google	4	0.31%
		msn	1	0.08%

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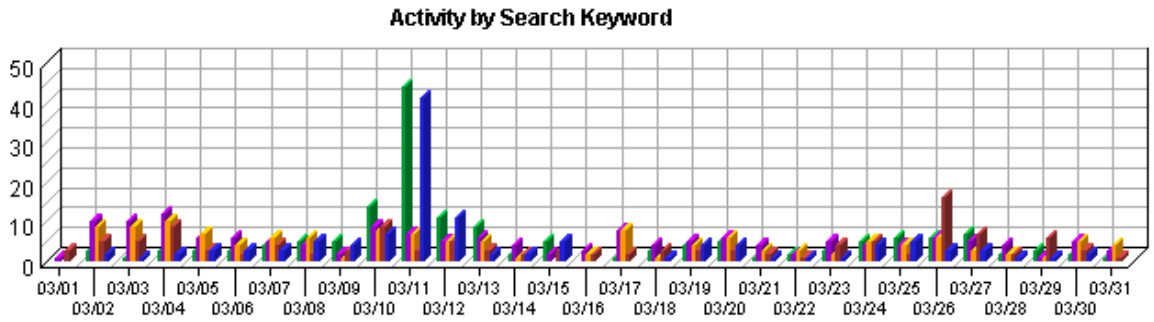
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

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.	water	163	3.45%
2.	science	158	3.34%
3.	topics	137	2.90%
4.	of	123	2.60%
5.	drinking	122	2.58%
6.	matter	115	2.43%
7.	particulate	111	2.35%
8.	epa	106	2.24%
9.	environment	95	2.01%
10.	endocrine	88	1.86%
11.	technology	87	1.84%
12.	in	83	1.75%
13.	sustainable	67	1.42%
14.	research	66	1.40%
15.	disruptors	44	0.93%
16.	the	43	0.91%
17.	for	40	0.85%
18.	development	40	0.85%
19.	environmental	38	0.80%
20.	co2	32	0.68%
	Subtotal	**1,758**	**37.17%**
	Total	**4,730**	**100.00%**

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. water	google	63	1.33%
	msn	53	1.12%
	yahoo	36	0.76%
	google canada	9	0.19%
	aol netfind	2	0.04%
2. science	google	117	2.47%
	yahoo	20	0.42%
	google canada	11	0.23%
	google uk	5	0.11%
	msn	2	0.04%
	google australia	2	0.04%
	aol netfind	1	0.02%
3. topics	google	103	2.18%
	yahoo	20	0.42%
	google canada	6	0.13%
	google uk	5	0.11%
	msn	2	0.04%
	google australia	1	0.02%
4. of	google	76	1.61%
	yahoo	28	0.59%
	google canada	6	0.13%
	google uk	5	0.11%
	google france	3	0.06%
	msn	2	0.04%
	aol netfind	1	0.02%
	google australia	1	0.02%
	yahoo australia &nz	1	0.02%
5. drinking	msn	52	1.10%
	google	39	0.82%
	yahoo	25	0.53%
	google canada	5	0.11%
	aol netfind	1	0.02%
6. matter	google	75	1.59%
	yahoo	15	0.32%
	yahoo spain	8	0.17%
	google canada	5	0.11%
	aol netfind	3	0.06%
	msn	2	0.04%
	google italy	2	0.04%

	google france	2	0.04%
	yahoo singapore	1	0.02%
	google australia	1	0.02%
	google germany	1	0.02%
7. particulate	google	72	1.52%
	yahoo	13	0.27%
	yahoo spain	8	0.17%
	google uk	4	0.08%
	google canada	4	0.08%
	aol netfind	3	0.06%
	msn	2	0.04%
	google italy	2	0.04%
	yahoo singapore	1	0.02%
	google france	1	0.02%
	google germany	1	0.02%
8. epa	google	77	1.63%
	yahoo	18	0.38%
	google uk	3	0.06%
	yahoo japan	3	0.06%
	aol netfind	2	0.04%
	google germany	1	0.02%
	google japan	1	0.02%
	google canada	1	0.02%
9. environment	google	72	1.52%
	yahoo	16	0.34%
	aol netfind	2	0.04%
	google canada	2	0.04%
	google uk	1	0.02%
	google australia	1	0.02%
	google germany	1	0.02%
10. endocrine	google	61	1.29%
	yahoo	12	0.25%
	msn	5	0.11%
	google uk	3	0.06%
	google france	2	0.04%
	google germany	1	0.02%
	google canada	1	0.02%
	yahoo australia &nz	1	0.02%
	google australia	1	0.02%
	ixquick	1	0.02%
11. technology	google	68	1.44%
	yahoo	15	0.32%

		google canada	1	0.02%
		google australia	1	0.02%
		aol netfind	1	0.02%
		google germany	1	0.02%
12.	in	google	51	1.08%
		yahoo	19	0.40%
		google italy	3	0.06%
		google uk	3	0.06%
		google canada	2	0.04%
		msn	1	0.02%
		google germany	1	0.02%
		google australia	1	0.02%
		google france	1	0.02%
		aol netfind	1	0.02%
13.	sustainable	google	64	1.35%
		google japan	1	0.02%
		yahoo	1	0.02%
		google australia	1	0.02%
14.	research	google	51	1.08%
		yahoo	11	0.23%
		msn	2	0.04%
		aol netfind	1	0.02%
		google canada	1	0.02%
15.	disruptors	google	28	0.59%
		yahoo	8	0.17%
		msn	5	0.11%
		google uk	1	0.02%
		yahoo australia &nz	1	0.02%
		ixquick	1	0.02%
16.	the	google	27	0.57%
		yahoo	9	0.19%
		google canada	3	0.06%
		google australia	1	0.02%
		google france	1	0.02%
		aol netfind	1	0.02%
		google uk	1	0.02%
17.	for	google	31	0.66%
		yahoo	5	0.11%
		google canada	2	0.04%
		google australia	1	0.02%
		google france	1	0.02%
18.	development	google	25	0.53%

		yahoo	14	0.30%
		google australia	1	0.02%
19.	environmental	google	26	0.55%
		yahoo	8	0.17%
		yahoo spain	1	0.02%
		google canada	1	0.02%
		msn	1	0.02%
		google france	1	0.02%
20.	co2	google	29	0.61%
		google germany	1	0.02%
		yahoo	1	0.02%
		google uk	1	0.02%

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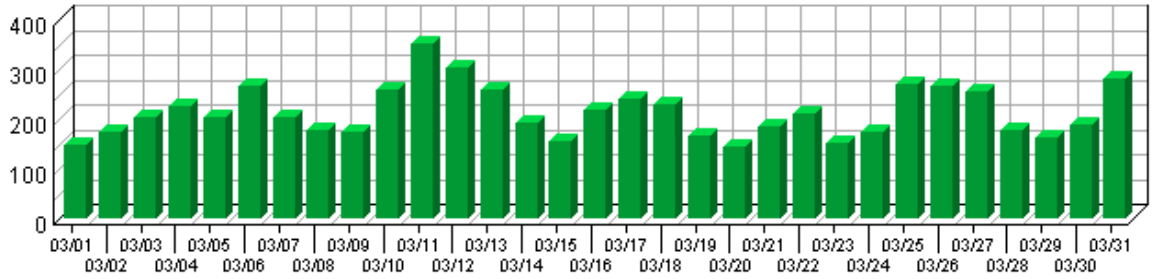
At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

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.

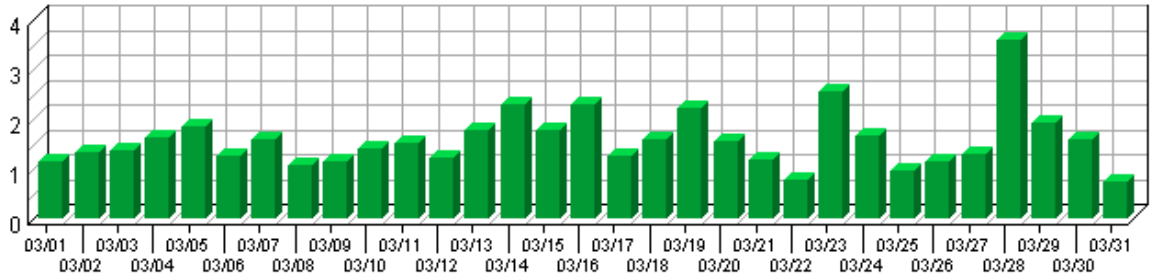
Visitors Trend



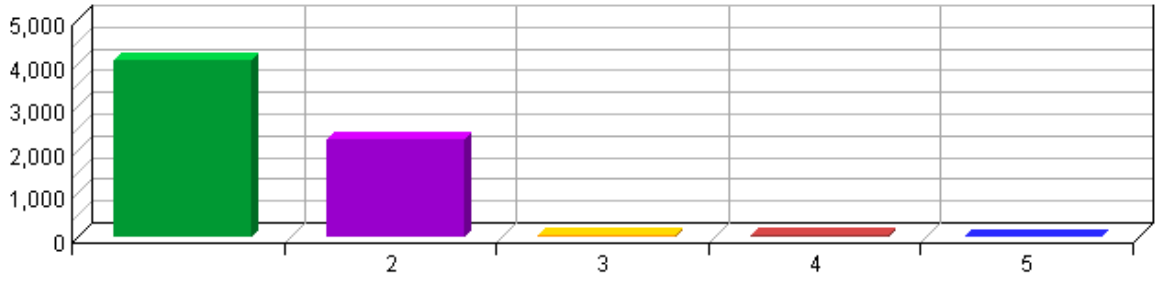
Visit Summary

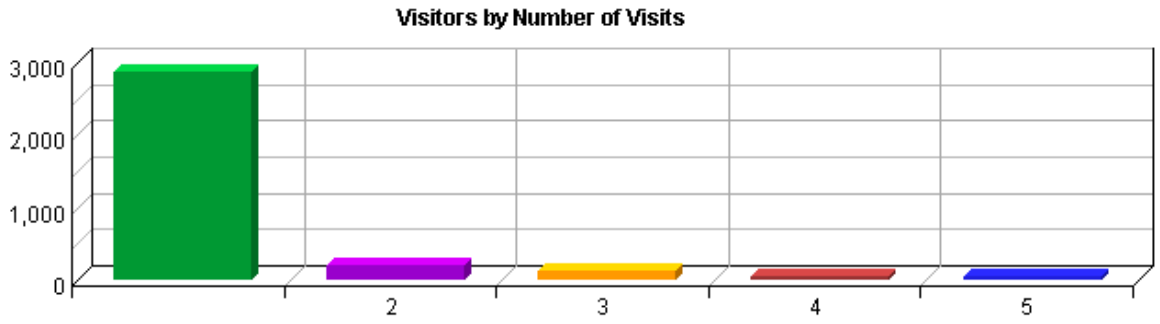
Visits	6,626
Average per Day	213
Average Visit Length	00:09:58
Median Visit Length	00:02:04
International Visits	4.54%
Visits of Unknown Origin	61.50%
Visits from Your Country: United States (US)	33.96%

Average Length of Visit Trend



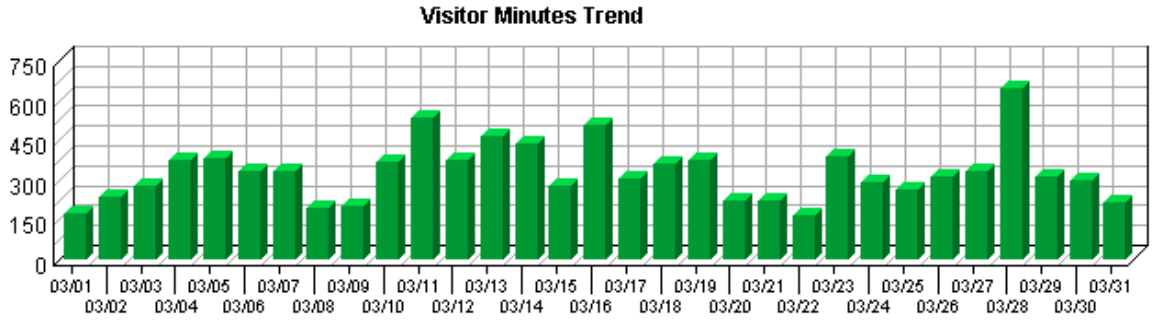
Top Countries by Visits





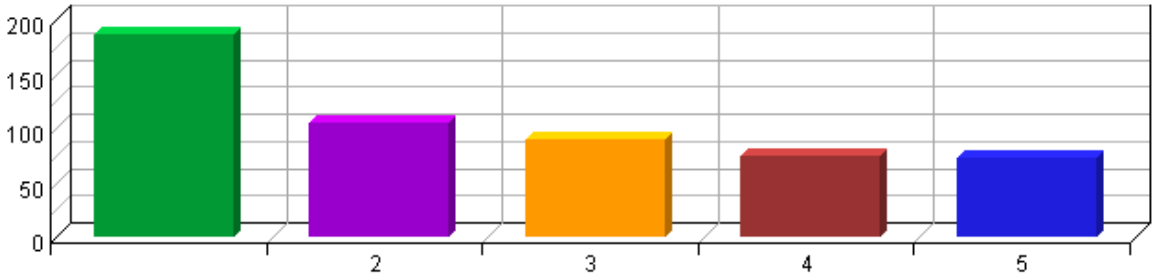
Visitor Summary

Unique Visitors	3,461
Visitors Who Visited Once	2,881
Visitors Who Visited More Than Once	580
Average Visits per Visitor	1.91



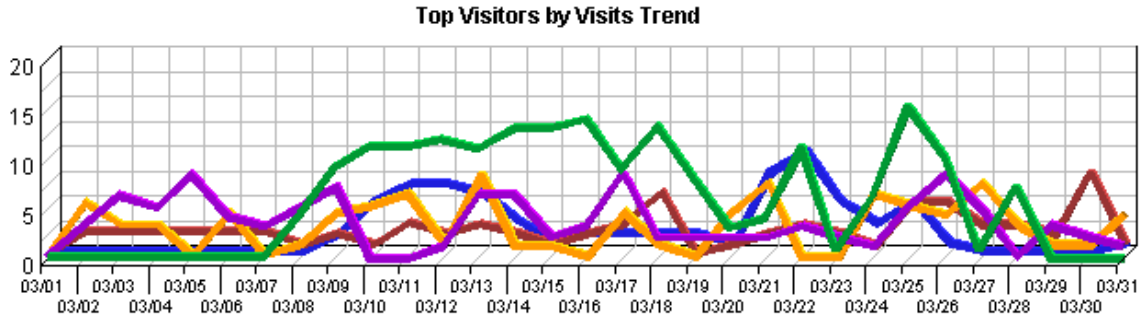
New vs. Return Visits

Top Visitors by Visits



Top Visitors

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



Top Visitors

	Visitor	Visits	%	Hits
1.	66.249.66.129_Mozilla/5.0 (compatible; Googlebot/2.1; +http: //www.google.com/bot.html)	**186**	**2.81%**	654
2.	crawler4013.ask.com_Mozilla/5. 0 (compatible; Ask Jeeves/ Teoma; +http://about.ask.com/en/ docs/about/webmasters.shtml)	**105**	**1.58%**	124
3.	rg35.riverglassinc. com_Jakarta Commons−HttpClient/3.0.1	**89**	**1.34%**	145
4.	67.195.58.171_Mozilla/5.0 (compatible; Yahoo! Slurp; http:// help.yahoo.com/help/us/ ysearch/slurp)	**74**	**1.12%**	85
5.	crawl−6.cuill.com_Mozilla/5.0 (Twiceler−0.9 http://www. cuill.com/twiceler/robot.html)	**73**	**1.10%**	82
6.	67.195.58.170_Mozilla/5.0 (compatible; Yahoo! Slurp; http:// help.yahoo.com/help/us/ ysearch/slurp)	**68**	**1.03%**	92

7.	134.67.99.163_NLESE USEPA	**64**	**0.97%**	728
8.	rj301013.crawl.yahoo.net_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	**53**	**0.80%**	54
9.	66.249.72.236_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	**52**	**0.78%**	173
10.	67.195.58.169_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	**51**	**0.77%**	54
11.	livebot−65−55−210−93.search.live.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	**47**	**0.71%**	60
12.	66.231.188.52_Gigabot/3.0 (http://www.gigablast.com/spider.html)	**43**	**0.65%**	92
13.	67.195.58.186_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	**43**	**0.65%**	45
14.	216.55.155.26_Clearware web browser	**35**	**0.53%**	67
15.	livebot−65−55−210−91.search.live.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	**35**	**0.53%**	41
16.	65.55.210.95_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	**34**	**0.51%**	38
17.	216−55−147−45.dedicated.abac.net_Anthony Vicenza/Nutch−0.9 (Vicenza spiderman; http://www.AnthonyVicenza.com ; MyEmail)	**33**	**0.50%**	82
18.	65.55.210.97_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	**33**	**0.50%**	36
19.	crawl−11.cuill.com_Mozilla/5. 0 (Twiceler−0.9 http://www.cuill.com/twiceler/robot.html)	**32**	**0.48%**	40
20.	67.195.58.181_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	**29**	**0.44%**	29
	Subtotal	**1,179**	**17.80%**	**2,721**
	Other	**5,446**	**82.20%**	**13,500**
	Total	**6,625**	**100.00%**	**16,221**

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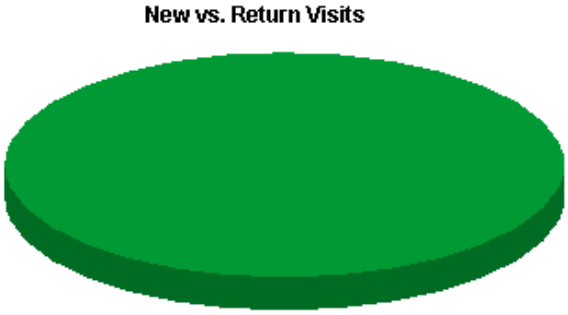
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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.	Returning Visitors	6,625	100.00%
	Total	**6,625**	**100.00%**

New vs. Return Visits − Help Card

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

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

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

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

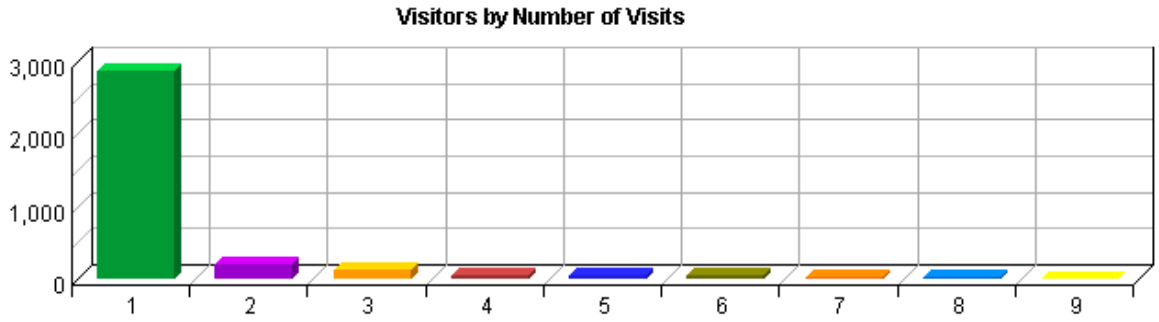
% − Percentage of visitors who fit into the specified visitor category.

––

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

Visitors by Number of Visits

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



Visitors by Number of Visits

Number of Visits	Unique Visitors	%
1 visit	2,881	83.24%
2 visits	203	5.87%
3 visits	123	3.55%
4 visits	50	1.44%
5 visits	39	1.13%
6 visits	56	1.62%
7 visits	31	0.90%
8 visits	13	0.38%
9 visits	2	0.06%
Subtotal	**3,398**	**98.18%**
Other	**63**	**1.82%**
Total	**3,461**	**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.

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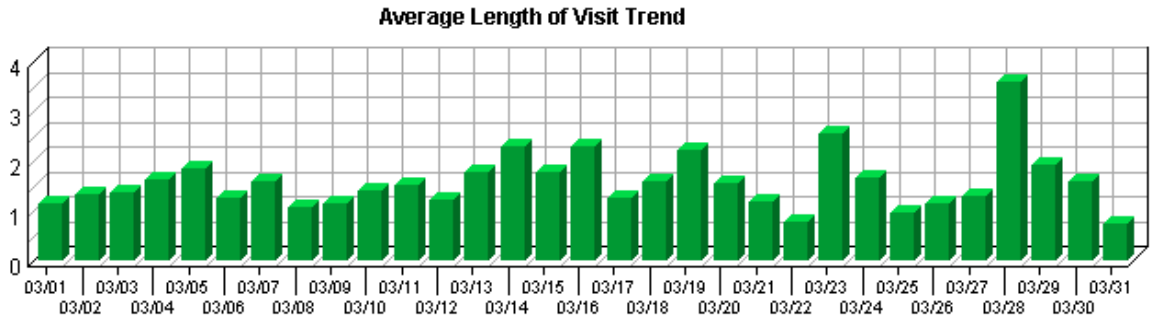
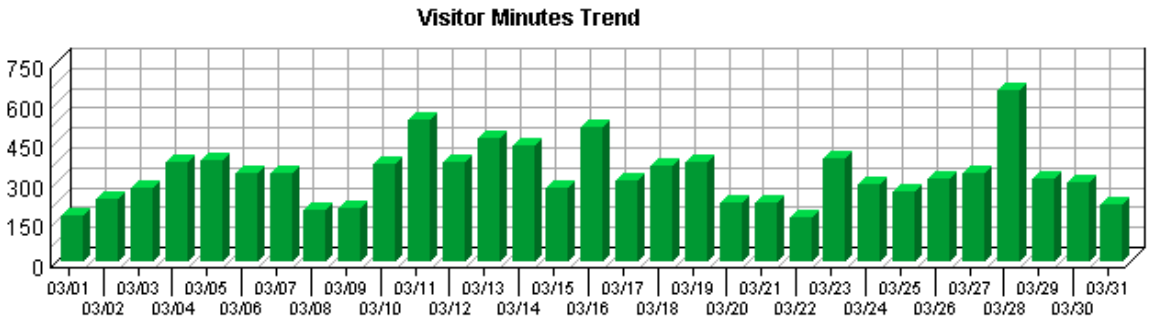
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

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
03/01	149	112	0	00:01:09	172.37
03/02	174	138	0	00:01:20	233.78
03/03	205	177	0	00:01:22	280.70
03/04	227	190	0	00:01:38	373.57
03/05	204	158	0	00:01:52	383.32
03/06	266	225	0	00:01:15	333.57
03/07	205	172	0	00:01:37	331.73
03/08	179	141	0	00:01:04	192.50
03/09	174	136	0	00:01:10	204.48
03/10	259	222	0	00:01:24	366.90
03/11	353	289	0	00:01:30	534.68
03/12	304	256	0	00:01:14	376.48
03/13	260	207	0	00:01:46	462.12
03/14	191	147	0	00:02:18	440.28
03/15	157	125	0	00:01:46	279.80
03/16	219	171	0	00:02:18	507.22
03/17	241	206	0	00:01:16	305.52
03/18	229	183	0	00:01:35	363.50
03/19	168	131	0	00:02:14	377.90
03/20	144	130	0	00:01:33	224.78
03/21	184	151	0	00:01:11	219.02
03/22	210	169	0	00:00:46	163.63
03/23	150	125	0	00:02:34	386.27
03/24	174	152	0	00:01:40	292.83
03/25	271	205	0	00:00:58	265.87
03/26	266	219	0	00:01:10	311.03
03/27	254	203	0	00:01:19	335.58
03/28	179	149	0	00:03:36	646.70
03/29	163	134	0	00:01:55	312.55
03/30	189	146	0	00:01:35	301.33

03/31	283	235	0	00:00:45	215.63
Average	**213**	**174**	**0**	**N/A**	**328.89**
Total	**6,631**	**5,404**	**0**	**N/A**	**10,195.65**

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	%
03/01	149	2.25%
03/02	174	2.63%
03/03	205	3.09%
03/04	227	3.43%
03/05	204	3.08%
03/06	266	4.01%
03/07	205	3.09%
03/08	179	2.70%
03/09	174	2.63%
03/10	259	3.91%
03/11	353	5.33%
03/12	304	4.59%
03/13	259	3.91%
03/14	190	2.87%
03/15	157	2.37%
03/16	218	3.29%
03/17	241	3.64%
03/18	229	3.46%
03/19	167	2.52%
03/20	144	2.17%
03/21	184	2.78%
03/22	210	3.17%
03/23	150	2.26%
03/24	174	2.63%
03/25	270	4.07%

03/26	266	4.01%
03/27	254	3.83%
03/28	179	2.70%
03/29	163	2.46%
03/30	189	2.85%
03/31	283	4.27%
Total	**6,626**	**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.

