

ETOP Website Log Files

<http://www.epa.gov/environmentaltechnology/>

Monthly View: August 2007

August 1, 2007 12:00:00 AM – August 31, 2007 11:59:59 PM

This report was generated by WebTrends 7 - Small Business, Version: 7.5, Build: 16366 .
Tuesday, September 4, 2007 12:01:56 AM
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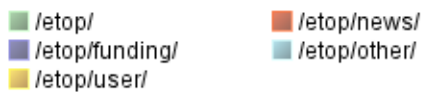
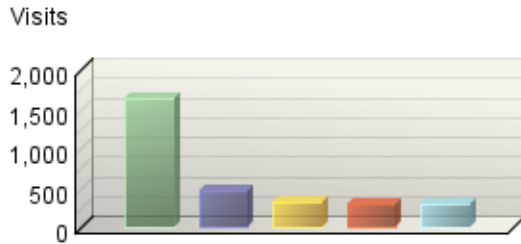
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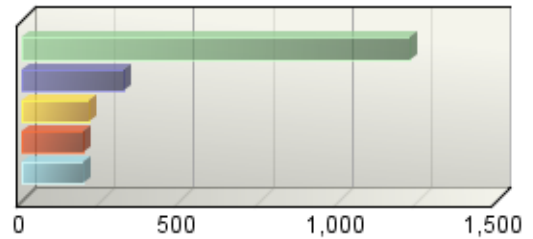
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

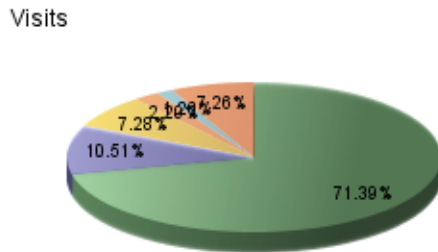
Pages



Exit Pages



Referring Site



Visit Summary

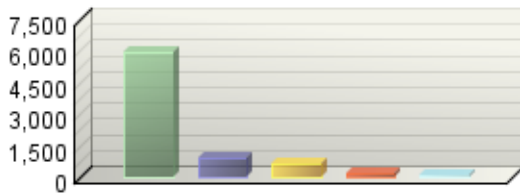
Visits	8,334
Average per Day	268
Average Visit Duration	00:14:32
Median Visit Duration	00:03:18
International Visits	7.72%
Visits of Unknown Origin	20.39%
Visits from Your Country: United States (US)	71.90%

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site

Visits



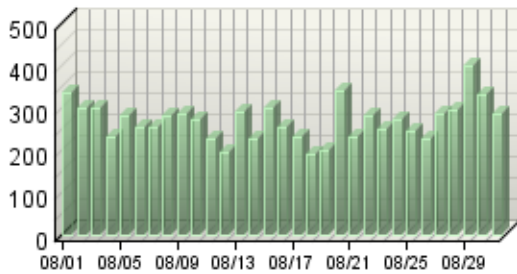
- Direct Traffic
- www.epa.gov/
- www.google.com/
- es.epa.gov/
- search.yahoo.com/

Onsite Ad Impressions Trend

No data is available for this graph.

Active Visits Trend

Active Visits



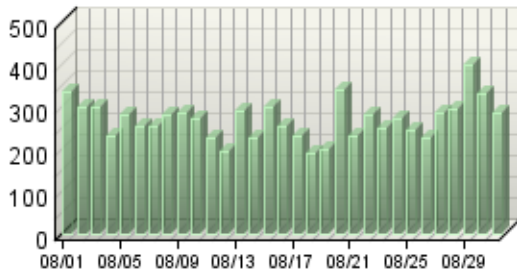
- Active Visits

Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Active Visits Trend

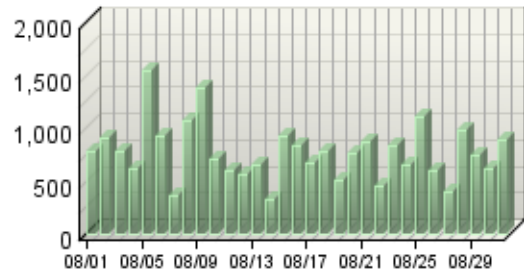
Active Visits



Active Visits

Visitor Minutes Trend

Visitor Minutes



Visitor Minutes

Visitor Summary

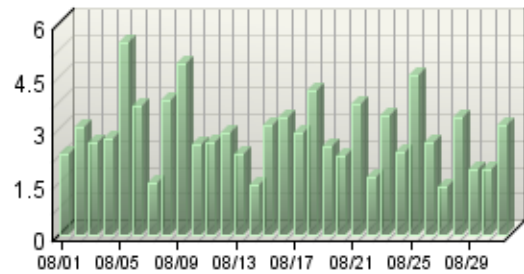
Visitors	3,694
Visitors Who Visited Once	2,963
Visitors Who Visited More Than Once	731
Average Visits per Visitor	2.26

Visit Summary

Visits	8,334
Average per Day	268
Average Visit Duration	00:14:32
Median Visit Duration	00:03:18
International Visits	7.72%
Visits of Unknown Origin	20.39%
Visits from Your Country: United States (US)	71.90%

Average Length of Visit Trend

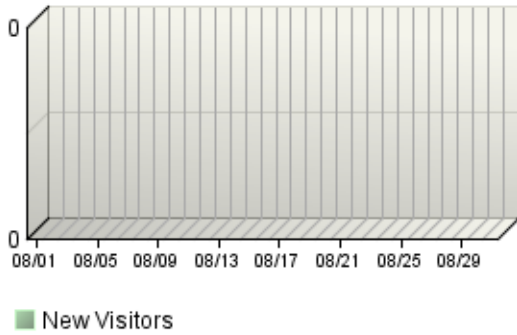
Average Visit Duration



Average Visit Duration

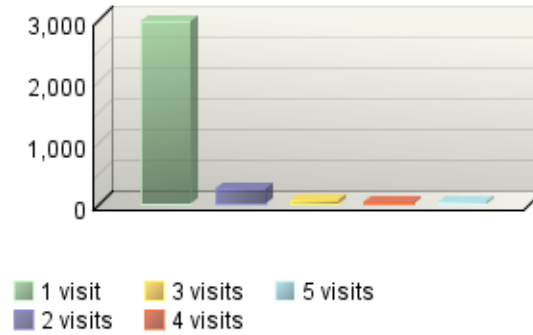
New Visitors Trend

New Visitors



Visitors by Number of Visits

Visitors

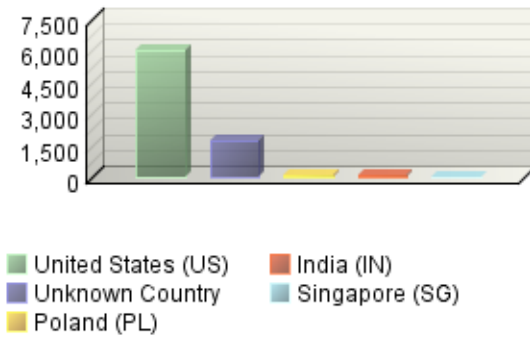


Organizations

No data is available for this graph.

