

# **NCER Monthly Statistics**

Web Log Analysis Monthly Report June 2008

Report Range:06/01/2008 00:00:00 - 06/30/2008 23:59:59



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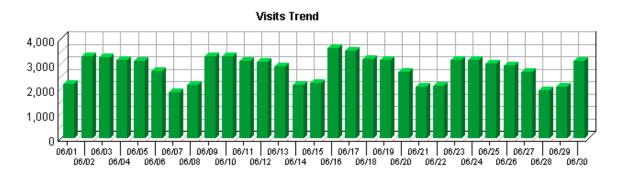
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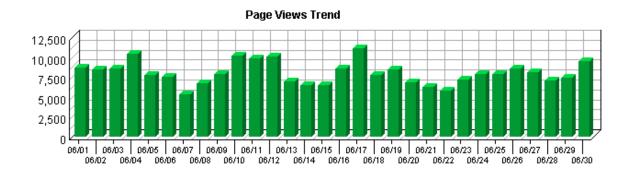
### **Overview Dashboard**

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



#### **Visit Summary**

Visits	84,114
Average per Day	2,803
Average Visit Length	00:18:37
Median Visit Length	00:02:01
International Visits	11.45%
Visits of Unknown Origin	23.70%
Visits from Your Country: United States (US)	64.85%



### **Page View Summary**

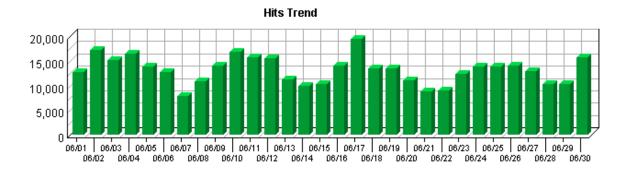
Page Views	239,788
Average per Day	7,992
Average Page Views per Visit	2.85

Overview Dashboard 1



### **Visitor Summary**

Unique Visitors	45,714
Visitors Who Visited Once	40,667
Visitors Who Visited More Than Once	5,047
Average Visits per Visitor	1.84



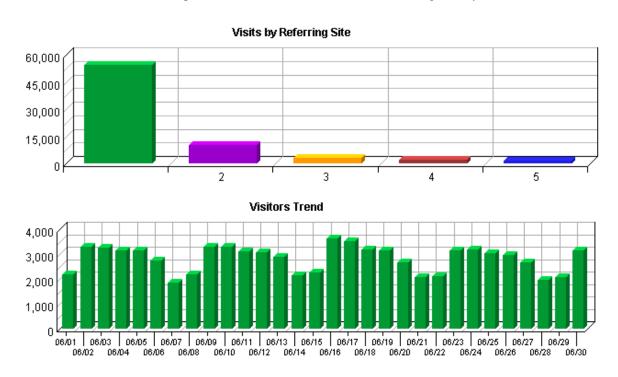
### **Hit Summary**

Successful Hits for Entire Site	392,728
Average Hits per Day	13,090
Home Page Hits	12,006

2 Overview Dashboard

# **Marketing Dashboard**

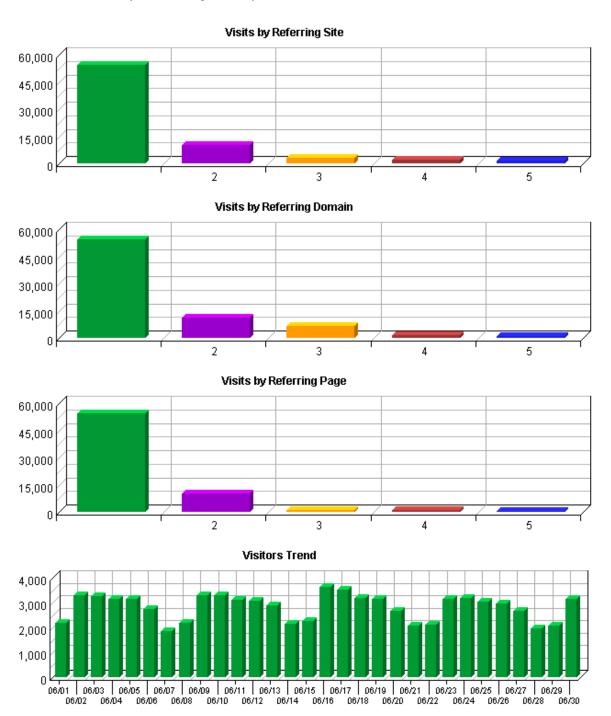
This dashboard summarizes important information related to online marketing activity.



Marketing Dashboard 3

## **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.

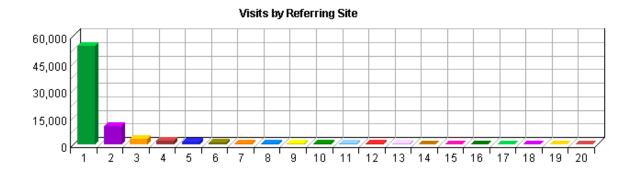


Referrers Dashboard 5

6 Referrers Dashboard

# **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	54,336	64.60%
2.	http://www.google.com/	10,417	12.38%
3.	http://es.epa.gov/	3,024	3.60%
4.	http://www.epa.gov/	1,939	2.31%
5.	http://search.yahoo.com/	1,385	1.65%
6.	http://www.google.co.in/	815	0.97%
7.	http://images.google.com/	725	0.86%
8.	http://www.google.co.uk/	471	0.56%
9.	http://cfpub.epa.gov/	450	0.53%
10.	http://www.sbir.gov/	415	0.49%
11.	http://www.google.ca/	375	0.45%
12.	http://nlquery.epa.gov/	353	0.42%
13.	http://intranet.epa.gov/	323	0.38%
14.	http://www.google.com.au/	248	0.29%
15.	http://search.live.com/	246	0.29%
16.	http://www07.grants.gov/	210	0.25%
17.	http://yosemite.epa.gov/	201	0.24%
18.	http://www.google.cn/	195	0.23%
19.	http://www.google.de/	178	0.21%
20.	http://search.msn.com/	164	0.19%
	Subtotal	76,470	90.91%
	Other	7,644	9.09%
	Total	84,114	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.

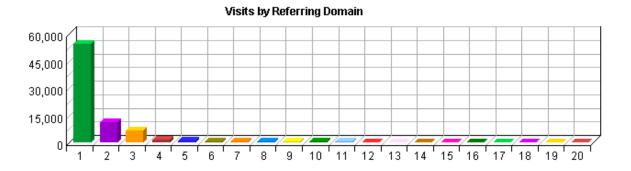
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

B

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	54,336	64.60%
2.	google.com	11,199	13.31%
3.	epa.gov	6,474	7.70%
4.	yahoo.com	1,619	1.92%
5.	google.co.in	950	1.13%
6.	google.co.uk	601	0.71%
7.	google.ca	428	0.51%
8.	sbir.gov	416	0.49%
9.	grants.gov	300	0.36%
10.	google.com.au	286	0.34%
11.	live.com	268	0.32%
12.	google.cn	221	0.26%
13.	google.de	206	0.24%
14.	msn.com	167	0.20%
15.	google.fr	167	0.20%
16.	business.gov	166	0.20%
17.	google.co.kr	158	0.19%
18.	aol.com	150	0.18%
19.	google.it	140	0.17%
20.	google.co.th	134	0.16%
	Subtotal	78,386	93.19%
	Other	5,728	6.81%
	Total	84,114	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.

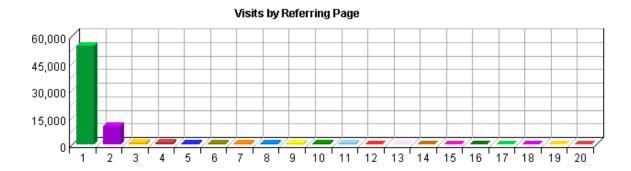
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

B

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	54,336	64.60%
2.	http://www.google.com/search	10,173	12.09%
3.	http://search.yahoo.com/ search	934	1.11%
4.	http://www.google.co.in/ search	812	0.97%
5.	http://images.google.com/ imgres	725	0.86%
6.	http://www.google.co.uk/ search	470	0.56%
7.	http://www.google.ca/search	375	0.45%
8.	http://es.epa.gov/ncer/	352	0.42%
9.	http://nlquery.epa.gov/ epasearch/epasearch	352	0.42%
10.	http://www.sbir.gov/ solicitations/	320	0.38%
11.	http://intranet.epa.gov/ ordintra/	275	0.33%
12.	http://www.google.com.au/ search	244	0.29%
13.	http://search.live.com/ results.aspx	244	0.29%
14.	http://www.epa.gov/careers/ stuopp.html	195	0.23%
15.	http://www.google.cn/search	195	0.23%
16.	http://www.google.de/search	178	0.21%
17.	http://www.epa.gov/ord/htm/ jobs_ord.htm	157	0.19%
18.	http://www.google.fr/search	153	0.18%
19.	http://search.msn.com/results.aspx	152	0.18%
20.	http://www.epa.gov/cgi-bin/ epalink	145	0.17%
	Subtotal	70,787	84.16%
	Other	13,327	15.84%
	Total	84,114	100.00%

#### Activity by Referring Page - Help Card

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

Visits – Number of visitors referred from the specified URL.

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

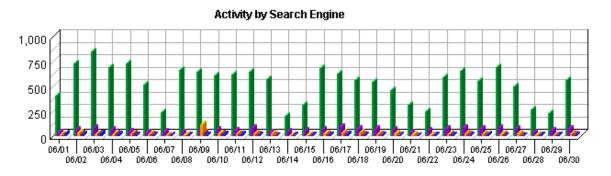
**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

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

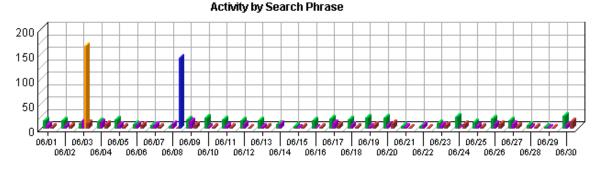
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

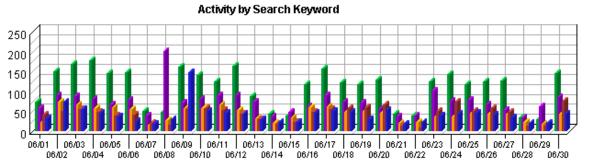
## **Search Engines Dashboard**

This dashboard summarizes important information related to specific search engines.







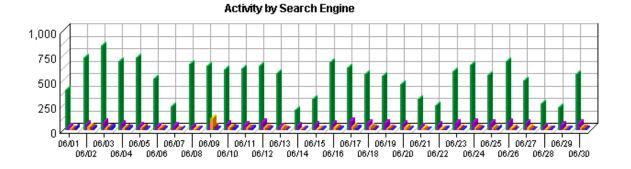


## **Activity by Search Engine**

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	15,986	77.01%
2.	yahoo	1,863	8.97%
3.	google uk	751	3.62%
4.	google canada	477	2.30%
5.	google australia	338	1.63%
6.	google germany	228	1.10%
7.	google france	188	0.91%
8.	msn	187	0.90%
9.	google italy	151	0.73%
10.	aol netfind	129	0.62%
11.	google japan	91	0.44%
12.	yahoo spain	85	0.41%
13.	yahoo japan	43	0.21%
14.	yahoo singapore	36	0.17%
15.	dogpile	35	0.17%
16.	altavista	33	0.16%
17.	google austria	27	0.13%
18.	yahoo uk &ireland	19	0.09%
19.	netscape	18	0.09%
20.	yahoo taiwan	16	0.08%
	Subtotal	20,701	99.72%
	Total	20,759	100.00%

### **Activity by Search Engines with Search Phrases Detail**

1. google	Engines	Phrases	Referrals	%
amova epa star fellowship design of fuel station depot layout diesel benzene standards drawings etd design photovoltaic filetype:pdf physical development model photovoltaic cell scholar filetype:pdf tropical macroalgae epa sbir epa star grant epa epa star grant epa forms nano fe epa star grants surface wetting .ppt nano cuo antibacterial site:es.epa.gov air pollution and treatment filetype:pdf cmaq pm ncer  2. yahoo epa graduate fellowships epa star geography of emerging infectious disease waste water treatment pdf health promotion theories promotion theory ncer epa star 2008 necrqa 8 0.04%	1. google	epa star	410	1.98%
epa star fellowship design of fuel station depot layout diesel benzene standards drawings etd design photovoltaic filetype:pdf physical development model photovoltaic cell scholar filetype:pdf tropical macroalgae epa sbir epa star grant epa forms nano fe epa star grants surface wetting .ppt nano cuo antibacterial site:es.epa.gov air pollution and treatment filetype:pdf cmaq pm ncer 2. yahoo epa geography of emerging infectious disease waste water treatment pdf health promotion theories exercises on morbidity rates promotion theory ncer epa star 2008 ncerqa etd design of fuel station depot layout diesel benzene standards drawings 112 0.54% 0.49% 0.49% 0.49% 0.49% 0.49% 0.49% 0.49% 0.49% 0.59% 0.69% 0		water purification	188	0.91%
design of fuel station depot layout diesel benzene standards drawings etd design photovoltaic filetype:pdf physical development model photovoltaic cell scholar filetype:pdf tropical macroalgae epa sbir epa star grant epa forms f		amova	167	0.80%
drawings   etd design photovoltaic filetype:pdf   112   0.54%   physical development model   102   0.49%   photovoltaic cell scholar filetype:pdf   34   0.40%   tropical macroalgae   83   0.40%   tropical macroalgae   83   0.40%   epa star grant   80   0.39%   epa star grant   80   0.39%   epa star grant   80   0.35%   nano fe   70   0.34%   epa star grants   65   0.31%   site:es.epa.gov air pollution and treatment filetype:pdf   61   0.29%   cmaq pm   57   0.27%   cmaq pm   57   0.27%   epa star graduate fellowships   24   0.12%   epa star graduate fellowships   25   0.07%   epa star graduate fellowships   epa star graduate fellowships   epa star graduate fellowships   epa star graduate fellowships   epa star graduate fellowship		epa star fellowship	154	0.74%
physical development model   102   0.49%     photovoltaic cell scholar filetype:pdf   84   0.40%     tropical macroalgae   83   0.40%     epa sbir   81   0.39%     epa star grant   80   0.39%     epa   74   0.36%     forms   73   0.35%     nano fe   70   0.34%     epa star grants   65   0.31%     surface wetting .ppt   65   0.31%     nano cuo antibacterial   63   0.30%     site:es.epa.gov air pollution and treatment filetype:pdf   61   0.29%     cmaq pm   57   0.27%     ncer   50   0.24%     2. yahoo   epa   123   0.59%     graduate fellowships   24   0.12%     epa star grante   18   0.09%     waste water treatment pdf   15   0.07%     health promotion theories   11   0.05%     promotion theory   10   0.05%     promotion theory   10   0.05%     ncer   9   0.04%     epa star 2008   9   0.04%     ncerqa   8   0.04%			142	0.68%
photovoltaic cell scholar filetype:pdf   10,00%		etd design photovoltaic filetype:pdf	112	0.54%
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cmaq pm   57   0.27%   ncer   50   0.24%		nano cuo antibacterial	63	0.30%
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2. yahoo       epa       123 0.59%         graduate fellowships       24 0.12%         epa star       18 0.09%         geography of emerging infectious disease       15 0.07%         waste water treatment pdf       15 0.07%         health promotion theories       11 0.05%         exercises on morbidity rates       11 0.05%         promotion theory       10 0.05%         ncer       9 0.04%         epa star 2008       9 0.04%         ncerqa       8 0.04%		cmaq pm	57	0.27%
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Engines	Keywords	Referrals	%
1. google	epa	2,777	13.38%
	of	1,596	7.69%
	star	1,184	5.70%
	environmental	971	4.68%
	research	812	3.91%
	in	803	3.87%
	for	725	3.49%
	water	549	2.64%
	fellowship	499	2.40%
	the	477	2.30%
	grants	442	2.13%
	health	434	2.09%
	filetype:pdf	432	2.08%
	grant	410	1.98%
	design	387	1.86%
	2008	385	1.85%
	to	378	1.82%
	nanotechnology	372	1.79%
	on	359	1.73%
	ppt	345	1.66%
2. yahoo	epa	325	1.57%
	of	241	1.16%
	environmental	183	0.88%
	research	174	0.84%
	in	153	0.74%
	health	101	0.49%
	for	92	0.44%
	on	80	0.39%
	water	78	0.38%
	children	73	0.35%
	star	63	0.30%
	grants	54	0.26%
	business	53	0.26%

	the	52	0.25%
	fellowships	52	0.25%
	promotion	48	0.23%
	to	47	0.23%
	autism	43	0.21%
	grant	43	0.21%
	science	43	0.21%
3. google uk	in	150	0.72%
	nanotechnology	124	0.60%
	water	115	0.55%
	of	107	0.52%
	treatment	107	0.52%
	the	56	0.27%
	for	40	0.19%
	environmental	36	0.17%
	change	34	0.16%
	research	33	0.16%
	health	27	0.13%
	climate	26	0.13%
	on	22	0.11%
	forms	20	0.10%
	to	19	0.09%
	effects	19	0.09%
	environment	18	0.09%
	risk	17	0.08%
	epa	17	0.08%
	asthma	15	0.07%
4. google canada	of	59	0.28%
	epa	40	0.19%
	environmental	39	0.19%
	in	34	0.16%
	health	31	0.15%
	the	30	0.14%
	on	26	0.13%
	for	25	0.12%
	to	23	0.11%
	water	20	0.11%
	research	16	0.08%
	change	15	0.07%
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	air	12 0.06%
	children	12 0.06%
	human	12 0.06%
	effects	11 0.05%
	from	11 0.05%
5. google australia	of	60 0.29%
	change	24 0.12%
	in	22 0.11%
	the	21 0.10%
	climate	21 0.10%
	molecular	18 0.09%
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	for	17 0.08%
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	ecosystem	15 0.07%
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	environment	14 0.07%
	research	13 0.06%
6. google germany	of	18 0.09%
	ppt	14 0.07%
	environmental	13 0.06%
	in	12 0.06%
	powerpoint	11 0.05%
	research	11 0.05%
	water	8 0.04%
	epa	8 0.04%
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	national	7 0.03%
	nano	7 0.03%
	change	6 0.03%
	protection	6 0.03%
	ecosystem	6 0.03%
	agency	5 0.02%
	organic	5 0.02%
	o.game	3 0.0270

	2008	5	0.02%
	washington	5	0.02%
	mall	5	0.02%
7. google france	of	25	0.12%
	the	18	0.09%
	environmental	13	0.06%
	ppt	12	0.06%
	for	12	0.06%
	epa	11	0.05%
	to	9	0.04%
	health	8	0.04%
	research	8	0.04%
	in	7	0.03%
	filetype:ppt	6	0.03%
	risk	5	0.02%
	quality	5	0.02%
	model	4	0.02%
	2007	4	0.02%
	filetype:pdf	4	0.02%
	poster	4	0.02%
	endocrine	4	0.02%
	development	4	0.02%
	nanoparticles	4	0.02%
8. msn	epa	51	0.25%
	in	17	0.08%
	water	14	0.07%
	of	13	0.06%
	environmental	13	0.06%
	to	12	0.06%
	for	12	0.06%
	ncer	9	0.04%
	research	7	0.03%
	on	7	0.03%
	business	6	0.03%
	agency	5	0.02%
	application	5	0.02%
	star	5	0.02%
	funding	5	0.02%
	quality	5	0.02%
	grant	5	0.02%
	protection	5	0.02%
	2008	4	0.02%

	peroxide	4	0.02%
9. google italy	ppt	18	0.09%
	of	13	0.06%
	in	11	0.05%
	presentation	9	0.04%
	epa	8	0.04%
	particulate	7	0.03%
	health	7	0.03%
	the	6	0.03%
	matter	5	0.02%
	nanotechnology	5	0.02%
	climate	4	0.02%
	point	4	0.02%
	water	4	0.02%
	organophosphates	4	0.02%
	power	4	0.02%
	2008	4	0.02%
	effects	4	0.02%
	autism	4	0.02%
	for	4	0.02%
	nanoparticles	3	0.01%
0. aol netfind	of	15	0.07%
	epa	13	0.06%
	environmental	12	0.06%
	in	9	0.04%
	for	9	0.04%
	agency	8	0.04%
	protection	7	0.03%
	to	7	0.03%
	star	6	0.03%
	national	6	0.03%
	is	5	0.02%
	asthma	5	0.02%
	research	5	0.02%
	mall	4	0.02%
	grants	4	0.02%
	disorders	4	0.02%
	health	4	0.02%
	the	4	0.02%
	de	3	0.01%
	university	3	0.01%
11. google japan	epa	8	0.04%
	•		

	nanotechnology	6	0.03%
	environmental	5	0.02%
	in	5	0.02%
	ppt	4	0.02%
	impact	4	0.02%
	factor	4	0.02%
	co2	4	0.02%
	cnt pesticides	4	0.02%
	toxicology	4	0.02%
	research	3	0.01%
	the	3	0.01%
	technical	3	0.01%
	2007	3	0.01%
	star	3	0.01%
	model	3	0.01%
	nano	3	0.01%
	pdf	3	0.01%
	ncer	3	0.01%
	climate	2	0.01%
12. yahoo spain	candid	22	0.11%
	of	11	0.05%
	design	9	0.04%
	garden	9	0.04%
	high	6	0.03%
	school	6	0.03%
	climate	4	0.02%
	biomarkers	4	0.02%
	lowell	4	0.02%
	change	4	0.02%
	effects	4	0.02%
	epa	4	0.02%
	sciences	3	0.01%
	economics	3	0.01%
	in	3	0.01%
	on	3	0.01%
	disease	3	0.01%
	particulate	2	0.01%
	contaminated	2	0.01%
	soils	2	0.01%
13. yahoo japan	epa	4	0.02%
	estrogen	3	0.01%
	gm-csf	2	0.01%

	usa	2	0.01%
	http:/www.epa.gov/ncer/childrenscenters	2	0.01%
	http://www.epa.gov/ncer/childrenscenters	2	0.01%
	rat	2	0.01%
	of	2	0.01%
	hdl	2	0.01%
	ms	2	0.01%
	lc	2	0.01%
	ï¼'ï¼'ï¼ al-254/p-10	1	0.00%
	health	1	0.00%
	microbial	1	0.00%
	signature	1	0.00%
	ni	1	0.00%
	2002	1	0.00%
	spleen	1	0.00%
	Ilï¼?4 ï½?ï¼²₁¼®ï¼;	1	0.00%
	bold	1	0.00%
14. yahoo singapore	of	15	0.07%
	air	9	0.04%
	pollution	9	0.04%
	consequences	9	0.04%
	in	8	0.04%
	for	5	0.02%
	children	3	0.01%
	matter	3	0.01%
	particulate	3	0.01%
	plating	3	0.01%
	environmental	3	0.01%
	arsenic	2	0.01%
	emerging	2	0.01%
	organic	2	0.01%
	environment	2	0.01%
	capacity	2	0.01%
	hardness	2	0.01%
	phase	2	0.01%
	planning	2	0.01%
	cr	2	0.01%
15. dogpile	%25f1%25f7%25f1	35	0.17%
16. altavista	epa	7	0.03%
	nanomaterials	3	0.01%
	nanotechnology	3	0.01%
	niosh	3	0.01%

	environmental	2	0.01%
	nanoparticle	2	0.01%
	of	2	0.01%
	bakalinsky,	2	0.01%
	paul	2	0.01%
	in	2	0.01%
	grant	2	0.01%
	t.	2	0.01%
	star	2	0.01%
	on	2	0.01%
	alan	2	0.01%
	bertsch	2	0.01%
	nitrate	2	0.01%
	oil	2	0.01%
	ismat	2	0.01%
	abstract	1	0.00%
17. google austria	ecosystem	4	0.02%
	aquatic	2	0.01%
	filetype:ppt	2	0.01%
	research	2	0.01%
	for	2	0.01%
	services	2	0.01%
	functioning	2	0.01%
	funding	2	0.01%
	ikonos	1	0.00%
	molecular	1	0.00%
	pollution	1	0.00%
	opportunity	1	0.00%
	reduction	1	0.00%
	pv	1	0.00%
	karen	1	0.00%
	reactions	1	0.00%
	iron	1	0.00%
	air	1	0.00%
	principle	1	0.00%
	personal	1	0.00%
18. yahoo uk &ireland	epa	4	0.02%
<b>,</b>	business	3	0.01%
	innovation	3	0.01%
	small	3	0.01%
	in	2	0.01%
	journal	2	0.01%
	J	_	2.02/0

	website	2	0.01%
	human	2	0.01%
	p3	2	0.01%
	children	2	0.01%
	sbir	2	0.01%
	highly	1	0.00%
	natural	1	0.00%
	stratford	1	0.00%
	forum#	1	0.00%
	impact	1	0.00%
	sswamp	1	0.00%
	leak	1	0.00%
	biodiversity	1	0.00%
	2002	1	0.00%
19. netscape	epa	5	0.02%
	to	3	0.01%
	scholarship	2	0.01%
	gro	2	0.01%
	car	1	0.00%
	communicating	1	0.00%
	about	1	0.00%
	metal	1	0.00%
	how	1	0.00%
	usepa	1	0.00%
	that	1	0.00%
	funding	1	0.00%
	saving	1	0.00%
	fellowships	1	0.00%
	powerpoint	1	0.00%
	convert	1	0.00%
	over	1	0.00%
	shots	1	0.00%
	asthmatic	1	0.00%
	for	1	0.00%
20. yahoo taiwan	for	3	0.01%
	research	2	0.01%
	environmental	2	0.01%
	center	2	0.01%
	national	2	0.01%
	epa	2	0.01%
	phase	2	0.01%
	its	1	0.00%

prevalence	1	0.00%
kopp	1	0.00%
allergen	1	0.00%
model	1	0.00%
homes	1	0.00%
uc,	1	0.00%
chemical	1	0.00%
sensitization	1	0.00%
to	1	0.00%
sugar	1	0.00%
engineer	1	0.00%
iowa,	1	0.00%

#### Activity by Search Engine - Help Card

#### ? Top Search Engines Table

**Engines** – Specific search engine being analyzed.

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

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

#### **Top Search Engines with Search Phrases Detail Table**

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

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

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

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

#### **Top Search Engines with Keywords Detail Table**

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

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

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

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



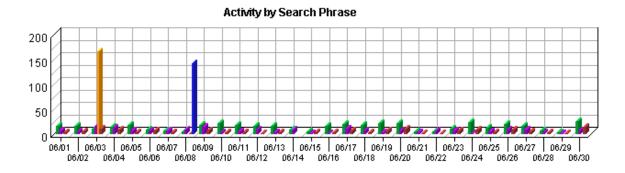
This information can give you an idea how your meta tags are performing with each search engine.