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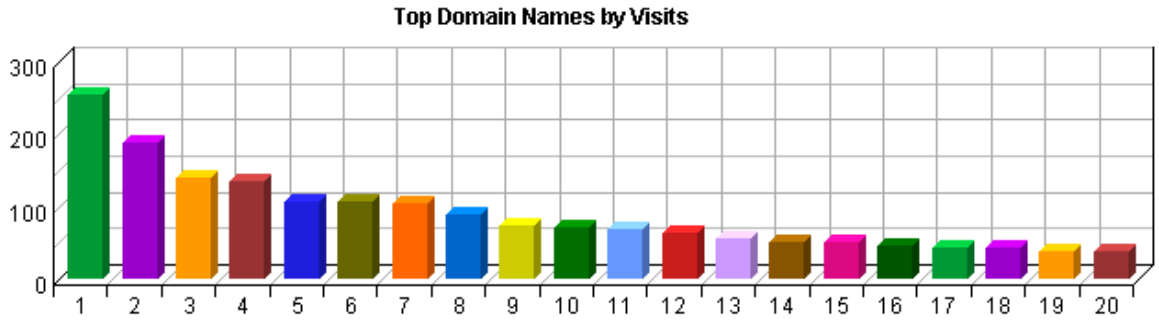
You may use this information for your marketing efforts, such as special promotions or newsletters.

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.	yahoo.net	**253**	**3.82%**	272
2.	66.249.66.129	**188**	**2.84%**	656
3.	comcast.net	**139**	**2.10%**	353
4.	live.com	**136**	**2.05%**	161
5.	riverglassinc.com	**108**	**1.63%**	164
6.	ask.com	**107**	**1.61%**	126
7.	cuill.com	**105**	**1.58%**	122
8.	rr.com	**90**	**1.36%**	249
9.	67.195.58.171	**74**	**1.12%**	85
10.	verizon.net	**72**	**1.09%**	396
11.	67.195.58.170	**68**	**1.03%**	92
12.	134.67.99.163	**64**	**0.97%**	728
13.	66.249.72.236	**55**	**0.83%**	178
14.	67.195.58.169	**51**	**0.77%**	54
15.	googlebot.com	**50**	**0.75%**	172
16.	yahoo.com	**45**	**0.68%**	51
17.	67.195.58.186	**43**	**0.65%**	45
18.	66.231.188.52	**43**	**0.65%**	92
19.	aol.com	**38**	**0.57%**	45
20.	abac.net	**37**	**0.56%**	90
	Subtotal	**1,766**	**26.65%**	**4,131**
	Other	**4,860**	**73.35%**	**12,101**
	Total	**6,626**	**100.00%**	**16,232**

Top Domain Names − Help Card

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

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

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

Total − The total for all visits or hits.

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

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

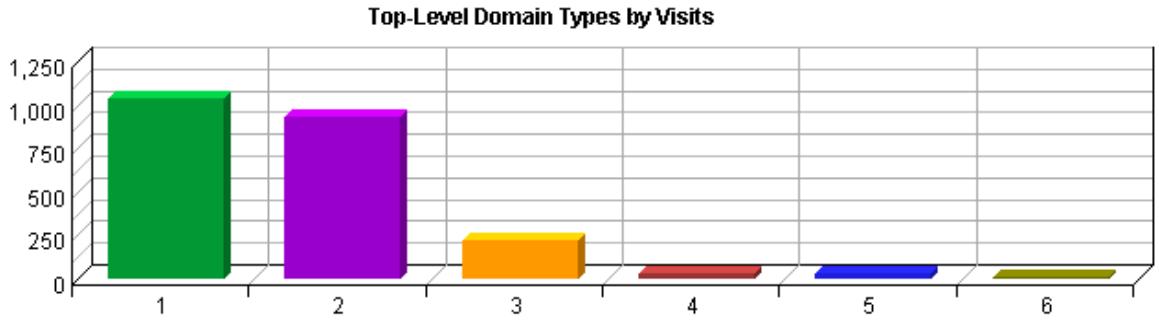
% − Percentage of the total activity that was from this domain name or IP address.

−−

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

Top−Level Domain Types

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



Top−Level Domain Types

	Top−Level Domain Types	Visits	%	Hits
1.	Commercial	**1,043**	**45.73%**	2,182
2.	Network	**928**	**40.68%**	2,353
3.	Education	**223**	**9.78%**	816
4.	Government	**37**	**1.62%**	96
5.	Organization	**35**	**1.53%**	92
6.	Military	**15**	**0.66%**	32
	Total	**2,281**	**100.00%**	**5,571**

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.

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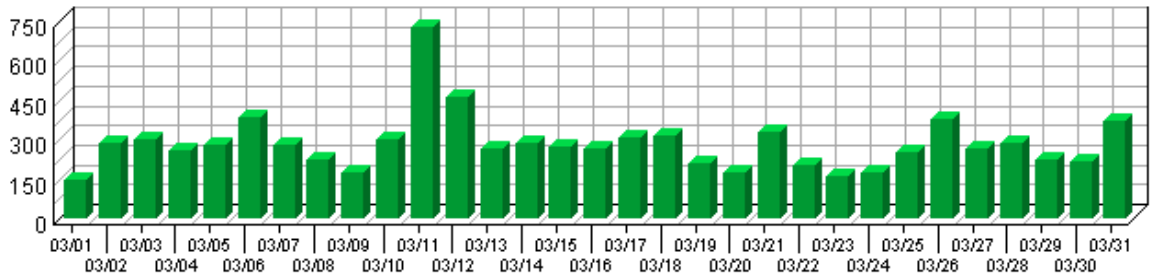
Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

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.

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.

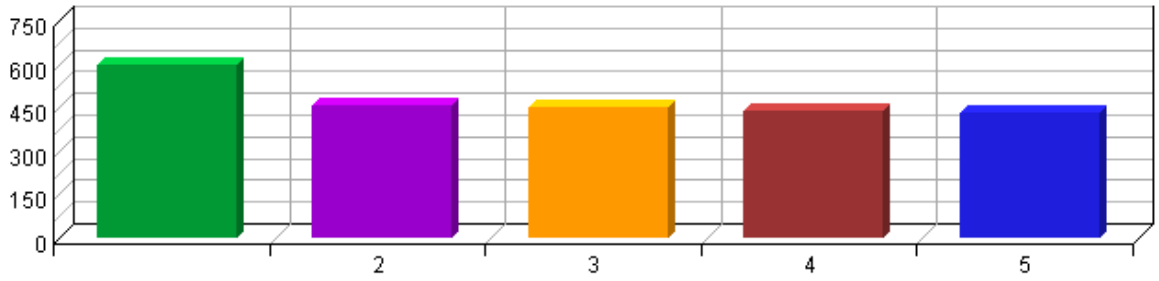
Page Views Trend



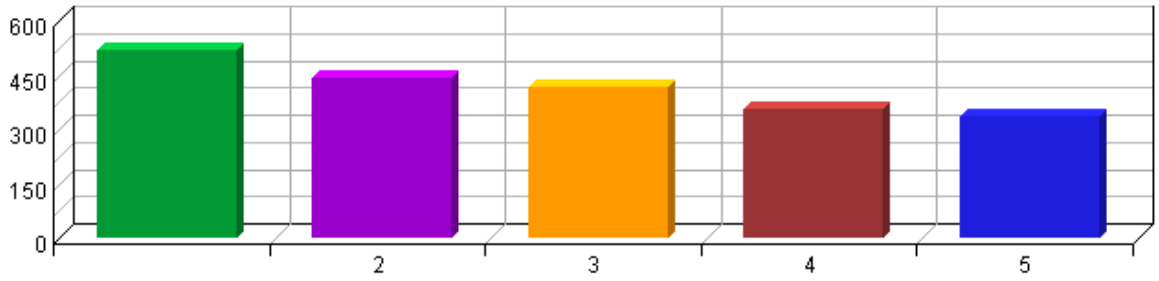
Page View Summary

Page Views	8,802
Average per Day	283
Average Page Views per Visit	1.33

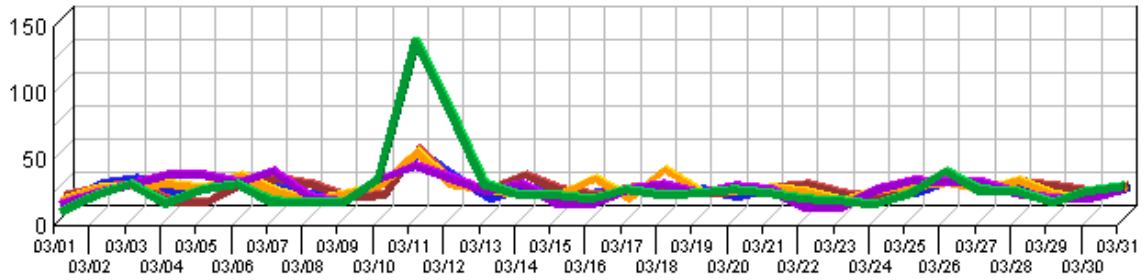
Top Entry Pages



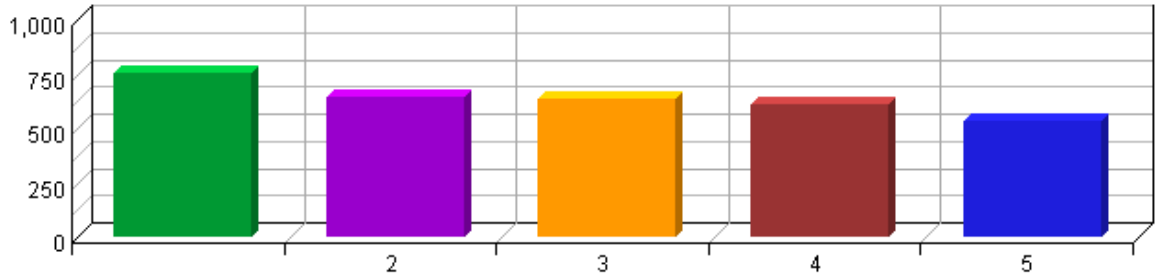
Top Exit Pages



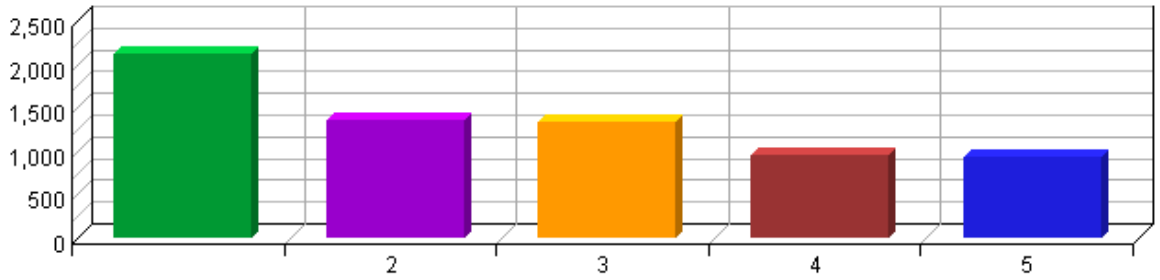
Top Pages by Visits Trend



Top Pages by Visits

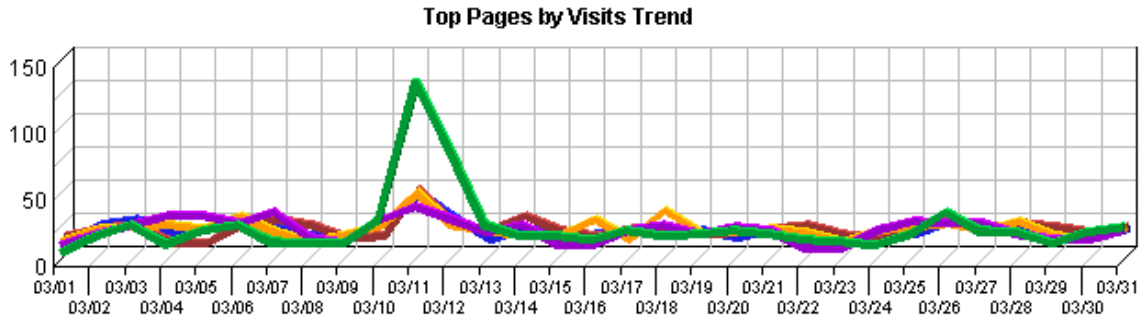


Top Directories by Visits



Top Pages

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



Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	**Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/	**750**	**9.12%**	863	00:03:12	0
2.	**Global Change | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ globalclimate/	**643**	**7.82%**	712	00:02:25	0
3.	**Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/	**635**	**7.72%**	738	00:02:57	0
4.	**Economics and Decision Sciences | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ economics/	**609**	**7.40%**	711	00:03:13	0
5.	**Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/	**535**	**6.50%**	571	00:01:33	0
6.	**Endocrine Disruptors Research | Science Topics | NCER | ORD | US EPA**	**500**	**6.08%**	545	00:02:04	0

	http:/ / es.epa.gov/ ncer/ science/ endocrine/					
7.	**Technology for a Sustainable Environment | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ tse/	**405**	**4.92%**	445	00:02:51	0
8.	**Recipients and their Research Projects | Global Change | Science Topics | NCER |** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ recipients.html	**179**	**2.18%**	182	00:03:24	0
9.	**Recipients and their Research Projects | Drinking Water | Science Topics | NCER** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ recipients.html	**120**	**1.46%**	120	00:01:07	0
10.	**Solicitations | Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ solicitations.html	**119**	**1.45%**	120	00:01:17	0
11.	**Success Stories | Technology for a Sustainable Environment | Science Topics | NC** http:/ / es.epa.gov/ ncer/ science/ tse/ success.html	**114**	**1.39%**	114	00:01:35	0
12.	**Research Results | Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ results. html	**112**	**1.36%**	112	00:01:21	0
13.	**PM Centers | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ centers.html	**111**	**1.35%**	111	00:02:50	0
14.	**Solicitations | Economics and Decision Sciences | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ economics/ economics. html	**110**	**1.34%**	111	00:02:37	0
15.	**Factsheets/ Other Pubs | Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ factsheet.html	**104**	**1.26%**	105	00:00:54	0
16.	**Research Projects | Endocrine Disruptors Research | Science Topics | NCER | ORD** http:/ / es.epa.gov/ ncer/ science/ endocrine/ researchproj. html	**103**	**1.25%**	105	00:01:45	0
17.	**Solicitations | Endocrine Disruptors Research | Science Topics | NCER | ORD | US** http:/ / es.epa.gov/ ncer/ science/	**100**	**1.22%**	101	00:01:40	0

	endocrine/ solicitations.html					
18.	**Program Reviews and Evaluations | Drinking Water | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ evaluations.html	**100**	**1.22%**	100	00:01:19	0
19.	**Partnership Projects | Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ partnership.html	**99**	**1.20%**	99	00:01:14	0
20.	**Solicitations | Global Change | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ solicitations.html	**96**	**1.17%**	96	00:02:24	0
	Subtotal	**5,544**	**67.40%**	**6,061**	**00:02:22**	
	Other	**2,681**	**32.60%**	**2,741**	**00:02:35**	
	Total	**8,225**	**100.00%**	**8,802**	**00:02:26**	

Top Pages − Help Card

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

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

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

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

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

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

−−

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

Top Content Groups

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

No data for this section in the log data analyzed.

Top Content Groups − Help Card

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

Group Name − Name of the content group being analyzed.

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

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

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

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

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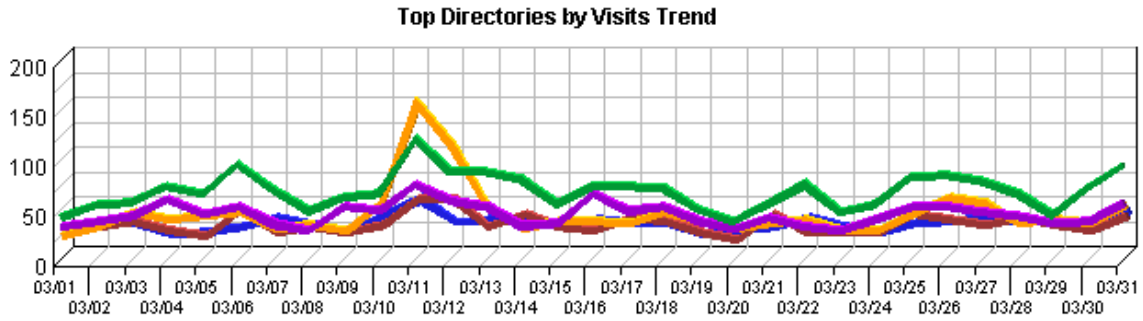
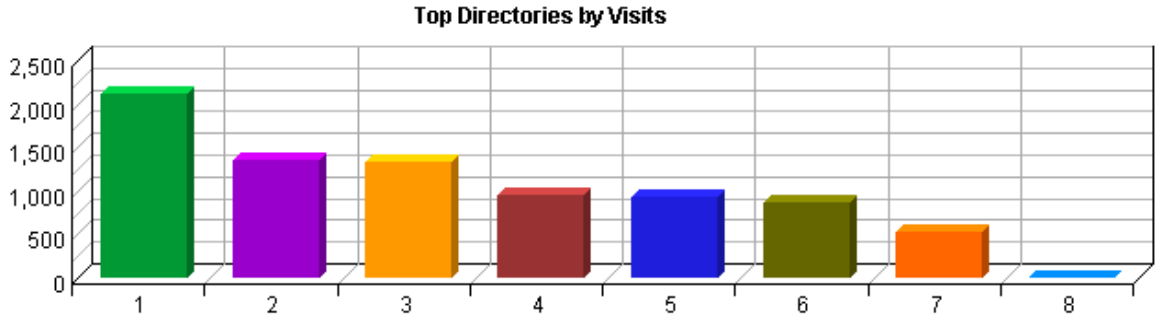
The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

Top Directories

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





Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/ncer/ science/endocrine	**2,110**	**26.03%**	4,418	230,126
2.	http://es.epa.gov/ncer/ science/pm	**1,348**	**16.63%**	4,429	484,837
3.	http://es.epa.gov/ncer/ science/drinkingwater	**1,332**	**16.43%**	1,943	32,595
4.	http://es.epa.gov/ncer/ science/tse	**960**	**11.84%**	2,182	202,440
5.	http://es.epa.gov/ncer/ science/economics	**934**	**11.52%**	1,364	44,590
6.	http://es.epa.gov/ncer/ science/globalclimate	**878**	**10.83%**	1,316	18,172
7.	http://es.epa.gov/ncer/ science/	**535**	**6.60%**	571	5,637
8.	http://es.epa.gov/ncer/ science/additional	**9**	**0.11%**	9	665
	Total	**8,106**	**100.00%**	**16,232**	**1,019,057**

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.

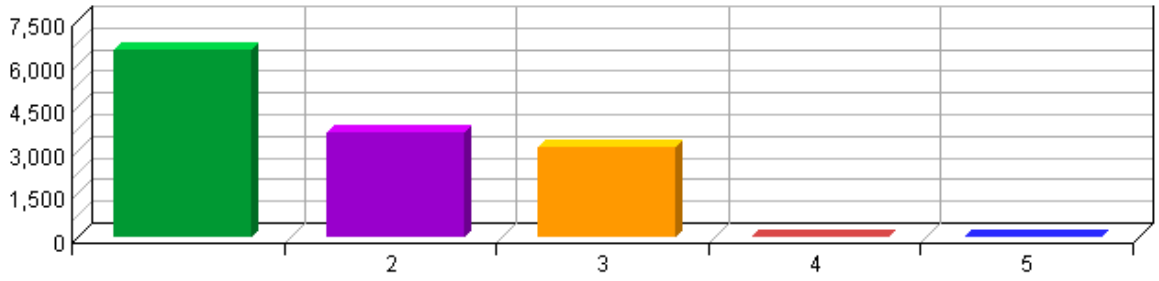
Files Dashboard

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.