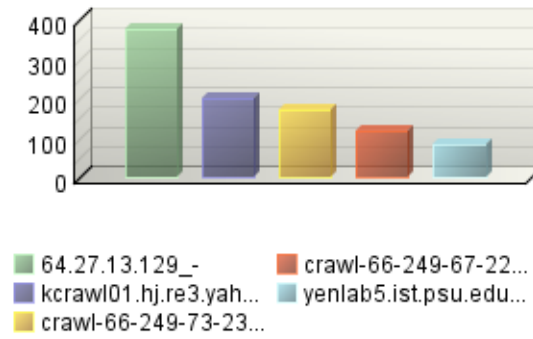
Countries

Visits



Top Visitors

Visits



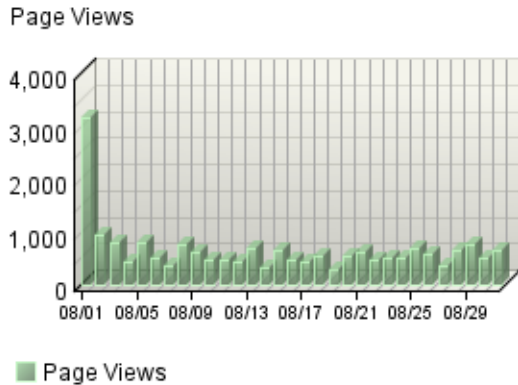
Authenticated Usernames

No data is available for this graph.

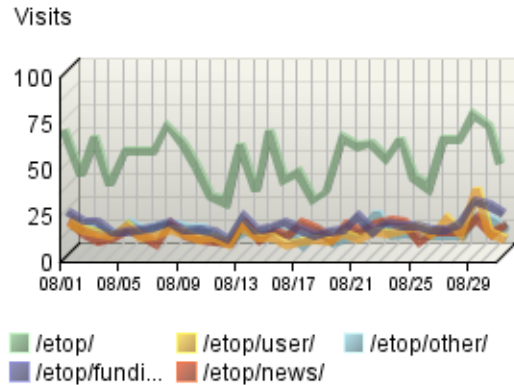
Pages Dashboard

This displays key graphs and tables that provide an overview of the Pages chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Page Views Trend



Pages Trend



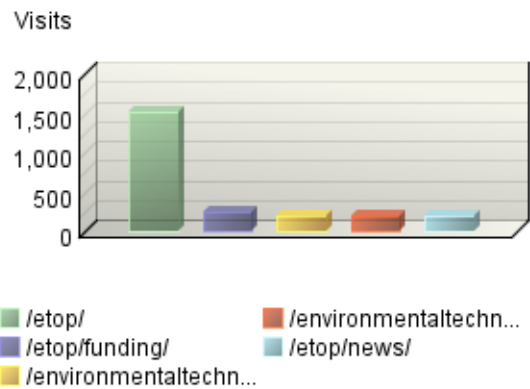
Content Groups

No data is available for this graph.

Page View Summary

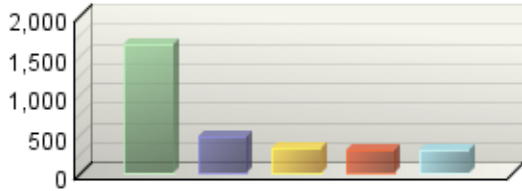
Page Views	20,139
Average per Day	649
Average Page Views per Visit	2.42

Entry Pages



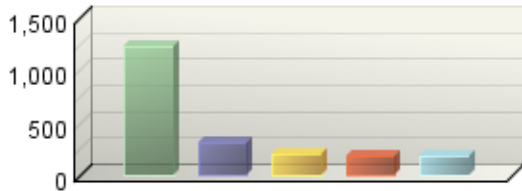
Pages

Visits



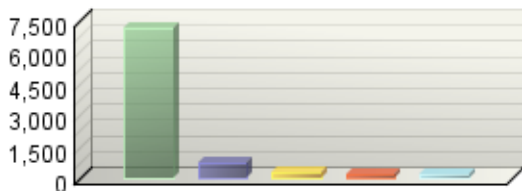
Exit Pages

Visits



Directories

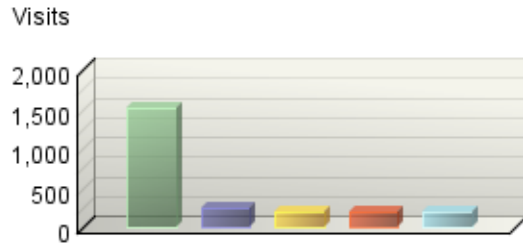
Visits



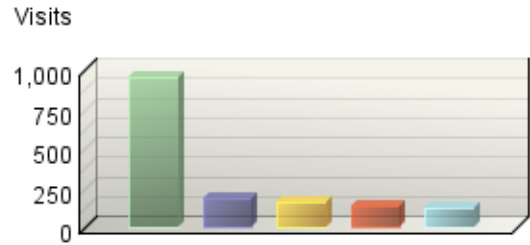
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