# **Activity by Search Phrase**

The threshold set for this section in the wtm\_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

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.	epa star	438	2.11%
2.	epa	214	1.03%
3.	amova	167	0.80%
4.	epa star fellowship	161	0.78%
5.	design of fuel station depot layout diesel benzene standards drawings	142	0.68%
6.	etd design photovoltaic filetype:pdf	112	0.54%
7.	forms	104	0.50%
8.	nanotechnology in water treatment	102	0.49%
9.	physical development model	102	0.49%
10.	epa sbir	87	0.42%
11.	epa star grant	86	0.41%
12.	photovoltaic cell scholar filetype:pdf	84	0.40%
13.	tropical macroalgae	83	0.40%
14.	nano fe	70	0.34%
15.	ncer	66	0.32%
16.	epa star grants	66	0.32%
17.	surface wetting .ppt	65	0.31%
18.	nano cuo antibacterial	63	0.30%

19.	site:es.epa.gov air pollution and treatment filetype:pdf	61	0.29%
20.	cmaq pm	57	0.27%
	Subtotal	2,330	11.23%
	Total	20,755	100.00%

## **Activity by Search Phrase with Engines Detail**

Phrases	Engines	Referrals	%
1. epa star	google	410	1.98%
	yahoo	18	0.09%
	google canada	8	0.04%
	google austria	1	0.00%
	google australia	1	0.00%
2. epa	yahoo	123	0.59%
	google	74	0.36%
	msn	5	0.02%
	altavista	3	0.01%
	yahoo italy	2	0.01%
	aol netfind	2	0.01%
	yahoo spain	2	0.01%
	google canada	1	0.00%
	yahoo uk &ireland	1	0.00%
	google australia	1	0.00%
3. amova	google	167	0.80%
4. epa star fellowship	google	154	0.74%
	yahoo	5	0.02%
	msn	1	0.00%
	google canada	1	0.00%
5. design of fuel station depot layout diesel benzene standards drawings	google	142	0.68%
6. etd design photovoltaic filetype:pdf	google	112	0.54%
7. forms	google	73	0.35%
	google uk	20	0.10%
	google canada	7	0.03%

	google australia	4	0.02%
8. nanotechnology in water treatment	google uk	102	0.49%
9. physical development model	google	102	0.49%
10. epa sbir	google	81	0.39%
	yahoo	3	0.01%
	yahoo uk &ireland	2	0.01%
	google canada	1	0.00%
11. epa star grant	google	80	0.39%
	yahoo	3	0.01%
	altavista	2	0.01%
	google uk	1	0.00%
12. photovoltaic cell scholar filetype:pdf	google	84	0.40%
13. tropical macroalgae	google	83	0.40%
14. nano fe	google	70	0.34%
15. ncer	google	50	0.24%
	yahoo	9	0.04%
	google uk	2	0.01%
	google japan	2	0.01%
	google france	2	0.01%
	aol netfind	1	0.00%
16. epa star grants	google	65	0.31%
	google uk	1	0.00%
17. surface wetting .ppt	google	65	0.31%
18. nano cuo antibacterial	google	63	0.30%
19. site:es.epa.gov air pollution and treatment filetype:pdf	google	61	0.29%
20. cmaq pm	google	57	0.27%

#### **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.

S.

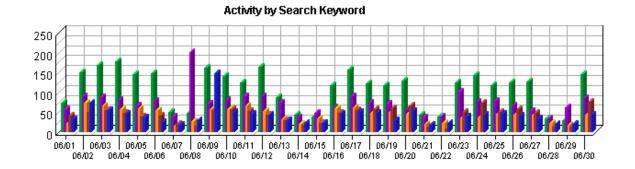
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

# **Activity by Search Keyword**

The threshold set for this section in the wtm\_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

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**

1.       epa       3,311       4.18%         2.       of       2,190       2.76%         3.       environmental       1,314       1.66%         4.       star       1,290       1.63%         5.       in       1,243       1.57%         6.       research       1,093       1.38%         7.       for       959       1.21%         8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal		Keywords	Referrals	%
3.       environmental       1,314       1.66%         4.       star       1,290       1.63%         5.       in       1,243       1.57%         6.       research       1,093       1.38%         7.       for       959       1.21%         8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	1.	epa	3,311	4.18%
4.       star       1,290       1.63%         5.       in       1,243       1.57%         6.       research       1,093       1.38%         7.       for       959       1.21%         8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	2.	of	2,190	2.76%
5.       in       1,243       1.57%         6.       research       1,093       1.38%         7.       for       959       1.21%         8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	3.	environmental	1,314	1.66%
6.       research       1,093       1.38%         7.       for       959       1.21%         8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	4.	star	1,290	1.63%
7.       for       959       1.21%         8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	5.	in	1,243	1.57%
8.       water       808       1.02%         9.       the       689       0.87%         10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	6.	research	1,093	1.38%
9. the 689 0.87% 10. health 629 0.79% 11. nanotechnology 577 0.73% 12. fellowship 535 0.67% 13. on 532 0.67% 14. to 523 0.66% 15. grants 518 0.65% 16. grant 473 0.60% 17. 2008 455 0.57% 18. filetype:pdf 444 0.56% 19. ppt 429 0.54% 20. design 418 0.53% Subtotal 18,430 23,24%	7.	for	959	1.21%
10.       health       629       0.79%         11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	8.	water	808	1.02%
11.       nanotechnology       577       0.73%         12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23,24%	9.	the	689	0.87%
12.       fellowship       535       0.67%         13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	10.	health	629	0.79%
13.       on       532       0.67%         14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	11.	nanotechnology	577	0.73%
14.       to       523       0.66%         15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	12.	fellowship	535	0.67%
15.       grants       518       0.65%         16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	13.	on	532	0.67%
16.       grant       473       0.60%         17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	14.	to	523	0.66%
17.       2008       455       0.57%         18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	15.	grants	518	0.65%
18.       filetype:pdf       444       0.56%         19.       ppt       429       0.54%         20.       design       418       0.53%         Subtotal       18,430       23.24%	16.	grant	473	0.60%
19. ppt 429 0.54% 20. design 418 0.53% Subtotal 18,430 23.24%	17.	2008	455	0.57%
20. design 418 0.53% Subtotal 18,430 23.24%	18.	filetype:pdf	444	0.56%
Subtotal 18,430 23.24%	19.	ppt	429	0.54%
	20.	design	418	0.53%
Total 79,287 100.00%		Subtotal	18,430	23.24%
		Total	79,287	100.00%

## **Activity by Search Keyword with Engines Detail**

Keywords	Engines	Referrals	%
1. epa	google	2,777	3.50%
	yahoo	325	0.41%
	msn	51	0.06%
	google canada	40	0.05%
	google australia	17	0.02%
	google uk	17	0.02%
	aol netfind	13	0.02%
	google france	11	0.01%
	google germany	8	0.01%
	google italy	8	0.01%
	google japan	8	0.01%
	altavista	7	0.01%
	netscape	5	0.01%
	yahoo uk &ireland	4	0.01%
	yahoo japan	4	0.01%
	yahoo spain	4	0.01%
	yahoo canada	3	0.00%
	yandex	2	0.00%
	yahoo taiwan	2	0.00%
	yahoo italy	2	0.00%
2. of	google	1,596	2.01%
	yahoo	241	0.30%
	google uk	107	0.13%
	google australia	60	0.08%
	google canada	59	0.07%
	google france	25	0.03%
	google germany	18	0.02%
	aol netfind	15	0.02%
	yahoo singapore	15	0.02%
	msn	13	0.02%
	google italy	13	0.02%
	yahoo spain	11	0.01%
	mamma	4	0.01%
	google japan	2	0.00%
	yahoo japan	2	0.00%
	altavista	2	0.00%
	yahoo uk &ireland	1	0.00%
	yahoo germany	1	0.00%

	yahoo taiwan	1	0.00%
	biglobe	1	0.00%
3. environmental	google	971	1.22%
	yahoo	183	0.23%
	google canada	39	0.05%
	google uk	36	0.05%
	google australia	16	0.02%
	google france	13	0.02%
	msn	13	0.02%
	google germany	13	0.02%
	aol netfind	12	0.02%
	google japan	5	0.01%
	yahoo singapore	3	0.00%
	google italy	3	0.00%
	altavista	2	0.00%
	yahoo taiwan	2	0.00%
	yahoo argentina	1	0.00%
	google austria	1	0.00%
	biglobe	1	0.00%
4. star	google	1,184	1.49%
	yahoo	63	0.08%
	google canada	14	0.02%
	google uk	7	0.01%
	aol netfind	6	0.01%
	msn	5	0.01%
	google japan	3	0.00%
	google italy	2	0.00%
	altavista	2	0.00%
	google france	2	0.00%
	google austria	1	0.00%
	google australia	1	0.00%
5. in	google	803	1.01%
3. III	yahoo	153	0.19%
	google uk	150	0.19%
	google canada	34	0.04%
	google australia	22	0.04%
		17	
	msn		0.02%
	google germany	12	0.02%
	google italy	11	0.01%
	aol netfind	9	0.01%
	yahoo singapore	8	0.01%
	google france	7	0.01%

		google japan	5	0.01%
		yahoo spain	3	0.00%
		altavista	2	0.00%
		yahoo uk &ireland	2	0.00%
		mamma	2	0.00%
		yahoo taiwan	1	0.00%
		yahoo india	1	0.00%
		netscape	1	0.00%
	6. research	google	812	1.02%
		yahoo	174	0.22%
		google uk	33	0.04%
		google canada	16	0.02%
		google australia	13	0.02%
		google germany	11	0.01%
		google france	8	0.01%
		msn	7	0.01%
		aol netfind	5	0.01%
		google japan	3	0.00%
		yahoo canada	2	0.00%
		google austria	2	0.00%
		google italy	2	0.00%
		yahoo taiwan	2	0.00%
		altavista	1	0.00%
		yahoo india	1	0.00%
		yahoo spain	1	0.00%
	7. for	google	725	0.91%
		yahoo	92	0.12%
		google uk	40	0.05%
		google canada	25	0.03%
		google australia	17	0.02%
		google france	12	0.02%
		msn	12	0.02%
		aol netfind	9	0.01%
		google germany	8	0.01%
		yahoo singapore	5	0.01%
		google italy	4	0.01%
		yahoo taiwan	3	0.00%
		google austria	2	0.00%
		google japan	2	0.00%
		yahoo australia &nz	1	0.00%
		yahoo germany	1	0.00%
		netscape	1	0.00%

8. water	google	549	0.69%
	google uk	115	0.15%
	yahoo	78	0.10%
	google canada	20	0.03%
	msn	14	0.02%
	google germany	8	0.01%
	google australia	8	0.01%
	google italy	4	0.01%
	google france	3	0.00%
	cnet search.com	2	0.00%
	mamma	1	0.00%
	all the web	1	0.00%
	google japan	1	0.00%
	yahoo canada	1	0.00%
	yahoo japan	1	0.00%
	@nifty	1	0.00%
	altavista	1	0.00%
9. the	google	477	0.60%
	google uk	56	0.07%
	yahoo	52	0.07%
	google canada	30	0.04%
	google australia	21	0.03%
	google france	18	0.02%
	google germany	8	0.01%
	google italy	6	0.01%
	msn	4	0.01%
	aol netfind	4	0.01%
	mamma	4	0.01%
	google japan	3	0.00%
	yahoo spain	2	0.00%
	yahoo singapore	1	0.00%
	altavista	1	0.00%
	yahoo uk &ireland	1	0.00%
	yahoo taiwan	1	0.00%
10. health	google	434	0.55%
	yahoo	101	0.13%
	google canada	31	0.04%
	google uk	27	0.03%
	google australia	9	0.01%
	google france	8	0.01%
	google italy	7	0.01%
	aol netfind	4	0.01%

	google germany	3	0.00%
	msn	1	0.00%
	netscape	1	0.00%
	yahoo argentina	1	0.00%
	yahoo japan	1	0.00%
	altavista	1	0.00%
11. nanotechnology	google	372	0.47%
	google uk	124	0.16%
	yahoo	35	0.04%
	google canada	10	0.01%
	google australia	8	0.01%
	google japan	6	0.01%
	google italy	5	0.01%
	google germany	4	0.01%
	msn	4	0.01%
	altavista	3	0.00%
	google france	2	0.00%
	google austria	1	0.00%
	netscape	1	0.00%
	yahoo india	1	0.00%
	yahoo spain	1	0.00%
12. fellowship	google	499	0.63%
	yahoo	23	0.03%
	google canada	4	0.01%
	google france	3	0.00%
	msn	1	0.00%
	google australia	1	0.00%
	google uk	1	0.00%
	aol netfind	1	0.00%
	google italy	1	0.00%
	google germany	1	0.00%
13. on	google	359	0.45%
	yahoo	80	0.10%
	google canada	26	0.03%
	google uk	22	0.03%
	google australia	17	0.02%
	msn	7	0.01%
	google germany	4	0.01%
	yahoo spain	3	0.00%
	google italy	3	0.00%
	altavista	2	0.00%
	google france	2	0.00%

	yandex	2	0.00%
	aol netfind	2	0.00%
	google japan	1	0.00%
	yahoo india	1	0.00%
	mamma	1	0.00%
14. to	google	378	0.48%
	yahoo	47	0.06%
	google canada	23	0.03%
	google uk	19	0.02%
	google australia	17	0.02%
	msn	12	0.02%
	google france	9	0.01%
	aol netfind	7	0.01%
	netscape	3	0.00%
	google italy	2	0.00%
	yahoo singapore	2	0.00%
	yahoo taiwan	1	0.00%
	google germany	1	0.00%
	google japan	1	0.00%
	mamma	1	0.00%
15. grants	google	442	0.56%
	yahoo	54	0.07%
	google uk	5	0.01%
	msn	4	0.01%
	aol netfind	4	0.01%
	google france	2	0.00%
	google germany	2	0.00%
	yahoo spain	1	0.00%
	google canada	1	0.00%
	google australia	1	0.00%
	netscape	1	0.00%
	yahoo canada	1	0.00%
16. grant	google	410	0.52%
	yahoo	43	0.05%
	msn	5	0.01%
	google uk	4	0.01%
	google canada	2	0.00%
	altavista	2	0.00%
	google germany	2	0.00%
	google australia	2	0.00%
	aol netfind	1	0.00%
	netscape	1	0.00%

	google systme	1	0.00%
17. 2008	google austria	385	0.00%
17. 2008	google	363 34	0.49%
	yahoo	8	0.04%
	google uk	7	0.01%
	google canada	5	0.01%
	google germany	4	0.01%
	google italy msn	4	0.01%
	google france	3	0.01%
	aol netfind	2	0.00%
	google australia	1	0.00%
	google japan	1	0.00%
	mamma	1	0.00%
18. filetype:pdf	google	432	0.54%
16. metype.pur	google france	432	0.01%
	google italy	2	0.01%
	google germany	2	0.00%
	google japan	2	0.00%
	google japan google canada	1	0.00%
	google austria	1	0.00%
19. ppt	google	345	0.44%
19. ppt	google italy	18	0.02%
	google germany	14	0.02%
	google canada	13	0.02%
	google france	12	0.02%
	google uk	11	0.02%
	yahoo	9	0.01%
	google japan		0.01%
	google australia	2	0.01%
	yahoo spain	1	0.00%
20. design	google	387	0.49%
20. design	yahoo	10	0.45%
	yahoo spain	9	0.01%
	google uk	5	0.01%
	google italy	2	0.00%
	google japan	1	0.00%
	google canada	1	0.00%
	aol netfind	1	0.00%
	google germany	1	0.00%
	google australia	1	0.00%
	googie australia	1	0.0070

#### 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.

S

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.



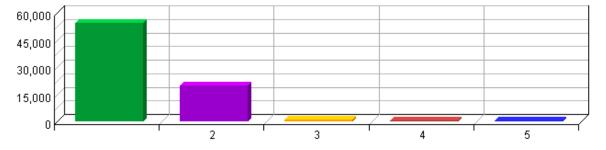
#### **Visit Summary**

Visits	84,114
Average per Day	2,803
Average Visit Length	00:18:37
Median Visit Length	00:02:01
International Visits	11.45%
Visits of Unknown Origin	23.70%
Visits from Your Country: United States (US)	64.85%

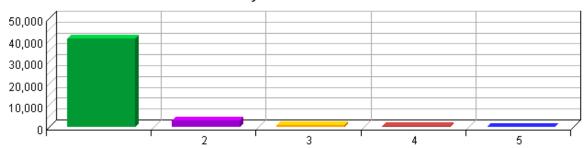




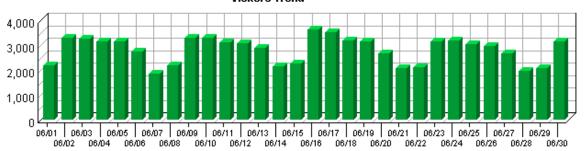
#### Top Countries by Visits







#### Visitors Trend



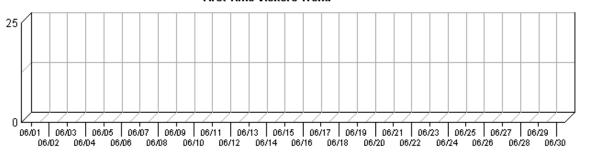
#### **Visitor Summary**

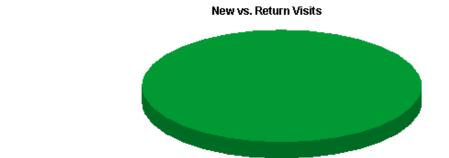
Unique Visitors	45,714
Visitors Who Visited Once	40,667
Visitors Who Visited More Than Once	5,047
Average Visits per Visitor	1.84





#### First Time Visitors Trend



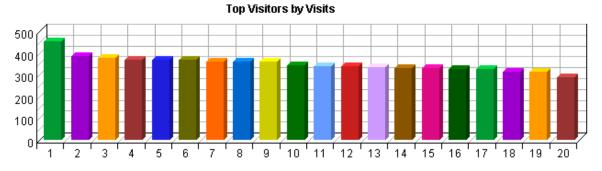


# Top Visitors by Visits 500 400 300 200 100 2 3 4 5

# **Top Visitors**

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





#### **Top Visitors**

	Visitor	Visits	%	Hits
1.	65.214.44.28_Mozilla/5.0 (X11; U; Linux i686; en–US; rv:1. 9a1) Gecko/20070308 Minefield/3. 0a1	453	0.54%	994
2.	ip-78-137-163-133.dedi. digiweb.ie_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1) Gecko/ 20070308 Minefield/3.0a1	385	0.46%	643
3.	msnbot-65-55-105-238.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	376	0.45%	1,145
4.	msnbot-65-55-105-235.search. msn.com_msnbot/1.1 (+http:// search.msn.com/msnbot.htm)	368	0.44%	1,164
5.	msnbot-65-55-105-245.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	368	0.44%	1,172
6.	msnbot-65-55-105-232.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	367	0.44%	1,203
7.		361	0.43%	862

	search.nsf.gov_NSF-googlebot ( Enterprise; GIX-02431; dlien@ nsf.gov,trinehar@nsf.gov, lscott@nsf.gov,twilling@nsf.gov)			
8.	msnbot-65-55-105-237.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	361	0.43%	1,199
9.	msnbot-65-55-105-244.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	359	0.43%	1,066
10.	msnbot-65-55-105-242.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	342	0.41%	983
11.	msnbot-65-55-105-239.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	339	0.40%	1,142
12.	msnbot-65-55-105-241.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	337	0.40%	1,091
13.	msnbot-65-55-105-240.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	334	0.40%	1,085
14.	msnbot-65-55-105-234.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	332	0.39%	1,209
15.	msnbot-65-55-105-236.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	331	0.39%	1,081
16.	msnbot-65-55-105-243.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	328	0.39%	1,137
17.	65.55.232.34_msnbot/1.1 (+ http://search.msn.com/msnbot.htm)	327	0.39%	2,102
18.	msnbot-65-55-105-230.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	315	0.37%	892
19.	msnbot-65-55-104-173.search. msn.com_msnbot/1.1 (+http://search.msn.com/msnbot.htm)	315	0.37%	1,509
20.	rhine.sba.gov_Java/1.5.0_06	287	0.34%	595
	Subtotal	6,985	8.31%	22,274
	Other	77,073	91.69%	369,581
	Total	84,058	100.00%	391,855

#### Top Visitors - Help Card



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

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

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

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



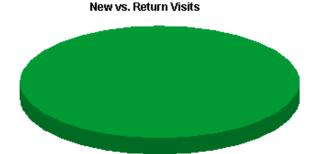
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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

## New vs. Return Visits

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





New vs. Return Visits

	Visitor Type	Visits	%
1.	Returning Visitors	84,058	100.00%
	Total	84,058	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.

New vs. Return Visits 59

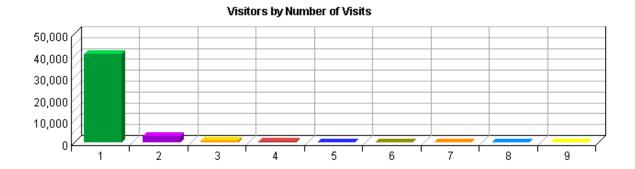
0

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.