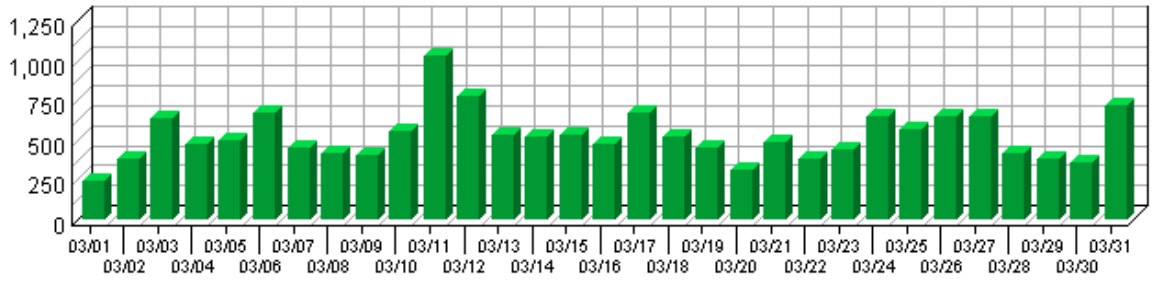
Hit Summary

Successful Hits for Entire Site	16,232
Average Hits per Day	523
Home Page Hits	571

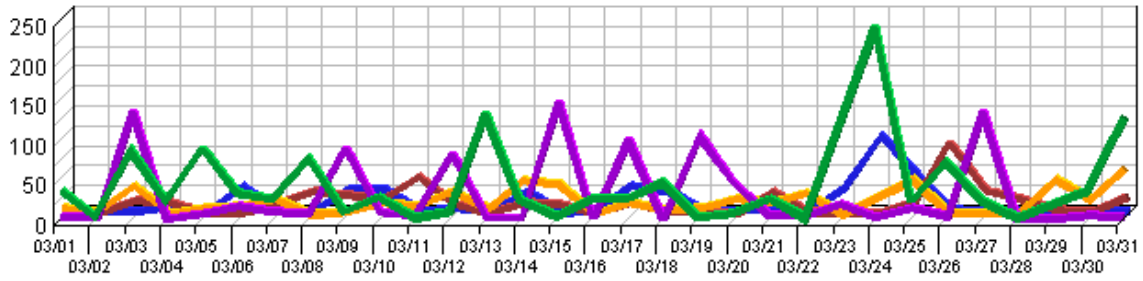
Most Accessed File Types by Files



Hits Trend

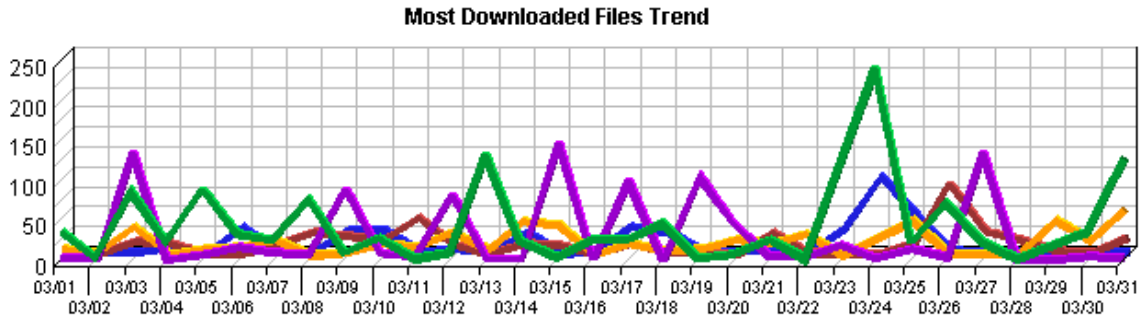


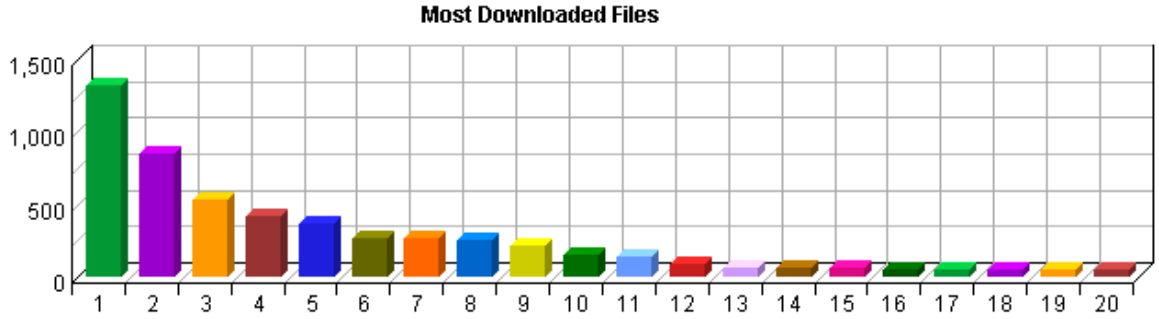
Most Downloaded Files Trend



Most Downloaded Files

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





Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/ science/pm/hei/DieselSpecialReport02. pdf	**1,328**	**18.04%**	115
2.	http://es.epa.gov/ncer/ science/pm/pm.pdf	**855**	**11.62%**	31
3.	http://es.epa.gov/ncer/ science/tse/sos.pdf	**536**	**7.28%**	114
4.	http://es.epa.gov/ncer/ science/tse/decade_innovation.pdf	**424**	**5.76%**	96
5.	http://es.epa.gov/ncer/ science/pm/hei/Rean−ExecSumm.pdf	**363**	**4.93%**	36
6.	http://es.epa.gov/ncer/ science/endocrine/pdf/workshop06/ swan.pdf	**264**	**3.59%**	28
7.	http://es.epa.gov/ncer/ science/endocrine/pdf/review/ edcsubcommitteereport−finalversion. pdf	**263**	**3.57%**	61
8.	http://es.epa.gov/ncer/ science/endocrine/pdf/workshop06/ lazorchak.pdf	**257**	**3.49%**	41
9.	http://es.epa.gov/ncer/ science/tse/epafinal.pdf	**215**	**2.92%**	71
10.	http://es.epa.gov/ncer/ science/endocrine/pdf/workshop06/	**155**	**2.11%**	24

	holt.pdf			
11.	http://es.epa.gov/ncer/science/pm/hei/Rean−part2.pdf	**146**	**1.98%**	23
12.	http://es.epa.gov/ncer/science/endocrine/pdf/workshop06/zoeller.pdf	**93**	**1.26%**	14
13.	http://es.epa.gov/ncer/science/endocrine/pdf/workshop06/laws.pdf	**69**	**0.94%**	18
14.	http://es.epa.gov/ncer/science/endocrine/pdf/humanhealth/r829437_hauser_0415_draft.pdf	**66**	**0.90%**	55
15.	http://es.epa.gov/ncer/science/economics/science_econ1.pdf	**65**	**0.88%**	13
16.	http://es.epa.gov/ncer/science/pm/perspectives−1.pdf	**57**	**0.77%**	40
17.	http://es.epa.gov/ncer/science/endocrine/pdf/wildlife/r826129_leblanc−030105−final.pdf	**51**	**0.69%**	39
18.	http://es.epa.gov/ncer/science/drinkingwater/batterman_r825362.pdf	**51**	**0.69%**	39
19.	http://es.epa.gov/ncer/science/endocrine/pdf/humanhealth/r829436_swan_0415.pdf	**50**	**0.68%**	47
20.	http://es.epa.gov/ncer/science/endocrine/pdf/humanhealth/r825300_marcus_0415.pdf	**48**	**0.65%**	44
	Subtotal	**5,356**	**72.76%**	**949**
	Other	**2,005**	**27.24%**	**1,642**
	Total	**7,361**	**100.00%**	**2,591**

Most Downloaded Files − Help Card

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

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

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

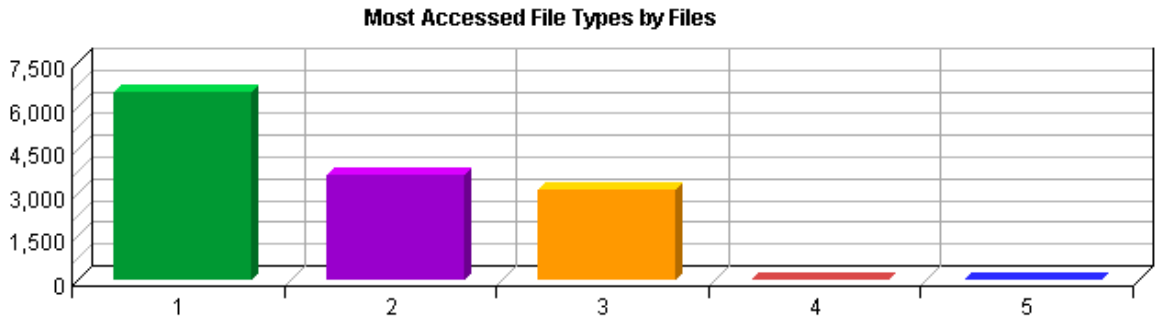
% − Percentage of times the specified file was downloaded compared to all downloaded files.

−−

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

Most Accessed File Types

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



Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	pdf	**6,493**	**49.00%**	885,623
2.	htm	**3,594**	**27.12%**	54,797
3.	html	**3,125**	**23.58%**	71,161
4.	ppt	**22**	**0.17%**	6,309
5.	doc	**16**	**0.12%**	1,170
	Total	**13,250**	**100.00%**	**1,019,057**

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.

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

Most Uploaded Files

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

No data for this section in the log data analyzed.

Most Uploaded Files − Help Card

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

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

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

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

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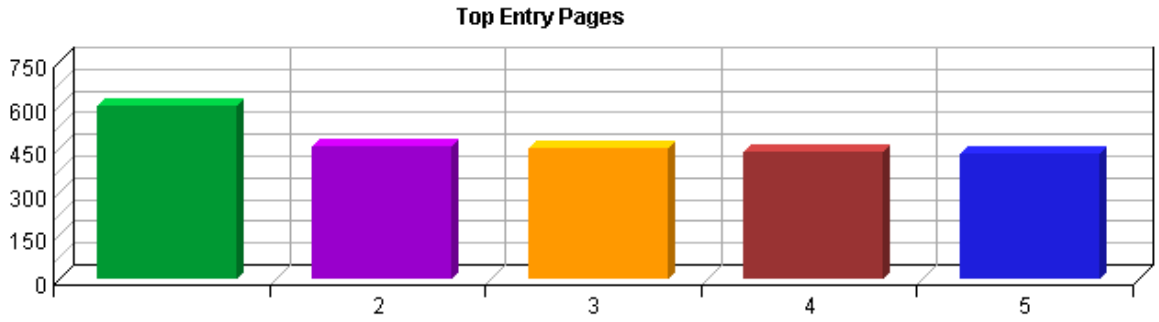
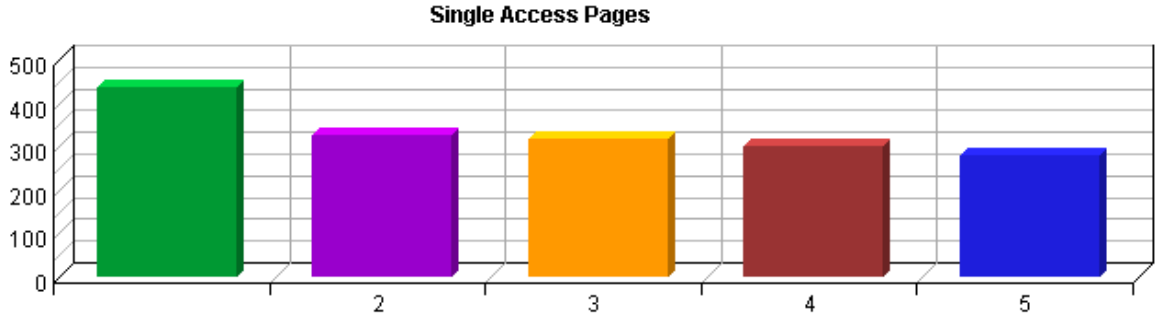
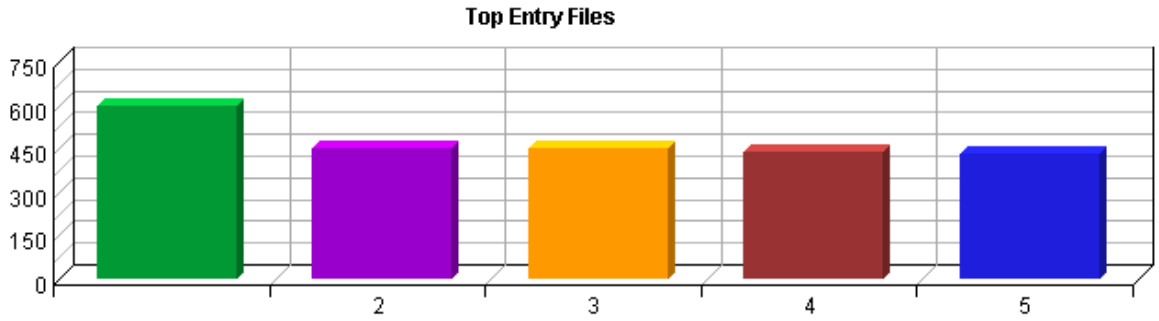
You may want to run virus scans on uploaded files.

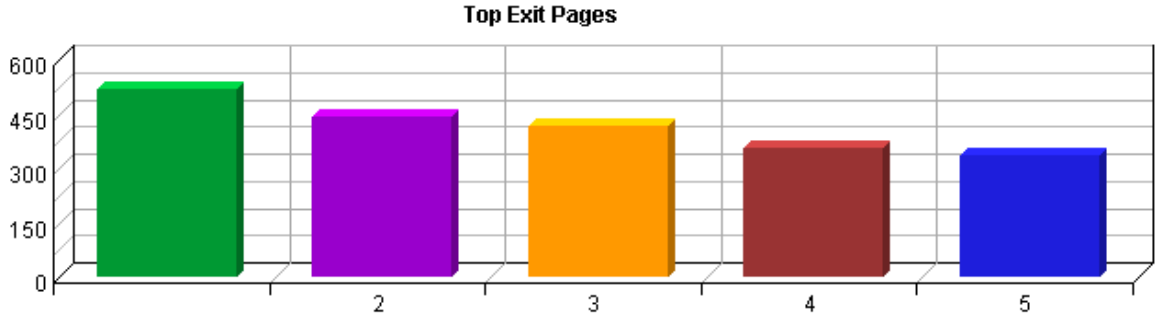
Navigation Dashboard

This dashboard summarizes important information related to online navigation.



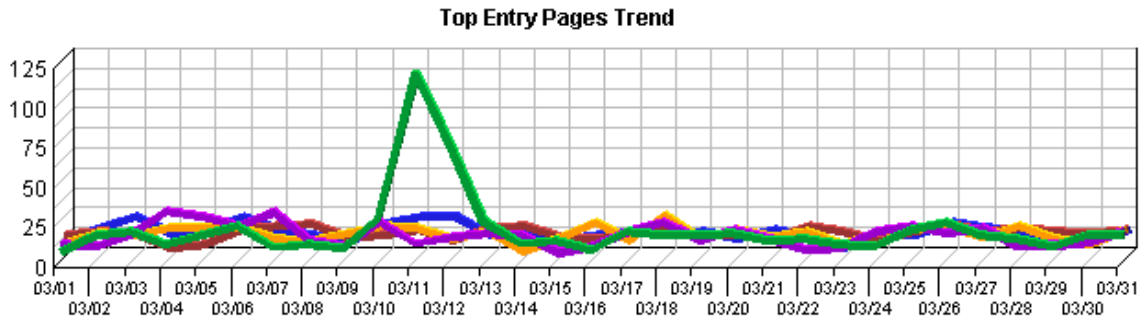


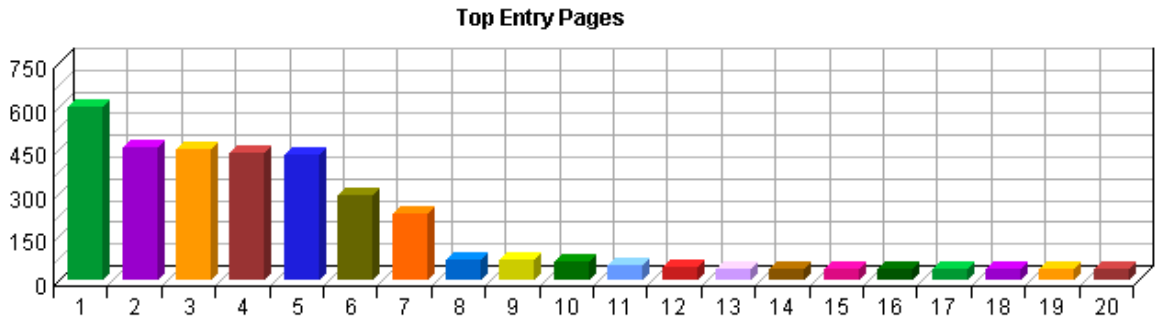




Top Entry Pages

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.	**Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/	599	12.83%
2.	**Global Change | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ globalclimate/	455	9.75%
3.	**Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/	453	9.70%
4.	**Economics and Decision Sciences | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ economics/	441	9.45%
5.	**Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/	435	9.32%
6.	**Endocrine Disruptors Research | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/	291	6.23%

	endocrine/		
7.	**Technology for a Sustainable Environment | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ tse/	231	4.95%
8.	**Success Stories | Technology for a Sustainable Environment | Science Topics | NC** http:/ / es.epa.gov/ ncer/ science/ tse/ success.html	72	1.54%
9.	**PM Centers | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ centers.html	67	1.44%
10.	**Solicitations | Economics and Decision Sciences | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ economics/ economics. html	63	1.35%
11.	**Monitoring Results Synopsis | Particulate Matter | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ pm/ results4.html	50	1.07%
12.	**Solicitations | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ solicitations.html	46	0.99%
13.	**Partnership Projects | Economics and Decision Sciences | Science Topics | NCER |** http:/ / es.epa.gov/ ncer/ science/ economics/ external. html	41	0.88%
14.	**Research Results | Endocrine Disruptors Research | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ endocrine/ highlights. html	40	0.86%
15.	**News and Events | Endocrine Disruptors Research | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ endocrine/ newsevent. html	40	0.86%
16.	**Wildlife | Research Projects | Endocrine Disruptors Research | Science Topics |** http:/ / es.epa.gov/ ncer/ science/ endocrine/ wildlife. html	40	0.86%
17.	**Research Projects | Endocrine Disruptors Research | Science Topics | NCER | ORD** http:/ / es.epa.gov/ ncer/ science/ endocrine/ researchproj. html	39	0.84%

18.	**Solicitations | Global Change | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ solicitations.html	39	0.84%
19.	**Recipients and their Research Projects | Global Change | Science Topics | NCER |** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ recipients.html	39	0.84%
20.	**Recipients and their Research Projects | Drinking Water | Science Topics | NCER** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ recipients.html	37	0.79%
	Subtotal	**3,518**	**75.36%**
	Other	**1,150**	**24.64%**
	Total	**4,668**	**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.

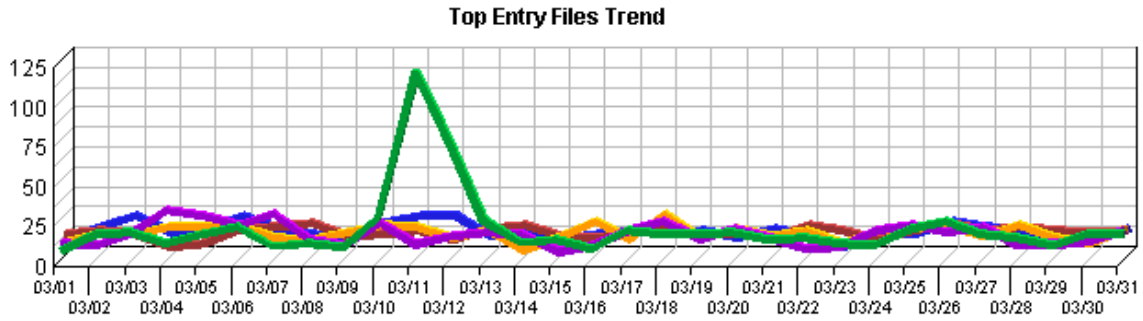
% − Percentage of times this page was the entry page compared with other entry pages.