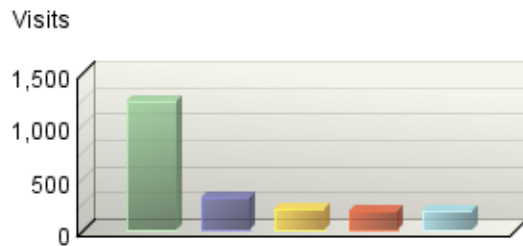
Entry Pages



Single-Page Visits



Exit Pages

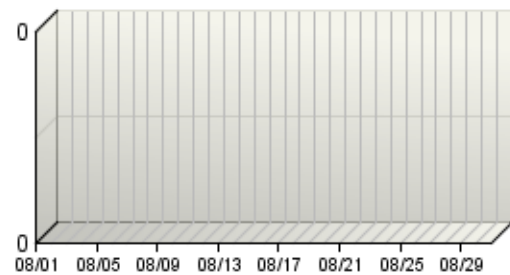


Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages

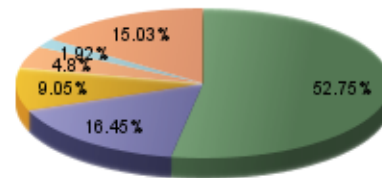
Average Time to Serve



■ Average Time to Serve

Browsers by Version

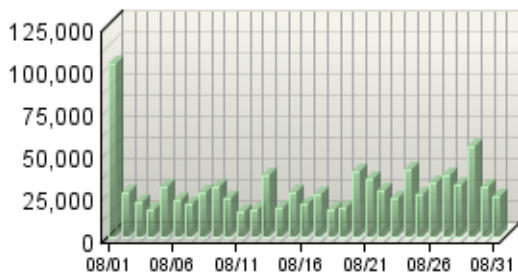
Visits



■ Microsoft Internet Ex... ■ Other Netscape Co...
 ■ Others ■ psuistnanobot/Nutc...
 ■ Firefox ■ Other

Bandwidth: Kbytes Transferred Trend

Kbytes Transferred

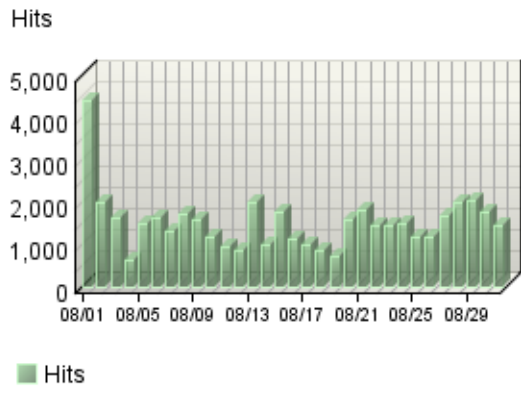


■ Kbytes Transferred

Technical Summary

Total Hits	57,635
Successful Hits	47,214
Successful Hits (as Percent)	81.92%
Failed Hits	10,421
Failed Hits (as Percent)	18.08%
Cached Hits	7,799
Cached Hits (as Percent)	13.53%

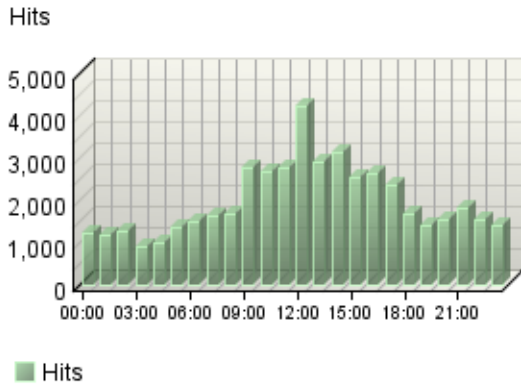
Hits Trend



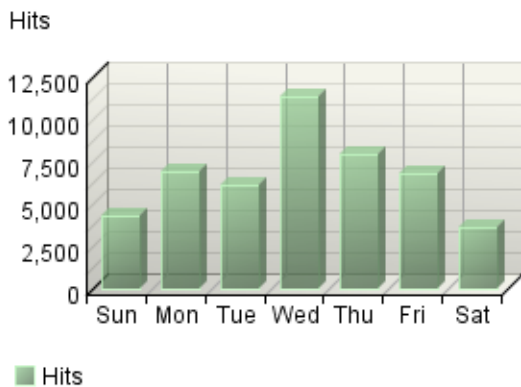
Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Hits by Hour of the Day



Hits by Day of the Week



Most Active Summary

Most Active Date	8/1/07
Number of Hits on Most Active Date	4,405
Most Active Day of the Week	Wednesday
Most Active Hour of the Day	12:00-12:59

Least Active Summary

Least Active Date	8/4/07
Number of Hits on Least Active Date	646
Least Active Day of the Week	Saturday
Least Active Hour of the Day	03:00-03:59

Activity on Weekdays Summary

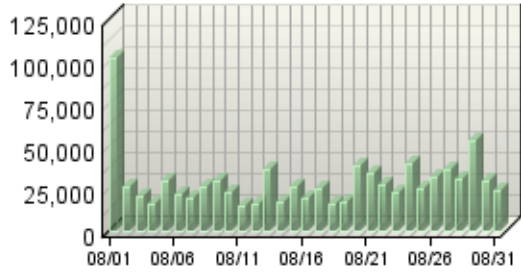
Total Hits Weekdays	39,259
Total Visits Weekdays	6,539
Average Number of Visits per day on Weekdays	284
Average Number of Hits per day on Weekdays	1,706

Activity on Weekends Summary

Total Hits Weekend	7,955
Total Visits Weekend	1,795
Average Number of Visits per Weekend	448
Average Number of Hits per Weekend	1,988

Bandwidth: Kbytes Transferred Trend

Kbytes Transferred

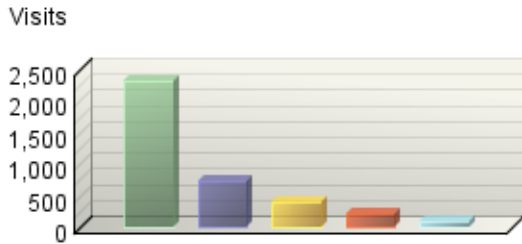


■ Kbytes Transferred

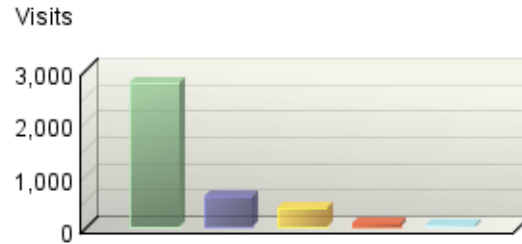
Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