60 New vs. Return Visits

# **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	<b>Unique Visitors</b>	0/0
1 visit	40,667	88.96%
2 visits	2,792	6.11%
3 visits	683	1.49%
4 visits	317	0.69%
5 visits	183	0.40%
6 visits	117	0.26%
7 visits	90	0.20%
8 visits	46	0.10%
9 visits	42	0.09%
Subtotal	44,937	98.30%
Other	777	1.70%
Total	45,714	100.00%

#### Visitors by Number of Visits - Help Card

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

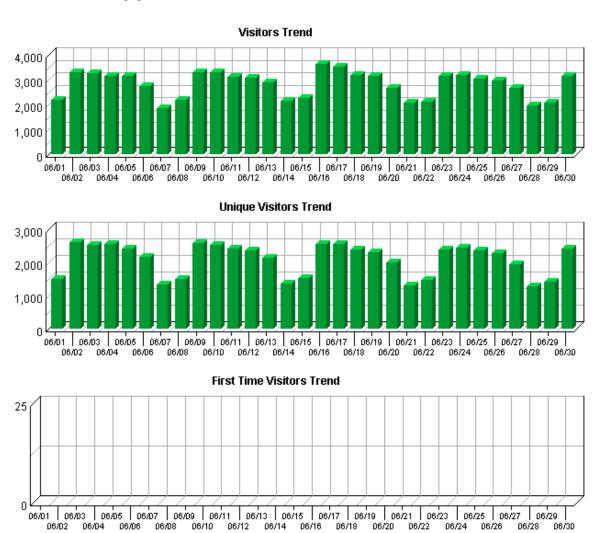
**Unique Visitors**– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

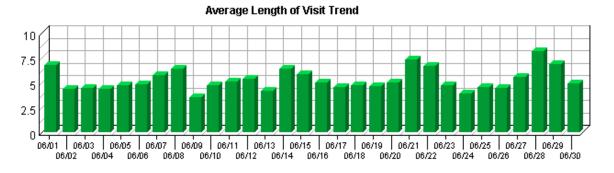
% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

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

## **Visitors Trend**

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







#### **Visitors Trend**

Time Interval	Visits Unio	que Visitors	First Time Visitors	Avg Visit Length	sitor Minutes
06/01	2,193	1,512	0	00:06:47	14,897.55
06/02	3,293	2,602	0	00:04:19	14,219.35
06/03	3,248	2,530	0	00:04:24	14,299.43
06/04	3,140	2,555	0	00:04:22	13,737.60
06/05	3,131	2,418	0	00:04:41	14,675.65
06/06	2,730	2,156	0	00:04:52	13,298.27
06/07	1,849	1,337	0	00:05:44	10,619.03
06/08	2,171	1,503	0	00:06:23	13,885.48
06/09	3,289	2,583	0	00:03:32	11,637.37
06/10	3,314	2,524	0	00:04:44	15,692.12
06/11	3,108	2,416	0	00:05:06	15,894.45
06/12	3,078	2,365	0	00:05:24	16,641.88
06/13	2,905	2,125	0	00:04:13	12,295.17
06/14	2,156	1,359	0	00:06:26	13,878.63
06/15	2,245	1,539	0	00:05:51	13,133.65
06/16	3,631	2,550	0	00:05:02	18,283.40
06/17	3,512	2,566	0	00:04:34	16,076.98
06/18	3,202	2,392	0	00:04:41	15,007.65
06/19	3,145	2,306	0	00:04:37	14,544.07
06/20	2,672	1,991	0	00:04:59	13,325.80
06/21	2,084	1,313	0	00:07:22	15,368.65
06/22	2,116	1,462	0	00:06:38	14,068.97
06/23	3,159	2,402	0	00:04:46	15,075.15
06/24	3,173	2,437	0	00:03:52	12,270.35
06/25	3,020	2,373	0	00:04:35	13,891.97
06/26	2,951	2,269	0	00:04:26	13,125.45
06/27	2,666	1,935	0	00:05:31	14,721.92
06/28	1,950	1,279	0	00:08:10	15,953.68
06/29	2,078	1,412	0	00:06:49	14,165.38
06/30	3,130	2,407	0	00:04:55	15,425.42

Average	2,811	2,087	0	N/A	14,337.02
Total	84,339	62,618	0	N/A	430,110.47

#### Visitors Trend - Help Card

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

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

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

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

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

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

**Average** – This row gives the average for each column.

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



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

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

## **Visits Trend**

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



### **Visits Trend**

Time Interval	Visits	%
06/01	2,193	2.61%
06/02	3,286	3.91%
06/03	3,241	3.85%
06/04	3,133	3.72%
06/05	3,125	3.72%
06/06	2,720	3.23%
06/07	1,842	2.19%
06/08	2,165	2.57%
06/09	3,284	3.90%
06/10	3,307	3.93%
06/11	3,100	3.69%
06/12	3,068	3.65%
06/13	2,897	3.44%
06/14	2,148	2.55%
06/15	2,234	2.66%
06/16	3,622	4.31%
06/17	3,504	4.17%
06/18	3,198	3.80%
06/19	3,134	3.73%
06/20	2,664	3.17%
06/21	2,076	2.47%
06/22	2,108	2.51%
06/23	3,151	3.75%
06/24	3,165	3.76%
06/25	3,013	3.58%

Visits Trend 67

06/26	2,944	3.50%
06/27	2,655	3.16%
06/28	1,944	2.31%
06/29	2,069	2.46%
06/30	3,124	3.71%
Total	84,114	100.00%

### **Visits Trend – Help Card**

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

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

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

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

68 Visits Trend

## **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.

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8

Top Organizations 69

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.

70 Top Organizations

# **Top Authenticated Usernames**

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

No data for this section in the log data analyzed.

### **Top Authenticated Usernames – Help Card**

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

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

**Visitor** – Authenticated name of the user being analyzed.

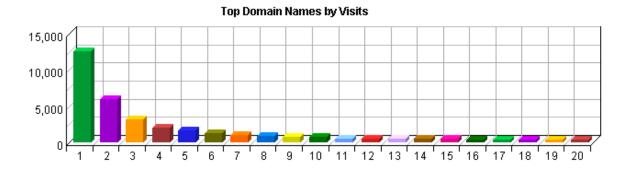
**Visits** – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes.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

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

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

# **Top Domain Names**

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



### **Top Domain Names**

	Domain Name	Visits	%	Hits
1.	yahoo.net	12,592	14.97%	67,571
2.	msn.com	5,978	7.11%	19,489
3.	comcast.net	3,146	3.74%	10,107
4.	rr.com	2,084	2.48%	5,984
5.	verizon.net	1,637	1.95%	10,958
6.	amazonaws.com	1,313	1.56%	1,975
7.	sbcglobal.net	988	1.17%	3,417
8.	cox.net	843	1.00%	2,505
9.	aol.com	737	0.88%	980
10.	bellsouth.net	735	0.87%	2,013
11.	qwest.net	531	0.63%	1,457
12.	charter.com	509	0.61%	1,743
13.	bezeqint.net	474	0.56%	698
14.	ask.com	462	0.55%	5,526
15.	65.214.44.28	454	0.54%	995
16.	pacbell.net	430	0.51%	1,494
17.	nsf.gov	421	0.50%	954
18.	optonline.net	419	0.50%	1,080
19.	dedi.digiweb.ie	385	0.46%	643
20.	searchme.com	328	0.39%	1,169
	Subtotal	34,466	40.98%	140,758
	Other	49,648	59.02%	251,970
	Total	84,114	100.00%	392,728

Top Domain Names 73

#### 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.

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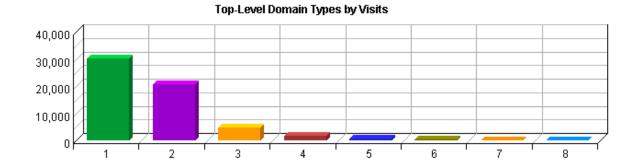
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Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

74 Top Domain Names

## **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.	Network	30,114	51.91%	129,233
2.	Commercial	20,536	35.40%	107,256
3.	Education	4,589	7.91%	28,272
4.	Government	1,769	3.05%	5,925
5.	Organization	685	1.18%	2,500
6.	Military	264	0.46%	870
7.	ARPANET	43	0.07%	134
8.	International	15	0.03%	112
	Total	58,015	100.00%	274,302

### Top-Level Domain Types - Help Card

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

ARPANET: .arpa

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

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

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

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

Military: .mil .mil.[country code]

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

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

Personal: .name

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

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

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

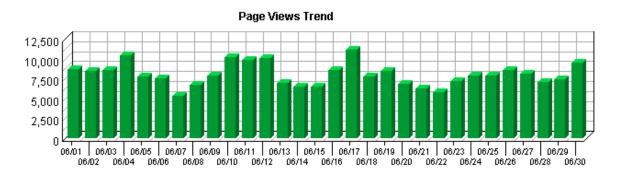
% – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.

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

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

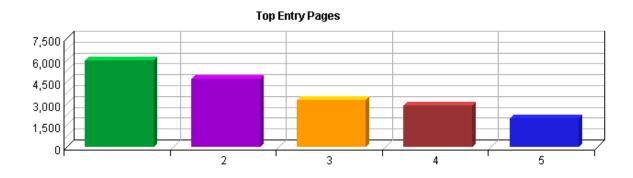
# **Pages Dashboard**

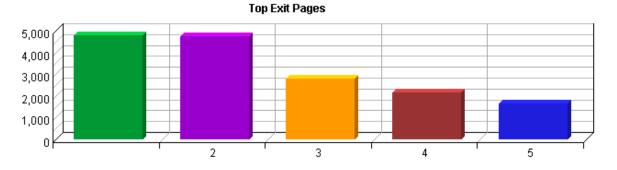
This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.



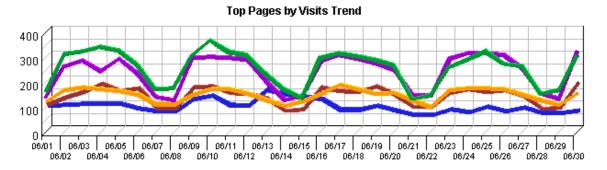
**Page View Summary** 

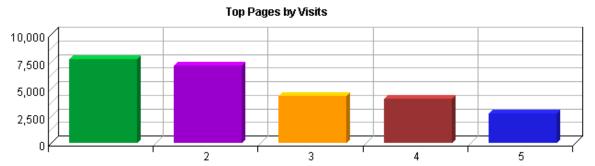
Page Views	239,788
Average per Day	7,992
Average Page Views per Visit	2.85

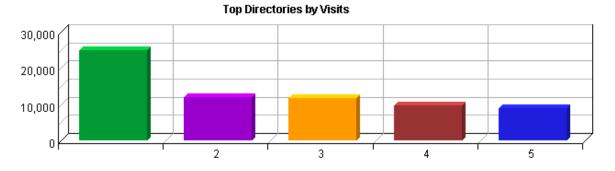




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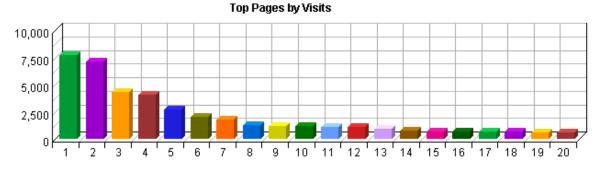


78 Pages Dashboard

# **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.	National Center for Environmental Research (NCER)   ORD   US EPA http://es.epa.gov/ncer/	7,729	3.63%	12,006	00:01:29	0
2.	Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/	7,094	3.33%	9,904	00:01:31	0
3.	Small Business Innovation Research   NCER   ORD   US EPA http://es.epa.gov/ncer/sbir/	4,297	2.02%	6,483	00:07:26	0
4.	Fellowships   NCER   ORD   US EPA http://es.epa.gov/ncer/fellow/	4,070	1.91%	5,129	00:01:53	0
5.	P3   NCER   ORD   US EPA http://es.epa.gov/ncer/p3/	2,753	1.29%	4,228	00:01:39	0
6.	STAR Grants and Cooperative Agreements   NCER   ORD   US EPA http://es.epa.gov/ncer/grants/	2,015	0.95%	2,441	00:01:54	0
7.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr	1,776	0.83%	2,059	00:03:38	0

	http://es.epa.gov/ncer/rfa/2008/ 2008_star_water.html					
8.	Nanotechnology   NCER   ORD   US EPA http://es.epa.gov/ncer/nano/	1,283	0.60%	1,754	00:02:08	0
9.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	1,208	0.57%	1,299	00:03:04	0
10.	Calendar of Events   NCER   ORD   US EPA http://es.epa.gov/ncer/events/	1,207	0.57%	1,650	00:02:12	0
11.	Small Business Innovation Research Phase I   Archive   Funding Opportunities   N http://es.epa.gov/ncer/rfa/2008/ 2008_sbir_phase1.html	1,117	0.52%	1,172	00:02:37	0
12.	STAR Grant Forms and Instructions   Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/forms/	1,060	0.50%	1,490	00:02:29	0
13.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings   Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	914	0.43%	1,036	00:03:28	0
14.	Basic Information   NCER   ORD   US EPA http://es.epa.gov/ncer/about/	795	0.37%	883	00:01:48	0
15.	Children's Environmental Health Research Centers   US EPA http://es.epa.gov/ncer/childrenscenters/	710	0.33%	1,076	00:02:19	0
16.	Guidance &Frequent Questions   NCER   ORD   US EPA http://es.epa.gov/ncer/guidance/	675	0.32%	924	00:01:49	0
17.	Basic Information   P3   NCER   ORD   US EPA http://es.epa.gov/ncer/p3/fact_sheet.html	649	0.30%	695	00:02:18	0
18.	2008 GRO Fellowships For Graduate Environmental Study   Funding Opportunities   http://es.epa.gov/ncer/rfa/2008/ 2008_gro_grad.html	637	0.30%	692	00:02:35	0
19.	Biodiversity & Human Health   NCER   US EPA http://es.epa.gov/ncer/biodiversity/	631	0.30%	848	00:02:17	0
20.	Particulate Matter   Science Topics   NCER   ORD   US EPA http://es.epa.gov/ncer/science/pm/	628	0.29%	859	00:01:56	0

Subtotal	41,248	19.37%	56,628	00:02:30
Other	171,686	80.63%	183,160	00:02:14
Total	212,934	100.00%	239,788	00:02:18

### Top Pages - Help Card

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

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

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

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

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

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

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



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

## **Top Content Groups**

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

No data for this section in the log data analyzed.

### **Top Content Groups - Help Card**

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

**Group Name** – Name of the content group being analyzed.

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

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

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

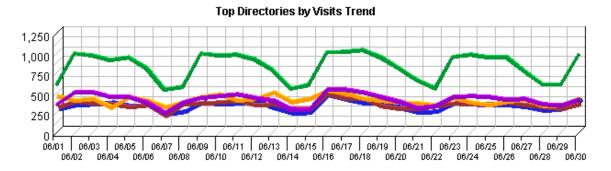
% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

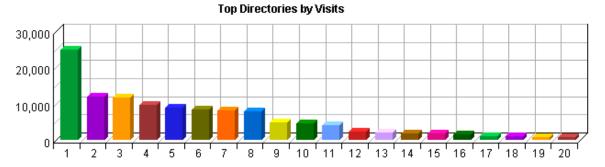
The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

Top Content Groups 83

# **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/rfa	24,850	20.63%	57,258	3,092,959
2.	http://es.epa.gov/ncer/ publications	12,032	9.99%	73,169	20,739,075
3.	http://es.epa.gov/ncer/p3	11,617	9.64%	47,161	1,223,549
4.	http://es.epa.gov/ncer/events	9,556	7.93%	37,765	2,494,990
5.	http://es.epa.gov/ncer/fellow	8,864	7.36%	24,644	1,755,648
6.	http://es.epa.gov/ncer/sbir	8,340	6.92%	19,676	1,264,047
7.	http://es.epa.gov/ncer/ childrenscenters	8,080	6.71%	40,676	10,307,529
8.	http://es.epa.gov/ncer/	7,930	6.58%	17,413	163,774
9.	http://es.epa.gov/ncer/nano	4,729	3.93%	27,834	4,138,345
10.	http://es.epa.gov/ncer/ science	4,581	3.80%	13,898	1,102,042
11.	http://es.epa.gov/ncer/ index_files	4,085	3.39%	4,562	121,358
12.	http://es.epa.gov/ncer/grants	2,406	2.00%	3,926	88,150
13.	http://es.epa.gov/ncer/styles	2,011	1.67%	2,257	4,446
14.	http://es.epa.gov/ncer/ guidance	1,841	1.53%	3,346	70,225
15.	http://es.epa.gov/ncer/staa	1,720	1.43%	3,615	82,240
16.	http://es.epa.gov/ncer/ biodiversity	1,593	1.32%	3,382	132,261
17.	http://es.epa.gov/ncer/ centers	1,034	0.86%	2,543	100,707

Top Directories 85

18.	http://es.epa.gov/ncer/about	932	0.77%	1,109	17,246
19.	http://es.epa.gov/ncer/cns	886	0.74%	1,552	20,536
20.	http://es.epa.gov/ncer/other	769	0.64%	1,007	48,375
	Subtotal	117,856	97.83%	386,793	46,967,492
	Other	2,609	2.17%	5,935	167,027
	Total	120,465	100.00%	392,728	47,134,519

### **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.

86 Top Directories

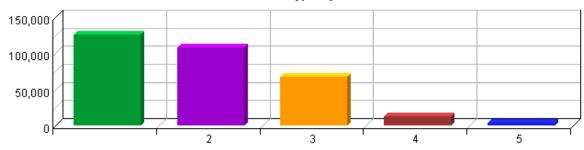
### **Files Dashboard**

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	392,728
Average Hits per Day	13,090
Home Page Hits	12,006

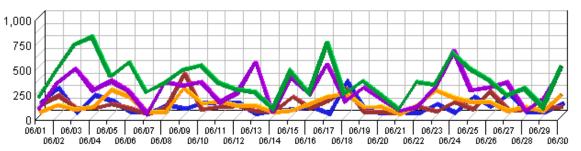
### Most Accessed File Types by Files



### Hits Trend



### **Most Downloaded Files Trend**

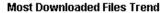


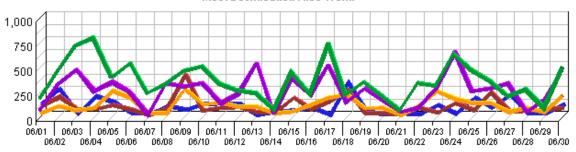
Files Dashboard 87

88 Files Dashboard

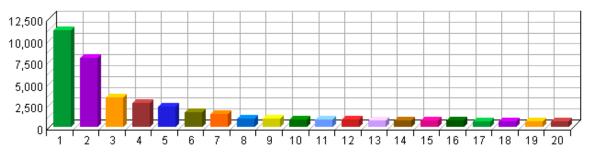
## **Most Downloaded Files**

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





### **Most Downloaded Files**



### **Most Downloaded Files**

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/ publications/statesci/bioengineering.pdf	11,088	9.00%	345
2.	http://es.epa.gov/ncer/nano/ publications/whitepaper12022005. pdf	7,906	6.42%	486
3.	http://es.epa.gov/ncer/nano/ publications/ nano_strategy_012408.pdf	3,342	2.71%	341
4.	http://es.epa.gov/ncer/nano/ lectures/zhang0705.pdf	2,705	2.20%	234
5.	http://es.epa.gov/ncer/nano/ publications/ complete_nano_proceedings_011108.pdf	2,317	1.88%	110
6.	http://es.epa.gov/ncer/ publications/workshop/pdf/ 10_26_05proceeding1.pdf	1,718	1.39%	135
7.	http://es.epa.gov/ncer/p3/ success/michigan.pdf	1,481	1.20%	111
8.	http://es.epa.gov/ncer/ publications/workshop/nano_proceed. pdf	989	0.80%	187
9.	http://es.epa.gov/ncer/ science/pm/hei/DieselSpecialReport02. pdf	932	0.76%	78
10.	http://es.epa.gov/ncer/ publications/search/toxicsbatch.pdf	870	0.71%	24

11.	http://es.epa.gov/ncer/ publications/nano/pdf/Rama.pdf	851	0.69%	62
12.	http://es.epa.gov/ncer/fellow/ gro/gro_newsletter_issue1_08. pdf	846	0.69%	27
13.	http://es.epa.gov/ncer/ publications/nano/pdf/ GaudianaKonarka Overview – September 8, 2003. pdf	763	0.62%	39
14.	http://es.epa.gov/ncer/cbra/ presentations/11_18_07/ proceedings.pdf	736	0.60%	45
15.	http://es.epa.gov/ncer/ publications/regions/5/pdf/ plewa7_14_2004.pdf	727	0.59%	88
16.	http://es.epa.gov/ncer/ publications/workshop/pdf/ 10_20_05_nanosummary.pdf	703	0.57%	149
17.	http://es.epa.gov/ncer/sbir/ success/pdf/stories05.pdf	667	0.54%	77
18.	http://es.epa.gov/ncer/ publications/workshop/pdf/ endocrine_disruptors.pdf	620	0.50%	80
19.	http://es.epa.gov/ncer/fellow/fellowforms.pdf	617	0.50%	156
20.	http://es.epa.gov/ncer/ childrenscenters/presentations/ 10_10_07/07childrenworkshop.pdf	596	0.48%	45
	Subtotal	40,474	32.86%	2,819
	Other	82,707	67.14%	48,725
	Total	123,181	100.00%	51,544

### **Most Downloaded Files – Help Card**

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

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

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

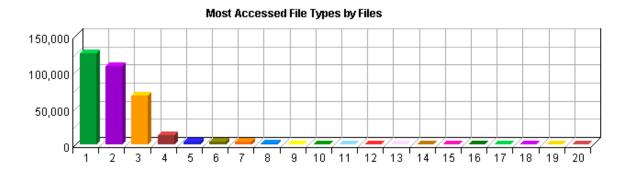
% – Percentage of times the specified file was downloaded compared to all downloaded files.