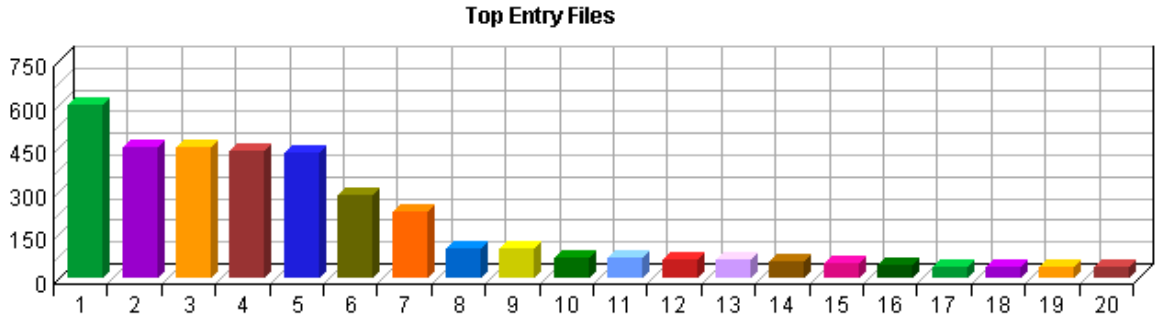
−−

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://es.epa.gov/ncer/ science/drinkingwater/	597	9.01%
2.	http://es.epa.gov/ncer/ science/globalclimate/	453	6.84%
3.	http://es.epa.gov/ncer/ science/pm/	451	6.81%
4.	http://es.epa.gov/ncer/ science/economics/	436	6.58%
5.	http://es.epa.gov/ncer/ science/	432	6.52%
6.	http://es.epa.gov/ncer/ science/endocrine/	288	4.35%
7.	http://es.epa.gov/ncer/ science/tse/	228	3.44%
8.	http://es.epa.gov/ncer/ science/tse/sos.pdf	102	1.54%
9.	http://es.epa.gov/ncer/ science/pm/hei/DieselSpecialReport02. pdf	101	1.52%
10.	http://es.epa.gov/ncer/ science/tse/success.html	72	1.09%
11.	http://es.epa.gov/ncer/ science/tse/decade_innovation.pdf	67	1.01%
12.	http://es.epa.gov/ncer/ science/pm/centers.html	66	1.00%
13.		62	0.94%

	http://es.epa.gov/ncer/science/economics/economics.html		
14.	http://es.epa.gov/ncer/science/tse/epafinal.pdf	59	0.89%
15.	http://es.epa.gov/ncer/science/pm/results4.html	50	0.75%
16.	http://es.epa.gov/ncer/science/pm/solicitations.html	46	0.69%
17.	http://es.epa.gov/ncer/science/endocrine/wildlife.html	40	0.60%
18.	http://es.epa.gov/ncer/science/economics/external.html	40	0.60%
19.	http://es.epa.gov/ncer/science/endocrine/newsevent.html	40	0.60%
20.	http://es.epa.gov/ncer/science/endocrine/pdf/workshop06/lazorchak.pdf	39	0.59%
	Subtotal	**3,669**	**55.37%**
	Other	**2,957**	**44.63%**
	Total	**6,626**	**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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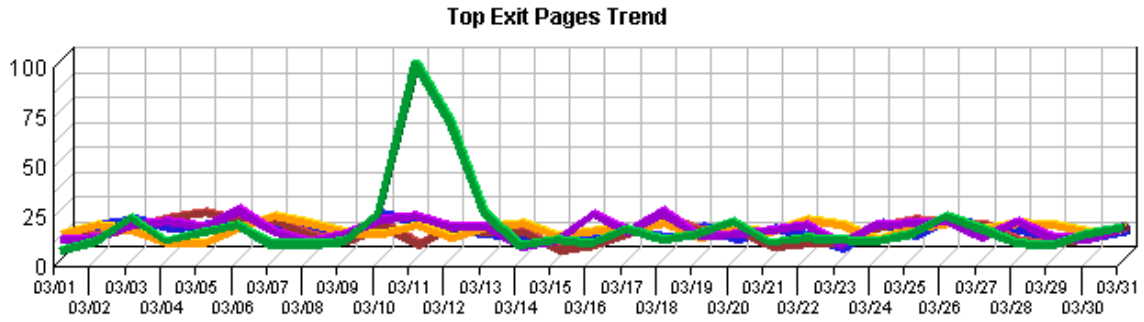
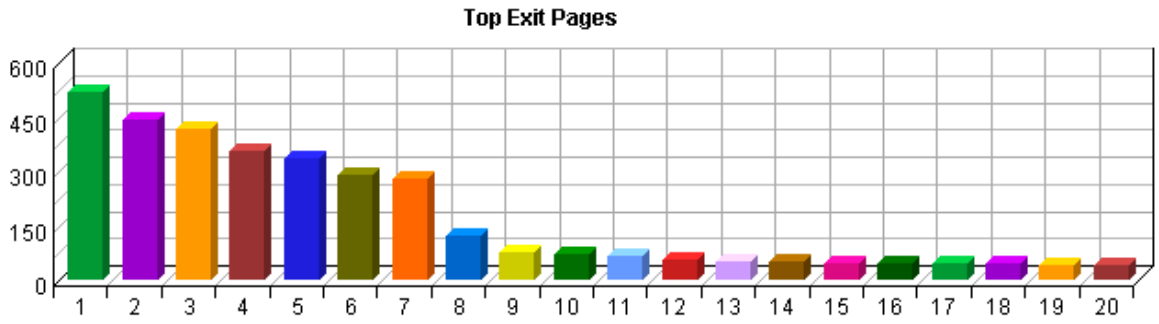
Consider what catches the attention of visitors most quickly and effectively.

Top Exit Pages

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





Top Exit Pages

	Pages	Visits	%
1.	**Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/	521	11.16%
2.	**Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/	442	9.46%
3.	**Economics and Decision Sciences | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ economics/	418	8.95%
4.	**Global Change | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ globalclimate/	355	7.60%
5.	**Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/	338	7.24%
6.	**Technology for a Sustainable Environment | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ tse/	291	6.23%
7.		278	5.95%

	Endocrine Disruptors Research | Science Topics | NCER | ORD | US EPA http:/ / es.epa.gov/ ncer/ science/ endocrine/		
8.	**Recipients and their Research Projects | Global Change | Science Topics | NCER |** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ recipients.html	120	2.57%
9.	**Success Stories | Technology for a Sustainable Environment | Science Topics | NC** http:/ / es.epa.gov/ ncer/ science/ tse/ success.html	76	1.63%
10.	**PM Centers | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ centers.html	69	1.48%
11.	**Solicitations | Economics and Decision Sciences | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ economics/ economics. html	67	1.43%
12.	**Other Related NCER Research | Particulate Matter | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ pm/ other.html	54	1.16%
13.	**Monitoring Results Synopsis | Particulate Matter | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ pm/ results4.html	53	1.13%
14.	**Solicitations | Endocrine Disruptors Research | Science Topics | NCER | ORD | US** http:/ / es.epa.gov/ ncer/ science/ endocrine/ solicitations.html	52	1.11%
15.	**Research Projects | Endocrine Disruptors Research | Science Topics | NCER | ORD** http:/ / es.epa.gov/ ncer/ science/ endocrine/ researchproj. html	47	1.01%
16.	**Reports and Publications | Endocrine Disruptors Research | Science Topics | NCER** http:/ / es.epa.gov/ ncer/ science/ endocrine/ reportspub. html	46	0.99%
17.	**Environmental Protection Agency** http:/ / es.epa.gov/ ncer/ science/ pm/ hei/ hei_special. html	45	0.96%
18.		44	0.94%

	Solicitations | Global Change | Science Topics | NCER | ORD | US EPA http:/ / es.epa.gov/ ncer/ science/ globalclimate/ solicitations.html		
19.	**Research Results | Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/ results. html	41	0.88%
20.	**Solicitations | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ solicitations.html	41	0.88%
	Subtotal	**3,398**	**72.76%**
	Other	**1,272**	**27.24%**
	Total	**4,670**	**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.

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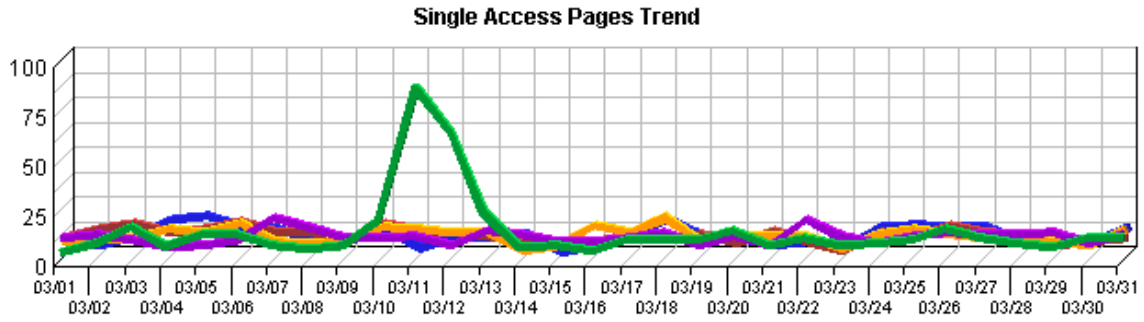
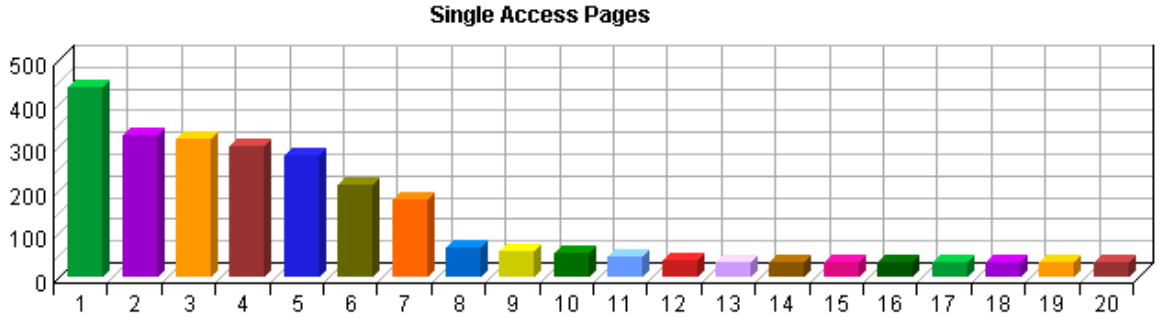
You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this 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.	**Drinking Water | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ drinkingwater/	435	12.22%
2.	**Economics and Decision Sciences | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ economics/	326	9.16%
3.	**Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/	318	8.93%
4.	**Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/	302	8.48%
5.	**Global Change | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ globalclimate/	281	7.89%
6.	**Endocrine Disruptors Research | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ endocrine/	213	5.98%
7.		176	4.94%

	Technology for a Sustainable Environment | Science Topics | NCER | ORD | US EPA http:/ / es.epa.gov/ ncer/ science/ tse/		
8.	**Success Stories | Technology for a Sustainable Environment | Science Topics | NC** http:/ / es.epa.gov/ ncer/ science/ tse/ success.html	68	1.91%
9.	**PM Centers | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ centers.html	59	1.66%
10.	**Solicitations | Economics and Decision Sciences | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ economics/ economics. html	54	1.52%
11.	**Monitoring Results Synopsis | Particulate Matter | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ pm/ results4.html	48	1.35%
12.	**Recipients and their Research Projects | Global Change | Science Topics | NCER |** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ recipients.html	38	1.07%
13.	**Solicitations | Particulate Matter | Science Topics | NCER | ORD | US EPA** http:/ / es.epa.gov/ ncer/ science/ pm/ solicitations.html	36	1.01%
14.	**Partnership Projects | Economics and Decision Sciences | Science Topics | NCER |** http:/ / es.epa.gov/ ncer/ science/ economics/ external. html	34	0.96%
15.	**Wildlife | Research Projects | Endocrine Disruptors Research | Science Topics |** http:/ / es.epa.gov/ ncer/ science/ endocrine/ wildlife. html	34	0.96%
16.	**Solicitations | Endocrine Disruptors Research | Science Topics | NCER | ORD | US** http:/ / es.epa.gov/ ncer/ science/ endocrine/ solicitations.html	33	0.93%
17.	**Workshops and Conferences | Particulate Matter | Science Topics | NCER | ORD | U** http:/ / es.epa.gov/ ncer/ science/ pm/ results3.html	32	0.90%
18.		32	0.90%

	NCER Publications | Economics and Decision Sciences | Science Topics | NCER | OR http:/ / es.epa.gov/ ncer/ science/ economics/ summary.html		
19.	**Consequences of Global Change for Air Quality Progress Review | Global Change |** http:/ / es.epa.gov/ ncer/ science/ globalclimate/ 02_22_07_event.html	32	0.90%
20.	**News and Events | Endocrine Disruptors Research | Science Topics | NCER | ORD |** http:/ / es.epa.gov/ ncer/ science/ endocrine/ newsevent. html	32	0.90%
	Subtotal	**2,583**	**72.56%**
	Other	**977**	**27.44%**
	Total	**3,560**	**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		478	10.24%
	1. **Drinking Water | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/drinkingwater/		
		386	8.27%
	1. **Economics and Decision Sciences | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/economics/		
		375	8.03%
	1. **Particulate Matter | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/pm/		
		315	6.75%
	1. **Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/		
		300	6.42%
	1. **Global Change | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/globalclimate/		
		219	4.69%
	1. **Endocrine Disruptors Research | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/endocrine/		
		190	4.07%
	1. **Technology for a Sustainable Environment | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/tse/		
		69	1.48%
	1. **Global Change | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/globalclimate/ 2. **Recipients and their Research Projects | Global Change | Science Topics | NCER |** http://es.epa.gov/ncer/ science/globalclimate/recipients. html		
		68	1.46%
	1. **Success Stories | Technology for a Sustainable Environment | Science Topics | NC** http://es.epa.gov/ncer/ science/tse/success.html		
		59	1.26%
	1. **PM Centers | Particulate Matter | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/pm/centers.html		
		54	1.16%

1. **Solicitations | Economics and Decision Sciences | Science Topics | NCER | ORD |** http://es.epa.gov/ncer/ science/economics/economics.html	48	1.03%
1. **Monitoring Results Synopsis | Particulate Matter | Science Topics | NCER | ORD |** http://es.epa.gov/ncer/ science/pm/results4.html	38	0.81%
1. **Recipients and their Research Projects | Global Change | Science Topics | NCER |** http://es.epa.gov/ncer/ science/globalclimate/recipients. html	37	0.79%
1. **Solicitations | Particulate Matter | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/pm/solicitations.html	36	0.77%
1. **Wildlife | Research Projects | Endocrine Disruptors Research | Science Topics |** http://es.epa.gov/ncer/ science/endocrine/wildlife.html	34	0.73%
1. **Partnership Projects | Economics and Decision Sciences | Science Topics | NCER |** http://es.epa.gov/ncer/ science/economics/external.html	33	0.71%
1. **Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/ 2. **Drinking Water | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/drinkingwater/ 3. **Economics and Decision Sciences | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/economics/ 4. **Endocrine Disruptors Research | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/endocrine/ 5. **Global Change | Science Topics | NCER | ORD | US EPA** http://es.epa.gov/ncer/ science/globalclimate/	33	0.71%
1. **Solicitations | Endocrine Disruptors Research | Science Topics | NCER | ORD | US** http://es.epa.gov/ncer/ science/endocrine/solicitations.html	33	0.71%
1. **Consequences of Global Change for Air Quality Progress Review | Global Change |** http://es.epa.gov/ncer/ science/globalclimate/02_22_07_event. html	32	0.69%
1. **News and Events | Endocrine Disruptors Research | Science Topics | NCER | ORD |** http://es.epa.gov/ncer/ science/endocrine/newsevent.html		

Top Paths Through Site − Help Card

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

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

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

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

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

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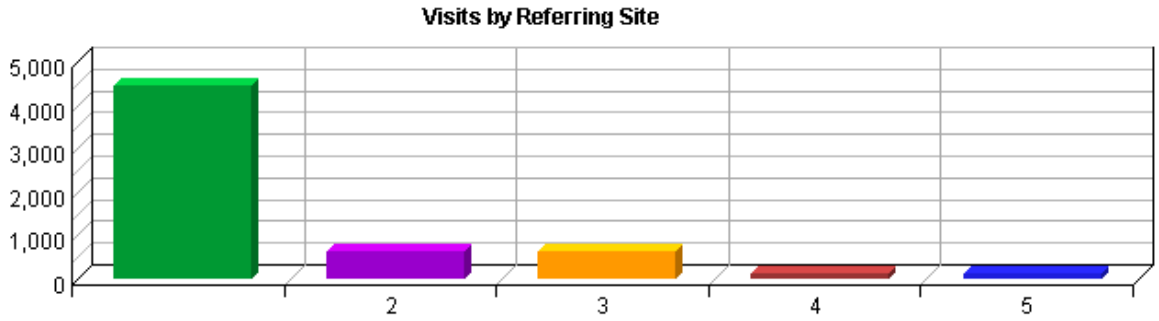
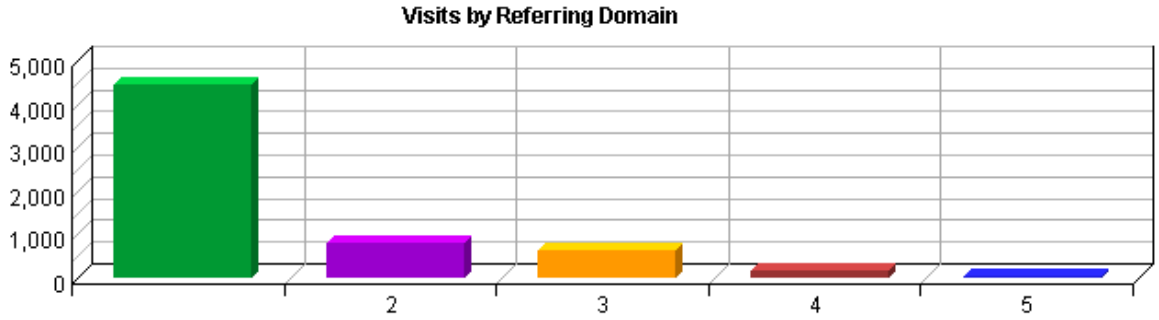
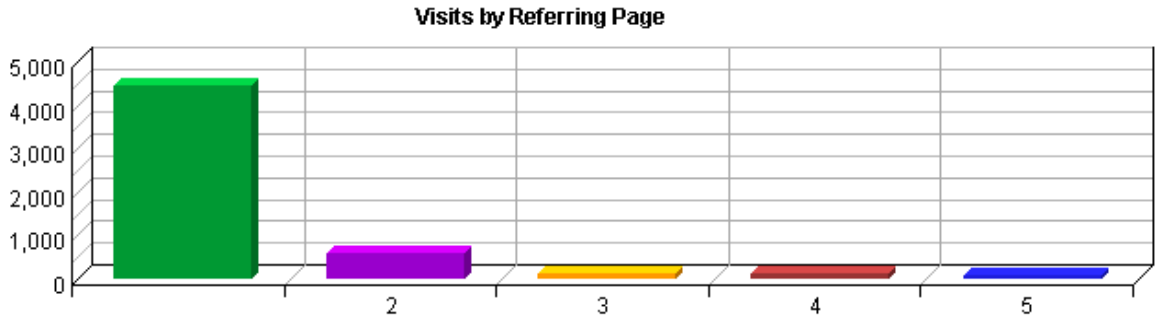
Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

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.

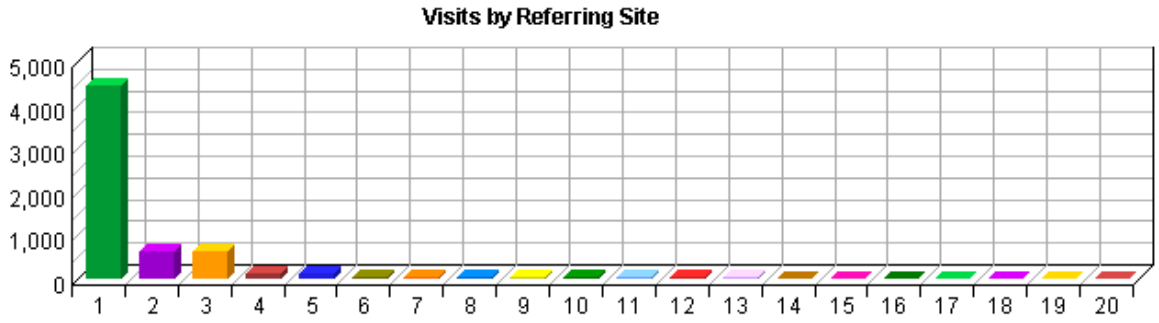






Activity by Referring Site

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	4,454	67.22%
2.	http://es.epa.gov/	628	9.48%
3.	http://www.google.com/	616	9.30%
4.	http://search.yahoo.com/	144	2.17%
5.	http://cfpub.epa.gov/	115	1.74%
6.	http://search.msn.com/	55	0.83%
7.	http://www.epa.gov/	40	0.60%
8.	http://www.google.ca/	39	0.59%
9.	http://www.google.co.in/	36	0.54%
10.	http://www.google.co.uk/	36	0.54%
11.	http://search.live.com/	34	0.51%
12.	http://nlquery.epa.gov/	28	0.42%
13.	http://images.google.com/	25	0.38%
14.	http://www.google.co.th/	17	0.26%
15.	http://www.env-econ.net/	16	0.24%
16.	http://www.google.fr/	13	0.20%
17.	http://www.google.com.au/	12	0.18%
18.	http://www.google.co.id/	12	0.18%
19.	http://www.google.cn/	11	0.17%
20.	http://www.google.com.eg/	10	0.15%
	Subtotal	**6,341**	**95.70%**
	Other	**285**	**4.30%**
	Total	**6,626**	**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.

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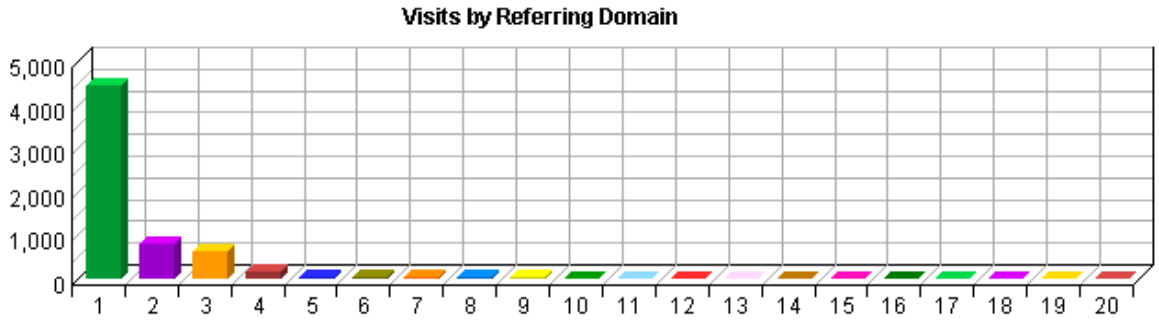
You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

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	4,454	67.22%
2.	epa.gov	819	12.36%
3.	google.com	644	9.72%
4.	yahoo.com	165	2.49%
5.	msn.com	56	0.85%
6.	google.ca	44	0.66%
7.	google.co.in	40	0.60%
8.	google.co.uk	37	0.56%
9.	live.com	34	0.51%
10.	google.co.th	18	0.27%
11.	aol.com	16	0.24%
12.	env−econ.net	16	0.24%
13.	google.fr	13	0.20%
14.	google.com.au	12	0.18%
15.	google.co.id	12	0.18%
16.	google.com.eg	11	0.17%
17.	google.cn	11	0.17%
18.	dogpile.com	10	0.15%
19.	google.com.ph	10	0.15%
20.	google.co.za	9	0.14%
	Subtotal	**6,431**	**97.06%**
	Other	**195**	**2.94%**
	Total	**6,626**	**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.