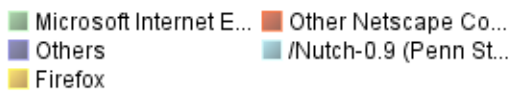
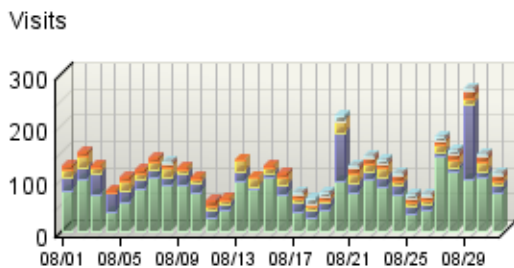
Browsers



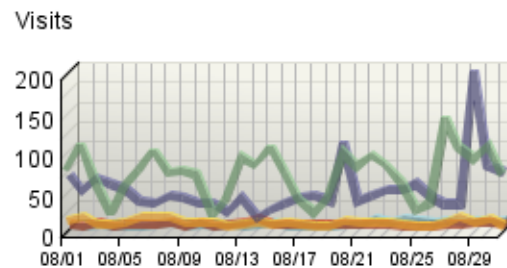
Spiders



Browsers Trend



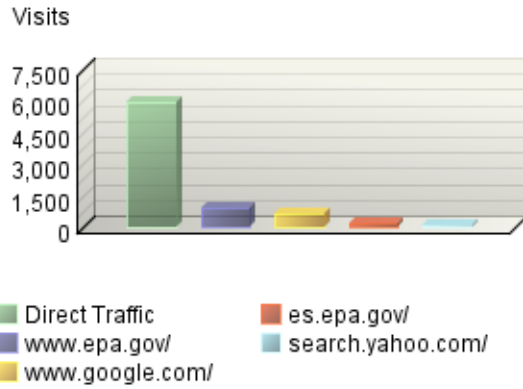
Platforms Trend



Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

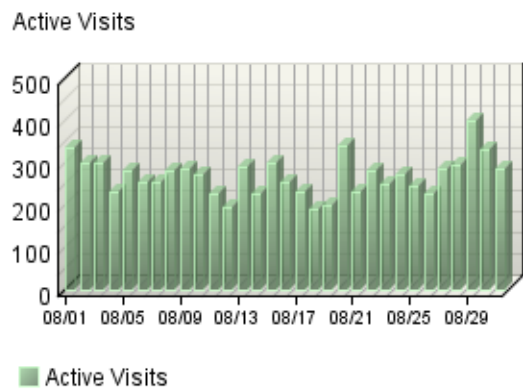
Referring Site



Onsite Ad Impressions Trend

No data is available for this graph.

Active Visits Trend



Onsite Advertising Dashboard

This displays key graphs and tables that provide an overview of the Onsite Advertising chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Onsite Ad Clickthrough Rates

No data is available for this graph.

Onsite Ad Clickthroughs

No data is available for this graph.

Onsite Ad Impressions Trend

No data is available for this graph.

Onsite Ad Clickthroughs Trend

No data is available for this graph.

Onsite Ad Impressions

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

Onsite Ad Impressions Trend

No data is available for this graph.

Onsite Ad Impressions

No data is available for this graph.

Onsite Ad Impressions

No data is available for this table.

Onsite Ad Impressions - Help Card



Column Definitions

Ad Title

Name of the ad being analyzed.

Ad View Visits

Number of visits by visitors who saw the specified ad. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph.

Onsite Ad Impressions

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



Report Descriptions

Use this information to sell ad space and bill clients.

Onsite Ad Clickthroughs

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

Onsite Ad Clickthroughs Trend

No data is available for this graph.

Onsite Ad Clickthroughs

No data is available for this graph.

Onsite Ad Clickthroughs

No data is available for this table.

Onsite Ad Clickthroughs - Help Card



Column Definitions

Ad Title

Name of the ad being analyzed.

Ad Click Visits

Number of visits to your site that resulted in the specified ad being clicked on. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Onsite Ad Clickthroughs

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



Report Descriptions

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

Onsite Ad Clickthrough Rates

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

Onsite Ad Clickthrough Rates

No data is available for this graph.

Onsite Ad Clickthrough Rates

No data is available for this table.

Onsite Ad Clickthrough Rates - Help Card



Column Definitions

Ad Title

Name of the ad being analyzed.

Clickthrough Rate

Percentage of ads that were clicked on.