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

# **Most Accessed File Types**

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



### **Most Accessed File Types**

1.       html       125,956       38.32%       4,928,399         2.       pdf       107,713       32.77%       22,494,048         3.       htm       67,982       20.68%       862,762         4.       js       13,286       4.04%       102,712         5.       css       4,384       1,33%       10,378         6.       ppt       3,754       1,14%       10,531,300         7.       swf       3,372       1,03%       127,717         8.       doc       746       0,23%       87,890         9.       scc       593       0,18%       257         10.       flv       203       0,06%       5,274,655         11.       wma       126       0,04%       46,311         12.       xml       120       0,04%       929         13.       wpd       109       0,03%       3,321         14.       map       76       0,02%       2,589,733         16.       mp3       60       0,02%       25,531         17.       jbf       30       0,01%       1,181         18.       smi       28       0,01%       383		File Type	Files	%	<b>Kbytes Transferred</b>
3.         htm         67,982         20.68%         862,762           4.         js         13,286         4.04%         102,712           5.         css         4,384         1.33%         10,378           6.         ppt         3,754         1.14%         10,531,300           7.         swf         3,372         1.03%         127,717           8.         doc         746         0.23%         87,890           9.         scc         593         0.18%         257           10.         flv         203         0.06%         5,274,655           11.         wma         126         0.04%         46,311           12.         xml         120         0.04%         929           13.         wpd         109         0.03%         3,321           14.         map         76         0.02%         2,589,733           16.         mp3         60         0.02%         25,531           17.         jbf         30         0.01%         1,181           18.         smi         28         0.01%         383           19.         wp5         23         0.01%	1.	html	125,956	38.32%	4,928,399
4.         js         13,286         4.04%         102,712           5.         css         4,384         1.33%         10,378           6.         ppt         3,754         1.14%         10,531,300           7.         swf         3,372         1.03%         127,717           8.         doc         746         0.23%         87,890           9.         scc         593         0.18%         257           10.         flv         203         0.06%         5,274,655           11.         wma         126         0.04%         46,311           12.         xml         120         0.04%         929           13.         wpd         109         0.03%         3,321           14.         map         76         0.02%         2,589,733           16.         mp3         60         0.02%         25,531           17.         jbf         30         0.01%         1,181           18.         smi         28         0.01%         383           19.         wp5         23         0.01%         764           20.         db         16         0.00%         2,422 <td>2.</td> <td>pdf</td> <td>107,713</td> <th>32.77%</th> <td>22,494,048</td>	2.	pdf	107,713	32.77%	22,494,048
5.       css       4,384       1.33%       10,378         6.       ppt       3,754       1.14%       10,531,300         7.       swf       3,372       1.03%       127,717         8.       doc       746       0.23%       87,890         9.       scc       593       0.18%       257         10.       flv       203       0.06%       5,274,655         11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       2,589,733         16.       mp3       60       0.02%       2,589,733         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	3.	htm	67,982	20.68%	862,762
6.       ppt       3,754       1.14%       10,531,300         7.       swf       3,372       1.03%       127,717         8.       doc       746       0.23%       87,890         9.       scc       593       0.18%       257         10.       flv       203       0.06%       5,274,655         11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       2,589,733         16.       mp3       60       0.02%       2,589,733         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	4.	js	13,286	4.04%	102,712
7.       swf       3,372       1.03%       127,717         8.       doc       746       0.23%       87,890         9.       scc       593       0.18%       257         10.       flv       203       0.06%       5,274,655         11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	5.	css	4,384	1.33%	10,378
8.       doc       746       0.23%       87,890         9.       scc       593       0.18%       257         10.       flv       203       0.06%       5,274,655         11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	6.	ppt	3,754	1.14%	10,531,300
9.       scc       593       0.18%       257         10.       flv       203       0.06%       5,274,655         11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	7.	swf	3,372	1.03%	127,717
10.       flv       203       0.06%       5,274,655         11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	8.	doc	746	0.23%	87,890
11.       wma       126       0.04%       46,311         12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	9.	scc	593	0.18%	257
12.       xml       120       0.04%       929         13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	10.	flv	203	0.06%	5,274,655
13.       wpd       109       0.03%       3,321         14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	11.	wma	126	0.04%	46,311
14.       map       76       0.02%       14         15.       wmv       69       0.02%       2,589,733         16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	12.	xml	120	0.04%	929
15. wmv 69 0.02% 2,589,733 16. mp3 60 0.02% 25,531 17. jbf 30 0.01% 1,181 18. smi 28 0.01% 383 19. wp5 23 0.01% 764 20. db 16 0.00% 2,422 Subtotal 328,646 99.98% 47,090,697 Other 81 0.02% 43,822	13.	wpd	109	0.03%	3,321
16.       mp3       60       0.02%       25,531         17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	14.	map	76	0.02%	14
17.       jbf       30       0.01%       1,181         18.       smi       28       0.01%       383         19.       wp5       23       0.01%       764         20.       db       16       0.00%       2,422         Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	15.	wmv	69	0.02%	2,589,733
18.     smi     28     0.01%     383       19.     wp5     23     0.01%     764       20.     db     16     0.00%     2,422       Subtotal     328,646     99.98%     47,090,697       Other     81     0.02%     43,822	16.	mp3	60	0.02%	25,531
19. wp5 23 0.01% 764 20. db 16 0.00% 2,422 Subtotal 328,646 99.98% 47,090,697 Other 81 0.02% 43,822	17.	jbf	30	0.01%	1,181
20. db 16 0.00% 2,422 Subtotal 328,646 99.98% 47,090,697 Other 81 0.02% 43,822	18.	smi	28	0.01%	383
Subtotal       328,646       99.98%       47,090,697         Other       81       0.02%       43,822	19.	wp5	23	0.01%	764
Other 81 0.02% 43,822	20.	db	16	0.00%	2,422
· ·		Subtotal	328,646	99.98%	47,090,697
Total 328,727 100.00% 47,134,519		Other	81	0.02%	43,822
		Total	328,727	100.00%	47,134,519

### 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.

 $\mathbf{\hat{q}}$  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

3

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

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

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

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



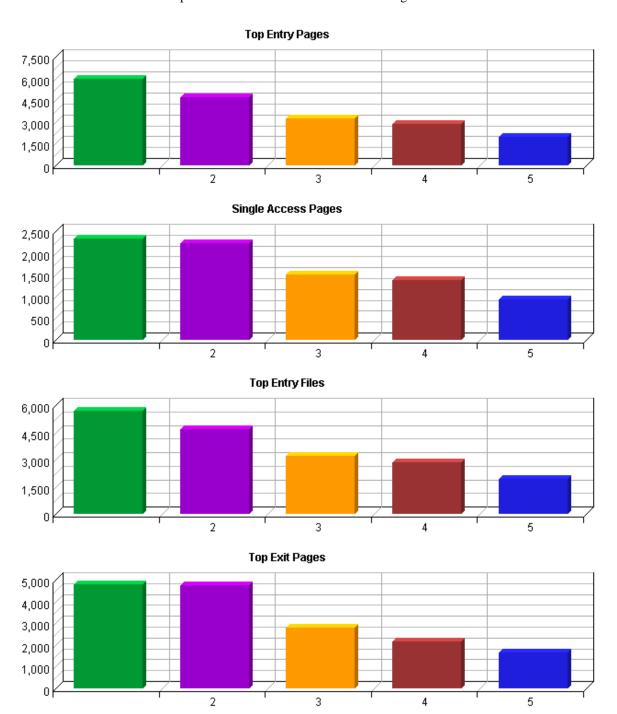
You may want to run virus scans on uploaded files.

Most Uploaded Files 95

96 Most Uploaded Files

# **Navigation Dashboard**

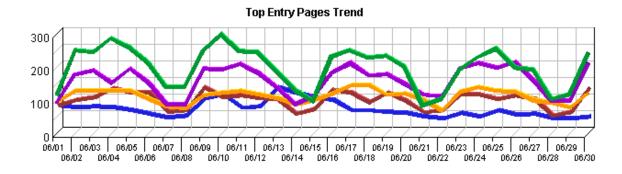
This dashboard summarizes important information related to online navigation.

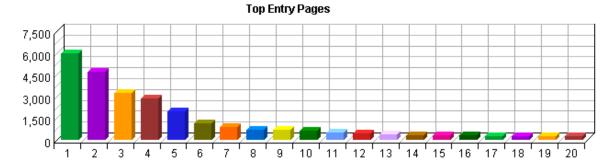


Navigation Dashboard 97

# **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.	National Center for Environmental Research (NCER)   ORD   US EPA http://es.epa.gov/ncer/	5,985	9.00%
2.	Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/	4,694	7.06%
3.	Small Business Innovation Research   NCER   ORD   US EPA http://es.epa.gov/ncer/sbir/	3,237	4.87%
4.	Fellowships   NCER   ORD   US EPA http://es.epa.gov/ncer/fellow/	2,849	4.28%
5.	P3   NCER   ORD   US EPA http://es.epa.gov/ncer/p3/	1,958	2.94%
6.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/ 2008_star_water.html	1,150	1.73%
7.	STAR Grants and Cooperative Agreements   NCER   ORD   US EPA	909	1.37%

	http://es.epa.gov/ncer/grants/		
8.	Nanotechnology   NCER   ORD   US EPA http://es.epa.gov/ncer/nano/	711	1.07%
9.	Small Business Innovation Research Phase I   Archive   Funding Opportunities   N http://es.epa.gov/ncer/rfa/2008/ 2008_sbir_phase1.html	690	1.04%
10.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings   Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	624	0.94%
11.	Calendar of Events   NCER   ORD   US EPA http://es.epa.gov/ncer/events/	537	0.81%
12.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	470	0.71%
13.	STAR Grant Forms and Instructions   Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/forms/	386	0.58%
14.	Economics and Decision Sciences   Science Topics   NCER   ORD   US EPA http://es.epa.gov/ncer/science/economics/	310	0.47%
15.	Collaborative Science And Technology Network For Sustainability   Funding Opport http://es.epa.gov/ncer/rfa/2006/ 2006_star_cns.html	301	0.45%
16.	Children's Environmental Health Research Centers   US EPA http://es.epa.gov/ncer/childrenscenters/	292	0.44%
17.	Particulate Matter   Science Topics   NCER   ORD   US EPA http://es.epa.gov/ncer/science/pm/	280	0.42%
18.	Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004_climate_change.html	277	0.42%
19.	Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear http://es.epa.gov/ncer/childrenscenters/ autism.html	268	0.40%

20.	STAA   NCER   ORD   US EPA http://es.epa.gov/ncer/staa/	259	0.39%
	Subtotal	26,187	39.38%
	Other	40,312	60.62%
	Total	66,499	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.

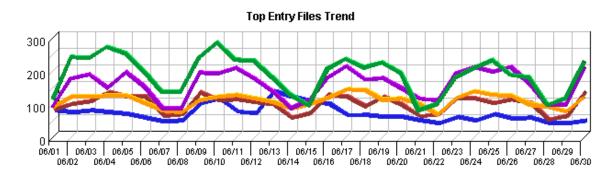
% – Percentage of times this page was the entry page compared with other entry pages.

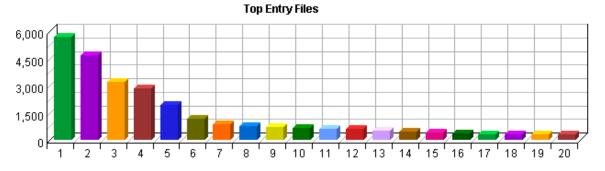


This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

## **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/	5,695	6.77%
2.	http://es.epa.gov/ncer/rfa/	4,681	5.57%
3.	http://es.epa.gov/ncer/sbir/	3,215	3.82%
4.	http://es.epa.gov/ncer/fellow/	2,835	3.37%
5.	http://es.epa.gov/ncer/p3/	1,922	2.28%
6.	http://es.epa.gov/ncer/rfa/ 2008/2008_star_water.html	1,147	1.36%
7.	http://es.epa.gov/ncer/grants/	883	1.05%
8.	http://es.epa.gov/ncer/styles/ epafiles_epastyles.css	774	0.92%
9.	http://es.epa.gov/ncer/nano/	695	0.83%
10.	http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.html	686	0.82%
11.	http://es.epa.gov/ncer/rfa/ 2008/2008_baa.html	623	0.74%
12.	http://es.epa.gov/ncer/childrenscenters/Scripts/AC_ActiveX. js	604	0.72%
13.	http://es.epa.gov/ncer/events/	532	0.63%
14.		470	0.56%

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	http://es.epa.gov/ncer/rfa/ 2008/2008_star_fellow.html		
15.	http://es.epa.gov/ncer/nano/ publications/whitepaper12022005. pdf	397	0.47%
16.	http://es.epa.gov/ncer/rfa/ forms/	376	0.45%
17.	http://es.epa.gov/ncer/ science/economics/	309	0.37%
18.	http://es.epa.gov/ncer/ AC_RunActiveContent.js	309	0.37%
19.	http://es.epa.gov/ncer/rfa/ 2006/2006_star_cns.html	300	0.36%
20.	http://es.epa.gov/ncer/ publications/statesci/bioengineering.pdf	292	0.35%
	Subtotal	26,745	31.80%
	Other	57,369	68.20%
	Total	84,114	100.00%

### **Top Entry Files – Help Card**

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

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

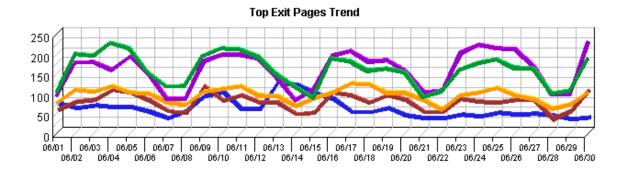
% – Refers to the total numbers of visits.

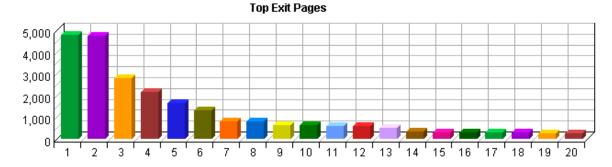
Consider what catches the attention of visitors most quickly and effectively.

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# **Top Exit Pages**

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





**Top Exit Pages** 

	Pages	Visits	%
1.	National Center for Environmental Research (NCER)   ORD   US EPA http://es.epa.gov/ncer/	4,788	7.21%
2.	Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/	4,756	7.16%
3.	Small Business Innovation Research   NCER   ORD   US EPA http://es.epa.gov/ncer/sbir/	2,778	4.18%
4.	Fellowships   NCER   ORD   US EPA http://es.epa.gov/ncer/fellow/	2,181	3.28%
5.	P3   NCER   ORD   US EPA http://es.epa.gov/ncer/p3/	1,673	2.52%
6.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/ 2008_star_water.html	1,322	1.99%
7.	Small Business Innovation Research Phase I   Archive   Funding Opportunities   N http://es.epa.gov/ncer/rfa/2008/	821	1.24%

	2008_sbir_phase1.html		
8.	STAR Grants and Cooperative Agreements   NCER   ORD   US EPA http://es.epa.gov/ncer/grants/	808	1.22%
9.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	639	0.96%
10.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings   Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	620	0.93%
11.	Nanotechnology   NCER   ORD   US EPA http://es.epa.gov/ncer/nano/	596	0.90%
12.	Calendar of Events   NCER   ORD   US EPA http://es.epa.gov/ncer/events/	581	0.87%
13.	STAR Grant Forms and Instructions   Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/forms/	498	0.75%
14.	Basic Information   NCER   ORD   US EPA http://es.epa.gov/ncer/about/	333	0.50%
15.	Economics and Decision Sciences   Science Topics   NCER   ORD   US EPA http://es.epa.gov/ncer/science/ economics/	317	0.48%
16.	Fall 2008 GRO Fellowships For Undergraduate Environmental Study   Archive   Fund http://es.epa.gov/ncer/rfa/2008/ 2008_gro_undergrad. html	299	0.45%
17.	Particulate Matter   Science Topics   NCER   ORD   US EPA http://es.epa.gov/ncer/science/pm/	288	0.43%
18.	Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004_climate_change.html	276	0.42%
19.	2008 GRO Fellowships For Graduate Environmental Study   Funding Opportunities   http://es.epa.gov/ncer/rfa/2008/ 2008_gro_grad.html	275	0.41%
20.	2008 EPA/ AAAS Graduate Fellowship Program Information   Conference	265	0.40%

Resources   F http://es.epa.gov/ncer/fellow/forum/ conference/ 08/ may19/		
Subtotal	24,114	36.29%
Other	42,337	63.71%
Total	66,451	100.00%

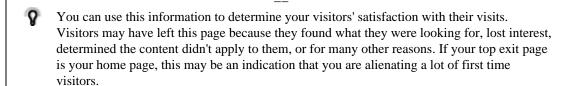
#### **Top Exit Pages - Help Card**

**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.

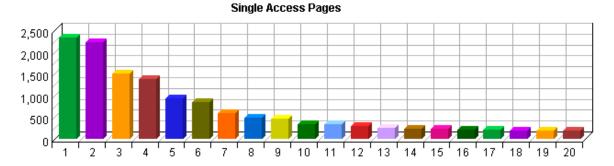
% – Percentage of times this page was the exit page compared with other exit pages.



# **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.	Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/	2,331	5.46%
2.	National Center for Environmental Research (NCER)   ORD   US EPA http://es.epa.gov/ncer/	2,222	5.21%
3.	Small Business Innovation Research   NCER   ORD   US EPA http://es.epa.gov/ncer/sbir/	1,501	3.52%
4.	Fellowships   NCER   ORD   US EPA http://es.epa.gov/ncer/fellow/	1,387	3.25%
5.	Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/2008/2008_star_water.html	940	2.20%
6.	P3   NCER   ORD   US EPA http://es.epa.gov/ncer/p3/	848	1.99%
7.	Small Business Innovation Research Phase I   Archive   Funding Opportunities   N http://es.epa.gov/ncer/rfa/2008/	585	1.37%

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2000			
2000	chir	phase1	l html
2000	SUII	Diffasc	

	2008_sbir_phase1.html		
8.	Broad Agency Announcement for Conferences, Workshops, and/ or Meetings   Funding http://es.epa.gov/ncer/rfa/2008/ 2008_baa.html	490	1.15%
9.	STAR Grants and Cooperative Agreements   NCER   ORD   US EPA http://es.epa.gov/ncer/grants/	457	1.07%
10.	Calendar of Events   NCER   ORD   US EPA http://es.epa.gov/ncer/events/	343	0.80%
11.	Nanotechnology   NCER   ORD   US EPA http://es.epa.gov/ncer/nano/	341	0.80%
12.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/ 2008_star_fellow.html	299	0.70%
13.	Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida http://es.epa.gov/ncer/rfa/2004/ 2004_climate_change.html	245	0.57%
14.	Aggregate Exposure Assessment: Longitudinal Surveys of Human Exposure–Related Be http://es.epa.gov/ncer/rfa/current/ 2003_expos_assess. html	239	0.56%
15.	Economics and Decision Sciences   Science Topics   NCER   ORD   US EPA http://es.epa.gov/ncer/science/ economics/	233	0.55%
16.	Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear http://es.epa.gov/ncer/childrenscenters/ autism.html	218	0.51%
17.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/ 2007_star_nanotech. html	203	0.48%
18.	Centers for Children's Environmental Health and Disease Prevention Research   Fu http://es.epa.gov/ncer/rfa/2005/ 2005_childrens_enviro_health.html	194	0.45%
19.	STAR Grant Forms and Instructions   Funding Opportunities   NCER   ORD   US EPA	185	0.43%

110 Single Access Pages

#### http://es.epa.gov/ncer/rfa/forms/

20.	Ecological Impacts from the Interactions of Climate Change, Land Use Change and http://es.epa.gov/ncer/rfa/2007/ 2007_star_ecoimpacts. html	183	0.43%
	Subtotal	13,444	31.52%
	Other	29,211	68.48%
	Total	42,655	100.00%

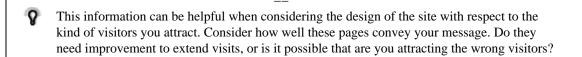
#### Single Access Pages - Help Card

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.



Single Access Pages 111

# **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** 

<b>Starting Page</b>	Paths from Start	Visits	%
All Entry Pages	1. National Center for Environmental Research (NCER)   ORD   US EPA http://es.epa.gov/ncer/	3,935	5.92%
	1. Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/	3,806	5.73%
	1. Small Business Innovation Research   NCER   ORD   US EPA http://es.epa.gov/ncer/sbir/	2,318	3.49%
	1. Fellowships   NCER   ORD   US EPA http://es.epa.gov/ncer/fellow/	1,767	2.66%
	1. P3   NCER   ORD   US EPA http://es.epa.gov/ncer/p3/	1,424	2.14%
	1. Innovative and Integrative Approaches for Advancing Public Health Protection Thr http://es.epa.gov/ncer/rfa/ 2008/2008_star_water.html	1,010	1.52%
	1. Small Business Innovation Research Phase I   Archive   Funding Opportunities   N http://es.epa.gov/ncer/rfa/ 2008/2008_sbir_phase1.html	610	0.92%
	1. STAR Grants and Cooperative Agreements   NCER   ORD   US EPA http://es.epa.gov/ncer/grants/	554	0.83%
	1. Broad Agency Announcement for	521	0.78%

Conferences, Workshops, and/or Meetings   Funding http://es.epa.gov/ncer/rfa/ 2008/2008_baa.html		
1. Nanotechnology   NCER   ORD   US EPA http://es.epa.gov/ncer/nano/	473	0.71%
1. Calendar of Events   NCER   ORD   US EPA	390	0.59%
http://es.epa.gov/ncer/events/  1. FALL 2008 EPA Science to	301	0.45%
Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/		
2008/2008_star_fellow.html  1. Small Business Innovation Research   NCER   ORD   US	279	0.42%
EPA http://es.epa.gov/ncer/sbir/ 2. National Center for		
Environmental Research (NCER)   ORD   US EPA http://es.epa.gov/ncer/	277	0.42%
1. Economics and Decision Sciences   Science Topics   NCER   ORD   US EPA	211	0.4270
http://es.epa.gov/ncer/ science/economics/  1. STAR Grant Forms and	273	0.41%
Instructions   Funding Opportunities   NCER   ORD   US EPA http://es.epa.gov/ncer/rfa/ forms/		
1. Effects of Climate Change on Ecosystem Services Provided by Coral Reefs and Tida	262	0.39%
http://es.epa.gov/ncer/rfa/ 2004/2004_climate_change.html	244	0.37%
1. Aggregate Exposure Assessment: Longitudinal Surveys of Human Exposure–Related Be		

http://es.epa.gov/ncer/rfa/

#### current/2003\_expos\_assess.html

1. Particulate Matter | Science Topics | NCER | ORD | US EPA http://es.epa.gov/ncer/ science/pm/

229 0.34%

0.35%

232

1. Autism and Neurodevelopmental Disorders | Children's Environmental Health Resear http://es.epa.gov/ncer/

213 0.32%

1. Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo

childrenscenters/autism.html

http://es.epa.gov/ncer/rfa/2007/2007\_star\_nanotech.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.

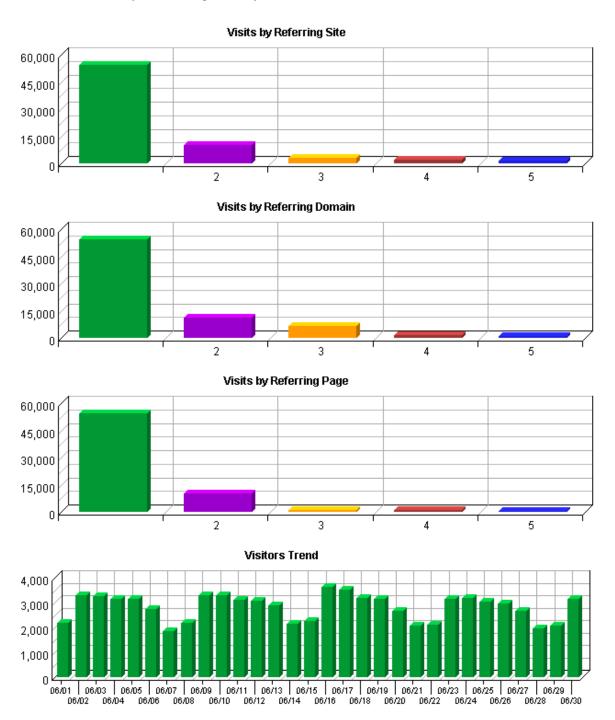
% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.

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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.

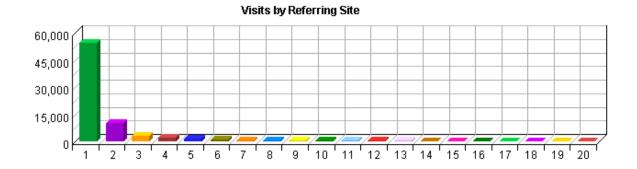


Referrers Dashboard 117

118 Referrers Dashboard

# **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	54,336	64.60%
2.	http://www.google.com/	10,417	12.38%
3.	http://es.epa.gov/	3,024	3.60%
4.	http://www.epa.gov/	1,939	2.31%
5.	http://search.yahoo.com/	1,385	1.65%
6.	http://www.google.co.in/	815	0.97%
7.	http://images.google.com/	725	0.86%
8.	http://www.google.co.uk/	471	0.56%
9.	http://cfpub.epa.gov/	450	0.53%
10.	http://www.sbir.gov/	415	0.49%
11.	http://www.google.ca/	375	0.45%
12.	http://nlquery.epa.gov/	353	0.42%
13.	http://intranet.epa.gov/	323	0.38%
14.	http://www.google.com.au/	248	0.29%
15.	http://search.live.com/	246	0.29%
16.	http://www07.grants.gov/	210	0.25%
17.	http://yosemite.epa.gov/	201	0.24%
18.	http://www.google.cn/	195	0.23%
19.	http://www.google.de/	178	0.21%
20.	http://search.msn.com/	164	0.19%
	Subtotal	76,470	90.91%
	Other	7,644	9.09%
	Total	84,114	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.