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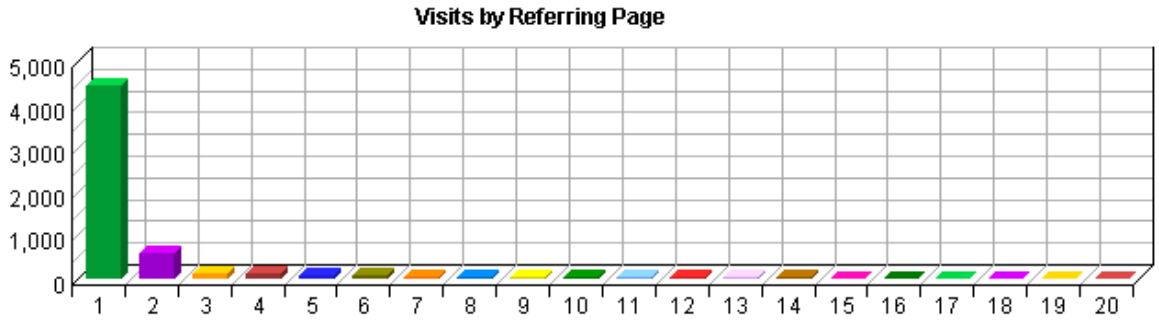
You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

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	4,454	67.22%
2.	http://www.google.com/search	603	9.10%
3.	http://es.epa.gov/ncer/	127	1.92%
4.	http://es.epa.gov/ncer/rfa/2008/2008_star_gcwq.html	112	1.69%
5.	http://search.yahoo.com/ search	92	1.39%
6.	http://es.epa.gov/ncer/rfa/	82	1.24%
7.	http://search.msn.com/results. aspx	54	0.81%
8.	http://www.google.ca/search	39	0.59%
9.	http://www.google.co.in/ search	35	0.53%
10.	http://www.google.co.uk/ search	34	0.51%
11.	http://search.live.com/ results.aspx	33	0.50%
12.	http://nlquery.epa.gov/epasearch/epasearch	28	0.42%
13.	http://images.google.com/ imgres	25	0.38%
14.	http://es.epa.gov/ncer/ publications/research_results_synthesis/	22	0.33%
15.	http://es.epa.gov/ncer/rfa/2008/2008_sbir_phase1.html	19	0.29%
16.	http://www.google.co.th/ search	17	0.26%
17.	http://es.epa.gov/ncer/grants/	16	0.24%
18.	http://es.epa.gov/ncer/fellow/	16	0.24%
19.	http://es.epa.gov/ncer/about/	15	0.23%
20.	http://www.epa.gov/pmresearch/	14	0.21%
	Subtotal	**5,837**	**88.09%**
	Other	**789**	**11.91%**

Total	**6,626**	**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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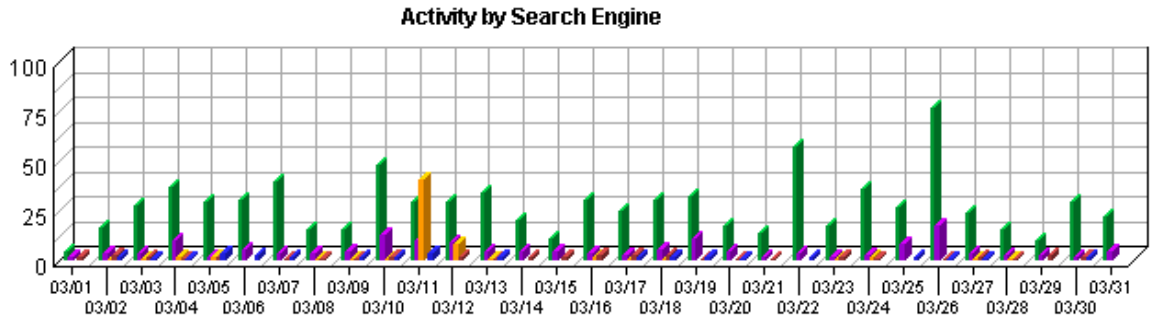
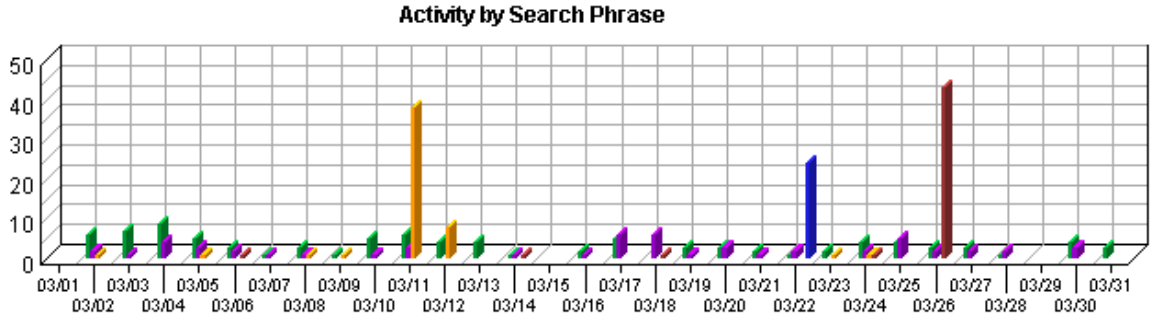
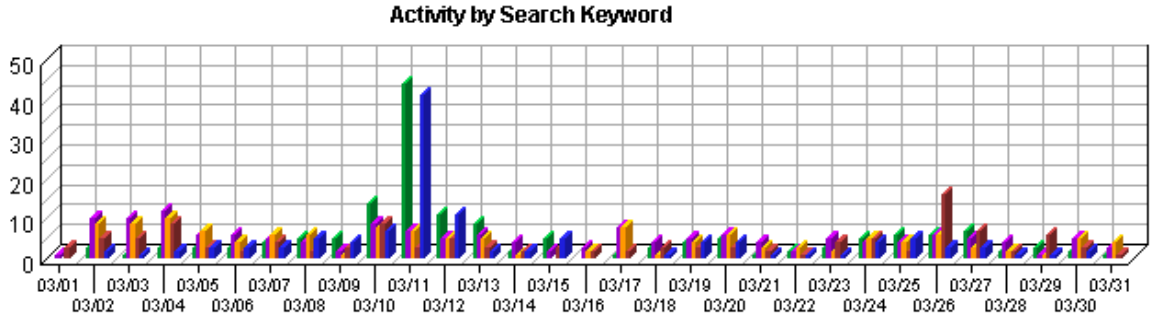
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.





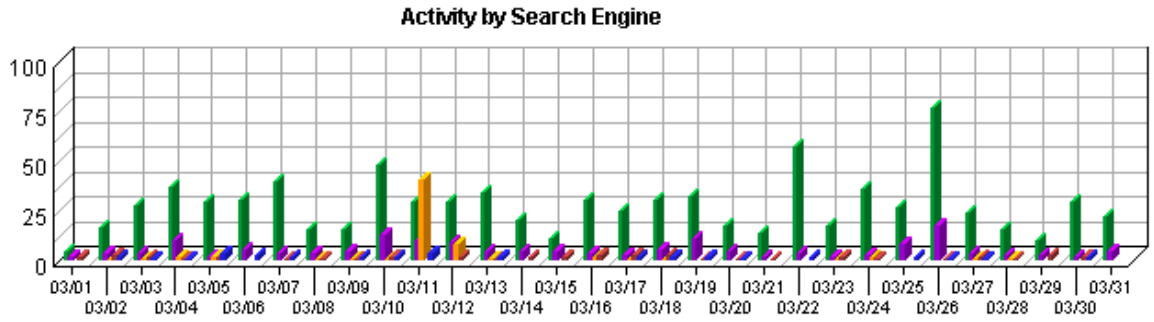


Activity by Search Engine

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	861	67.80%
2.	yahoo	171	13.46%
3.	msn	68	5.35%
4.	google canada	46	3.62%
5.	google uk	38	2.99%
6.	aol netfind	15	1.18%
7.	google australia	14	1.10%
8.	google france	13	1.02%
9.	yahoo spain	9	0.71%
10.	google italy	7	0.55%
11.	google japan	7	0.55%
12.	google germany	7	0.55%
13.	yahoo japan	3	0.24%
14.	altavista	2	0.16%
15.	yahoo canada	1	0.08%
16.	ixquick	1	0.08%
17.	yahoo uk &ireland	1	0.08%
18.	mamma	1	0.08%
19.	yahoo germany	1	0.08%
20.	cnet search.com	1	0.08%
	Subtotal	**1,267**	**99.76%**
	Total	**1,270**	**100.00%**

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	science topics	81	6.38%
	technology sustainable environment	47	3.70%
	particulate matter	34	2.68%
	density dielectric constant supercritical co2	24	1.89%
	traction control disel automotive book filetype:pdf	16	1.26%
	fred hutchinson cancer research center design	16	1.26%
	diesel book	15	1.18%
	beck transmision for scania 360 pdf 1990	12	0.94%
	safe drinking water	9	0.71%
	science topic	9	0.71%
	epa water	8	0.63%
	ligand development using computational approach	6	0.47%
	epa drinking water	5	0.39%
	river bank filtration	5	0.39%
	riverbank filtration	4	0.31%
	suva water	4	0.31%
	environmental protection agency reports	4	0.31%
	epa endocrine disruptors	4	0.31%
	science related research topics	4	0.31%
	environmental research topics	3	0.24%
2. yahoo	development of environment friendly product and technology	14	1.10%
	particulate matter	7	0.55%
	pathogens in drinking water	6	0.47%
	epa drinking water standards	6	0.47%
	endocrine disruptors	5	0.39%
	science research topics	3	0.24%
	sulfur main uses in science/research	2	0.16%
	river filtration	2	0.16%
	pharmaceuticals in drinking water	2	0.16%
	disinfectant evaluation	2	0.16%
	analysis bromate water	2	0.16%
	eric j. beckman supercritical	1	0.08%
	water treatment for pharmaceuticals removal	1	0.08%
	research topics on economics	1	0.08%
	halogenated acetonitriles epa	1	0.08%
	water analysis bromate	1	0.08%
	analysis of pharmaceuticals in drinking water by gc/ms	1	0.08%
	epa s. pneumoniae soluble iron	1	0.08%

		sustainable environmental science	1	0.08%
		risk assessment diesel engine	1	0.08%
3.	msn	drinking water	52	4.09%
		endocrine disruptors	4	0.31%
		particulate matter	2	0.16%
		research	1	0.08%
		detection of tagged aerosol particles	1	0.08%
		inhalation dbp	1	0.08%
		drinkingwater	1	0.08%
		screening environmental scanning	1	0.08%
		growth in semi−continuous system	1	0.08%
		drink water	1	0.08%
		science related research topics	1	0.08%
		effects of endocrine disruptors	1	0.08%
		science topics	1	0.08%
4.	google canada	science topics	6	0.47%
		safe drinking water	2	0.16%
		safe drinking water science experiment	2	0.16%
		particulate matter lungs	2	0.16%
		science topic	2	0.16%
		endocrine control of reproduction in crustacean	1	0.08%
		removing bromate	1	0.08%
		environmental corporate regulation	1	0.08%
		humanfetus	1	0.08%
		how to conduct research in economics	1	0.08%
		suva water testing	1	0.08%
		cytochrome p450 tbt	1	0.08%
		decreasing sperm counts and estrogenic compounds	1	0.08%
		federal interagency task group on pharmaceuticals and personal care products	1	0.08%
		electroplating societal uses	1	0.08%
		usepa diesel exhaust particulate matter	1	0.08%
		arsenic exposure and implications for public health	1	0.08%
		nrc particulate matter	1	0.08%
		chlorine reaction with monochloramine	1	0.08%
		how does air pollution effect the circulatory system	1	0.08%
5.	google uk	science topics	5	0.39%
		particulate	4	0.31%
		paracrine control of testis	1	0.08%
		ecotox pharma	1	0.08%
		zebra finch hatchability	1	0.08%
		us epa pm dose response	1	0.08%

	gary ankley	1	0.08%
	pbdes and epidemiology studies	1	0.08%
	daphnia juvenoid hormone immune	1	0.08%
	alligator eggs and acid	1	0.08%
	norwalk virus infectivity	1	0.08%
	endocrine disruption crustacea vitellogenin	1	0.08%
	air pollutants and dose response pm2.5 epa	1	0.08%
	ammonium carbamate dissolved in co2 liquid	1	0.08%
	do male chickens gain more weight than female chickens?	1	0.08%
	endocrine disruptors	1	0.08%
	steroid biosynthesis tbt	1	0.08%
	thms, es epa	1	0.08%
	drinkingwater	1	0.08%
	impacts of global change	1	0.08%
6. aol netfind	particulate matter	3	0.24%
	pbb and infertility	2	0.16%
	science topic	1	0.08%
	epa changes in transportation	1	0.08%
	epa water	1	0.08%
	norsertraline	1	0.08%
	technology and the environment	1	0.08%
	all star drinking water	1	0.08%
	american alligators and positive infuence on environment	1	0.08%
	costs, benefits, and risks of current scientific research	1	0.08%
	russian boys	1	0.08%
	silver disinfectant	1	0.08%
7. google australia	foam−forming nozzle velocity	2	0.16%
	science topic	1	0.08%
	dioxin, blood, analysis	1	0.08%
	crocodile's structure of scutes?	1	0.08%
	dr john holt success stories	1	0.08%
	science topics	1	0.08%
	action hormone estrogen in adolesence	1	0.08%
	cryptospordiosis	1	0.08%
	ssimple spectrometer for aerosols monitoring	1	0.08%
	particle matter	1	0.08%
	boilermakers plate 'n' sheet development book	1	0.08%
	sustainable technology and the environment	1	0.08%
	dde endocrine estrogen	1	0.08%
8. google france	pbpk perchlorate	1	0.08%
	the time of exposure in rats for endocrine disrupters	1	0.08%
	suva organic matter	1	0.08%

	deiodinase pxr	1	0.08%
	kainic acid,pesticides	1	0.08%
	viability eggs and lake apopka	1	0.08%
	endocrine disrupters report may 2007	1	0.08%
	us environmental protection agency assessment of health effects of particulate matter	1	0.08%
	heat coefficient perfluorinated fluid beckman	1	0.08%
	decision economics conferences	1	0.08%
	atr absorption infrared soot	1	0.08%
	organochlorine and lagoon	1	0.08%
	russia boys	1	0.08%
9. yahoo spain	particulate matter	8	0.63%
	environmental economics	1	0.08%
10. google italy	particulate matter lung penetration	1	0.08%
	supercritical carbon dioxide as solvent, soybean oil production, cargill, impact environement	1	0.08%
	in vitro experiments with tcdd	1	0.08%
	impactor methods limited use	1	0.08%
	supercritical carbon dioxide as solvent, soybean oil production, cargill	1	0.08%
	tcdd in in vitro studies	1	0.08%
	particulate matter	1	0.08%
11. google japan	ms2 bacteriophage disinfect*	1	0.08%
	diethylstilbestrol neonatal sperm	1	0.08%
	dupont supercritical fluoro	1	0.08%
	dupont sustainable packaging	1	0.08%
	epa pm center	1	0.08%
	zebrafish, estradiol	1	0.08%
	mechanistic model empirical modelã€€two phase flow	1	0.08%
12. google germany	phthalates in pregnant women	1	0.08%
	estrogen response genes	1	0.08%
	particulate matter filter particle size nanometers	1	0.08%
	times about technology negative impacts on environment	1	0.08%
	us epa endocrine disruptor	1	0.08%
	co2 application binding chemical emissions	1	0.08%
	global earth warming changes	1	0.08%
13. yahoo japan	epa method grain diameter distribution.	3	0.24%
14. altavista	boys hauser recruitment dioxin domain:es.epa.gov	1	0.08%
	pahs and metals induced lung inflammation	1	0.08%
15. yahoo canada	global changes	1	0.08%
16. ixquick	endocrine disruptors	1	0.08%
17. yahoo uk &ireland	what is pm with regard to health?	1	0.08%

18. mamma	sexual abnormalities and its effect to human health	1	0.08%
19. yahoo germany	riverbank filtration	1	0.08%
20. cnet search.com	morelet crocodile	1	0.08%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	science	117	9.21%
	topics	103	8.11%
	epa	77	6.06%
	of	76	5.98%
	matter	75	5.91%
	environment	72	5.67%
	particulate	72	5.67%
	technology	68	5.35%
	sustainable	64	5.04%
	water	63	4.96%
	endocrine	61	4.80%
	research	51	4.02%
	in	51	4.02%
	drinking	39	3.07%
	for	31	2.44%
	book	31	2.44%
	co2	29	2.28%
	disruptors	28	2.20%
	supercritical	27	2.13%
	the	27	2.13%
2. yahoo	water	36	2.83%
	of	28	2.20%
	drinking	25	1.97%
	topics	20	1.57%
	science	20	1.57%
	in	19	1.50%
	epa	18	1.42%
	environment	16	1.26%
	product	15	1.18%
	technology	15	1.18%
	matter	15	1.18%
	development	14	1.10%
	friendly	14	1.10%

	particulate	13	1.02%
	endocrine	12	0.94%
	research	11	0.87%
	pharmaceuticals	11	0.87%
	the	9	0.71%
	disruptors	8	0.63%
	environmental	8	0.63%
3. msn	water	53	4.17%
	drinking	52	4.09%
	disruptors	5	0.39%
	endocrine	5	0.39%
	matter	2	0.16%
	topics	2	0.16%
	particulate	2	0.16%
	science	2	0.16%
	research	2	0.16%
	of	2	0.16%
	dbp	1	0.08%
	in	1	0.08%
	system	1	0.08%
	drink	1	0.08%
	effects	1	0.08%
	semi−continuous	1	0.08%
	environmental	1	0.08%
	screening	1	0.08%
	particles	1	0.08%
	detection	1	0.08%
4. google canada	science	11	0.87%
	water	9	0.71%
	topics	6	0.47%
	of	6	0.47%
	drinking	5	0.39%
	matter	5	0.39%
	safe	4	0.31%
	particulate	4	0.31%
	how	3	0.24%
	the	3	0.24%
	organic	2	0.16%
	topic	2	0.16%
	public	2	0.16%
	success	2	0.16%
	persistent	2	0.16%

	environment	2	0.16%
	in	2	0.16%
	for	2	0.16%
	on	2	0.16%
	experiment	2	0.16%
5. google uk	of	5	0.39%
	science	5	0.39%
	topics	5	0.39%
	male	4	0.31%
	particulate	4	0.31%
	hormone	3	0.24%
	dose	3	0.24%
	in	3	0.24%
	epa	3	0.24%
	endocrine	3	0.24%
	response	2	0.16%
	daphnia	2	0.16%
	estradiol	2	0.16%
	immune	2	0.16%
	effects	2	0.16%
	juvenoid	2	0.16%
	reproductive	2	0.16%
	chickens	2	0.16%
	system	2	0.16%
	paracrine	1	0.08%
6. aol netfind	particulate	3	0.24%
	matter	3	0.24%
	infertility	2	0.16%
	environment	2	0.16%
	pbb	2	0.16%
	epa	2	0.16%
	water	2	0.16%
	technology	1	0.08%
	all	1	0.08%
	disinfectant	1	0.08%
	infuence	1	0.08%
	transportation	1	0.08%
	american	1	0.08%
	positive	1	0.08%
	benefits,	1	0.08%
	costs,	1	0.08%
	on	1	0.08%

	research	1	0.08%
	of	1	0.08%
	changes	1	0.08%
7. google australia	estrogen	2	0.16%
	nozzle	2	0.16%
	velocity	2	0.16%
	science	2	0.16%
	foam−forming	2	0.16%
	plate	1	0.08%
	topics	1	0.08%
	aerosols	1	0.08%
	dr	1	0.08%
	endocrine	1	0.08%
	particle	1	0.08%
	holt	1	0.08%
	spectrometer	1	0.08%
	analysis	1	0.08%
	in	1	0.08%
	monitoring	1	0.08%
	adolesence	1	0.08%
	hormone	1	0.08%
	stories	1	0.08%
	blood,	1	0.08%
8. google france	of	3	0.24%
	endocrine	2	0.16%
	disrupters	2	0.16%
	matter	2	0.16%
	protection	1	0.08%
	particulate	1	0.08%
	absorption	1	0.08%
	economics	1	0.08%
	rats	1	0.08%
	in	1	0.08%
	heat	1	0.08%
	coefficient	1	0.08%
	perchlorate	1	0.08%
	exposure	1	0.08%
	for	1	0.08%
	atr	1	0.08%
	pbpk	1	0.08%
	conferences	1	0.08%
	acid,pesticides	1	0.08%

	environmental	1	0.08%
9. yahoo spain	matter	8	0.63%
	particulate	8	0.63%
	economics	1	0.08%
	environmental	1	0.08%
10. google italy	in	3	0.24%
	tcdd	2	0.16%
	matter	2	0.16%
	oil	2	0.16%
	supercritical	2	0.16%
	soybean	2	0.16%
	particulate	2	0.16%
	production,	2	0.16%
	solvent,	2	0.16%
	as	2	0.16%
	carbon	2	0.16%
	dioxide	2	0.16%
	vitro	2	0.16%
	cargill	1	0.08%
	cargill,	1	0.08%
	limited	1	0.08%
	impactor	1	0.08%
	studies	1	0.08%
	environement	1	0.08%
	methods	1	0.08%
11. google japan	dupont	2	0.16%
	phase	1	0.08%
	epa	1	0.08%
	zebrafish,	1	0.08%
	supercritical	1	0.08%
	empirical	1	0.08%
	model	1	0.08%
	neonatal	1	0.08%
	bacteriophage	1	0.08%
	flow	1	0.08%
	disinfect*	1	0.08%
	sperm	1	0.08%
	estradiol	1	0.08%
	modelã€€two	1	0.08%
	packaging	1	0.08%
	center	1	0.08%
	sustainable	1	0.08%

		fluoro	1	0.08%
		pm	1	0.08%
		ms2	1	0.08%
12.	google germany	endocrine	1	0.08%
		phthalates	1	0.08%
		in	1	0.08%
		environment	1	0.08%
		negative	1	0.08%
		women	1	0.08%
		technology	1	0.08%
		filter	1	0.08%
		times	1	0.08%
		application	1	0.08%
		binding	1	0.08%
		particle	1	0.08%
		size	1	0.08%
		nanometers	1	0.08%
		particulate	1	0.08%
		matter	1	0.08%
		on	1	0.08%
		epa	1	0.08%
		earth	1	0.08%
		disruptor	1	0.08%
13.	yahoo japan	diameter	3	0.24%
		method	3	0.24%
		distribution.	3	0.24%
		grain	3	0.24%
		epa	3	0.24%
14.	altavista	lung	1	0.08%
		metals	1	0.08%
		inflammation	1	0.08%
		recruitment	1	0.08%
		boys	1	0.08%
		dioxin	1	0.08%
		domain:es.epa.gov	1	0.08%
		hauser	1	0.08%
		induced	1	0.08%
		pahs	1	0.08%
15.	yahoo canada	changes	1	0.08%
		global	1	0.08%
16.	ixquick	disruptors	1	0.08%
		endocrine	1	0.08%

17.	yahoo uk &ireland	health?	1	0.08%
		is	1	0.08%
		regard	1	0.08%
		with	1	0.08%
		to	1	0.08%
		pm	1	0.08%
		what	1	0.08%
18.	mamma	health	1	0.08%
		abnormalities	1	0.08%
		to	1	0.08%
		effect	1	0.08%
		human	1	0.08%
		its	1	0.08%
		sexual	1	0.08%
19.	yahoo germany	filtration	1	0.08%
		riverbank	1	0.08%
20.	cnet search.com	crocodile	1	0.08%
		morelet	1	0.08%

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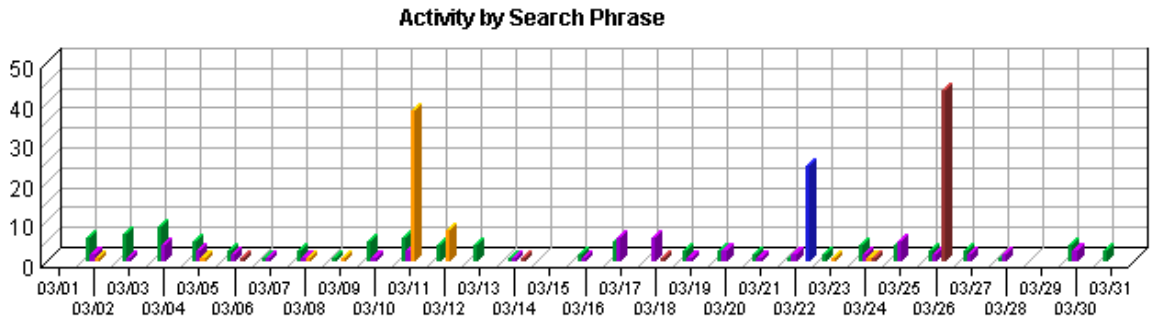
This information can give you an idea how your meta tags are performing with each search engine.