Onsite Ad Clickthroughs

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

Onsite Ad Impressions

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



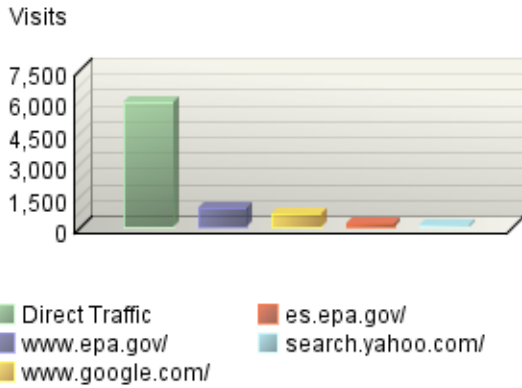
Report Descriptions

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

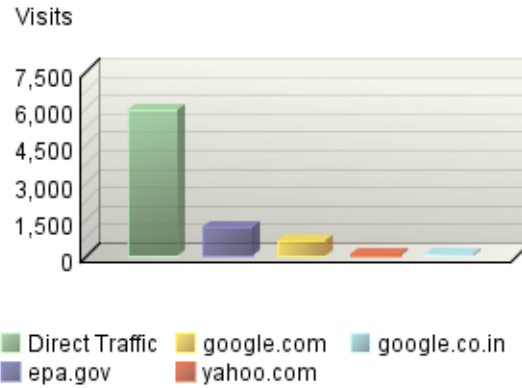
Referrers Dashboard

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

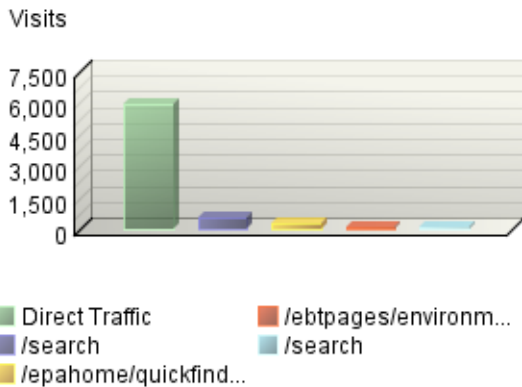
Referring Site



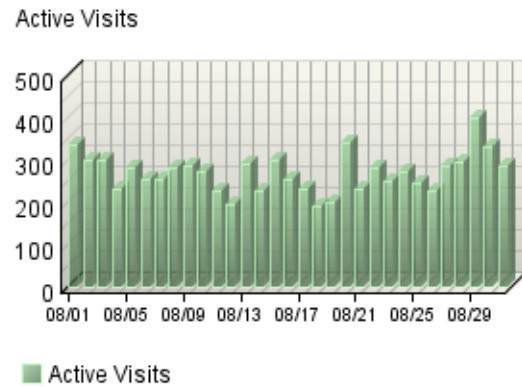
Referring Domain



Referring Page



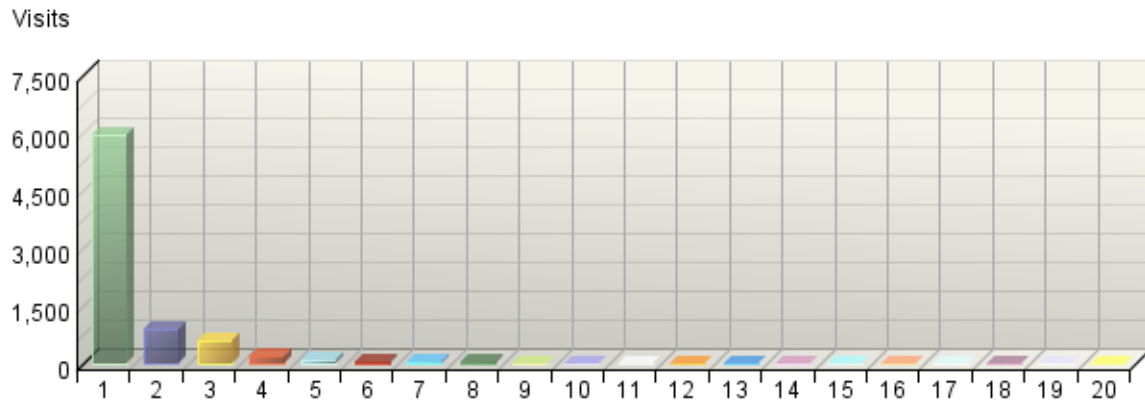
Active Visits Trend



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.

Referring Site



Referring Site

Site	Visits	% Visits
1. Direct Traffic	5,950	71.39%
2. http://www.epa.gov/	876	10.51%
3. http://www.google.com/	607	7.28%
4. http://es.epa.gov/	191	2.29%
5. http://search.yahoo.com/	105	1.26%
6. http://nlquery.epa.gov/	69	0.83%
7. http://www.google.co.in/	69	0.83%
8. http://www.emeryenergy.com/	66	0.79%
9. http://www.google.co.uk/	22	0.26%
10. http://images.google.com/	19	0.23%
11. http://www.google.ca/	18	0.22%
12. http://www.google.com.au/	17	0.20%
13. http://search.live.com/	17	0.20%
14. http://www.google.co.th/	9	0.11%
15. http://www.google.com.my/	8	0.10%
16. http://www.google.co.za/	7	0.08%
17. http://search.msn.com/	7	0.08%
18. http://cfpub.epa.gov/	7	0.08%

Site	Visits	% Visits
19. http://www.google.de/	6	0.07%
20. http://publicaccess.custhelp.com/	6	0.07%
Subtotal for rows: 1 - 20	8,076	96.90%
Other	258	3.10%
Total	8,334	100.00%

items 1-20 of 164

Referring Site - Help Card



Column Definitions

Referring Sites

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

Site

The specific referring site being analyzed.

Visits

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

%

Percentage of referrals that came from the specified site.

Direct Traffic

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

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

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



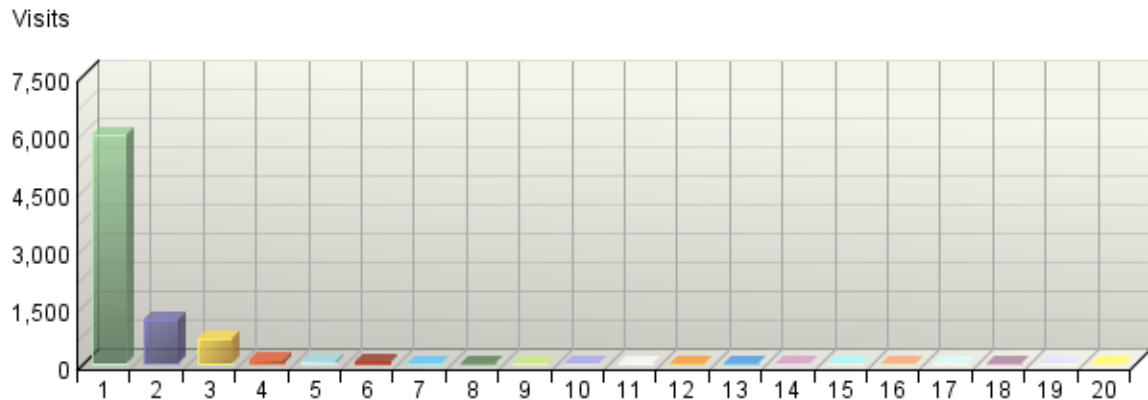
Report Descriptions

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

Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

Referring Domain



Referring Domain

	Domain	Visits	% Visits
1.	Direct Traffic	5,950	71.39%
2.	epa.gov	1,153	13.83%
3.	google.com	629	7.55%
4.	yahoo.com	116	1.39%
5.	google.co.in	73	0.88%
6.	emeryenergy.com	67	0.80%
7.	google.co.uk	22	0.26%
8.	google.ca	19	0.23%
9.	live.com	17	0.20%
10.	google.com.au	17	0.20%
11.	google.co.th	10	0.12%
12.	google.com.my	8	0.10%
13.	msn.com	8	0.10%
14.	aol.com	7	0.08%
15.	google.de	7	0.08%
16.	google.co.za	7	0.08%
17.	custhelp.com	6	0.07%
18.	google.co.jp	6	0.07%

	Domain	Visits	% Visits
19.	72.14.253.104	5	0.06%
20.	google.com.sg	5	0.06%
Subtotal for rows: 1 - 20		8,132	97.58%
Other		202	2.42%
Total		8,334	100.00%

items 1-20 of 132

Referring Domain - Help Card



Column Definitions

Referring Domain

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

Domain

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

Visits

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

%

Percentage of referrals that came from the specified domain.