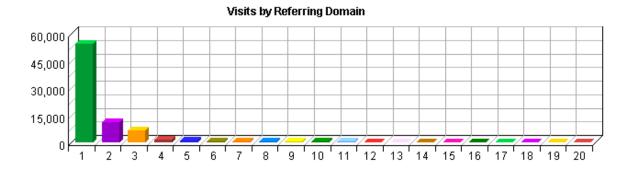
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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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	54,336	64.60%
2.	google.com	11,199	13.31%
3.	epa.gov	6,474	7.70%
4.	yahoo.com	1,619	1.92%
5.	google.co.in	950	1.13%
6.	google.co.uk	601	0.71%
7.	google.ca	428	0.51%
8.	sbir.gov	416	0.49%
9.	grants.gov	300	0.36%
10.	google.com.au	286	0.34%
11.	live.com	268	0.32%
12.	google.cn	221	0.26%
13.	google.de	206	0.24%
14.	msn.com	167	0.20%
15.	google.fr	167	0.20%
16.	business.gov	166	0.20%
17.	google.co.kr	158	0.19%
18.	aol.com	150	0.18%
19.	google.it	140	0.17%
20.	google.co.th	134	0.16%
	Subtotal	78,386	93.19%
	Other	5,728	6.81%
	Total	84,114	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.

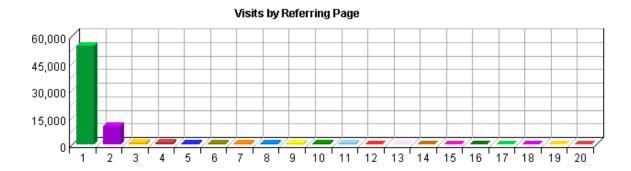
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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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	54,336	64.60%
2.	http://www.google.com/search	10,173	12.09%
3.	http://search.yahoo.com/ search	934	1.11%
4.	http://www.google.co.in/ search	812	0.97%
5.	http://images.google.com/ imgres	725	0.86%
6.	http://www.google.co.uk/ search	470	0.56%
7.	http://www.google.ca/search	375	0.45%
8.	http://es.epa.gov/ncer/	352	0.42%
9.	http://nlquery.epa.gov/ epasearch/epasearch	352	0.42%
10.	http://www.sbir.gov/ solicitations/	320	0.38%
11.	http://intranet.epa.gov/ ordintra/	275	0.33%
12.	http://www.google.com.au/ search	244	0.29%
13.	http://search.live.com/ results.aspx	244	0.29%
14.	http://www.epa.gov/careers/ stuopp.html	195	0.23%
15.	http://www.google.cn/search	195	0.23%
16.	http://www.google.de/search	178	0.21%
17.	http://www.epa.gov/ord/htm/ jobs_ord.htm	157	0.19%
18.	http://www.google.fr/search	153	0.18%
19.	http://search.msn.com/results.aspx	152	0.18%
20.	http://www.epa.gov/cgi-bin/ epalink	145	0.17%
	Subtotal	70,787	84.16%
	Other	13,327	15.84%
	Total	84,114	100.00%

#### Activity by Referring Page - Help Card

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

**Visits** – Number of visitors referred from the specified URL.

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

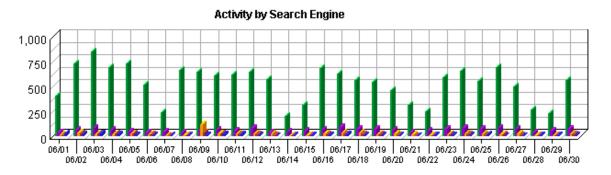
**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

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

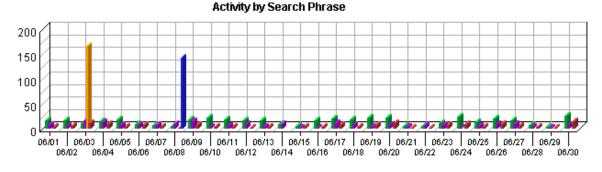
You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

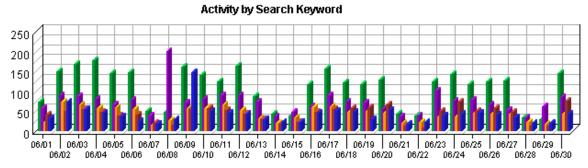
## **Search Engines Dashboard**

This dashboard summarizes important information related to specific search engines.







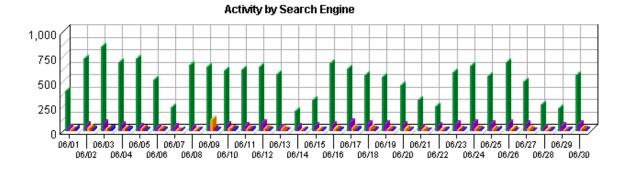


# **Activity by Search Engine**

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**

1.       google       15,986       77.01%         2.       yahoo       1,863       8,97%         3.       google uk       751       3,62%         4.       google canada       477       2,30%         5.       google australia       338       1,63%         6.       google germany       228       1,10%         7.       google france       188       0,91%         8.       msn       187       0,90%         9.       google italy       151       0,73%         10.       aol netfind       129       0,62%         11.       google japan       91       0,44%         12.       yahoo spain       85       0,41%         13.       yahoo japan       43       0,21%         14.       yahoo japan       43       0,21%         15.       dogpile       35       0,17%         15.       dogpile       35       0,17%         16.       altavista       33       0,16%         17.       google austria       27       0,13%         18.       yahoo uk &ireland       19       0,09%         19.       netscape       <		Engines	Referrals	%
3.       google uk       751       3.62%         4.       google canada       477       2.30%         5.       google australia       338       1.63%         6.       google germany       228       1.10%         7.       google france       188       0.91%         8.       msn       187       0.90%         9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         18.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	1.	google	15,986	77.01%
4.       google canada       477       2.30%         5.       google australia       338       1.63%         6.       google germany       228       1.10%         7.       google france       188       0.91%         8.       msn       187       0.90%         9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	2.	yahoo	1,863	8.97%
5.       google australia       338       1.63%         6.       google germany       228       1.10%         7.       google france       188       0.91%         8.       msn       187       0.90%         9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	3.	google uk	751	3.62%
6.       google germany       228       1.10%         7.       google france       188       0.91%         8.       msn       187       0.90%         9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	4.	google canada	477	2.30%
7.       google france       188       0.91%         8.       msn       187       0.90%         9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	5.	google australia	338	1.63%
8.       msn       187       0.90%         9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	6.	google germany	228	1.10%
9.       google italy       151       0.73%         10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	7.	google france	188	0.91%
10.       aol netfind       129       0.62%         11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	8.	msn	187	0.90%
11.       google japan       91       0.44%         12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	9.	google italy	151	0.73%
12.       yahoo spain       85       0.41%         13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	10.	aol netfind	129	0.62%
13.       yahoo japan       43       0.21%         14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	11.	google japan	91	0.44%
14.       yahoo singapore       36       0.17%         15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	12.	yahoo spain	85	0.41%
15.       dogpile       35       0.17%         16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	13.	yahoo japan	43	0.21%
16.       altavista       33       0.16%         17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	14.	yahoo singapore	36	0.17%
17.       google austria       27       0.13%         18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	15.	dogpile	35	0.17%
18.       yahoo uk &ireland       19       0.09%         19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	16.	altavista	33	0.16%
19.       netscape       18       0.09%         20.       yahoo taiwan       16       0.08%         Subtotal       20,701       99.72%	17.	google austria	27	0.13%
20. yahoo taiwan 16 0.08% Subtotal 20,701 99.72%	18.	yahoo uk &ireland	19	0.09%
Subtotal 20,701 99.72%	19.	netscape	18	0.09%
, and the second se	20.	yahoo taiwan	16	0.08%
Total 20,759 100.00%		Subtotal	20,701	99.72%
		Total	20,759	100.00%

### **Activity by Search Engines with Search Phrases Detail**

Engines	Phrases	Referrals	%
1. google	epa star	410	1.98%
	water purification	188	0.91%
	amova	167	0.80%
	epa star fellowship	154	0.74%
	design of fuel station depot layout diesel benzene standards drawings	142	0.68%
	etd design photovoltaic filetype:pdf	112	0.54%
	physical development model	102	0.49%
	photovoltaic cell scholar filetype:pdf	84	0.40%
	tropical macroalgae	83	0.40%
	epa sbir	81	0.39%
	epa star grant	80	0.39%
	epa	74	0.36%
	forms	73	0.35%
	nano fe	70	0.34%
	epa star grants	65	0.31%
	surface wetting .ppt	65	0.31%
	nano cuo antibacterial	63	0.30%
	site:es.epa.gov air pollution and treatment filetype:pdf	61	0.29%
	cmaq pm	57	0.27%
	ncer		0.24%
2. yahoo	epa	123	0.59%
	graduate fellowships		0.12%
	epa star	18	0.09%
	geography of emerging infectious disease		0.07%
	waste water treatment pdf		0.07%
	health promotion theories		0.05%
	exercises on morbidity rates		0.05%
	promotion theory		0.05%
	ncer		0.04%
	epa star 2008	9	
	ncerqa		0.04%
	p3		0.03%
	fellowships	7	
	broad agency announcement		0.03%
	epa grants		0.03%
	sbirp	7	0.03%
	theories of health promotion	6	0.03%

	neurodevelopmental disorders	6	0.03%
	environmental research		0.03%
	pathogenesis asthma .pdf		0.03%
3. google uk	nanotechnology in water treatment		0.49%
3. google uk	forms		0.10%
	health	7	0.03%
	change	7	0.03%
	corporate environmental decision making		0.02%
	climate change		0.02%
	pesticides		0.02%
	new scientist logo	4	0.02%
	reliability geotechnics	4	0.02%
	neurodevelopmental disorder	3	0.01%
	nanomaterials	3	0.01%
	environmental health	3	0.01%
	short term effects of exercise on the respiratory system	3	0.01%
	polar regions climate	3	0.01%
	effects of climate change on ecosystems	2	0.01%
	epa gro	2	0.01%
	main legislation that effect the occupations safe working	2	0.01%
	what motivates behaviour	2	0.01%
	biogas powered car	2	0.01%
	maternal tobacco smoking level	2	0.01%
4. google	epa star	8	0.04%
canada	forms	7	0.03%
	change	4	0.02%
	epa nanotechnology		0.01%
	hormoz modaressi		0.01%
	pesticides		0.01%
	qtc interval		0.01%
	endocrinology physiology reproduction ppt		0.01%
	adel hanna bams		0.01%
	possible future consequences if air pollution continues		0.01%
	public health and decision support systems		0.01%
	root gorelick		0.01%
	homeland protection agency		0.01%
	ncer epa		0.01%
	pesticides enter environment video		0.01%
	effectiveness of government incentives		0.01%
	isobole diesel exhaust aftertreatment thomasnet		0.01%
	diesel exhaust attertreatment thomashet		0.01% 0.01%
		2	0.01%

	proceedings of the 2007 children's environmental health workshop: discover, treat, prevent, prepare		
	safe drinking water	2	0.01%
5. google	corporate social responsibility starbucks	15	0.07%
australia	lab techniques and protocols molecular biology filetype:ppt	9	0.04%
	laboratory hints molecular biology filetype:ppt	9	0.04%
	forms	4	0.02%
	change	4	0.02%
	market mechanisms	4	0.02%
	consequences of air quality	4	0.02%
	air pollution consequences	3	0.01%
	ecosystem climate change usa	3	0.01%
	describe climate change	3	0.01%
	basic nanotechnology issues	2	0.01%
	asthma signs	2	0.01%
	estradiol structure	2	0.01%
	drinkingwater	2	0.01%
	ecological impacts of climate change	2	0.01%
	tracey alayne rissman	2	0.01%
	nanotechnology environment	2	0.01%
	merit criteria to be considered for grant funding for small business energy projects	2	0.01%
	human impact on environment	2	0.01%
	us epa nano	2	0.01%
6. google	expo-archive	3	0.01%
germany	washington d.c. national mall	2	0.01%
	usepa	2	0.01%
	surfactants structure	2	0.01%
	scrubber semiconductor	2	0.01%
	nanofibers	2	0.01%
	upflow filter	2	0.01%
	hse standards nanomaterials	2	0.01%
	morain	1	0.00%
	energy crops environment	1	0.00%
	green nanotechnology	1	0.00%
	dendrimer	1	0.00%
	incentive case study	1	0.00%
	epa panamÃ;	1	0.00%
	fe in solution ppt	1	0.00%
	nanotechnologie, environmental protection agency 2008	1	
	nanostructures zeolites	1	0.00%
	zebrafish and developmental biology and powerpoint	1	0.00%

	nanoparticle groundwater ppt	1 0.00%
	charles u. pittman, mississippi state university	1 0.00%
7. google france	kavlock robert epa	3 0.01%
Trance	ncer	2 0.01%
	noaa/nos/nccos/cscor ecology and oceanography of harmful algal blooms	2 0.01%
	development of an individual exposure model for application to the southern california children's health study	2 0.01%
	decade of childrens environmental health research	2 0.01%
	technical solutions to environmental problems	2 0.01%
	standards nanotechnologies	2 0.01%
	how to solar greenhouse	2 0.01%
	fbi building entrance	2 0.01%
	left airway diameter	1 0.00%
	rfa us	1 0.00%
	powerpoint pvdf	1 0.00%
	bioplastic	1 0.00%
	risk management plan for estradiol	1 0.00%
	control fdr after lasso regression	1 0.00%
	david tingey environment mining	1 0.00%
	wei xian zhang pennsylvania	1 0.00%
	pcbs and endocrine disruption	1 0.00%
	grants for climate change research in the mediterranean	1 0.00%
	photocatalysis markets	1 0.00%
8. msn	epa ncer	9 0.04%
	epa	5 0.02%
	fellowships	3 0.01%
	quality assurance questions	2 0.01%
	meza, az epa id number applications	2 0.01%
	hydrogen peroxide water treatment	2 0.01%
	drinking water	2 0.01%
	epa publications	2 0.01%
	monique perron	2 0.01%
	biodiversity	2 0.01%
	epa endocrine disrupting compounds	2 0.01%
	application for federal assistance sf-424	2 0.01%
	epa qapp guidance	2 0.01%
	epa drinking water standard	2 0.01%
	p3	2 0.01%
	water broad agency announcement	2 0.01%
	environmental protection agency empact grant	1 0.00%
	austism centers in washington state	1 0.00%

	what are the main financing sources for small business in malaysia	1 0.00%
	air emissions and environmental impacts	1 0.00%
9. google italy	organophosphates	4 0.02%
1441)	epa nanotechnology	3 0.01%
	presentation sailfin	3 0.01%
	gold nanoparticles power point presentation	2 0.01%
	daily severity rating wildfire	2 0.01% 2 0.01%
	scientific poster	
	forest fire emissions under climate change review	
	background bar	2 0.01%
	abstract autism	2 0.01%
	workshop june 2008 endocrinology	1 0.00%
	connection between iternational and national airport in waschington	1 0.00%
	hormones contamination in fertilizers derivated from breeding	1 0.00%
	hydrogen peroxide silver disinfection	1 0.00%
	conference on particulate matter	1 0.00%
	konarka modules lifetime	1 0.00%
	in vitro assays nanoparticles	1 0.00%
	gunderson 2001	1 0.00%
	laura coiro	1 0.00%
	star epa	1 0.00%
	funding and research and 2008	1 0.00%
10. aol	environmental protection agency	4 0.02%
netfind	www.epa.gov	3 0.01%
	epa	2 0.01%
	is rsv lifelong disease	2 0.01%
	form omb number 4040-0004	2 0.01%
	epa pollution measure	2 0.01%
	epa star fellowships	2 0.01%
	map of national mall	2 0.01%
	jer impact factor journal of geophysical research biogeosciences	2 0.01%
	children physiology characteristic	2 0.01%
	hud laws lices	2 0.01%
	uc irvine asthma doctor	1 0.00%
	narrative statement samples for sba	1 0.00%
	center for neurodevelopmental disorders university of illinois	1 0.00%
	need to move to better environment because of asthma	1 0.00%
	view sample edc estimated due date letter	1 0.00%
	porno star	1 0.00%
	environmental science fields of study list	1 0.00%
	galaxy refrigerator-prices	1 0.00%

		what complement factor is elevated after an allergic reaction		0.00%
_	google	cnt pesticides	4	0.02%
japan		monteiro-riviere epa 2005	2	0.01%
		toxicology and applied pharmacology impact factor 2007	2	0.01%
		ncer	2	0.01%
		nanomaterials in the environment: behavior, fate, bioavailability, and effects	2	0.01%
		general circulation model	2	0.01%
		epa nanotechnology	2	0.01%
		us low level waste disposal andrew site:gov	1	0.00%
		epa total chemicals mixture risk	1	0.00%
		morelet's crocodile nest egg	1	0.00%
		toxicology systemsbiology	1	0.00%
		vladimir novotny relation	1	0.00%
		adoptive transfer ova sensitized mice splenocytes	1	0.00%
		andrew maynard nanotechnology pdf	1	0.00%
		national design contest	1	0.00%
		project nanotechnology site:epa.gov	1	0.00%
		dr. teague	1	0.00%
		epa lead ﹼ'ï¹¼? to ﹼ'ï¹½?ï¹¼	1	0.00%
		site:gov. access turn route exit	1	0.00%
		donald wuebbles epa	1	0.00%
12.	yahoo	candid	16	0.08%
spain	J	garden design	9	0.04%
		lowell high school		0.02%
		biomarkers		0.02%
		sciences of economics		0.01%
		sweet tomatoes		0.01%
		high school film		0.01%
		treatment of brine contaminated soils		0.01%
		ucb.jpg		0.01%
		multimeter		0.01%
		ferro cement		0.01%
		effects of climate change		0.01%
		candid photo		0.01%
		candid photos		0.01%
		epa		0.01%
		particulate matter		0.01%
		sink drawing		0.01%
		scientist technological		0.01%
		candid pictures		0.01%
		jamie link		0.01%
		Janne mik	1	0.0070

13. yahoo	http://www.epa.gov/ncer/childrenscenters	2	0.01%
japan	estrogen lc ms		0.01%
	http://www.epa.gov/ncer/childrenscenters		0.01%
	rat hdl		0.01%
	point of use arsenic united states	1	
	i¼±i¼;ï¼°i¼°i½"	1	
	high throughput	1	0.00%
	brdu drinking water	1	
	stable carbon isotope estrogen		0.00%
	autism children exposure	1	0.00%
	henry burd genomics	1	
	signature cytokine	1	0.00%
	oxidation ditch	1	0.00%
	omnisite biodiagnostics	1	0.00%
	usa epa childrenscenters	1	0.00%
	ï¼'î¼ al-254/p-10	1	0.00%
	viscusi 1992 fatal utility functions	1	0.00%
	vitellogenin hhcb	1	0.00%
	soce ca	1	0.00%
	phosphorylated-c-jun antibody	1	0.00%
14. yahoo	consequences of air pollution	7	0.03%
singapore	cr plating hardness	2	0.01%
	scale of intelligence children changes every month	1	0.00%
	children's environment	1	0.00%
	environment creative designs	1	0.00%
	hexavalent plating	1	0.00%
	inovation in business	1	0.00%
	what gas use in vehicle air con	1	0.00%
	toxicity of nanomaterials	1	0.00%
	sources of atmospheric particulate matter	1	0.00%
	particulate matter	1	0.00%
	endocrine disruptors problems	1	0.00%
	environmental factors in children	1	0.00%
	gwrc, ketoprofen	1	0.00%
	p3 science topic	1	0.00%
	capacity planning during initial phase for organic fertilizer manufacturer in malaysia	1	0.00%
	emerging technology to remove arsenic	1	0.00%
	consequences of interaction	1	0.00%
	benefits of environmental audit-help in decision making	1	0.00%
	consequences pollution	1	0.00%
15. dogpile	%25f1%25f7%25f1	35	0.17%

16.	altavista	epa	3	0.01%
		bakalinsky, alan t. nanoparticle	2	0.01%
		paul bertsch niosh	2	0.01%
		epa star grant	2	0.01%
		s. ismat ismat shah	1	0.00%
		nanotechnology	1	0.00%
		secretor	1	0.00%
		epa environmental issues with nanomaterials	1	0.00%
		health promotion theory	1	0.00%
		trenbolone research	1	0.00%
		rain water harvesting project proposal	1	0.00%
		journal articles on bibliometrics analysis	1	0.00%
		fecal nitrogen index	1	0.00%
		doug evans niosh	1	0.00%
		chad jafvert epa	1	0.00%
		mitsubishi membrane dehydration system	1	0.00%
		abstract on theme nanotechnology	1	0.00%
		deng, baolin ingersoll, chris	1	0.00%
		photochemical fate of manufactured carbon nanomaterials in the aquatic environment	1	0.00%
		representativeness analytical definition	1	0.00%
17.	google	aquatic ecosystem services	2	0.01%
austria	L	ecosystem functioning	2	0.01%
		wellek nsf	1	0.00%
		epa star	1	0.00%
		ikonos species richness	1	0.00%
		sol-gel filetype:ppt	1	0.00%
		research grant providing organization	1	0.00%
		environmental risk assessment (era) for pharmaceuticals and personal care products	1	0.00%
		nanotechnology basic	1	0.00%
		karen herbin	1	0.00%
		membran corporation minneapolis	1	0.00%
		lamon.pdf	1	0.00%
		il-8 il-10 cytokine nano	1	0.00%
		aqueous phase iron reduction	1	0.00%
		funding opportunity for research projects	1	0.00%
		indicator based funding	1	0.00%
		master reaseach fellow	1	0.00%
		molecular biology principle powerpoint presentation	1	0.00%
		pubertal development boys tanner filetype:pdf	1	0.00%
		dagani nanomaterials	1	0.00%

•	innovation and small business		0.01%
&ireland	p3 website	2	0.01%
	epa sbir	2	0.01%
	nanowires polypyrrole	1	0.00%
	us epa 2002 journal	1	0.00%
	journal impact factor human mutation 2006	1	0.00%
	children's discovery center in stratford	1	0.00%
	epa	1	0.00%
	identify the additional needs of specific children	1	0.00%
	phenols analysis using esa coulochem	1	0.00%
	highly cited papers in liver	1	0.00%
	sswamp	1	0.00%
	human biodiversity forum#	1	0.00%
	olanzapine children	1	0.00%
	satellite based natural gas leak detection system	1	0.00%
19. netscape	epa gro scholarship	2	0.01%
	graduate fellowships for people over 40	1	0.00%
	william coutros	1	0.00%
	canine powerpoint presentations	1	0.00%
	usepa	1	0.00%
	how to convert car to methane	1	0.00%
	telling college students about saving energy	1	0.00%
	epa toxic metal	1	0.00%
	communicating to employees that grants are being researched	1	0.00%
	candid shots	1	0.00%
	norfolk state university epa grant	1	0.00%
	nanotechnology centers funding opportunities	1	0.00%
	osha lead inpaint values	1	0.00%
	epscor and epa	1	0.00%
	pollution in highways health effects	1	0.00%
	brominated activated carbon	1	0.00%
	prednisone asthmatic bronchitis	1	0.00%
20. yahoo	national center for environmental research	2	0.01%
taiwan	epa phase	2	0.01%
	yuan, et al 2006	1	0.00%
	ecocommunity case study	1	0.00%
	micropump 5795 model	1	0.00%
	kopp uc, iowa, internal medicine	1	0.00%
	chemosensor	1	0.00%
	dawn gm-csf	1	0.00%
	azubk	1	0.00%
	qual2k sugar river	1	0.00%

epa-estimated	1 0.00%
application for registered chemical engineer	1 0.00%
the prevalence of rat allergen in inner-city homes and its relationship to sensitization and asthma morbidity.	1 0.00%
isuzu dx5	1 0.00%