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.	science topics	95	7.48%
2.	particulate matter	55	4.33%
3.	drinking water	52	4.09%
4.	technology sustainable environment	47	3.70%
5.	density dielectric constant supercritical co2	24	1.89%
6.	traction control disel automotive book filetype:pdf	16	1.26%
7.	fred hutchinson cancer research center design	16	1.26%
8.	diesel book	15	1.18%
9.	science topic	14	1.10%
10.	development of environment friendly product and technology	14	1.10%
11.	beck transmision for scania 360 pdf 1990	12	0.94%
12.	safe drinking water	11	0.87%
13.	endocrine disruptors	11	0.87%
14.	epa water	9	0.71%
15.	particulate	7	0.55%
16.	riverbank filtration	6	0.47%
17.	pathogens in drinking water	6	0.47%
18.	epa drinking water standards	6	0.47%
19.		6	0.47%

	ligand development using computational approach		
20.	science related research topics	5	0.39%
	Subtotal	**427**	**33.62%**
	Total	**1,270**	**100.00%**

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. science topics	google	81	6.38%
	google canada	6	0.47%
	google uk	5	0.39%
	yahoo	1	0.08%
	google australia	1	0.08%
	msn	1	0.08%
2. particulate matter	google	34	2.68%
	yahoo spain	8	0.63%
	yahoo	7	0.55%
	aol netfind	3	0.24%
	msn	2	0.16%
	google italy	1	0.08%
3. drinking water	msn	52	4.09%
4. technology sustainable environment	google	47	3.70%
5. density dielectric constant supercritical co2	google	24	1.89%
6. traction control disel automotive book filetype:pdf	google	16	1.26%
7. fred hutchinson cancer research center design	google	16	1.26%
8. diesel book	google	15	1.18%
9. science topic	google	9	0.71%
	google canada	2	0.16%
	yahoo	1	0.08%
	aol netfind	1	0.08%
	google australia	1	0.08%
10. development of environment friendly product and technology	yahoo	14	1.10%
11. beck transmision for scania 360 pdf 1990	google	12	0.94%
12. safe drinking water	google	9	0.71%
	google canada	2	0.16%
13. endocrine disruptors	yahoo	5	0.39%
	msn	4	0.31%
	google uk	1	0.08%
	ixquick	1	0.08%
14. epa water	google	8	0.63%

		aol netfind	1	0.08%
15.	particulate	google uk	4	0.31%
		google	3	0.24%
16.	riverbank filtration	google	4	0.31%
		yahoo germany	1	0.08%
		yahoo	1	0.08%
17.	pathogens in drinking water	yahoo	6	0.47%
18.	epa drinking water standards	yahoo	6	0.47%
19.	ligand development using computational approach	google	6	0.47%
20.	science related research topics	google	4	0.31%
		msn	1	0.08%

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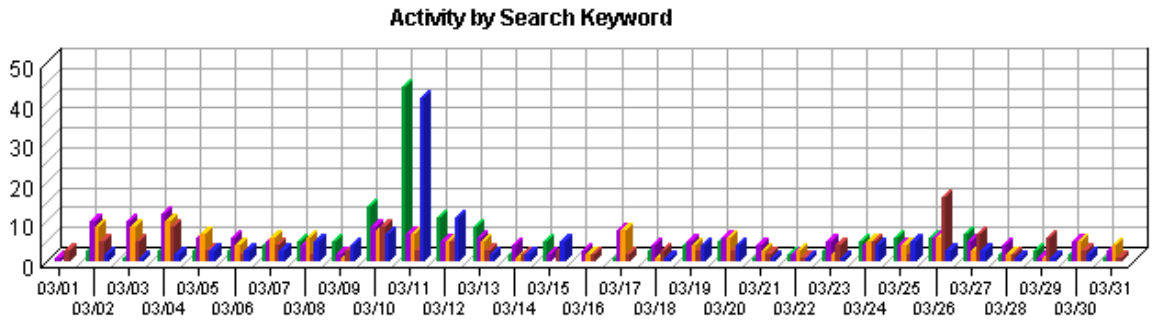
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

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.	water	163	3.45%
2.	science	158	3.34%
3.	topics	137	2.90%
4.	of	123	2.60%
5.	drinking	122	2.58%
6.	matter	115	2.43%
7.	particulate	111	2.35%
8.	epa	106	2.24%
9.	environment	95	2.01%
10.	endocrine	88	1.86%
11.	technology	87	1.84%
12.	in	83	1.75%
13.	sustainable	67	1.42%
14.	research	66	1.40%
15.	disruptors	44	0.93%
16.	the	43	0.91%
17.	for	40	0.85%
18.	development	40	0.85%
19.	environmental	38	0.80%
20.	co2	32	0.68%
	Subtotal	**1,758**	**37.17%**
	Total	**4,730**	**100.00%**

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. water	google	63	1.33%
	msn	53	1.12%
	yahoo	36	0.76%
	google canada	9	0.19%
	aol netfind	2	0.04%
2. science	google	117	2.47%
	yahoo	20	0.42%
	google canada	11	0.23%
	google uk	5	0.11%
	msn	2	0.04%
	google australia	2	0.04%
	aol netfind	1	0.02%
3. topics	google	103	2.18%
	yahoo	20	0.42%
	google canada	6	0.13%
	google uk	5	0.11%
	msn	2	0.04%
	google australia	1	0.02%
4. of	google	76	1.61%
	yahoo	28	0.59%
	google canada	6	0.13%
	google uk	5	0.11%
	google france	3	0.06%
	msn	2	0.04%
	aol netfind	1	0.02%
	google australia	1	0.02%
	yahoo australia &nz	1	0.02%
5. drinking	msn	52	1.10%
	google	39	0.82%
	yahoo	25	0.53%
	google canada	5	0.11%
	aol netfind	1	0.02%
6. matter	google	75	1.59%
	yahoo	15	0.32%
	yahoo spain	8	0.17%
	google canada	5	0.11%
	aol netfind	3	0.06%
	msn	2	0.04%
	google italy	2	0.04%

	google france	2	0.04%
	yahoo singapore	1	0.02%
	google australia	1	0.02%
	google germany	1	0.02%
7. particulate	google	72	1.52%
	yahoo	13	0.27%
	yahoo spain	8	0.17%
	google uk	4	0.08%
	google canada	4	0.08%
	aol netfind	3	0.06%
	msn	2	0.04%
	google italy	2	0.04%
	yahoo singapore	1	0.02%
	google france	1	0.02%
	google germany	1	0.02%
8. epa	google	77	1.63%
	yahoo	18	0.38%
	google uk	3	0.06%
	yahoo japan	3	0.06%
	aol netfind	2	0.04%
	google germany	1	0.02%
	google japan	1	0.02%
	google canada	1	0.02%
9. environment	google	72	1.52%
	yahoo	16	0.34%
	aol netfind	2	0.04%
	google canada	2	0.04%
	google uk	1	0.02%
	google australia	1	0.02%
	google germany	1	0.02%
10. endocrine	google	61	1.29%
	yahoo	12	0.25%
	msn	5	0.11%
	google uk	3	0.06%
	google france	2	0.04%
	google germany	1	0.02%
	google canada	1	0.02%
	yahoo australia &nz	1	0.02%
	google australia	1	0.02%
	ixquick	1	0.02%
11. technology	google	68	1.44%
	yahoo	15	0.32%

		google canada	1	0.02%
		google australia	1	0.02%
		aol netfind	1	0.02%
		google germany	1	0.02%
12.	in	google	51	1.08%
		yahoo	19	0.40%
		google italy	3	0.06%
		google uk	3	0.06%
		google canada	2	0.04%
		msn	1	0.02%
		google germany	1	0.02%
		google australia	1	0.02%
		google france	1	0.02%
		aol netfind	1	0.02%
13.	sustainable	google	64	1.35%
		google japan	1	0.02%
		yahoo	1	0.02%
		google australia	1	0.02%
14.	research	google	51	1.08%
		yahoo	11	0.23%
		msn	2	0.04%
		aol netfind	1	0.02%
		google canada	1	0.02%
15.	disruptors	google	28	0.59%
		yahoo	8	0.17%
		msn	5	0.11%
		google uk	1	0.02%
		yahoo australia &nz	1	0.02%
		ixquick	1	0.02%
16.	the	google	27	0.57%
		yahoo	9	0.19%
		google canada	3	0.06%
		google australia	1	0.02%
		google france	1	0.02%
		aol netfind	1	0.02%
		google uk	1	0.02%
17.	for	google	31	0.66%
		yahoo	5	0.11%
		google canada	2	0.04%
		google australia	1	0.02%
		google france	1	0.02%
18.	development	google	25	0.53%

		yahoo	14	0.30%
		google australia	1	0.02%
19.	environmental	google	26	0.55%
		yahoo	8	0.17%
		yahoo spain	1	0.02%
		google canada	1	0.02%
		msn	1	0.02%
		google france	1	0.02%
20.	co2	google	29	0.61%
		google germany	1	0.02%
		yahoo	1	0.02%
		google uk	1	0.02%

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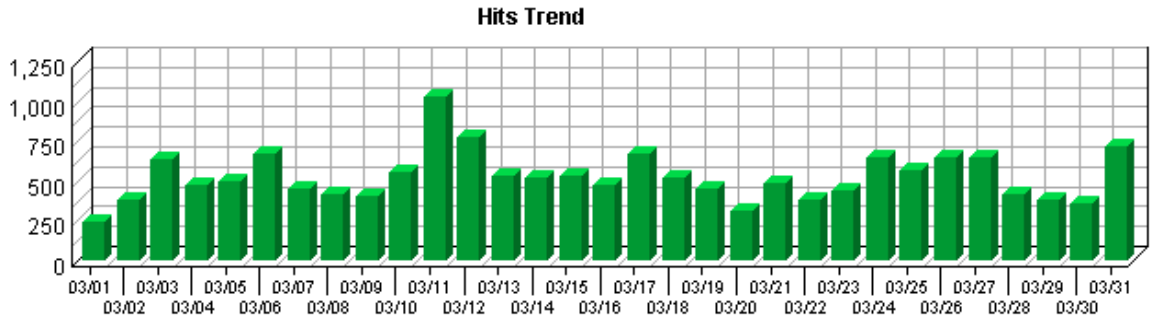
At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

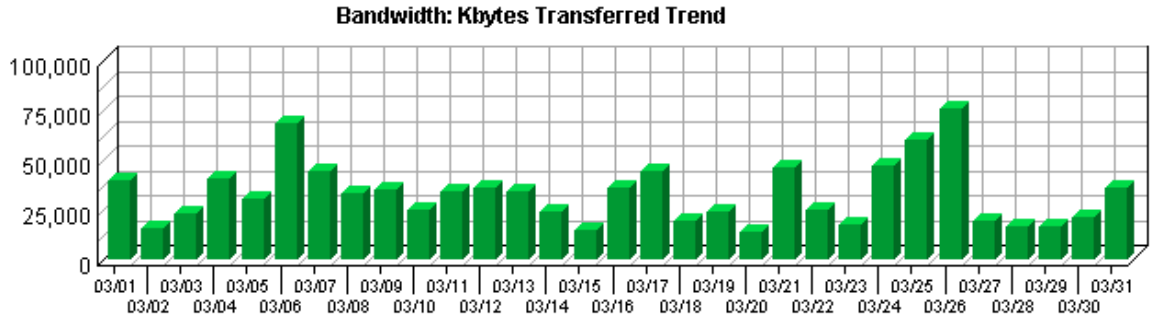
Technical Dashboard

This dashboard summarizes important information related to online technical activity.



Hit Summary

Successful Hits for Entire Site	16,232
Average Hits per Day	523
Home Page Hits	571

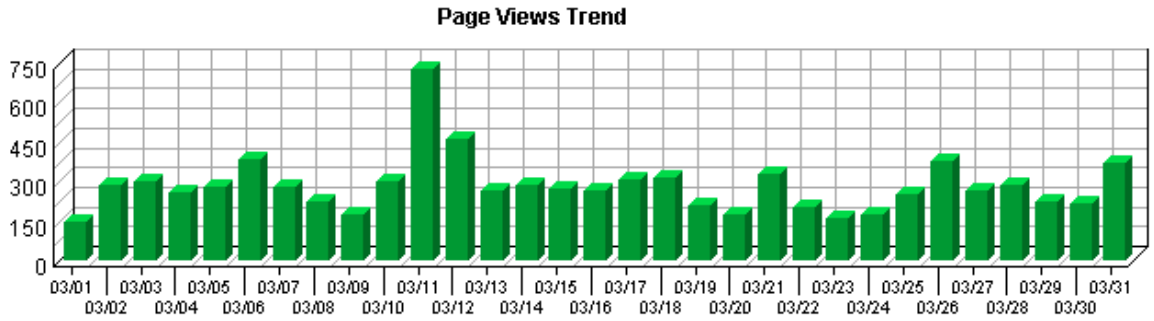


Technical Statistics

Total Hits	18,193	100%
Successful Hits	16,232	89.22%
Failed Hits	1,961	10.78%
Cached Hits	2,982	16.39%

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	%
03/01	148	1.68%
03/02	289	3.28%
03/03	301	3.42%
03/04	262	2.98%
03/05	283	3.22%
03/06	385	4.37%
03/07	277	3.15%
03/08	224	2.54%
03/09	173	1.97%
03/10	303	3.44%
03/11	729	8.28%
03/12	463	5.26%
03/13	264	3.00%
03/14	286	3.25%
03/15	271	3.08%
03/16	266	3.02%
03/17	310	3.52%
03/18	312	3.54%
03/19	210	2.39%
03/20	174	1.98%
03/21	330	3.75%
03/22	206	2.34%
03/23	163	1.85%
03/24	178	2.02%
03/25	254	2.89%

03/26	378	4.29%
03/27	265	3.01%
03/28	290	3.29%
03/29	224	2.54%
03/30	215	2.44%
03/31	369	4.19%
Total	**8,802**	**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.

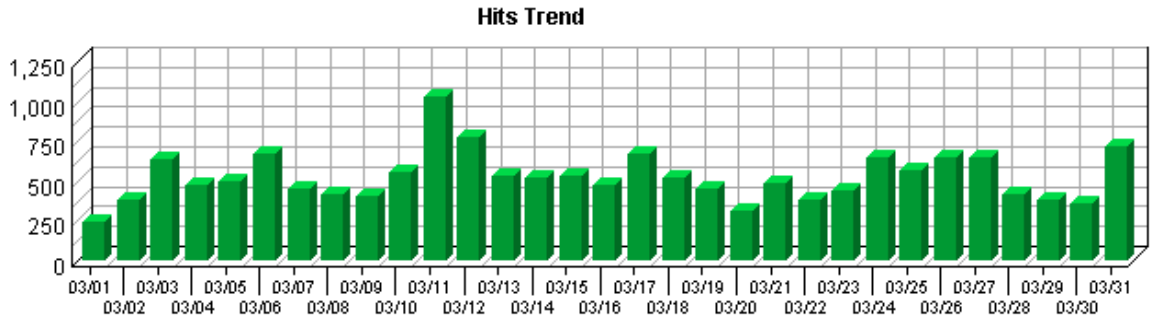
% − Percentage of total page views that occurred during the specified time interval.

––

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	%
03/01	244	1.50%
03/02	387	2.38%
03/03	636	3.92%
03/04	479	2.95%
03/05	493	3.04%
03/06	668	4.12%
03/07	450	2.77%
03/08	412	2.54%
03/09	406	2.50%
03/10	552	3.40%
03/11	1,025	6.31%
03/12	779	4.80%
03/13	536	3.30%
03/14	517	3.19%
03/15	531	3.27%
03/16	478	2.94%
03/17	676	4.16%
03/18	516	3.18%
03/19	447	2.75%
03/20	316	1.95%
03/21	487	3.00%
03/22	384	2.37%
03/23	436	2.69%
03/24	653	4.02%
03/25	564	3.47%

03/26	646	3.98%
03/27	647	3.99%
03/28	411	2.53%
03/29	383	2.36%
03/30	360	2.22%
03/31	713	4.39%
Total	**16,232**	**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.

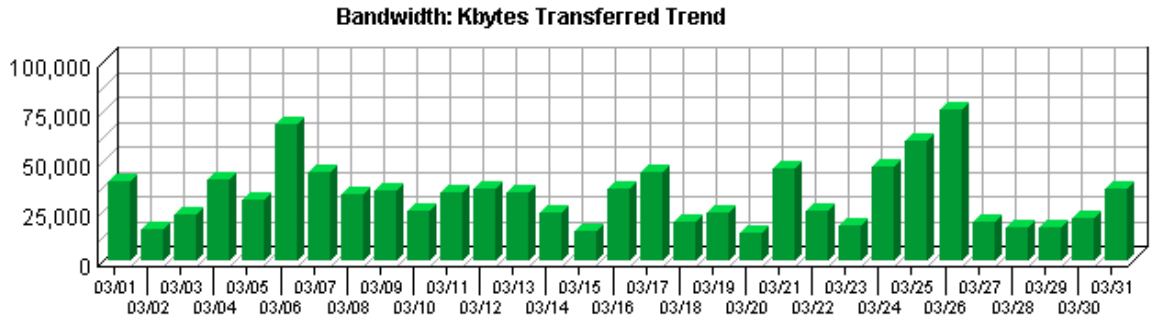
% − Percentage of hits that occurred during the specified time interval.

––

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	%
03/01	39,534	3.88%
03/02	16,172	1.59%
03/03	23,184	2.28%
03/04	41,039	4.03%
03/05	30,806	3.02%
03/06	68,125	6.69%
03/07	44,153	4.33%
03/08	33,046	3.24%
03/09	35,197	3.45%
03/10	24,657	2.42%
03/11	34,505	3.39%
03/12	35,943	3.53%
03/13	34,669	3.40%
03/14	23,848	2.34%
03/15	14,774	1.45%
03/16	35,836	3.52%
03/17	44,725	4.39%
03/18	19,130	1.88%
03/19	23,863	2.34%
03/20	13,538	1.33%
03/21	46,618	4.57%
03/22	25,287	2.48%
03/23	17,650	1.73%
03/24	47,501	4.66%
03/25	59,839	5.87%

03/26	76,184	7.48%
03/27	19,727	1.94%
03/28	16,308	1.60%
03/29	16,287	1.60%
03/30	21,037	2.06%
03/31	35,890	3.52%
Total	**1,019,057**	**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.