Direct Traffic

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

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

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



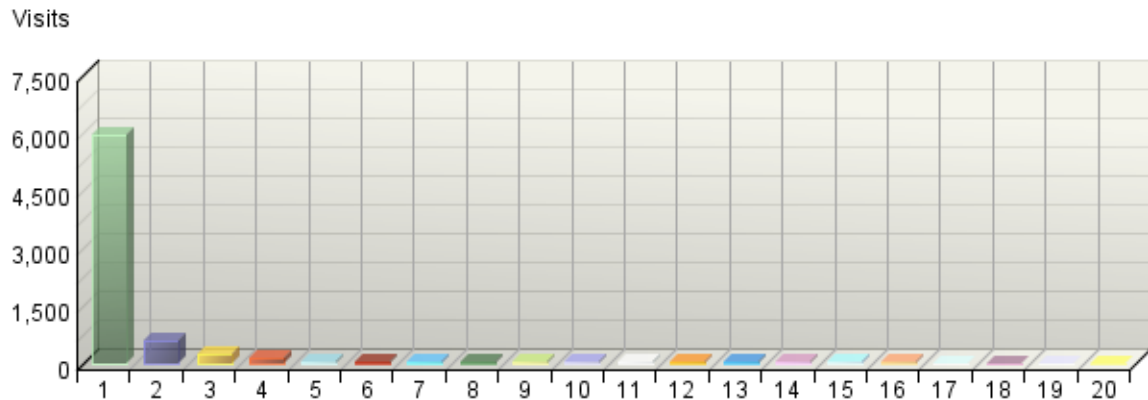
Report Descriptions

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

Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

Referring Page



Referring Page

	Page	Visits	% Visits
1.	Direct Traffic	5,950	71.39%
2.	http://www.google.com/search	590	7.08%
3.	http://www.epa.gov/epahome/quickfinder.htm	236	2.83%
4.	http://www.epa.gov/ebtpages/environmentaltechnology.html	129	1.55%
5.	http://www.google.co.in/search	69	0.83%
6.	http://nlquery.epa.gov/epasearch/epasearch	68	0.82%
7.	http://www.emeryenergy.com/gasification.html	66	0.79%
8.	http://search.yahoo.com/search	66	0.79%
9.	http://www.epa.gov/etop/	54	0.65%
10.	http://es.epa.gov/ncer/other/	46	0.55%
11.	http://es.epa.gov/ncer/biodiversity/solicitation.html	41	0.49%
12.	http://es.epa.gov/ncer/sbir/	36	0.43%
13.	http://www.epa.gov/etv/	34	0.41%
14.	http://www.epa.gov/etop/user/	28	0.34%
15.	http://www.epa.gov/etop/index.html	27	0.32%
16.	http://www.epa.gov/ord/hm/grantopportunity.htm	26	0.31%
17.	http://www.google.co.uk/search	22	0.26%
18.	http://www.google.ca/search	18	0.22%

	Page	Visits	% Visits
19.	http://www.google.com.au/search	17	0.20%
20.	http://images.google.com/imgres	16	0.19%
Subtotal for rows: 1 - 20		7,539	90.46%
Other		795	9.54%
Total		8,334	100.00%

items 1-20 of 370

Referring Page - Help Card



Column Definitions

Pages

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

Visits

Number of visitors referred from the specified URL.

%

Percentage of referred visitors who came from the specified site.

Direct Traffic

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

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

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



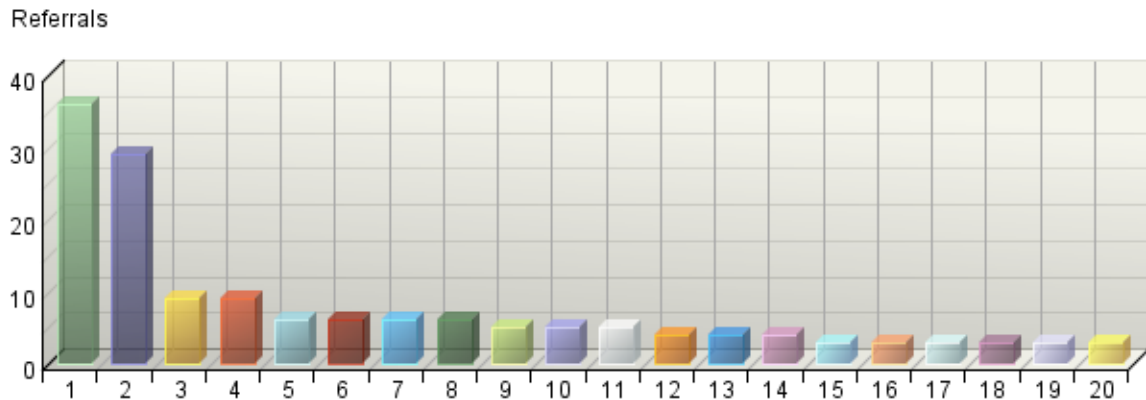
Report Descriptions

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

Search Phrases

This report identifies search phrases that led the most visitors to your site, and for each phrase, which search engines led visitors to the site.