### **Activity by Search Engines with Keywords Detail**

Engines	Keywords	Referrals	%
1. google	epa	2,777	13.38%
	of	1,596	7.69%
	star	1,184	5.70%
	environmental	971	4.68%
	research	812	3.91%
	in	803	3.87%
	for	725	3.49%
	water	549	2.64%
	fellowship	499	2.40%
	the	477	2.30%
	grants	442	2.13%
	health	434	2.09%
	filetype:pdf	432	2.08%
	grant	410	1.98%
	design	387	1.86%
	2008	385	1.85%
	to	378	1.82%
	nanotechnology	372	1.79%
	on	359	1.73%
	ppt	345	1.66%
2. yahoo	epa	325	1.57%
	of	241	1.16%
	environmental	183	0.88%
	research	174	0.84%
	in	153	0.74%
	health	101	0.49%
	for	92	0.44%
	on	80	0.39%
	water	78	0.38%
	children	73	0.35%
	star	63	0.30%
	grants	54	0.26%
	business	53	0.26%

	the	52	0.25%
	fellowships	52	0.25%
	promotion	48	0.23%
	to	47	0.23%
	autism	43	0.21%
	grant	43	0.21%
	science	43	0.21%
3. google uk	in	150	0.72%
	nanotechnology	124	0.60%
	water	115	0.55%
	of	107	0.52%
	treatment	107	0.52%
	the	56	0.27%
	for	40	0.19%
	environmental	36	0.17%
	change	34	0.16%
	research	33	0.16%
	health	27	0.13%
	climate	26	0.13%
	on	22	0.11%
	forms	20	0.10%
	to	19	0.09%
	effects	19	0.09%
	environment	18	0.09%
	risk	17	0.08%
	epa	17	0.08%
	asthma	15	0.07%
4. google canada	of	59	0.28%
	epa	40	0.19%
	environmental	39	0.19%
	in	34	0.16%
	health	31	0.15%
	the	30	0.14%
	on	26	0.13%
	for	25	0.12%
	to	23	0.11%
	water	20	0.10%
	research	16	0.08%
	change	15	0.07%
	star	14	0.07%
	environment	13	0.07%
		13	0.06%
	ppt	13	0.00%

	air	12 0.06%
	children	12 0.06%
	human	12 0.06%
	effects	11 0.05%
	from	11 0.05%
5. google australia	of	60 0.29%
	change	24 0.12%
	in	22 0.11%
	the	21 0.10%
	climate	21 0.10%
	molecular	18 0.09%
	filetype:ppt	18 0.09%
	biology	18 0.09%
	for	17 0.08%
	epa	17 0.08%
	on	17 0.08%
	to	17 0.08%
	environmental	16 0.08%
	ecosystem	15 0.07%
	social	15 0.07%
	corporate	15 0.07%
	responsibility	15 0.07%
	starbucks	15 0.07%
	environment	14 0.07%
	research	13 0.06%
6. google germany	of	18 0.09%
	ppt	14 0.07%
	environmental	13 0.06%
	in	12 0.06%
	powerpoint	11 0.05%
	research	11 0.05%
	water	8 0.04%
	epa	8 0.04%
	for	8 0.04%
	the	8 0.04%
	national	7 0.03%
	nano	7 0.03%
	change	6 0.03%
	protection	6 0.03%
	ecosystem	6 0.03%
	agency	5 0.02%
	organic	5 0.02%
	o. game	3 0.0270

	2008	5	0.02%
	washington	5	0.02%
	mall	5	0.02%
7. google france	of	25	0.12%
	the	18	0.09%
	environmental	13	0.06%
	ppt	12	0.06%
	for	12	0.06%
	epa	11	0.05%
	to	9	0.04%
	health	8	0.04%
	research	8	0.04%
	in	7	0.03%
	filetype:ppt	6	0.03%
	risk	5	0.02%
	quality	5	0.02%
	model	4	0.02%
	2007	4	0.02%
	filetype:pdf	4	0.02%
	poster	4	0.02%
	endocrine	4	0.02%
	development	4	0.02%
	nanoparticles	4	0.02%
8. msn	epa	51	0.25%
	in	17	0.08%
	water	14	0.07%
	of	13	0.06%
	environmental	13	0.06%
	to	12	0.06%
	for	12	0.06%
	ncer	9	0.04%
	research	7	0.03%
	on	7	0.03%
	business	6	0.03%
	agency	5	0.02%
	application	5	0.02%
	star	5	0.02%
	funding	5	0.02%
	quality	5	0.02%
	grant	5	0.02%
	protection	5	0.02%
	2008	4	0.02%

	peroxide	4	0.02%
9. google italy	ppt	18	0.09%
	of	13	0.06%
	in	11	0.05%
	presentation	9	0.04%
	epa	8	0.04%
	particulate	7	0.03%
	health	7	0.03%
	the	6	0.03%
	matter	5	0.02%
	nanotechnology	5	0.02%
	climate	4	0.02%
	point	4	0.02%
	water	4	0.02%
	organophosphates	4	0.02%
	power	4	0.02%
	2008	4	0.02%
	effects	4	0.02%
	autism	4	0.02%
	for	4	0.02%
	nanoparticles	3	0.01%
10. aol netfind	of	15	0.07%
	epa	13	0.06%
	environmental	12	0.06%
	in	9	0.04%
	for	9	0.04%
	agency	8	0.04%
	protection	7	0.03%
	to	7	0.03%
	star	6	0.03%
	national	6	0.03%
	is	5	0.02%
	asthma	5	0.02%
	research	5	0.02%
	mall	4	0.02%
	grants	4	0.02%
	disorders	4	0.02%
	health	4	0.02%
	the	4	0.02%
	de	3	0.01%
	university	3	0.01%
11. google japan	epa	8	0.04%

	nanotechnology	6	0.03%
	environmental	5	0.02%
	in	5	0.02%
	ppt	4	0.02%
	impact	4	0.02%
	factor	4	0.02%
	co2	4	0.02%
	cnt pesticides	4	0.02%
	toxicology	4	0.02%
	research	3	0.01%
	the	3	0.01%
	technical	3	0.01%
	2007	3	0.01%
	star	3	0.01%
	model	3	0.01%
	nano	3	0.01%
	pdf	3	0.01%
	ncer	3	0.01%
	climate	2	0.01%
12. yahoo spain	candid	22	0.11%
	of	11	0.05%
	design	9	0.04%
	garden	9	0.04%
	high	6	0.03%
	school	6	0.03%
	climate	4	0.02%
	biomarkers	4	0.02%
	lowell	4	0.02%
	change	4	0.02%
	effects	4	0.02%
	epa	4	0.02%
	sciences	3	0.01%
	economics	3	0.01%
	in	3	0.01%
	on	3	0.01%
	disease	3	0.01%
	particulate	2	0.01%
	contaminated	2	0.01%
	soils	2	0.01%
13. yahoo japan	epa	4	0.02%
	estrogen	3	0.01%
	gm-csf	2	0.01%

	usa	2	0.01%
	http:/www.epa.gov/ncer/childrenscenters	2	0.01%
	http://www.epa.gov/ncer/childrenscenters	2	0.01%
	rat	2	0.01%
	of	2	0.01%
	hdl	2	0.01%
	ms	2	0.01%
	lc	2	0.01%
	ï¼'ï¼'ï¼ al-254/p-10	1	0.00%
	health	1	0.00%
	microbial	1	0.00%
	signature	1	0.00%
	ni	1	0.00%
	2002	1	0.00%
	spleen	1	0.00%
	Ilï¼?4 ï½?ï¼²₁¼®ï¼;	1	0.00%
	bold	1	0.00%
14. yahoo singapore	of	15	0.07%
	air	9	0.04%
	pollution	9	0.04%
	consequences	9	0.04%
	in	8	0.04%
	for	5	0.02%
	children	3	0.01%
	matter	3	0.01%
	particulate	3	0.01%
	plating	3	0.01%
	environmental	3	0.01%
	arsenic	2	0.01%
	emerging	2	0.01%
	organic	2	0.01%
	environment	2	0.01%
	capacity	2	0.01%
	hardness	2	0.01%
	phase	2	0.01%
	planning	2	0.01%
	cr	2	0.01%
15. dogpile	%25f1%25f7%25f1	35	0.17%
16. altavista	epa	7	0.03%
	nanomaterials	3	0.01%
	nanotechnology	3	0.01%
	niosh	3	0.01%

	environmental	2	0.01%
	nanoparticle	2	0.01%
	of	2	0.01%
	bakalinsky,	2	0.01%
	paul	2	0.01%
	in	2	0.01%
	grant	2	0.01%
	t.	2	0.01%
	star	2	0.01%
	on	2	0.01%
	alan	2	0.01%
	bertsch	2	0.01%
	nitrate	2	0.01%
	oil	2	0.01%
	ismat	2	0.01%
	abstract	1	0.00%
17. google austria	ecosystem	4	0.02%
	aquatic	2	0.01%
	filetype:ppt	2	0.01%
	research	2	0.01%
	for	2	0.01%
	services	2	0.01%
	functioning	2	0.01%
	funding	2	0.01%
	ikonos	1	0.00%
	molecular	1	0.00%
	pollution	1	0.00%
	opportunity	1	0.00%
	reduction	1	0.00%
	pv	1	0.00%
	karen	1	0.00%
	reactions	1	0.00%
	iron	1	0.00%
	air	1	0.00%
	principle	1	0.00%
	personal	1	0.00%
18. yahoo uk &ireland	epa	4	0.02%
	business	3	0.01%
	innovation	3	0.01%
	small	3	0.01%
	in	2	0.01%
	journal	2	0.01%

	website	2	0.01%
	human	2	0.01%
	p3	2	0.01%
	children	2	0.01%
	sbir	2	0.01%
	highly	1	0.00%
	natural	1	0.00%
	stratford	1	0.00%
	forum#	1	0.00%
	impact	1	0.00%
	sswamp	1	0.00%
	leak	1	0.00%
	biodiversity	1	0.00%
	2002	1	0.00%
19. netscape	epa	5	0.02%
	to	3	0.01%
	scholarship	2	0.01%
	gro	2	0.01%
	car	1	0.00%
	communicating	1	0.00%
	about	1	0.00%
	metal	1	0.00%
	how	1	0.00%
	usepa	1	0.00%
	that	1	0.00%
	funding	1	0.00%
	saving	1	0.00%
	fellowships	1	0.00%
	powerpoint	1	0.00%
	convert	1	0.00%
	over	1	0.00%
	shots	1	0.00%
	asthmatic	1	0.00%
	for	1	0.00%
20. yahoo taiwan	for	3	0.01%
	research	2	0.01%
	environmental	2	0.01%
	center	2	0.01%
	national	2	0.01%
	epa	2	0.01%
	phase	2	0.01%
	its	1	0.00%

prevalence	1	0.00%
kopp	1	0.00%
allergen	1	0.00%
model	1	0.00%
homes	1	0.00%
uc,	1	0.00%
chemical	1	0.00%
sensitization	1	0.00%
to	1	0.00%
sugar	1	0.00%
engineer	1	0.00%
iowa,	1	0.00%

#### Activity by Search Engine - Help Card

#### **?** Top Search Engines Table

Engines – Specific search engine being analyzed.

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

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

#### **Top Search Engines with Search Phrases Detail Table**

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

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

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

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

#### **Top Search Engines with Keywords Detail Table**

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

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

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

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



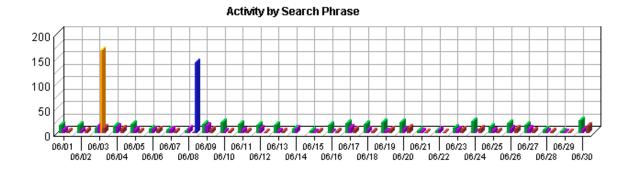
This information can give you an idea how your meta tags are performing with each search engine.

# **Activity by Search Phrase**

The threshold set for this section in the wtm\_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

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.	epa star	438	2.11%
2.	epa	214	1.03%
3.	amova	167	0.80%
4.	epa star fellowship	161	0.78%
5.	design of fuel station depot layout diesel benzene standards drawings	142	0.68%
6.	etd design photovoltaic filetype:pdf	112	0.54%
7.	forms	104	0.50%
8.	nanotechnology in water treatment	102	0.49%
9.	physical development model	102	0.49%
10.	epa sbir	87	0.42%
11.	epa star grant	86	0.41%
12.	photovoltaic cell scholar filetype:pdf	84	0.40%
13.	tropical macroalgae	83	0.40%
14.	nano fe	70	0.34%
15.	ncer	66	0.32%
16.	epa star grants	66	0.32%
17.	surface wetting .ppt	65	0.31%
18.	nano cuo antibacterial	63	0.30%

19.	site:es.epa.gov air pollution and treatment filetype:pdf	61	0.29%
20.	cmaq pm	57	0.27%
	Subtotal	2,330	11.23%
	Total	20,755	100.00%

### **Activity by Search Phrase with Engines Detail**

Phrases	Engines	Referrals	%
1. epa star	google	410	1.98%
	yahoo	18	0.09%
	google canada	8	0.04%
	google austria	1	0.00%
	google australia	1	0.00%
2. epa	yahoo	123	0.59%
	google	74	0.36%
	msn	5	0.02%
	altavista	3	0.01%
	yahoo italy	2	0.01%
	aol netfind	2	0.01%
	yahoo spain	2	0.01%
	google canada	1	0.00%
	yahoo uk &ireland	1	0.00%
	google australia	1	0.00%
3. amova	google	167	0.80%
4. epa star fellowship	google	154	0.74%
	yahoo	5	0.02%
	msn	1	0.00%
	google canada	1	0.00%
5. design of fuel station depot layout diesel benzene standards drawings	google	142	0.68%
6. etd design photovoltaic filetype:pdf	google	112	0.54%
7. forms	google	73	0.35%
	google uk	20	0.10%
	google canada	7	0.03%

	google australia	4	0.02%
8. nanotechnology in water treatment	google uk	102	0.49%
9. physical development model	google	102	0.49%
10. epa sbir	google	81	0.39%
	yahoo	3	0.01%
	yahoo uk &ireland	2	0.01%
	google canada	1	0.00%
11. epa star grant	google	80	0.39%
	yahoo	3	0.01%
	altavista	2	0.01%
	google uk	1	0.00%
12. photovoltaic cell scholar filetype:pdf	google	84	0.40%
13. tropical macroalgae	google	83	0.40%
14. nano fe	google	70	0.34%
15. ncer	google	50	0.24%
	yahoo	9	0.04%
	google uk	2	0.01%
	google japan	2	0.01%
	google france	2	0.01%
	aol netfind	1	0.00%
16. epa star grants	google	65	0.31%
	google uk	1	0.00%
17. surface wetting .ppt	google	65	0.31%
18. nano cuo antibacterial	google	63	0.30%
19. site:es.epa.gov air pollution and treatment filetype:pdf	google	61	0.29%
20. cmaq pm	google	57	0.27%

#### **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.

S.

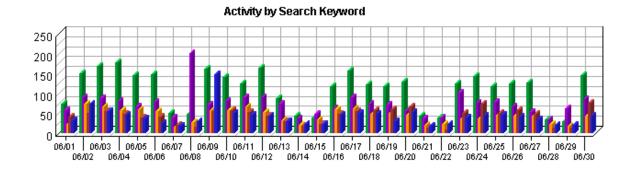
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

# **Activity by Search Keyword**

The threshold set for this section in the wtm\_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

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.	epa	3,311	4.18%
2.	of	2,190	2.76%
3.	environmental	1,314	1.66%
4.	star	1,290	1.63%
5.	in	1,243	1.57%
6.	research	1,093	1.38%
7.	for	959	1.21%
8.	water	808	1.02%
9.	the	689	0.87%
10.	health	629	0.79%
11.	nanotechnology	577	0.73%
12.	fellowship	535	0.67%
13.	on	532	0.67%
14.	to	523	0.66%
15.	grants	518	0.65%
16.	grant	473	0.60%
17.	2008	455	0.57%
18.	filetype:pdf	444	0.56%
19.	ppt	429	0.54%
20.	design	418	0.53%
	Subtotal	18,430	23.24%
	Total	79,287	100.00%

**Activity by Search Keyword with Engines Detail** 

Keywords	Engines	Referrals	%
1. epa	google	2,777	3.50%
	yahoo	325	0.41%
	msn	51	0.06%
	google canada	40	0.05%
	google australia	17	0.02%
	google uk	17	0.02%
	aol netfind	13	0.02%
	google france	11	0.01%
	google germany	8	0.01%
	google italy	8	0.01%
	google japan	8	0.01%
	altavista	7	0.01%
	netscape	5	0.01%
	yahoo uk &ireland	4	0.01%
	yahoo japan	4	0.01%
	yahoo spain	4	0.01%
	yahoo canada	3	0.00%
	yandex	2	0.00%
	yahoo taiwan	2	0.00%
	yahoo italy	2	0.00%
2. of	google	1,596	2.01%
	yahoo	241	0.30%
	google uk	107	0.13%
	google australia	60	0.08%
	google canada	59	0.07%
	google france	25	0.03%
	google germany	18	0.02%
	aol netfind	15	0.02%
	yahoo singapore	15	0.02%
	msn	13	0.02%
	google italy	13	0.02%
	yahoo spain	11	0.01%
	mamma	4	0.01%
	google japan	2	0.00%
	yahoo japan	2	0.00%
	altavista	2	0.00%
	yahoo uk &ireland	1	0.00%
	yahoo germany	1	0.00%

	yahoo taiwan	1	0.00%
	biglobe	1	0.00%
3. environmental	google	971	1.22%
	yahoo	183	0.23%
	google canada	39	0.05%
	google uk	36	0.05%
	google australia	16	0.02%
	google france	13	0.02%
	msn	13	0.02%
	google germany	13	0.02%
	aol netfind	12	0.02%
	google japan	5	0.01%
	yahoo singapore	3	0.00%
	google italy	3	0.00%
	altavista	2	0.00%
	yahoo taiwan	2	0.00%
	yahoo argentina	1	0.00%
	google austria	1	0.00%
	biglobe	1	0.00%
4. star	google	1,184	1.49%
	yahoo	63	0.08%
	google canada	14	0.02%
	google uk	7	0.01%
	aol netfind	6	0.01%
	msn	5	0.01%
	google japan	3	0.00%
	google italy	2	0.00%
	altavista	2	0.00%
	google france	2	0.00%
	google austria	1	0.00%
	google australia	1	0.00%
5. in	google	803	1.01%
3. III	yahoo	153	0.19%
	google uk	150	0.19%
	google canada	34	0.04%
	google australia	22	0.04%
		17	
	msn		0.02%
	google germany	12	0.02%
	google italy	11	0.01%
	aol netfind	9	0.01%
	yahoo singapore	8	0.01%
	google france	7	0.01%

	google japan	5	0.01%
	yahoo spain	3	0.00%
	altavista	2	0.00%
	yahoo uk &ireland	2	0.00%
	mamma	2	0.00%
	yahoo taiwan	1	0.00%
	yahoo india	1	0.00%
	netscape	1	0.00%
6. research	google	812	1.02%
	yahoo	174	0.22%
	google uk	33	0.04%
	google canada	16	0.02%
	google australia	13	0.02%
	google germany	11	0.01%
	google france	8	0.01%
	msn	7	0.01%
	aol netfind	5	0.01%
	google japan	3	0.00%
	yahoo canada	2	0.00%
	google austria	2	0.00%
	google italy	2	0.00%
	yahoo taiwan	2	0.00%
	altavista	1	0.00%
	yahoo india	1	0.00%
	yahoo spain	1	0.00%
7. for	google	725	0.91%
	yahoo	92	0.12%
	google uk	40	0.05%
	google canada	25	0.03%
	google australia	17	0.02%
	google france	12	0.02%
	msn	12	0.02%
	aol netfind	9	0.01%
	google germany	8	0.01%
	yahoo singapore	5	0.01%
	google italy	4	0.01%
	yahoo taiwan	3	0.00%
	google austria	2	0.00%
	google japan	2	0.00%
	yahoo australia &nz	1	0.00%
	yahoo germany	1	0.00%
	netscape	1	0.00%

8. water	google	549	0.69%
	google uk	115	0.15%
	yahoo	78	0.10%
	google canada	20	0.03%
	msn	14	0.02%
	google germany	8	0.01%
	google australia	8	0.01%
	google italy	4	0.01%
	google france	3	0.00%
	cnet search.com	2	0.00%
	mamma	1	0.00%
	all the web	1	0.00%
	google japan	1	0.00%
	yahoo canada	1	0.00%
	yahoo japan	1	0.00%
	@nifty	1	0.00%
	altavista	1	0.00%
9. the	google	477	0.60%
	google uk	56	0.07%
	yahoo	52	0.07%
	google canada	30	0.04%
	google australia	21	0.03%
	google france	18	0.02%
	google germany	8	0.01%
	google italy	6	0.01%
	msn	4	0.01%
	aol netfind	4	0.01%
	mamma	4	0.01%
	google japan	3	0.00%
	yahoo spain	2	0.00%
	yahoo singapore	1	0.00%
	altavista	1	0.00%
	yahoo uk &ireland	1	0.00%
	yahoo taiwan	1	0.00%
10. health	google	434	0.55%
	yahoo	101	0.13%
	google canada	31	0.04%
	google uk	27	0.03%
	google australia	9	0.01%
	google france	8	0.01%
	google italy	7	0.01%
	aol netfind	4	0.01%

	google germany	3	0.00%
	msn	1	0.00%
	netscape	1	0.00%
	yahoo argentina	1	0.00%
	yahoo japan	1	0.00%
	altavista	1	0.00%
11. nanotechnology	google	372	0.47%
	google uk	124	0.16%
	yahoo	35	0.04%
	google canada	10	0.01%
	google australia	8	0.01%
	google japan	6	0.01%
	google italy	5	0.01%
	google germany	4	0.01%
	msn	4	0.01%
	altavista	3	0.00%
	google france	2	0.00%
	google austria	1	0.00%
	netscape	1	0.00%
	yahoo india	1	0.00%
	yahoo spain	1	0.00%
12. fellowship	google	499	0.63%
	yahoo	23	0.03%
	google canada	4	0.01%
	google france	3	0.00%
	msn	1	0.00%
	google australia	1	0.00%
	google uk	1	0.00%
	aol netfind	1	0.00%
	google italy	1	0.00%
	google germany	1	0.00%
13. on	google	359	0.45%
	yahoo	80	0.10%
	google canada	26	0.03%
	google uk	22	0.03%
	google australia	17	0.02%
	msn	7	0.01%
	google germany	4	0.01%
	yahoo spain	3	0.00%
	google italy	3	0.00%
	altavista	2	0.00%
	google france	2	0.00%

	yandex	2	0.00%
	aol netfind	2	0.00%
	google japan	1	0.00%
	yahoo india	1	0.00%
	mamma	1	0.00%
14. to	google	378	0.48%
	yahoo	47	0.06%
	google canada	23	0.03%
	google uk	19	0.02%
	google australia	17	0.02%
	msn	12	0.02%
	google france	9	0.01%
	aol netfind	7	0.01%
	netscape	3	0.00%
	google italy	2	0.00%
	yahoo singapore	2	0.00%
	yahoo taiwan	1	0.00%
	google germany	1	0.00%
	google japan	1	0.00%
	mamma	1	0.00%
15. grants	google	442	0.56%
-	yahoo	54	0.07%
	google uk	5	0.01%
	msn	4	0.01%
	aol netfind	4	0.01%
	google france	2	0.00%
	google germany	2	0.00%
	yahoo spain	1	0.00%
	google canada	1	0.00%
	google australia	1	0.00%
	netscape	1	0.00%
	yahoo canada	1	0.00%
16. grant	google	410	0.52%
10. grant	yahoo	43	0.05%
	msn	5	0.01%
	google uk	4	0.01%
	google canada	2	0.01%
	altavista	2	0.00%
	google germany	2	0.00%
	google germany google australia	2	0.00%
		1	
	aol netfind	1	0.00%
	netscape	1	0.00%

google austria 1 0.000 17. 2008 google 385 0.490 yahoo 34 0.040 google uk 8 0.010 google canada 7 0.010 google germany 5 0.010 google italy 4 0.010 google france 3 0.000 aol netfind 2 0.000
yahoo 34 0.04 google uk 8 0.01 google canada 7 0.01 google germany 5 0.01 google italy 4 0.01 msn 4 0.01 google france 3 0.00 google france 3 0.00 google france
google uk 8 0.019 google canada 7 0.019 google germany 5 0.019 google italy 4 0.019 msn 4 0.019 google france 3 0.009
google canada       7       0.01         google germany       5       0.01         google italy       4       0.01         msn       4       0.01         google france       3       0.00
google germany 5 0.019 google italy 4 0.019 msn 4 0.019 google france 3 0.009
google italy 4 0.019 msn 4 0.019 google france 3 0.009
msn 4 0.019 google france 3 0.009
aol netfind 2 0.00°
google australia 1 0.00°
google japan 1 0.00°
mamma 1 0.00°
18. filetype:pdf google 432 0.54
google france 4 0.01
google italy 2 0.00°
google germany 2 0.00°
google japan 2 0.00°
google canada 1 0.00
google austria 1 0.00°
19. ppt google 345 0.44
google italy 18 0.02
google germany 14 0.02
google canada 13 0.02
google france 12 0.02
google uk 11 0.01
yahoo 9 0.01
google japan 4 0.01
google australia 2 0.00
yahoo spain 1 0.00
20. design google 387 0.49
yahoo 10 0.01
yahoo spain 9 0.01
google uk 5 0.01
google italy 2 0.00
google japan 1 0.00
google canada 1 0.00
aol netfind 1 0.00
google germany 1 0.00
google australia 1 0.00

#### Activity by Search Keyword - Help Card

#### ? Top Search Keywords Table

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

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

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

#### **Top Search Keywords Table with Engines Detail Table**

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

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

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

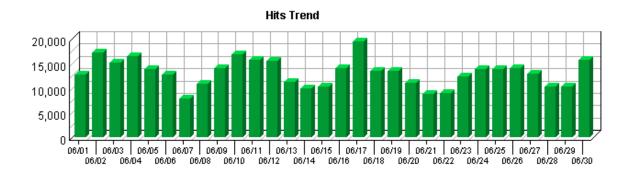
% Percentage of visitors referred from search engines who used the specified search engine and keyword.