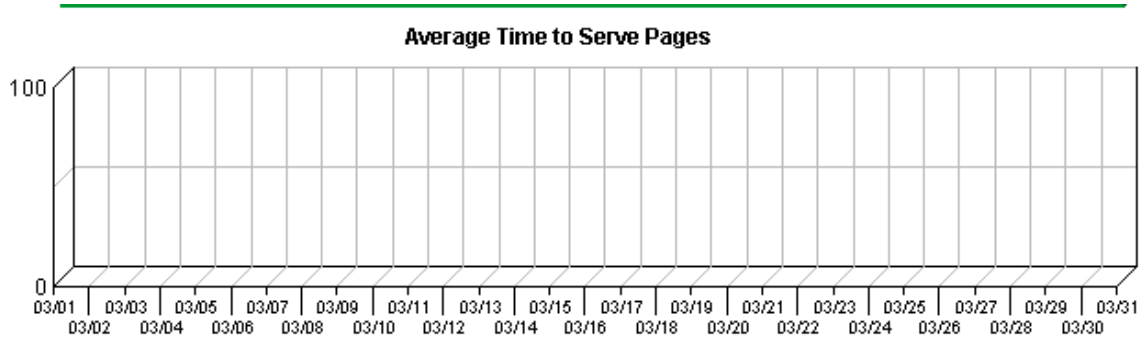
% − Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

––

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
03/01	0	148	0
03/02	0	289	0
03/03	0	301	0
03/04	0	262	0
03/05	0	283	0
03/06	0	385	0
03/07	0	277	0
03/08	0	224	0
03/09	0	173	0
03/10	0	303	0
03/11	0	729	0
03/12	0	463	0
03/13	0	264	0
03/14	0	286	0
03/15	0	271	0
03/16	0	266	0
03/17	0	310	0
03/18	0	312	0
03/19	0	210	0
03/20	0	174	0
03/21	0	330	0
03/22	0	206	0
03/23	0	163	0
03/24	0	178	0
03/25	0	254	0

03/26	0	378	0
03/27	0	265	0
03/28	0	290	0
03/29	0	224	0
03/30	0	215	0
03/31	0	369	0
Total	**0**	**8,802**	**0.0**

Average Time to Serve Pages − Help Card

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

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

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

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

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

––

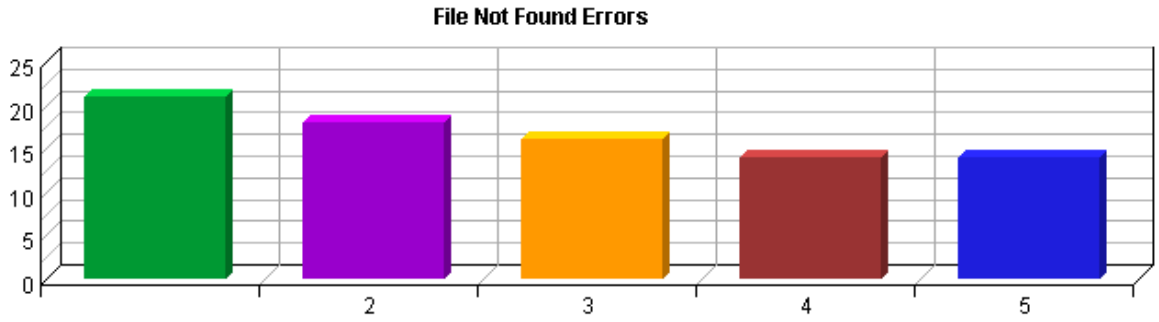
Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

Errors Dashboard

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

Technical Statistics

Total Hits	18,193	100%
Successful Hits	16,232	89.22%
Failed Hits	1,961	10.78%
Cached Hits	2,982	16.39%



Client Errors

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

Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden Access	1,225	62.47%
2.	404 Not Found	736	37.53%
	Total	**1,961**	**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.	**/ncer/science/endocrine/pdf/ review/ EDCProgramReviewResponsetoBOSC−narrative.pdf** (no referrer)	21	2.85%
2.	**/ncer/science/pm/supersit01. html** (no referrer)	18	2.45%
3.	**/ncer/science/pm/ supersitesrfa.html** (no referrer)	16	2.17%
4.	**/ncer/science/endocrine/pdf/ review/edcresponsetobosc− table090705.pdf** (no referrer)	14	1.90%
5.	**/ncer/science/endocrine/ results.html** (no referrer)	14	1.90%
6.	**/ncer/science/endocrine/ partnership.html** (no referrer)	13	1.77%
7.	**/ncer/science/endocrine/ TEMPLATES/workshop06/hauser.pdf** (no referrer)	13	1.77%
8.	**/ncer/science/endocrine/ TEMPLATES/workshop06/lazorchak.pdf** (no referrer)	13	1.77%
9.	**/ncer/science/endocrine/ recipients.html** (no referrer)	12	1.63%
10.	**/ncer/science/endocrine/ TEMPLATES/workshop06/stoker.pdf** (no referrer)	12	1.63%
11.	**/ncer/science/endocrine/ TEMPLATES/workshop06/laws.pdf** (no referrer)	12	1.63%
12.	**/ncer/science/endocrine/ evaluations.html** (no referrer)	12	1.63%
13.		12	1.63%

	/ncer/science/endocrine/ TEMPLATES/workshop06/holt.pdf (no referrer)		
14.	**/ncer/science/endocrine/ TEMPLATES/workshop06/bakerd.pdf** (no referrer)	11	1.49%
15.	**/ncer/science/endocrine/ TEMPLATES/workshop06/andersonh.pdf** (no referrer)	11	1.49%
16.	**/ncer/science/endocrine/ TEMPLATES/workshop06/zoeller.pdf** (no referrer)	11	1.49%
17.	**/ncer/science/endocrine/ TEMPLATES/workshop06/martin.pdf** (no referrer)	11	1.49%
18.	**/ncer/science/endocrine/ TEMPLATES/workshop06/swan.pdf** (no referrer)	11	1.49%
19.	**/ncer/science/endocrine/ TEMPLATES/workshop06/boulanger.pdf** (no referrer)	11	1.49%
20.	**/ncer/science/endocrine/ TEMPLATES/workshop06/gilbert.pdf** (no referrer)	10	1.36%
	Subtotal	**258**	**35.05%**
	Other	**478**	**64.95%**
	Total	**736**	**100.00%**

File Not Found Errors − Help Card

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

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

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

––

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

Server Errors

This report lists the errors which occurred on the server.

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

Server Errors − Help Card

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

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

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

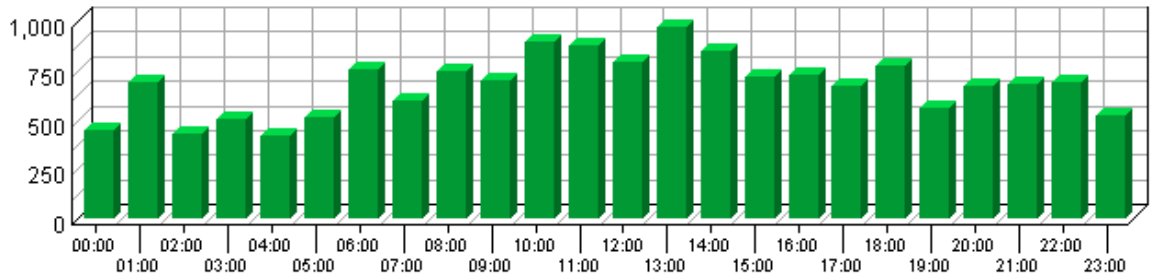
––

Use this page to determine what maintenance is necessary.

Activity Dashboard

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

Hits by Hour of the Day



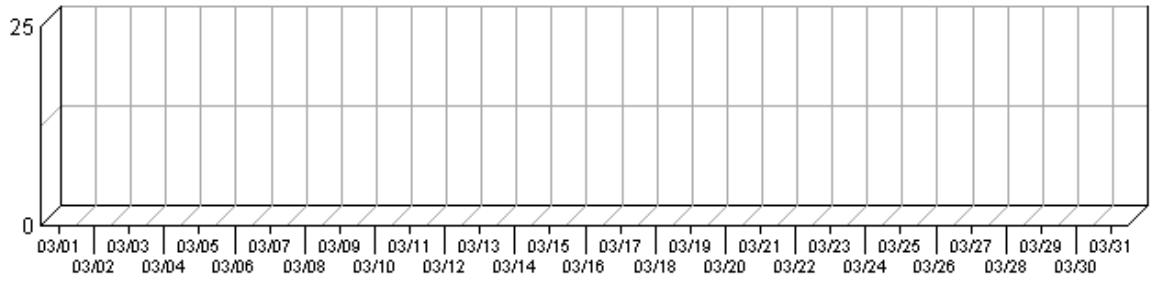
Most Active Summary

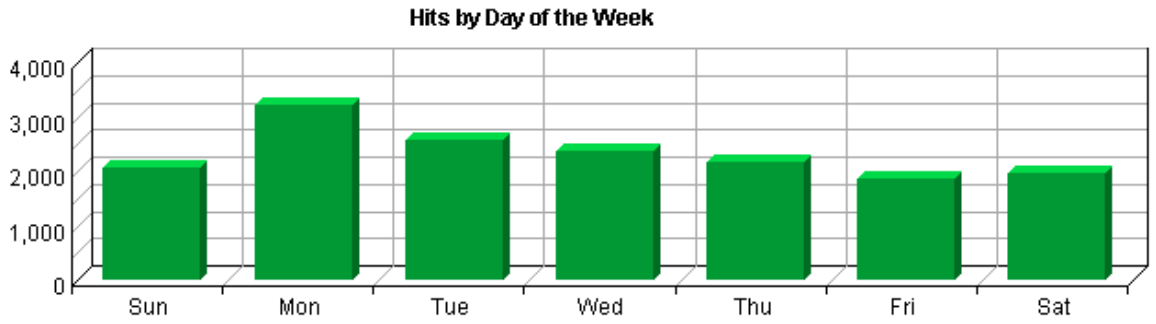
Most Active Date	March 11, 2008
Number of Hits on Most Active Date	1,025
Most Active Day of the Week	Mon
Most Active Hour of the Day	13:00−13:59

Activity on Weekdays Summary

Total Hits Weekdays	12,211
Total Visits Weekdays	4,863
Average Number of **Visits** per day on Weekdays	231
Average Number of **Hits** per day on Weekdays	581

Average Time to Serve Pages



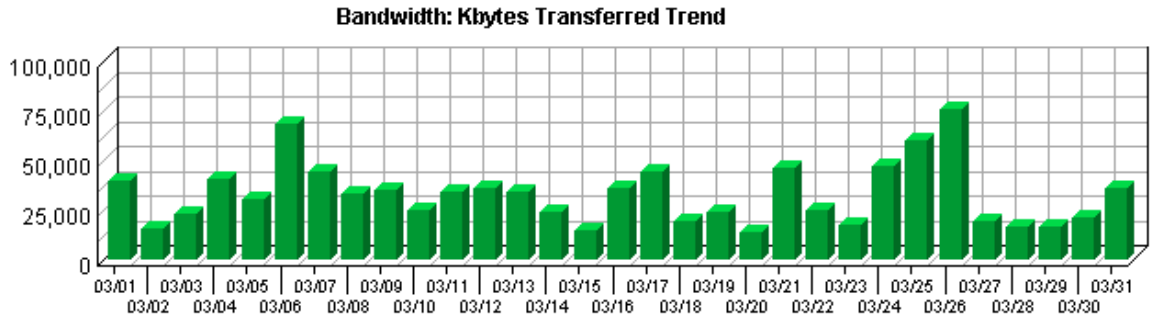


Least Active Summary

Least Active Date	March 01, 2008
Number of Hits on Least Active Date	244
Least Active Day of the Week	Fri
Least Active Hour of the Day	04:00−04:59

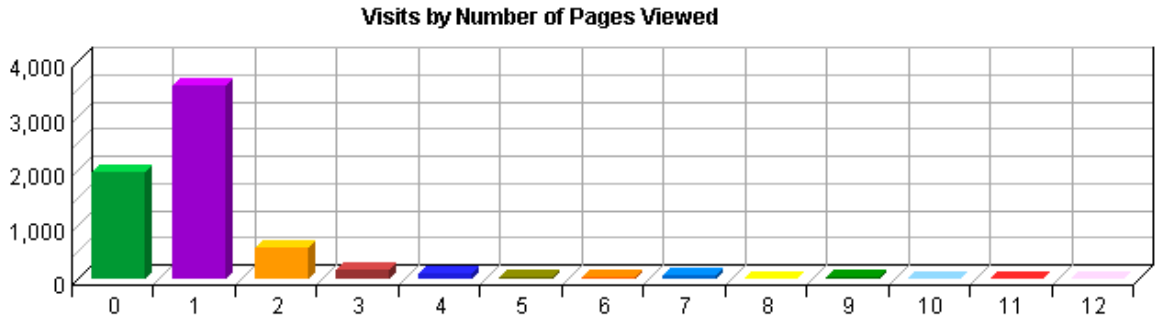
Activity on Weekends Summary

Total Hits Weekend	4,021
Total Visits Weekend	1,763
Average Number of **Visits** per Weekend	352
Average Number of **Hits** per Weekend	804



Visits by Number of Pages Viewed

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



Visits by Number of Pages Viewed

Number of Pages Viewed	Visits	%
0	1,955	29.51%
1	3,560	53.74%
2	582	8.78%
3	159	2.40%
4	85	1.28%
5	36	0.54%
6	33	0.50%
7	61	0.92%
8	15	0.23%
9	23	0.35%
10	11	0.17%
11	13	0.20%
12	10	0.15%
Subtotal	**6,543**	**98.76%**
Other	**82**	**1.24%**
Total	**6,625**	**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.

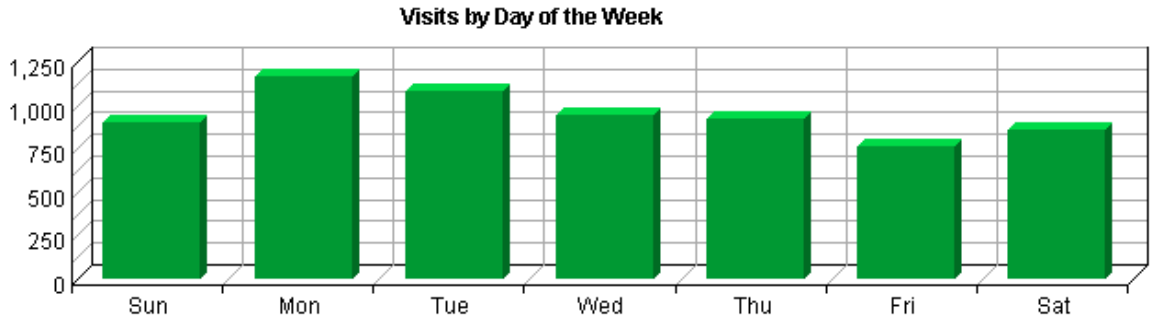
% − Percentage of total visits by people who viewed the specified number of pages.

––

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	905	13.66%
Mon	1,162	17.54%
Tue	1,079	16.28%
Wed	941	14.20%
Thu	923	13.93%
Fri	758	11.44%
Sat	858	12.95%
Total Weekend	**1,763**	**26.61%**
Total Weekdays	**4,863**	**73.39%**
Total	**6,626**	**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.

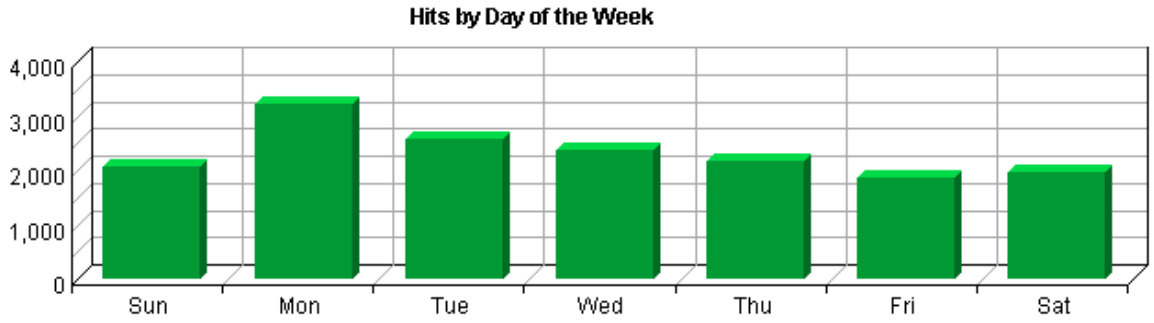
−−

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	2,067	12.73%
Mon	3,230	19.90%
Tue	2,584	15.92%
Wed	2,365	14.57%
Thu	2,167	13.35%
Fri	1,865	11.49%
Sat	1,954	12.04%
Total Weekend	**4,021**	**24.77%**
Total Weekdays	**12,211**	**75.23%**
Total	**16,232**	**100.00%**

Hits by Day of the Week − Help Card

Day − Specified day of the week being tracked.

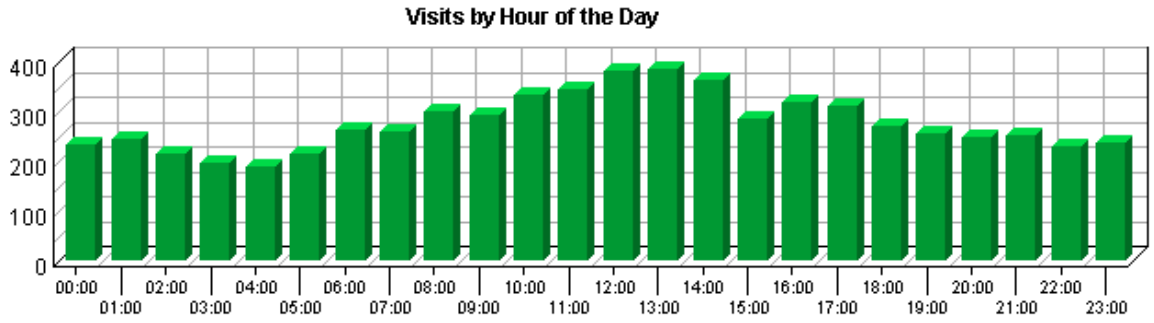
Hits − Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% − 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	235	3.55%
01:00	246	3.71%
02:00	214	3.23%
03:00	197	2.97%
04:00	190	2.87%
05:00	214	3.23%
06:00	262	3.95%
07:00	259	3.91%
08:00	301	4.54%
09:00	294	4.44%
10:00	332	5.01%
11:00	345	5.21%
12:00	383	5.78%
13:00	385	5.81%
14:00	362	5.46%
15:00	287	4.33%
16:00	317	4.78%
17:00	311	4.69%
18:00	271	4.09%
19:00	256	3.86%
20:00	248	3.74%
21:00	250	3.77%
22:00	230	3.47%
23:00	237	3.58%
Total Visits during Work Hours (8:00am−5:00pm)	**3,006**	**45.37%**

Total Visits during After Hours (5:01pm−7:59am)	**3,620**	**54.63%**
Total	**6,626**	**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	04:00−04:59

Visits by Hour of the Day − Help Card

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

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

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

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

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

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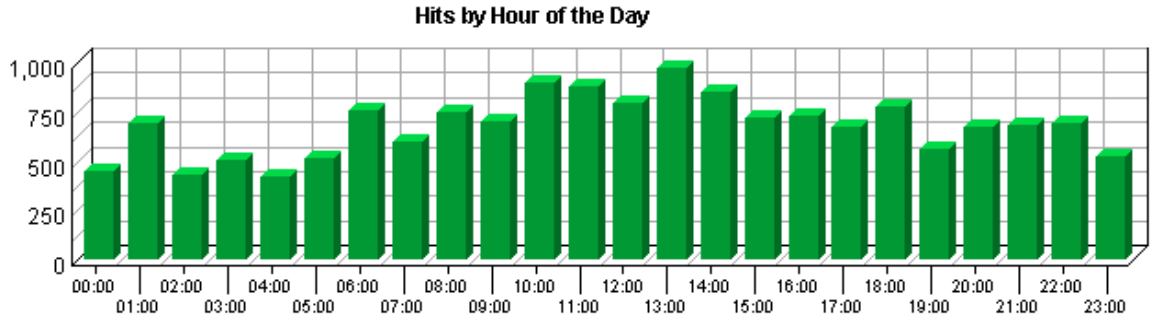
This information can be used to determine which hour of the day is best for system maintenance.

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	449	2.77%
01:00	693	4.27%
02:00	428	2.64%
03:00	503	3.10%
04:00	422	2.60%
05:00	518	3.19%
06:00	754	4.65%
07:00	595	3.67%
08:00	750	4.62%
09:00	697	4.29%
10:00	898	5.53%
11:00	883	5.44%
12:00	797	4.91%
13:00	968	5.96%
14:00	851	5.24%
15:00	722	4.45%
16:00	732	4.51%
17:00	671	4.13%
18:00	776	4.78%
19:00	560	3.45%
20:00	676	4.16%
21:00	680	4.19%
22:00	688	4.24%
23:00	521	3.21%

Total Hits during Work Hours (8:00am−5:00pm)	**7,298**	**44.96%**
Total Hits during After Hours (5:01pm−7:59am)	**8,934**	**55.04%**
Total	**16,232**	**100.00%**

Summary of Hits by Hour of the Day

Most Active Hour of the Day	13:00−13:59
Least Active Hour of the Day	04:00−04:59

Hits by Hour of the Day − Help Card

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

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

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

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

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

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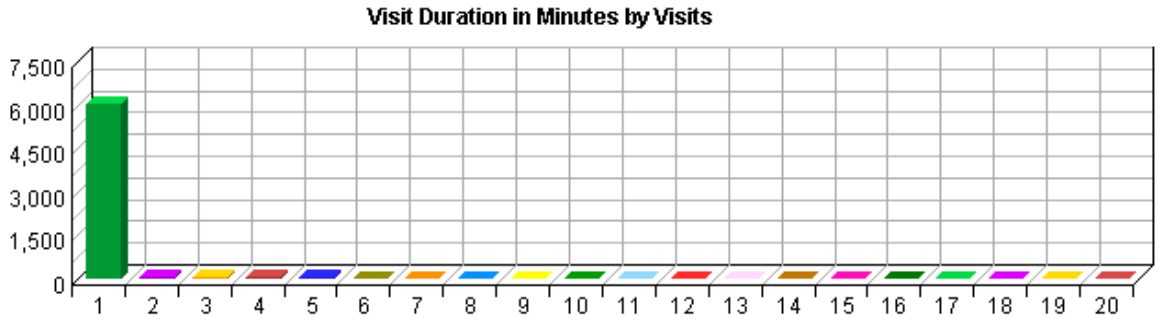
This information can be used to determine which hour of the day is best for system maintenance.

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	6,035	91.09%
1–2	71	1.07%
2–3	41	0.62%
3–4	39	0.59%
4–5	36	0.54%
5–6	23	0.35%
6–7	13	0.20%
7–8	23	0.35%
8–9	16	0.24%
9–10	9	0.14%
10–11	18	0.27%
11–12	17	0.26%
12–13	18	0.27%
13–14	14	0.21%
14–15	14	0.21%
15–16	10	0.15%
16–17	17	0.26%
17–18	14	0.21%
18–19	7	0.11%
19–20	5	0.08%
Subtotal	**6,440**	**97.21%**
Other	**185**	**2.79%**
Total	**6,625**	**100.00%**

Visit Duration by Visits − Help Card

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

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

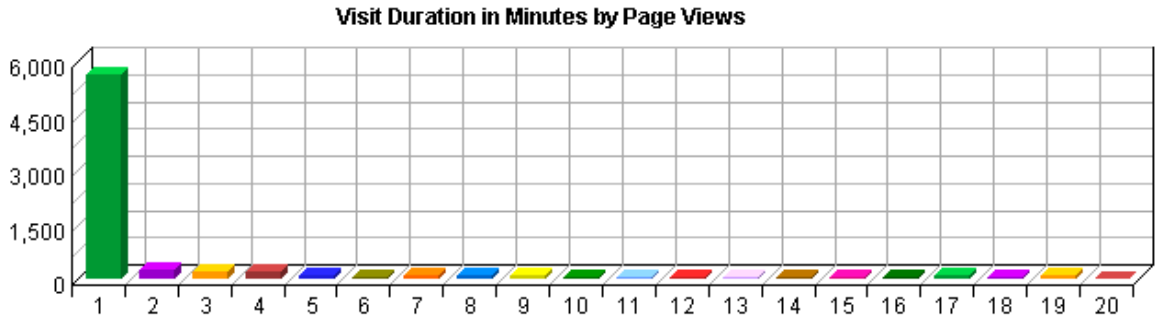
% − Percentage of visitors who viewed your page for the specified duration of time.