Search Phrases



Search Phrases

Phrases	Engines	Referrals	% Referrals
1. etop	Google India	17	1.56%
	Google	11	1.01%
	Google UK	3	0.28%
	AltaVista	1	0.09%
	Google Russia	1	0.09%
	Google	36	3.31%
2. environmental technology	Google	18	1.66%
	Yahoo	9	0.83%
	Yahoo Canada	1	0.09%
	AltaVista	1	0.09%
	Google	29	2.67%
3. technology description	Google	6	0.55%
	Google India	1	0.09%
	Google Hong Kong	1	0.09%
	Google Korea	1	0.09%
	Google	9	0.83%
4. environmental opportunities	Google	5	0.46%
	Google	9	0.83%

	Phrases Engines	Referrals	% Referrals
	AOL NetFind	1	0.09%
	MSN	1	0.09%
	Google Canada	1	0.09%
	Yahoo	1	0.09%
■ 5.	doe logo	6	0.55%
	Google	6	0.55%
■ 6.	epa crada	6	0.55%
	Google	6	0.55%
■ 7.	environmental technology council	6	0.55%
	Yahoo	3	0.28%
	Google	2	0.18%
	Google Germany	1	0.09%
■ 8.	environmental technologies	6	0.55%
	Google	4	0.37%
	Google Brazil	1	0.09%
	Google Puerto Rico	1	0.09%
■ 9.	logo climate and sediments	5	0.46%
	Google Germany	5	0.46%
■ 10.	crada	5	0.46%
	Google	5	0.46%
■ 11.	waste to energy technologies	5	0.46%
	Yahoo	2	0.18%
	Google India	1	0.09%
	AOL NetFind	1	0.09%
	Google	1	0.09%
■ 12.	technology portal	4	0.37%
	Google	3	0.28%
	Google Canada	1	0.09%
■ 13.	environmental technology opportunities portal	4	0.37%
	Google India	2	0.18%
	Google	2	0.18%
■ 14.	marilyn oylar	4	0.37%
	Google	4	0.37%
■ 15.	rapid detection of bacteria in drinking water	3	0.28%
	Google India	3	0.28%
■ 16.	etop model	3	0.28%
	CNET Search.com	2	0.18%
	Google India	1	0.09%
■ 17.	carolanne mayne	3	0.28%
	MSN	3	0.28%

	Phrases Engines	Referrals	% Referrals
■ 18.	susan thornloe	3	0.28%
	Yahoo	2	0.18%
	Google	1	0.09%
■ 19.	integrated gasification combined cycle	3	0.28%
	Google India	1	0.09%
	Google Russia	1	0.09%
	Google	1	0.09%
■ 20.	doe gnep university readiness winners	3	0.28%
	Google	3	0.28%
Subtotal for rows: 1 - 20		152	13.98%
Other		935	86.02%
Total		1,087	100.00%

items 1-20 of 200

Search Phrases - Help Card



Column Definitions

Phrase

The search phrase a visitor used to find your site.

Engines

The specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Referrals

The number of visits to your site from visitors, who were referred by using the specified search engine and search phrases.

%

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



Report Descriptions

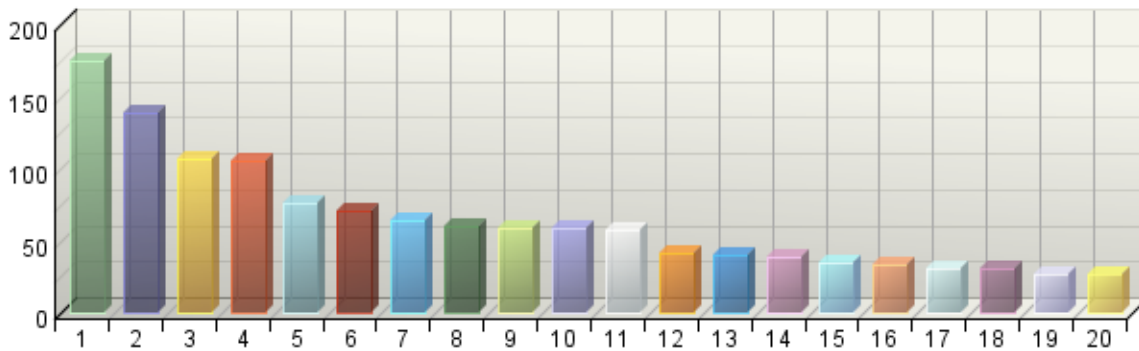
How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?

Search Keywords

This report identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

Search Keywords

Referrals



Search Keywords

Keywords	Engines	Referrals	% Referrals
1. technology	Google	104	2.30%
	Yahoo	33	0.73%
	Google Canada	6	0.13%
	Google India	5	0.11%
	Google Australia	4	0.09%
	Google	174	3.84%
2. environmental	Google	84	1.86%
	Yahoo	28	0.62%
	Google India	3	0.07%
	MSN	3	0.07%
	Google Japan	2	0.04%
	Google	138	3.05%
3. of	Google	50	1.10%
	Google India	16	0.35%
	Yahoo	16	0.35%
	Google Australia	3	0.07%
	Google UK	3	0.07%
	Google	107	2.36%


	Keywords Engines	Referrals	% Referrals
■ 4.	epa	106	2.34%
	Google	88	1.94%
	Yahoo	10	0.22%
	Google Australia	3	0.07%
	Google Canada	3	0.07%
	Google Japan	1	0.02%
■ 5.	2007	76	1.68%
	Google	59	1.30%
	Yahoo	6	0.13%
	Google India	3	0.07%
	Google Australia	2	0.04%
	Netscape	2	0.04%
■ 6.	etop	71	1.57%
	Google India	31	0.68%
	Google	24	0.53%
	Google UK	4	0.09%
	Yahoo	3	0.07%
	CNET Search.com	2	0.04%
■ 7.	funding	64	1.41%
	Google	43	0.95%
	Yahoo	9	0.20%
	Google India	3	0.07%
	Google UK	3	0.07%
	Netscape	2	0.04%
■ 8.	in	60	1.33%
	Google	35	0.77%
	Yahoo	6	0.13%
	Google India	5	0.11%
	Google South Africa	3	0.07%
	Google Canada	2	0.04%
■ 9.	water	59	1.30%
	Google	35	0.77%
	Google India	5	0.11%
	Yahoo	3	0.07%
	Google Turkey	3	0.07%
	Google Australia	3	0.07%
■ 10.	for	59	1.30%
	Google	37	0.82%
	Yahoo	6	0.13%
	Google India	5	0.11%