S

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.

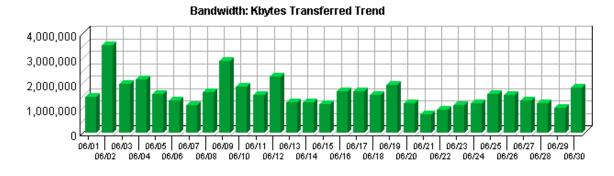
## **Technical Dashboard**

This dashboard summarizes important information related to online technical activity.



#### **Hit Summary**

Successful Hits for Entire Site	392,728
Average Hits per Day	13,090
Home Page Hits	12,006



#### **Technical Statistics**

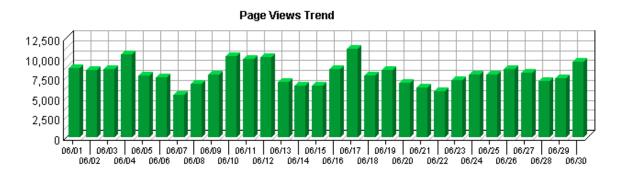
Total Hits	441,863	100%
Successful Hits	392,728	88.88%
Failed Hits	49,135	11.12%
Cached Hits	64,001	14.48%

Technical Dashboard 163

164 Technical Dashboard

# **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	%
06/01	8,736	3.64%
06/02	8,467	3.53%
06/03	8,553	3.57%
06/04	10,450	4.36%
06/05	7,808	3.26%
06/06	7,552	3.15%
06/07	5,290	2.21%
06/08	6,731	2.81%
06/09	7,831	3.27%
06/10	10,209	4.26%
06/11	9,895	4.13%
06/12	10,105	4.21%
06/13	6,887	2.87%
06/14	6,515	2.72%
06/15	6,532	2.72%
06/16	8,589	3.58%
06/17	11,079	4.62%
06/18	7,785	3.25%
06/19	8,451	3.52%
06/20	6,869	2.86%
06/21	6,205	2.59%
06/22	5,802	2.42%
06/23	7,150	2.98%
06/24	7,836	3.27%
06/25	7,898	3.29%

Page Views Trend 165

06/26	8,536	3.56%
06/27	8,108	3.38%
06/28	7,046	2.94%
06/29	7,423	3.10%
06/30	9,450	3.94%
Total	239,788	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.

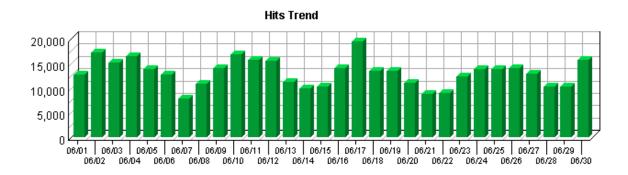


Periods of less activity can be considered good times for maintenance and content improvement.

166 Page Views Trend

## **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	%
06/01	12,757	3.25%
06/02	17,119	4.36%
06/03	15,136	3.85%
06/04	16,453	4.19%
06/05	13,874	3.53%
06/06	12,717	3.24%
06/07	7,875	2.01%
06/08	10,922	2.78%
06/09	13,974	3.56%
06/10	16,783	4.27%
06/11	15,696	4.00%
06/12	15,603	3.97%
06/13	11,267	2.87%
06/14	9,856	2.51%
06/15	10,196	2.60%
06/16	13,933	3.55%
06/17	19,409	4.94%
06/18	13,499	3.44%
06/19	13,510	3.44%
06/20	11,072	2.82%
06/21	8,715	2.22%
06/22	8,942	2.28%
06/23	12,414	3.16%
06/24	13,889	3.54%
06/25	13,812	3.52%

Hits Trend 167

06/26	14,061	3.58%
06/27	12,878	3.28%
06/28	10,290	2.62%
06/29	10,347	2.63%
06/30	15,729	4.01%
Total	392,728	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.

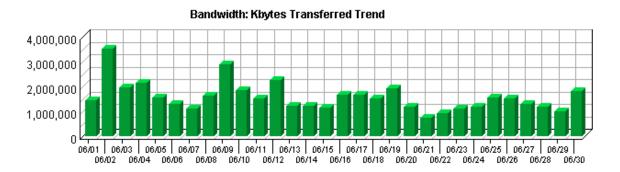
% – Percentage of hits that occurred during the specified time interval.

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

168 Hits Trend

# **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	<b>Kbytes Transferred</b>	%
06/01	1,442,012	3.06%
06/02	3,523,692	7.48%
06/03	1,978,401	4.20%
06/04	2,130,625	4.52%
06/05	1,554,675	3.30%
06/06	1,297,049	2.75%
06/07	1,111,128	2.36%
06/08	1,615,062	3.43%
06/09	2,887,186	6.13%
06/10	1,863,553	3.95%
06/11	1,530,591	3.25%
06/12	2,265,860	4.81%
06/13	1,235,525	2.62%
06/14	1,239,950	2.63%
06/15	1,130,771	2.40%
06/16	1,669,693	3.54%
06/17	1,672,412	3.55%
06/18	1,511,301	3.21%
06/19	1,919,065	4.07%
06/20	1,200,235	2.55%
06/21	750,627	1.59%
06/22	930,156	1.97%
06/23	1,109,426	2.35%
06/24	1,202,577	2.55%
06/25	1,537,990	3.26%

06/26	1,522,124	3.23%
06/27	1,299,214	2.76%
06/28	1,203,678	2.55%
06/29	990,224	2.10%
06/30	1,809,731	3.84%
Total	47,134,519	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.

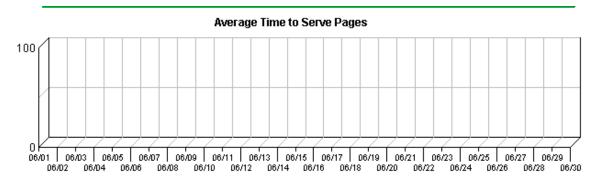
\_-

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	<b>Total Time to Serve</b>	Pages Served	<b>Average Time to Serve</b>
06/01	0	8,736	0
06/02	0	8,467	0
06/03	0	8,553	0
06/04	0	10,450	0
06/05	0	7,808	0
06/06	0	7,552	0
06/07	0	5,290	0
06/08	0	6,731	0
06/09	0	7,831	0
06/10	0	10,209	0
06/11	0	9,895	0
06/12	0	10,105	0
06/13	0	6,887	0
06/14	0	6,515	0
06/15	0	6,532	0
06/16	0	8,589	0
06/17	0	11,079	0
06/18	0	7,785	0
06/19	0	8,451	0
06/20	0	6,869	0
06/21	0	6,205	0
06/22	0	5,802	0
06/23	0	7,150	0
06/24	0	7,836	0
06/25	0	7,898	0

06/30	0	9,450	U
v v. — s	_	0.450	0
06/29	0	7,423	0
06/28	0	7,046	0
06/27	0	8,108	0
06/26	0	8,536	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.

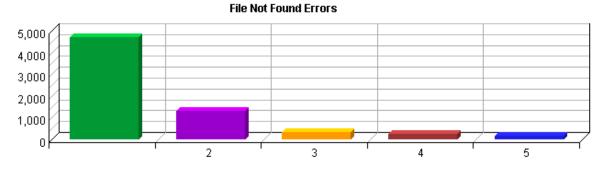
## **Errors Dashboard**

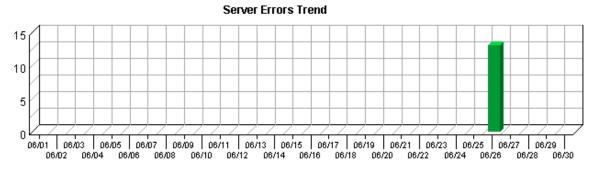
This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

#### **Technical Statistics**

Total Hits	441,863	100%
Successful Hits	392,728	88.88%
Failed Hits	49,135	11.12%
Cached Hits	64,001	14.48%





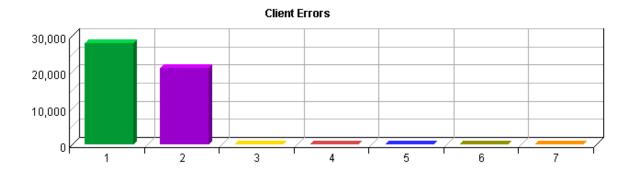


Errors Dashboard 173

174 Errors Dashboard

### **Client Errors**

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



#### **Client Errors**

	HTTP Status Codes	Hits	%
1.	403 Forbidden	27,883	56.76%
2.	404 Not Found	21,180	43.12%
3.	400 Bad Request	34	0.07%
4.	408 Request Timeout	11	0.02%
5.	000 Incomplete / Undefined	10	0.02%
6.	405 Method Not Allowed	3	0.01%
7.	412 Precondition Failed	1	0.00%
	Total	49,122	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.

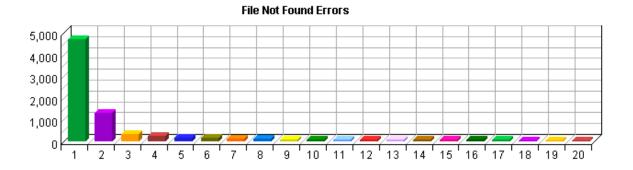
Use this page to determine what maintenance is necessary.

Client Errors 175

176 Client Errors

## **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/Scripts/ AC_RunActiveContent.js http://es.epa.gov/ncer/	4,701	22.20%
2.	/ncer/Scripts/ AC_RunActiveContent.js (no referrer)	1,332	6.29%
3.	/ncer/rfa/2008/2008_star_gcwg. html (no referrer)	326	1.54%
4.	/ncer/publications/topical/ ecoass.html http://es.epa.gov/ncer/ publications/topical/ecoass.html	249	1.18%
5.	/ncer/Scripts/ AC_RunActiveContent.js http://es.epa.gov/ncer/index. html	170	0.80%
6.	/ncer/fellow/forum/conference/ 08/may19/ncer/fellow/forum/ conference.html http://es.epa.gov/ncer/fellow/ forum/conference.html	163	0.77%
7.	/ncer/p3/ designs_sustain_rfp_2005.html (no referrer)	140	0.66%
8.	/ncer/nano/research/white/ http://es.epa.gov/ncer/nano/ research/nano_tox.html	122	0.58%
9.	/ncer/p3/designs_sustain_rfp. html (no referrer)	88	0.42%
10.	/ncer/publications/topical/ (no referrer)	85	0.40%
11.	/ncer/p3/event_2008/ event_photos/teams/su833523/su833523. html (no referrer)	79	0.37%
12.	/ncer/publications/topical/ mercury.html (no referrer)	76	0.36%

File Not Found Errors 177

13.	/ncer/p3/event_2008/ event_photos/teams/su833547/su833547. html (no referrer)	76	0.36%
14.	/ncer/qa/qa_docs.html (no referrer)	65	0.31%
15.	/ncer/rfa/futures.html (no referrer)	64	0.30%
16.	/ncer/rfa97/endocrine.html (no referrer)	64	0.30%
17.	/ncer/fellow/progress/99/ rabideauch00.html (no referrer)	64	0.30%
18.	/ncer/s/epa.css http://es.epa.gov/ncer/ biodiversity/solicitation.html	61	0.29%
19.	/ncer/s/etop.css http://es.epa.gov/ncer/ biodiversity/solicitation.html	61	0.29%
20.	/ncer/search/ (no referrer)	49	0.23%
	Subtotal	8,035	37.94%
	Other	13,145	62.06%
	Total	21,180	100.00%

#### File Not Found Errors - Help Card

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**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.

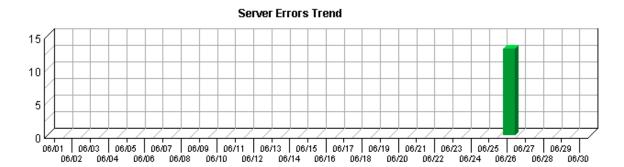
\_\_

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.

178 File Not Found Errors

### **Server Errors**

This report lists the errors which occurred on the server.



#### **Server Errors**

	<b>HTTP Status Codes</b>	Hits	0/0
1.	500 Internal Error	13	100.00%
	Total	13	100.00%

#### Server Errors - Help Card

?

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

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

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

0

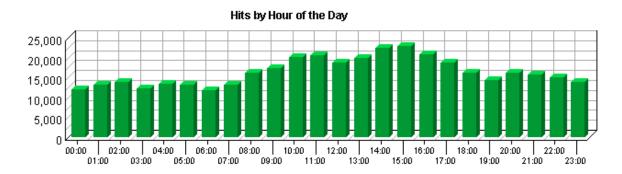
Use this page to determine what maintenance is necessary.

Server Errors 179

180 Server Errors

# **Activity Dashboard**

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

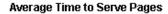


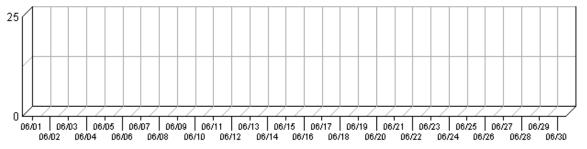
#### **Most Active Summary**

Most Active Date	June 17, 2008
Number of Hits on Most Active Date	19,409
Most Active Day of the Week	Mon
Most Active Hour of the Day	15:00-15:59

#### **Activity on Weekdays Summary**

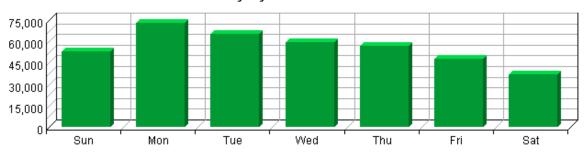
Total Hits Weekdays	302,828
Total Visits Weekdays	65,335
Average Number of Visits per day on Weekdays	3,111
Average Number of Hits per day on Weekdays	14,420





Activity Dashboard 181

#### Hits by Day of the Week



#### **Least Active Summary**

Least Active Date	June 07, 2008
Number of Hits on Least Active Date	7,875
Least Active Day of the Week	Sat
Least Active Hour of the Day	06:00-06:59

#### **Activity on Weekends Summary**

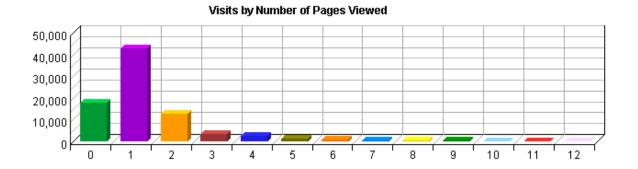
Total Hits Weekend	89,900
Total Visits Weekend	18,779
Average Number of Visits per Weekend	3,755
Average Number of <b>Hits</b> per Weekend	17,980



182 Activity Dashboard

## **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	17,607	20.95%
1	42,655	50.74%
2	12,839	15.27%
3	3,599	4.28%
4	2,463	2.93%
5	1,117	1.33%
6	859	1.02%
7	460	0.55%
8	392	0.47%
9	304	0.36%
10	204	0.24%
11	127	0.15%
12	115	0.14%
Subtotal	82,741	98.43%
Other	1,317	1.57%
Total	84,058	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.

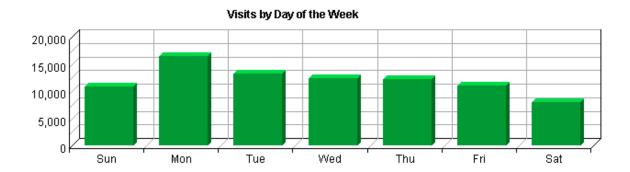
% – Percentage of total visits by people who viewed the specified number of pages.



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	10,769	12.80%
Mon	16,467	19.58%
Tue	13,217	15.71%
Wed	12,444	14.79%
Thu	12,271	14.59%
Fri	10,936	13.00%
Sat	8,010	9.52%
Total Weekend	18,779	22.33%
Total Weekdays	65,335	77.67%
Total	84,114	100.00%

#### Visits by Day of the Week - Help Card

3

**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.

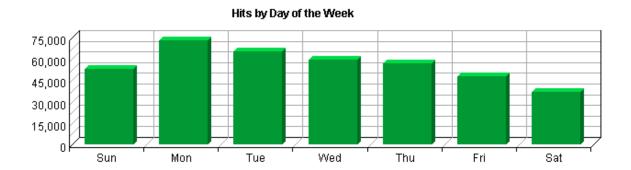
8

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	53,164	13.54%
Mon	73,169	18.63%
Tue	65,217	16.61%
Wed	59,460	15.14%
Thu	57,048	14.53%
Fri	47,934	12.21%
Sat	36,736	9.35%
Total Weekend	89,900	22.89%
<b>Total Weekdays</b>	302,828	77.11%
Total	392,728	100.00%

#### Hits by Day of the Week - Help Card

3

**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.

 $\mbox{\%}$  – Percentage of total hits that occurred on the specified day of the week.

S

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	2,626	3.12%
01:00	2,776	3.30%
02:00	2,745	3.26%
03:00	2,705	3.22%
04:00	2,658	3.16%
05:00	2,692	3.20%
06:00	2,703	3.21%
07:00	2,921	3.47%
08:00	3,432	4.08%
09:00	4,122	4.90%
10:00	4,786	5.69%
11:00	4,846	5.76%
12:00	4,510	5.36%
13:00	4,655	5.53%
14:00	4,683	5.57%
15:00	4,746	5.64%
16:00	4,395	5.23%
17:00	3,768	4.48%
18:00	3,275	3.89%
19:00	2,990	3.55%
20:00	2,996	3.56%
21:00	3,147	3.74%
22:00	3,072	3.65%
23:00	2,865	3.41%
Total Visits during Work Hours (8:00am-5:00pm)	40,175	47.76%

Total Visits during After Hours (5:01pm-7:59am)	43,939	52.24%
Total	84,114	100.00%

#### Summary of Visits by Hour of the Day

Most Active Hour of the Day	11:00-11:59
Least Active Hour of the Day	00:00-00:59

#### Visits by Hour of the Day - Help Card

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

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

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

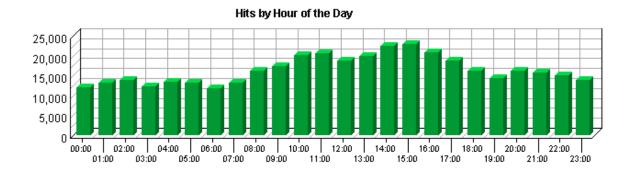
**Visits** – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions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

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

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

# Hits by Hour of the Day

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



Hits by Hour of the Day

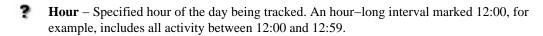
Hour	Hits	%
00:00	12,013	3.06%
01:00	13,279	3.38%
02:00	13,955	3.55%
03:00	12,283	3.13%
04:00	13,436	3.42%
05:00	13,119	3.34%
06:00	11,852	3.02%
07:00	13,265	3.38%
08:00	16,103	4.10%
09:00	17,328	4.41%
10:00	20,139	5.13%
11:00	20,540	5.23%
12:00	18,671	4.75%
13:00	19,924	5.07%
14:00	22,556	5.74%
15:00	23,026	5.86%
16:00	20,852	5.31%
17:00	18,725	4.77%
18:00	16,204	4.13%
19:00	14,436	3.68%
20:00	16,295	4.15%
21:00	15,738	4.01%
22:00	14,991	3.82%
23:00	13,998	3.56%

Total Hits during Work Hours (8:00am-5:00pm)	179,139	45.61%
Total Hits during After Hours (5:01pm-7:59am)	213,589	54.39%
Total	392,728	100.00%

#### **Summary of Hits by Hour of the Day**

Most Active Hour of the Day	15:00-15:59
Least Active Hour of the Day	06:00-06:59

#### Hits by Hour of the Day - Help Card



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

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

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

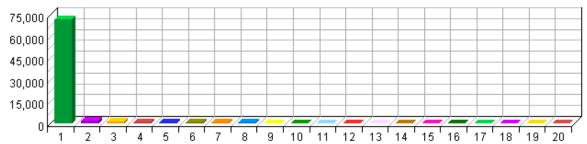
% – Percentage of hits to your site that occurred during the specified hour.

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

# **Visit Duration by Visits**

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





#### **Visit Duration by Visits**

Visit Duration in Minutes	Visits	%
0–1	71,516	85.08%
1–2	1,796	2.14%
2–3	1,034	1.23%
3–4	741	0.88%
4–5	583	0.69%
5–6	515	0.61%
6–7	427	0.51%
7–8	379	0.45%
8–9	307	0.37%
9–10	292	0.35%
10–11	297	0.35%
11–12	279	0.33%
12–13	236	0.28%
13–14	209	0.25%
14–15	240	0.29%
15–16	207	0.25%
16–17	212	0.25%
17–18	206	0.25%
18–19	225	0.27%
19–20	212	0.25%
Subtotal	79,913	95.07%
Other	4,145	4.93%
Total	84,058	100.00%

Visit Duration by Visits 193

#### Visit Duration by Visits - Help Card

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

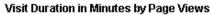
Visits - Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty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

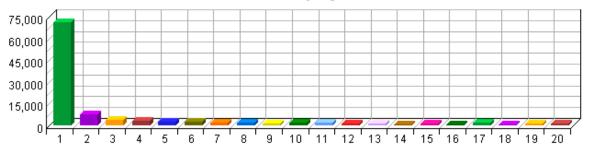
% – Percentage of visitors who viewed your page for the specified duration of time.