––

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

Visit Duration by Page Views

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



Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0−1	5,654	64.26%
1−2	266	3.02%
2−3	179	2.03%
3−4	180	2.05%
4−5	115	1.31%
5−6	72	0.82%
6−7	88	1.00%
7−8	77	0.88%
8−9	101	1.15%
9−10	45	0.51%
10−11	76	0.86%
11−12	65	0.74%
12−13	58	0.66%
13−14	44	0.50%
14−15	41	0.47%
15−16	30	0.34%
16−17	88	1.00%
17−18	54	0.61%
18−19	79	0.90%
19−20	21	0.24%
Subtotal	**7,333**	**83.34%**
Other	**1,466**	**16.66%**
Total	**8,799**	**100.00%**

Visit Duration by Page Views − Help Card

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

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

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

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

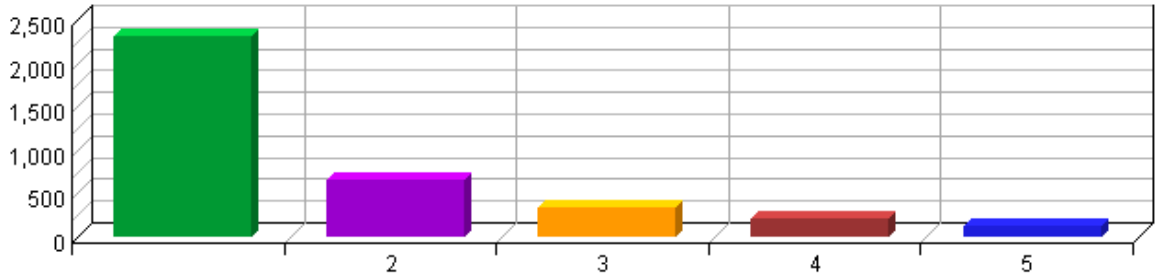
––

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

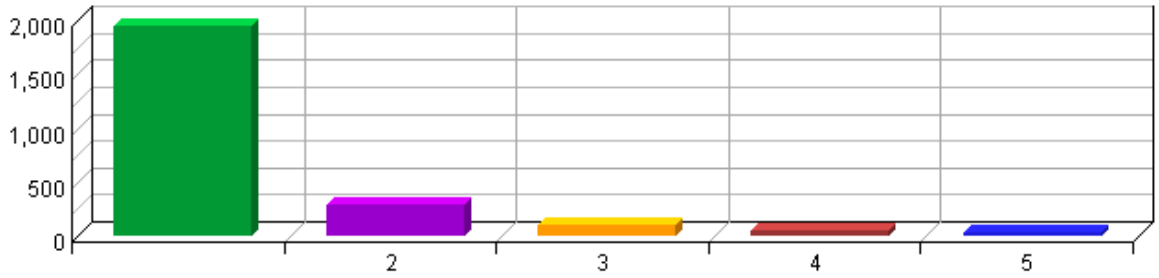
Browsers and Platforms Dashboard

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

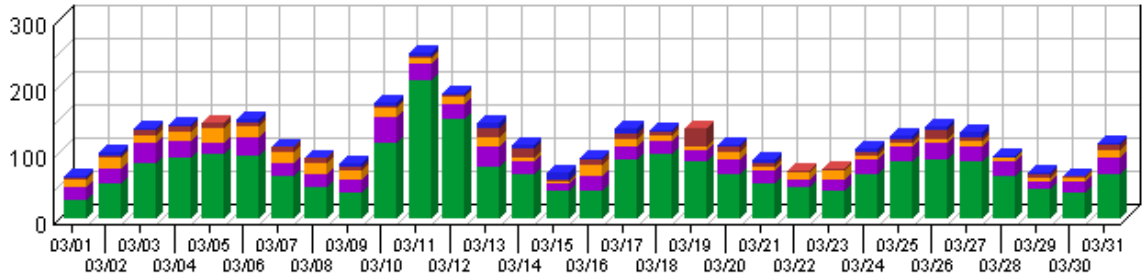
Top Browsers by Visits



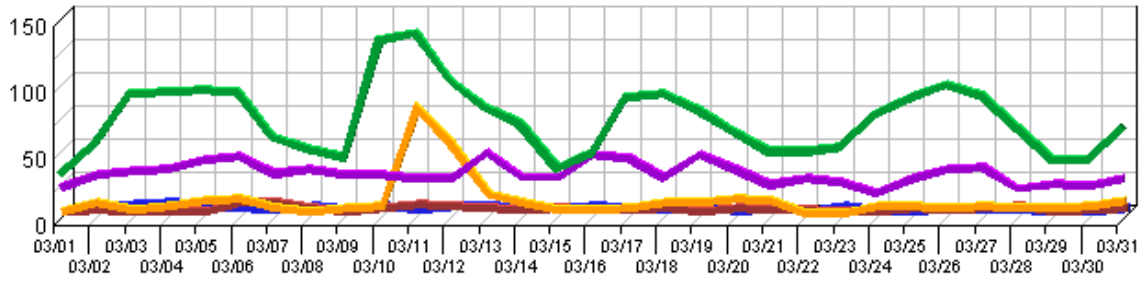
Top Spiders by Visits



Top Browsers by Visits Trend

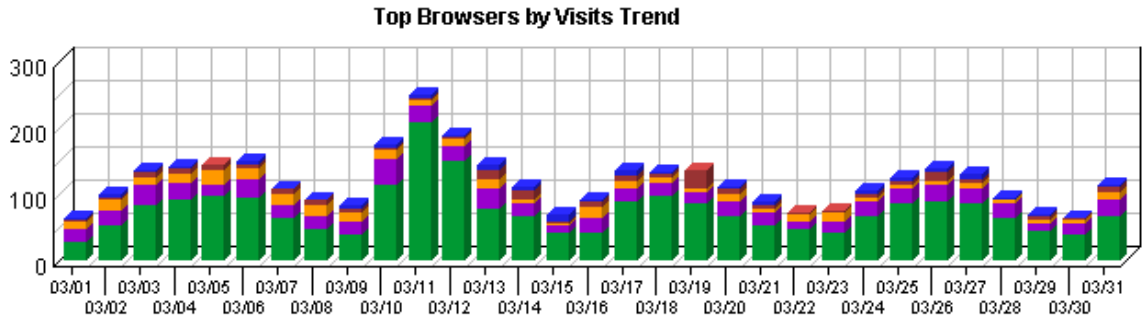


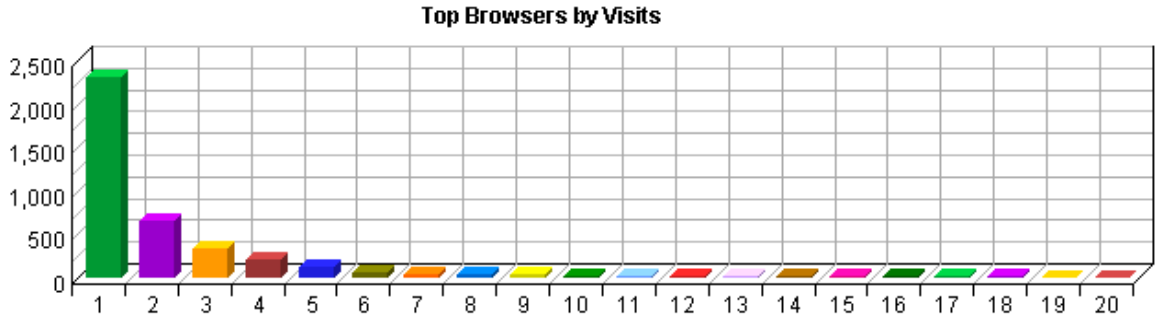
Top Platforms by Visits Trend



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	**2,313**	**56.97%**	7,369
2.	Mozilla	**664**	**16.35%**	1,930
3.	msnbot/1.1 (http://search.msn.com/msnbot.htm)	**334**	**8.23%**	587
4.	Other Netscape Compatible	**214**	**5.27%**	756
5.	Jakarta Commons−HttpClient/3.0.1	**119**	**2.93%**	185
6.	NLESE USEPA	**71**	**1.75%**	749
7.	Safari	**38**	**0.94%**	70
8.	Clearware web browser	**38**	**0.94%**	70
9.	ColdFusion	**35**	**0.86%**	36
10.	psbot/0.1 (http://www.picsearch.com/bot.html)	**29**	**0.71%**	38
11.	Opera	**21**	**0.52%**	25
12.	Yandex/1.01.001 (compatible; Win16; I)	**15**	**0.37%**	215
13.	Others	**14**	**0.34%**	24
14.	Konqueror	**13**	**0.32%**	24
15.	msnbot−media/1.0 (http://search.msn.com/msnbot.htm)	**12**	**0.30%**	31
16.	Java/1.6.0_03	**11**	**0.27%**	16
17.	WebVac (webmaster@pita.stanford.edu WebVac.org)	**11**	**0.27%**	225

18.	Netscape	**11**	**0.27%**	35
19.	NLESE for intraUSEPA	**10**	**0.25%**	20
20.	larbin_2.6.3 larbin2.6.3@unspecified.mail	**8**	**0.20%**	30
	Subtotal	**3,981**	**98.05%**	**12,435**
	Other	**79**	**1.95%**	**213**
	Total	**4,060**	**100.00%**	**12,648**

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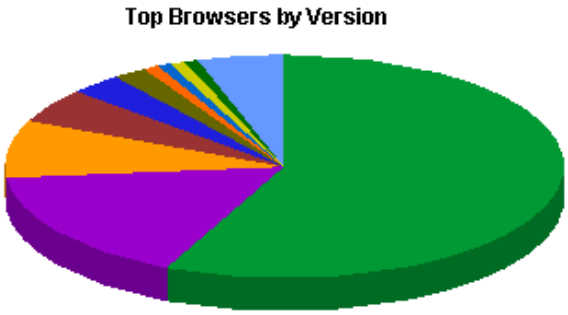
Browser data can help you determine how to configure your site for optimal viewing.

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	**1,145**	**28.20%**	3,798
		7.0	**1,004**	**24.73%**	2,934
		5.5	**136**	**3.35%**	557
		5.0	**17**	**0.42%**	22
		5.01	**4**	**0.10%**	10
		3.02	**3**	**0.07%**	3
		Version Unknown	**2**	**0.05%**	2
		5.00	**1**	**0.02%**	42
		5.14	**1**	**0.02%**	1
		Other	**0**	**0.00%**	**0**
2.	Mozilla	20080201	**342**	**8.42%**	1,060
		Version Unknown	**74**	**1.82%**	87
		20080311	**64**	**1.58%**	358
		20070725	**31**	**0.76%**	37
		20071127	**23**	**0.57%**	75
		20070308	**21**	**0.52%**	21
		20070515	**14**	**0.34%**	17
		20070508	**8**	**0.20%**	67
		20071025	**6**	**0.15%**	6
		20050915	**5**	**0.12%**	6
		20050721	**5**	**0.12%**	5
		20061204	**4**	**0.10%**	14
		20080219	**4**	**0.10%**	8
		20050511	**4**	**0.10%**	6
		20070713	**4**	**0.10%**	5

		20070914	**4**	**0.10%**	14
		20050317	**3**	**0.07%**	3
		20071008	**3**	**0.07%**	5
		20070219	**3**	**0.07%**	6
		20071128	**3**	**0.07%**	3
		20060909	**3**	**0.07%**	7
		20070309	**3**	**0.07%**	68
		20061206	**2**	**0.05%**	2
		20061010	**2**	**0.05%**	3
		20050414	**2**	**0.05%**	2
		2008030714	**2**	**0.05%**	3
		20060728	**2**	**0.05%**	3
		20080206	**2**	**0.05%**	2
		20061201	**2**	**0.05%**	2
		20060328	**1**	**0.02%**	1
		20071126	**1**	**0.02%**	1
		20041107	**1**	**0.02%**	1
		20071115	**1**	**0.02%**	1
		20050716	**1**	**0.02%**	1
		20050924	**1**	**0.02%**	1
		20040910	**1**	**0.02%**	3
		20071018	**1**	**0.02%**	1
		20071204	**1**	**0.02%**	4
		20060111	**1**	**0.02%**	1
		20070730	**1**	**0.02%**	1
		20060414	**1**	**0.02%**	2
			1	**0.02%**	1
		20060915	**1**	**0.02%**	1
		20080209	**1**	**0.02%**	2
		20050922	**1**	**0.02%**	1
		20041108	**1**	**0.02%**	1
		20080207	**1**	**0.02%**	1
		20060508	**1**	**0.02%**	10
		Other	**0**	**0.00%**	**0**
3.	msnbot/1.1 (http://search.msn.com/msnbot.htm)	Version Unknown	**334**	**8.23%**	587
		Other	**0**	**0.00%**	**0**
4.	Other Netscape Compatible	Version Unknown	**214**	**5.27%**	756
		Other	**0**	**0.00%**	**0**
5.	Jakarta Commons−HttpClient/3.0.1	Version Unknown	**119**	**2.93%**	185

		Other	**0**	**0.00%**	**0**
6.	NLESE USEPA	Version Unknown	**71**	**1.75%**	749
		Other	**0**	**0.00%**	**0**
7.	Safari	419.3	**12**	**0.30%**	16
		312.6	**6**	**0.15%**	6
		312.6_ADOBE	**5**	**0.12%**	21
		74	**5**	**0.12%**	5
		YY/ADOBE	**3**	**0.07%**	3
		417.9.2	**3**	**0.07%**	3
		312	**2**	**0.05%**	2
		419.3_ADOBE	**1**	**0.02%**	12
		412.2	**1**	**0.02%**	2
		Other	**0**	**0.00%**	**0**
8.	Clearware web browser	Version Unknown	**38**	**0.94%**	70
		Other	**0**	**0.00%**	**0**
9.	ColdFusion	Version Unknown	**35**	**0.86%**	36
		Other	**0**	**0.00%**	**0**
10.	psbot/0.1 (http://www.picsearch.com/bot.html)	Version Unknown	**29**	**0.71%**	38
		Other	**0**	**0.00%**	**0**
11.	Opera	8.01	**5**	**0.12%**	5
		9.26	**5**	**0.12%**	5
		9.25	**4**	**0.10%**	6
		9.24	**3**	**0.07%**	5
		9.23	**1**	**0.02%**	1
		9.21	**1**	**0.02%**	1
		8.54	**1**	**0.02%**	1
		8.51	**1**	**0.02%**	1
		Other	**0**	**0.00%**	**0**
12.	Yandex/1.01.001 (compatible; Win16; I)	Version Unknown	**15**	**0.37%**	215
		Other	**0**	**0.00%**	**0**
13.	Others	Version Unknown	**14**	**0.34%**	24
		Other	**0**	**0.00%**	**0**
14.	Konqueror	3.2	**13**	**0.32%**	24
		Other	**0**	**0.00%**	**0**
15.	msnbot−media/1.0 (http://search.msn.com/msnbot.htm)	Version Unknown	**12**	**0.30%**	31
		Other	**0**	**0.00%**	**0**

16.	Java/1.6.0_03	Version Unknown	**11**	**0.27%**	16
		Other	**0**	**0.00%**	**0**
17.	WebVac (webmaster@pita.stanford.edu WebVac.org)	Version Unknown	**11**	**0.27%**	225
		Other	**0**	**0.00%**	**0**
18.	Netscape	7.2	**3**	**0.07%**	23
		8.1.3	**3**	**0.07%**	4
		8.1	**2**	**0.05%**	4
		Version Unknown	**2**	**0.05%**	3
		4.0	**1**	**0.02%**	1
		Other	**0**	**0.00%**	**0**
19.	NLESE for intraUSEPA	Version Unknown	**10**	**0.25%**	20
		Other	**0**	**0.00%**	**0**
20.	larbin_2.6.3 larbin2.6.3@unspecified.mail	Version Unknown	**8**	**0.20%**	30
		Other	**0**	**0.00%**	**0**
	Subtotal		**3,981**	**98.05%**	**12,435**
	Other		**79**	**1.95%**	**213**
	Total		**4,060**	**100.00%**	**12,648**

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.

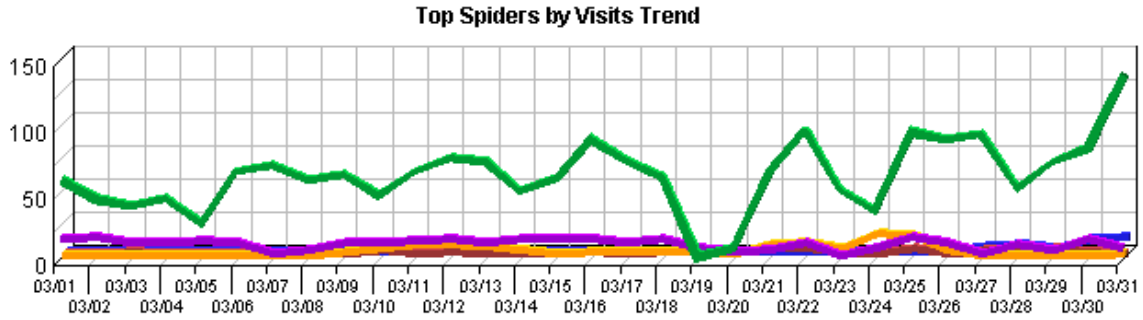
Hits − Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

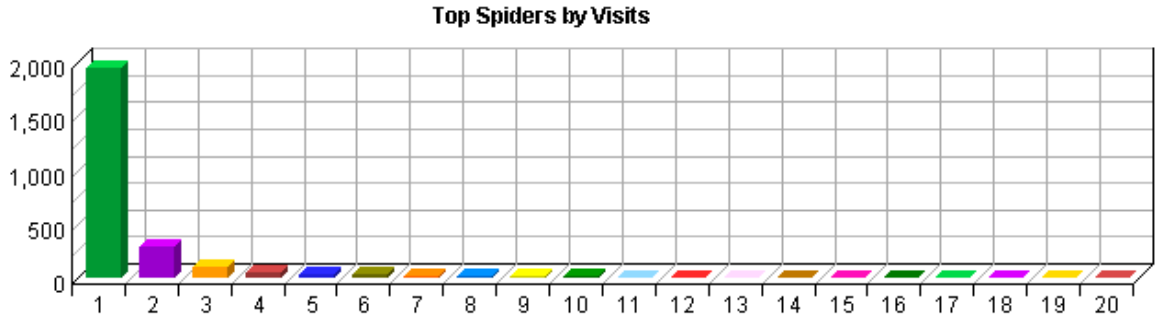
−−

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/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	**1,944**	**75.76%**	2,027
2.	Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	**296**	**11.54%**	1,006
3.	Mozilla/5.0 (Twiceler−0.9 http://www.cuill.com/twiceler/robot.html)	**105**	**4.09%**	122
4.	Gigabot	**43**	**1.68%**	92
5.	Anthony Vicenza	**34**	**1.33%**	87
6.	Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.com/help/us/ysearch/slurp)	**32**	**1.25%**	45
7.	LTI	**20**	**0.78%**	20
8.	sogou develop spider	**15**	**0.58%**	15
9.	Mozilla/5.0 (compatible; Yahoo! Slurp China; http://misc.yahoo.com.cn/help.html)	**14**	**0.55%**	14
10.	MSNBOT_Mobile MSMOBOT Mozilla	**10**	**0.39%**	10
11.	Yeti	**8**	**0.31%**	8
12.	Speedy Spider (http:	**6**	**0.23%**	6
13.	WebAlta Crawler	**6**	**0.23%**	21

14.	Googlebot	**5**	**0.19%**	8
15.	Balihoo	**4**	**0.16%**	8
16.	WebTrends	**4**	**0.16%**	34
17.	FAST Enterprise Crawler 6	**3**	**0.12%**	3
18.	Mozilla/5.0 (compatible; woriobot http://worio.com)	**3**	**0.12%**	22
19.	Mozilla/4.0 (compatible; BorderManager 3.0)	**2**	**0.08%**	2
20.	Baiduspider (http:	**2**	**0.08%**	2
	Subtotal	**2,556**	**99.61%**	**3,552**
	Other	**10**	**0.39%**	**32**
	Total	**2,566**	**100.00%**	**3,584**

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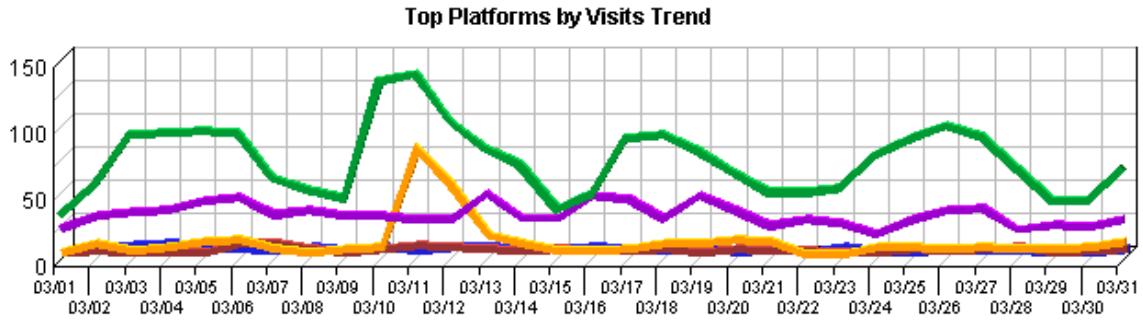
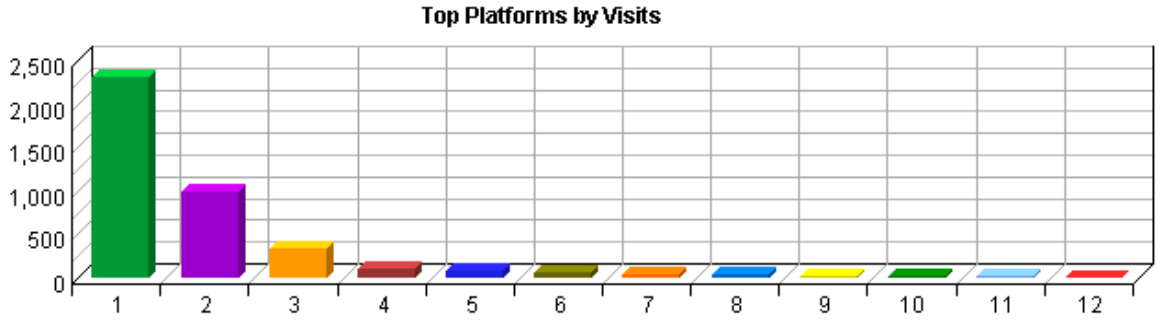
This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

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	**2,311**	**56.92%**	7,515
2.	Others	**995**	**24.51%**	2,989
3.	Windows 2000	**339**	**8.35%**	1,161
4.	Windows NT	**115**	**2.83%**	283
5.	Macintosh	**89**	**2.19%**	112
6.	Macintosh PowerPC	**73**	**1.80%**	129
7.	Linux	**41**	**1.01%**	47
8.	Windows 98	**36**	**0.89%**	132
9.	Windows 2003	**30**	**0.74%**	38
10.	Windows 3.x	**15**	**0.37%**	215
11.	FreeBSD	**13**	**0.32%**	24
12.	Windows ME	**3**	**0.07%**	3
	Total	**4,060**	**100.00%**	**12,648**

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.