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	71,213	29.79%
1–2	7,523	3.15%
2–3	4,068	1.70%
3–4	3,119	1.30%
4–5	2,366	0.99%
5–6	2,229	0.93%
6–7	1,800	0.75%
7–8	1,690	0.71%
8–9	1,391	0.58%
9–10	1,710	0.72%
10–11	1,920	0.80%
11–12	1,450	0.61%
12–13	1,150	0.48%
13–14	943	0.39%
14–15	1,071	0.45%
15–16	891	0.37%
16–17	1,605	0.67%
17–18	936	0.39%
18–19	1,281	0.54%
19–20	1,155	0.48%
Subtotal	109,511	45.81%
Other	129,568	54.19%
Total	239,079	100.00%

#### Visit Duration by Page Views - Help Card

3

**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.

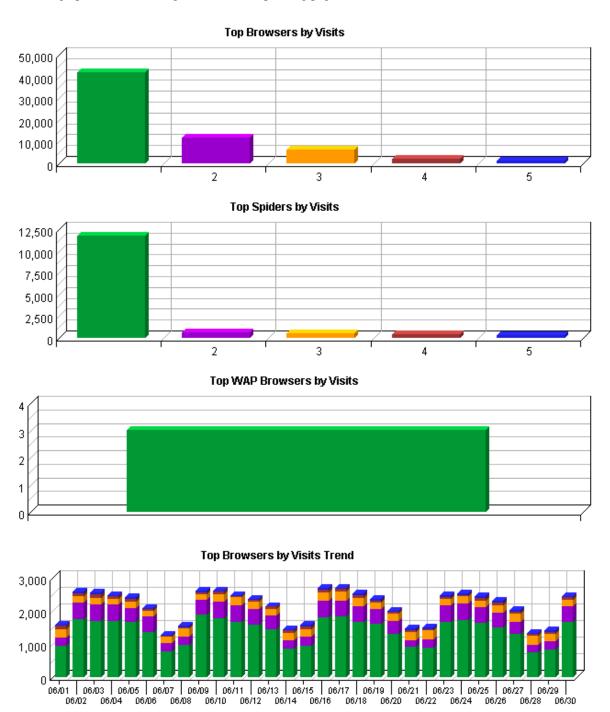
% – Percentage of visitors who viewed your page for the specified duration of time.



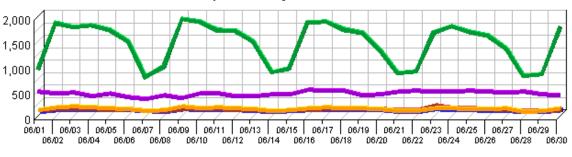
This information tells you how many visitors view your site for specific intervals of time.

### **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.

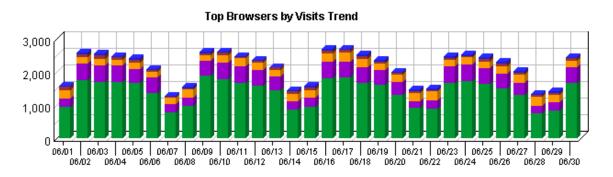


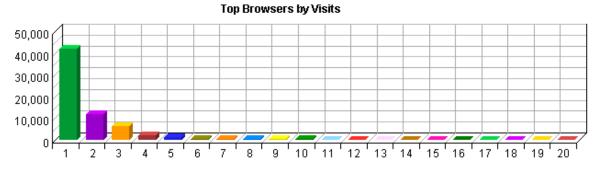
#### Top Platforms by Visits Trend



# **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	42,136	61.44%	147,988
2.	Mozilla	11,954	17.43%	42,853
3.	msnbot/1.1 ( http://search.msn.com/msnbot.htm)	6,561	9.57%	23,256
4.	Other Netscape Compatible	2,118	3.09%	15,475
5.	Others	1,214	1.77%	2,224
6.	Netscape	501	0.73%	1,943
7.	Jakarta Commons-HttpClient/3.0.1	331	0.48%	4,863
8.	Opera	305	0.44%	669
9.	Safari	304	0.44%	680
10.	Java/1.5.0_06	288	0.42%	596
11.	ColdFusion	188	0.27%	408
12.	NLESE USEPA	172	0.25%	5,209
13.	PEAR HTTP_Request class ( http://pear.php.net/ )	140	0.20%	274
14.	msnbot-media/1.1 ( http://search.msn.com/msnbot.htm)	128	0.19%	390
15.	psbot/0.1 ( http://www.picsearch.com/bot.html)	111	0.16%	309
16.	libwww-perl/5.800	106	0.15%	168
17.	libwww-perl/5.812	85	0.12%	154

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18.	Java/1.5.0_12	81 0.1	2%	121
19.	Konqueror	75 0.1	1%	3,522
20.	Microsoft Office Existence Discovery	73 0.1	1%	75
	Subtotal	66,871 97.5	1%	251,177
	Other	1,710 2.4	9%	25,504
	Total	68,581 100.0	0%	276,681

#### Top Browsers - Help Card

**Prowser** – 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.

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

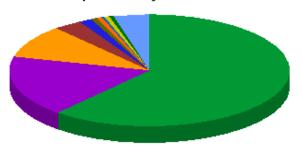
**Note:** Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

200 Top Browsers

# **Top Browsers by Version**

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





**Top Browsers by Version** 

Top Browsers by Version					
	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	24,186	35.27%	82,502
		7.0	17,046	24.86%	63,418
		5.0	334	0.49%	675
		5.5	274	0.40%	511
		5.01	102	0.15%	265
		mutant	38	0.06%	55
		Version Unknown	34	0.05%	37
		5.00	22	0.03%	284
		4.0	15	0.02%	34
		5.14	12	0.02%	22
		7.0b	12	0.02%	26
		8.0	10	0.01%	51
		3.02	9	0.01%	15
		4.01	6	0.01%	9
		1.	6	0.01%	18
		5.23	6	0.01%	8
		2.0d	4	0.01%	10
		5.17	3	0.00%	3
		5.22	3	0.00%	9
		6.0b	3	0.00%	9
		7.0a1	3	0.00%	4
		2.0	3	0.00%	16
		999.1	2	0.00%	2
		7.0.6001.18000	2	0.00%	3
		6.0-	1	0.00%	2

	Other	0	0.00%	0
2. Mozilla	20080404	6,815	9.94%	25,131
	Version Unknown	1,244	1.81%	3,048
	20070308	861	1.26%	1,660
	2008052906	610	0.89%	3,257
	20071127	206	0.30%	674
	20070515	143	0.21%	1,610
	20070725	131	0.19%	381
	20080201	121	0.18%	394
	20070508	110	0.16%	354
	20061010	101	0.15%	1,199
	20061206	96	0.14%	197
	2008061004	81	0.12%	195
	20080311	79	0.12%	214
	20080109	78	0.11%	123
	20071025	77	0.11%	270
	20070914	65	0.09%	136
	20050915	59	0.09%	370
	20070309	56	0.08%	328
	2008051206	47	0.07%	222
		36	0.05%	58
	20060508	34	0.05%	165
	20070219	33	0.05%	133
	20070713	33	0.05%	160
	20061204	29	0.04%	145
	20080219	29	0.04%	230
	20050319	29	0.04%	34
	20071008	25	0.04%	73
	20041107	23	0.03%	70
	20060909	21	0.03%	52
	20080418	20	0.03%	35
	20051111	18	0.03%	44
	20050716	17	0.02%	76
	2008061015	17	0.02%	23
	20080530	16	0.02%	67
	20060728	15	0.02%	30
	2008050509	14	0.02%	26
	20071115	14	0.02%	34
	20060426	13	0.02%	39
	20060414	13	0.02%	28
	20050511	13	0.02%	33

20080416	13	0.02%	25
20050920	12	0.02%	12
2008060309	11	0.02%	29
20061201	11	0.02%	31
20060111	11	0.02%	37
20050224	10	0.01%	14
20040913	9	0.01%	39
20040218	8	0.01%	8
20060612	8	0.01%	28
20080313	8	0.01%	39
20060308	8	0.01%	19
2008051202	8	0.01%	16
2008053008	7	0.01%	37
20020924	7	0.01%	11
20070815	7	0.01%	10
20040614	7	0.01%	25
20031016	7	0.01%	15
20041002	7	0.01%	19
20020923	6	0.01%	23
20050919	6	0.01%	49
20080409	6	0.01%	10
20050207	6	0.01%	15
20021126	6	0.01%	14
2008030714	6	0.01%	145
20050717	6	0.01%	15
20041122	6	0.01%	13
20080512	6	0.01%	7
20040707	5	0.01%	23
20070611	5	0.01%	14
20050317	5	0.01%	9
20070625	5	0.01%	55
2008032620	5	0.01%	5
20080206	4	0.01%	6
20060118	4	0.01%	9
20030504	4	0.01%	9
20031007	4	0.01%	10
20040924	4	0.01%	6
20060214	4	0.01%	13
20040225	4	0.01%	4
20040803	4	0.01%	12
20070216	4	0.01%	32
20080514	4	0.01%	9

20071128	4	0.01%	45
20021016	4	0.01%	8
20060601	4	0.01%	8
20050414	4	0.01%	5
20060918	4	0.01%	7
20060206	3	0.00%	8
20080207	3	0.00%	4
20011011	3	0.00%	11
20040206	3	0.00%	5
20011128	3	0.00%	4
20070601	3	0.00%	3
20070718	3	0.00%	3
20070226	3	0.00%	5
2008042803	3	0.00%	7
20051102	3	0.00%	4
20050225	3	0.00%	3
20021207	3	0.00%	10
20060821	3	0.00%	7
20080325	3	0.00%	25
20070417	3	0.00%	3
20060425	3	0.00%	6
20041220	3	0.00%	8
20061025	3	0.00%	13
20071010	3	0.00%	5
20050922	3	0.00%	3
20071204	3	0.00%	4
20040626	3	0.00%	9
20050711	3	0.00%	8
20080424	2	0.00%	8
20060319	2	0.00%	5
20041217	2	0.00%	4
2008041514	2	0.00%	3
20060911	2	0.00%	2
20050728	2	0.00%	2
20080612	2	0.00%	4
20050418	2	0.00%	3
20041108	2	0.00%	2
20020910	2	0.00%	3
20061023	2	0.00%	2
20060526	2	0.00%	2
2008022910	2	0.00%	2
20071030	2	0.00%	6

20040301	2	0.00%	9
2007110904	2	0.00%	21
20041215	2	0.00%	3
20040910	2	0.00%	2
2008043010	2	0.00%	6
20071206	2	0.00%	2
20051019	2	0.00%	7
20021001	2	0.00%	8
20070505	2	0.00%	2
20070303	2	0.00%	10
20040410	2	0.00%	7
20080410	2	0.00%	2
20071120	2	0.00%	2
20031002	2	0.00%	2
2008061017	2	0.00%	2
20071015	2	0.00%	3
20060124	2	0.00%	2
20080208	2	0.00%	4
20080419	2	0.00%	7
20070410	1	0.00%	2
20080417	1	0.00%	1
20060723	1	0.00%	1
20070310	1	0.00%	1
20051130	1	0.00%	2
20030516	1	0.00%	1
20051107	1	0.00%	1
2008061105	1	0.00%	1
20070802	1	0.00%	1
20060120	1	0.00%	1
20080429	1	0.00%	1
20080129	1	0.00%	1
20060910	1	0.00%	1
20080327	1	0.00%	2
20050524	1	0.00%	1
20070719	1	0.00%	3
20050721	1	0.00%	1
20010124	1	0.00%	2
20060207	1	0.00%	1
20070604	1	0.00%	1
20070710	1	0.00%	1
20070301	1	0.00%	1
20070618	1	0.00%	1

		20070118	1	0.00%	1
		2008031513	1	0.00%	1
		20051010	1	0.00%	1
		20030704	1	0.00%	1
		20070208	1	0.00%	1
		20080420	1	0.00%	1
		20051106	1	0.00%	2
		20041020	1	0.00%	1
		20040207	1	0.00%	6
		20050318	1	0.00%	2
		20050222	1	0.00%	2
		2008062005	1	0.00%	1
		20030624	1	0.00%	1
		2008062113	1	0.00%	1
		20040510	1	0.00%	1
		20021112	1	0.00%	1
		20080118	1	0.00%	2
		20040817	1	0.00%	4
		2008060909	1	0.00%	1
		2008052515	1	0.00%	1
		20070731	1	0.00%	1
		20071108	1	0.00%	1
		20060803	1	0.00%	1
		20071224	1	0.00%	1
		20070822	1	0.00%	2
		20070509	1	0.00%	4
		20041007	1	0.00%	6
		20040616	1	0.00%	3
		20070222	1	0.00%	1
		20031021	1	0.00%	92
		2008020514	1	0.00%	5
		20080330	1	0.00%	2
		20020502	1	0.00%	2
		20070217	1	0.00%	2
		Other	22	0.03%	0
3.	msnbot/1.1 ( http://search.msn.com/msnbot.htm)	Version Unknown	6,561	9.57%	23,256
	-	Other	0	0.00%	0
4.	Other Netscape Compatible	Version Unknown	2,118	3.09%	15,475
		Other	0	0.00%	0
5.	Others	Version	1,214	1.77%	2,224
			,		,

		Unknown			
		Other	0	0.00%	0
6.	Netscape	4.5	236	0.34%	1,088
	^	Version Unknown	58	0.08%	409
		7.2	40	0.06%	122
		4.61	39	0.06%	41
		6.2.1	20	0.03%	37
		7	18	0.03%	36
		7.1	16	0.02%	47
		8.0	7	0.01%	14
		8.1.3	6	0.01%	12
		4.7	6	0.01%	6
		4.75	5	0.01%	14
		0.6	4	0.01%	6
		4.05	4	0.01%	4
		7.0	4	0.01%	5
		8.0.4	4	0.01%	6
		2.02	3	0.00%	7
		8.1	3	0.00%	4
		4.79	3	0.00%	8
		4.0	3	0.00%	6
		8.1.2	3	0.00%	22
		4.76	2	0.00%	7
		8.0.1	2	0.00%	10
		6.0	2	0.00%	3
		Nutch-0.9	2	0.00%	2
		7.02	2	0.00%	7
		3.0	2	0.00%	2
		4.8	1	0.00%	6
		3.01-C-SYMPA	1	0.00%	1
		4.77	1	0.00%	2
		0.91	1	0.00%	2
		4.06	1	0.00%	1
		4.08	1	0.00%	5
		Connect	1	0.00%	1
		Other	0	0.00%	0
7.	Jakarta Commons-HttpClient/3.0.1	Version Unknown	331	0.48%	4,863
		Other	0	0.00%	0
8.	Opera	9.27	67	0.10%	148
		9.50	43	0.06%	86

		9.20	10	0.05%	41
		9.23	15	0.02%	72
		9.00	15	0.02%	34
		8.01	14	0.02%	34
		9.25	12	0.02%	20
		9.24	11	0.02%	12
		7.11	10	0.01%	25
		7.0	10	0.01%	10
		9.21	10	0.01%	15
		8.00	9	0.01%	32
		7.54	9	0.01%	23
		9.20	7	0.01%	9
		9.10	6	0.01%	10
		9.0	6	0.01%	15
		8.0	6	0.01%	19
		7.02	4	0.01%	8
		8.50	4	0.01%	5
		6.0	4	0.01%	9
		9.22	4	0.01%	5
		8.54	4	0.01%	6
		9.01	3	0.00%	9
		9.02	3	0.00%	3
		7.60	2	0.00%	5
		7.54U1	2	0.00%	2
		8.5	1	0.00%	1
		8.65	1	0.00%	4
		6.05	1	0.00%	1
		7.50	1	0.00%	2
		7.51	1	0.00%	1
		8.60	1	0.00%	1
		7.20	1	0.00%	2
		Other	0	0.00%	0
9.	Safari	419.3	98	0.14%	195
		YY/ADOBE	74	0.11%	81
		YY	43	0.06%	202
		312.6	43	0.06%	84
		312.6_ADOBE	6	0.01%	29
		412	4	0.01%	7
		417.9.2	3	0.00%	5
		312.3	3	0.00%	8
		413	3	0.00%	3
		419.3_ADOBE	3	0.00%	15
Q			Tor	n Browsers	hy Versia

9.26

18

0.03%

41

		312	3	0.00%	3
		85.8.1	3	0.00%	7
		312.5	2	0.00%	4
		125.12	2	0.00%	6
		51	2	0.00%	2
		312.6,GZIP(GFE	1	0.00%	1
		417.9.3	1	0.00%	1
		Version Unknown	1	0.00%	4
		417.8	1	0.00%	5
		412.2	1	0.00%	1
		523.10	1	0.00%	1
		85.5	1	0.00%	1
		312.5_ADOBE	1	0.00%	6
		85.8	1	0.00%	1
		100.1	1	0.00%	3
		523.12	1	0.00%	4
		522	1	0.00%	1
10	I (150.06	Other	0	0.00%	0
10.	Java/1.5.0_06	Version Unknown	288	0.42%	596
		Other	0	0.00%	0
11.	ColdFusion	Version Unknown	188	0.27%	408
		Other	0	0.00%	0
12.	NLESE USEPA	Version Unknown	172	0.25%	5,209
		Other	0	0.00%	0
13.	PEAR HTTP_Request class ( http://pear.php.net/)	Version Unknown	140	0.20%	274
		Other	0	0.00%	0
14.	msnbot-media/1.1 ( http://search.msn.com/msnbot.htm)	Version Unknown	128	0.19%	390
		Other	0	0.00%	0
15.	psbot/0.1 ( http://www.picsearch.com/bot.html)	Version Unknown	111	0.16%	309
		Other	0	0.00%	0
16.	libwww-perl/5.800	Version Unknown	106	0.15%	168
		Other	0	0.00%	0
17.	libwww-perl/5.812	Version Unknown	85	0.12%	154
		Other	0	0.00%	0
18.	Java/1.5.0_12		81	0.12%	121

		Version			
		Unknown			
		Other	0	0.00%	0
19.	Konqueror	3.2	38	0.06%	3,462
		3.5	22	0.03%	43
		3.1	5	0.01%	5
		2.2.2	3	0.00%	5
		3.1-RC2	2	0.00%	2
		3.1-RC5	1	0.00%	1
		3.0-RC4	1	0.00%	1
		3.0-RC6	1	0.00%	1
		3.1-RC4	1	0.00%	1
		3.0-RC2	1	0.00%	1
		Other	0	0.00%	0
20.	Microsoft Office Existence Discovery	Version Unknown	73	0.11%	75
		Other	0	0.00%	0
	Subtotal		66,871	97.51%	251,177
	Other		1,710	2.49%	25,504
	Total		68,581	100.00%	276,681

#### **Top Browsers by Version – Help Card**

**Prowser** – 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.

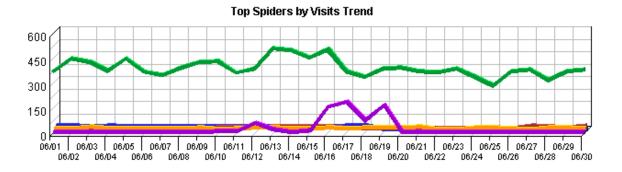
% – Percentage of the total visits in which the visitor viewed this page at least once.

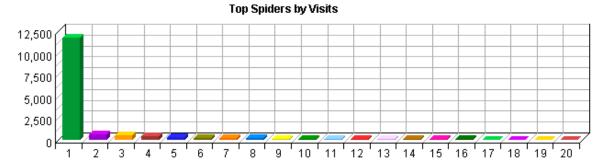
**Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

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)	11,727	75.50%	58,356
2.	MSNBOT_Mobile MSMOBOT Mozilla	633	4.08%	1,173
3.	Mozilla/5.0 (compatible; Yahoo! Slurp China; http://misc.yahoo.com.cn/help.html)	550	3.54%	558
4.	Yeti	416	2.68%	572
5.	NSF-googlebot (Enterprise; GIX-02431; dlien@nsf.gov,trinehar@nsf.gov,lscott@nsf.gov,twilling@nsf.go	361	2.32%	862
6.	Mozilla/5.0 (compatible; Yahoo! DE Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	262	1.69%	642
7.	Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	244	1.57%	35,104
8.	Mozilla/5.0 (compatible; Exabot/3.0; http://www.exabot.com/go/robot)	197	1.27%	274
9.	Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.com/help/us/ysearch/slurp)	143	0.92%	8,080
10.	Mozilla/5.0 (compatible; YodaoBot/1.0; http://www.yodao.com/help/webmaster/spider/; )	106	0.68%	217
11.	Gigabot	87	0.56%	4,985

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12.	Mozilla/5.0 (Twiceler–0.9 http://www.cuill.com/twiceler/robot.html) One–time, weeklong image crawl	85	0.55%	737
13.	YPARD Crawler	76	0.49%	82
14.	WebAlta Crawler	66	0.42%	683
15.	Speedy Spider (http:	65	0.42%	121
16.	Baiduspider ( http:	54	0.35%	58
17.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; maxamine.com-robot)	49	0.32%	560
18.	Todobr_Robot	36	0.23%	50
19.	Grub	33	0.21%	53
20.	FAST Enterprise Crawler 6	32	0.21%	400
	Subtotal	15,222	98.00%	113,567
	Other	311	2.00%	2,480
	Total	15,533	100.00%	116,047

#### Top Spiders - Help Card

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

**Spider** – An automated program which searches the Internet.

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

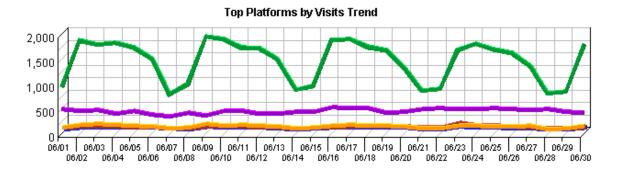
% – Percentage of total spider visits or hits by the specified spider.

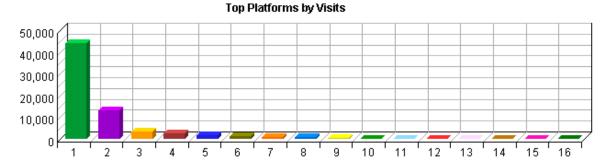
This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

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# **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	43,928	64.05%	158,695
2.	Others	13,105	19.11%	70,414
3.	Windows 2000	3,416	4.98%	12,126
4.	Windows NT	2,556	3.73%	8,244
5.	Macintosh	1,549	2.26%	3,481
6.	Linux	1,445	2.11%	4,600
7.	Macintosh PowerPC	1,040	1.52%	2,694
8.	Windows 98	706	1.03%	3,514
9.	Windows 2003	309	0.45%	1,107
10.	Windows Win32s	190	0.28%	350
11.	Windows 95	108	0.16%	159
12.	Windows ME	95	0.14%	425
13.	SunOS	52	0.08%	95
14.	FreeBSD	41	0.06%	3,556
15.	Windows 3.x	39	0.06%	7,219
16.	OS/2	2	0.00%	2
	Total	68,581	100.00%	276,681

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#### **Top Platforms – Help Card**

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

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

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

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

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



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

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# **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.
<b>Destination Page</b>	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).
<b>Entry File</b>	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.
НТТР	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.

	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.
<b>Order Count</b>	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.
<b>Purchase Count</b>	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 Request401 = Failed: Unauthorized402 = 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." See "Top-Level Domain." Suffix (Domain Name) 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 The number of days between a new buyer's first visit and first purchase. Order Time between The number of days between a visitor's previous purchase and most recent purchase in Purchases this report period. Top-Level The suffix of a domain name. A top-level domain can be based on the type of **Domain** 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]

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**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.
<b>Visitor Minutes</b>	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.