	Keywords Engines	Referrals	% Referrals
	Netscape	3	0.07%
	Google Sweden	1	0.02%
■ 11.	energy	57	1.26%
	Google	38	0.84%
	Yahoo	5	0.11%
	Google India	5	0.11%
	Google Thailand	2	0.04%
	Google Russia	2	0.04%
■ 12.	opportunities	41	0.91%
	Google	28	0.62%
	Yahoo	3	0.07%
	Google India	2	0.04%
	Google Canada	2	0.04%
	Google Israel	1	0.02%
■ 13.	waste	40	0.88%
	Google	29	0.64%
	Yahoo	3	0.07%
	Google Thailand	2	0.04%
	Google UK	2	0.04%
	Google Mexico	1	0.02%
■ 14.	technologies	39	0.86%
	Google	24	0.53%
	Yahoo	4	0.09%
	AOL NetFind	2	0.04%
	Google India	2	0.04%
	Google Puerto Rico	1	0.02%
■ 15.	2008	34	0.75%
	Google	24	0.53%
	Netscape	2	0.04%
	Google UK	2	0.04%
	Google Russia	2	0.04%
	Google Korea	1	0.02%
■ 16.	research	33	0.73%
	Google	23	0.51%
	Yahoo	4	0.09%
	Google UK	2	0.04%
	Google South Africa	1	0.02%
	Google Israel	1	0.02%
■ 17.	detection	31	0.68%
	Google	13	0.29%

Keywords Engines	Referrals	% Referrals
Yahoo	7	0.15%
Google India	5	0.11%
Google Australia	2	0.04%
Google Turkey	2	0.04%
■ 18. to	31	0.68%
Google	18	0.40%
Yahoo	4	0.09%
Google India	3	0.07%
Google UK	1	0.02%
Google Canada	1	0.02%
■ 19. doe	27	0.60%
Google	25	0.55%
Google South Africa	1	0.02%
Yahoo	1	0.02%
■ 20. on	27	0.60%
Google	15	0.33%
Google India	3	0.07%
Google South Africa	3	0.07%
Yahoo	2	0.04%
Google UK	1	0.02%
Subtotal for rows: 1 - 20	1,274	28.15%
Other	3,252	71.85%
Total	4,526	100.00%

items 1-20 of 200

Search Keywords - Help Card

 **Column Definitions**

Keywords
The specific keywords being analyzed. To see the entire search strings entered by visitors, see the Search Phrases page.

Engines
The specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Referrals
The number of hits from visitors referred to your site with the specified keywords.
% Percentage of referred visitors who used the specified search engine and keyword.



Report Descriptions

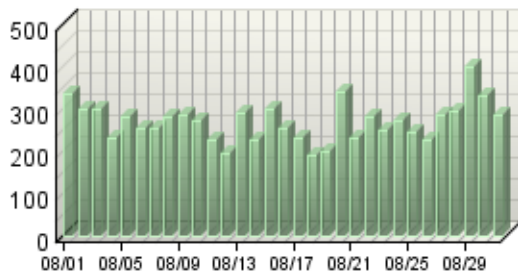
At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Active Visits Trend

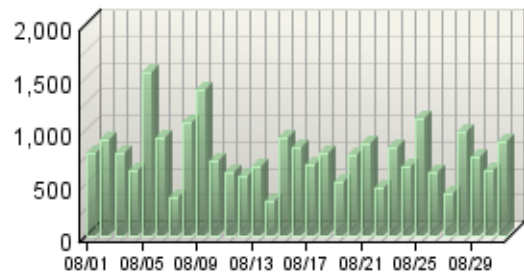
Active Visits



Active Visits

Visitor Minutes Trend

Visitor Minutes



Visitor Minutes

Visitor Summary

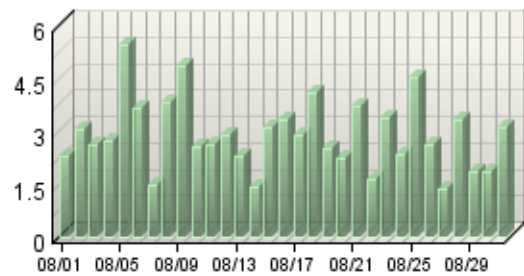
Visitors	3,694
Visitors Who Visited Once	2,963
Visitors Who Visited More Than Once	731
Average Visits per Visitor	2.26

Visit Summary

Visits	8,334
Average per Day	268
Average Visit Duration	00:14:32
Median Visit Duration	00:03:18
International Visits	7.72%
Visits of Unknown Origin	20.39%
Visits from Your Country: United States (US)	71.90%

Average Length of Visit Trend

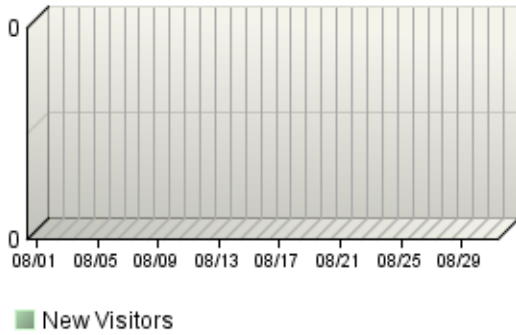
Average Visit Duration



Average Visit Duration

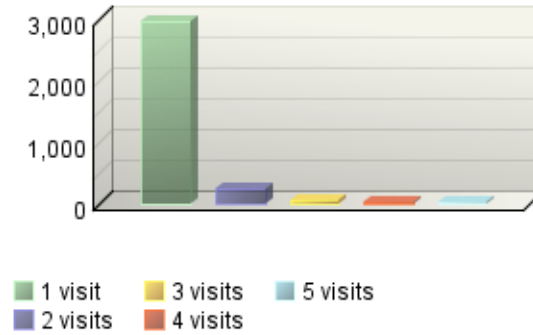
New Visitors Trend

New Visitors



Visitors by Number of Visits

Visitors

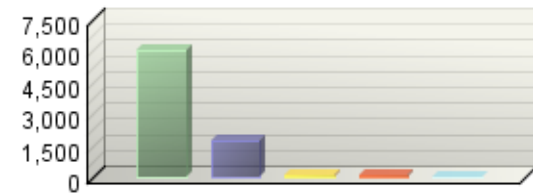


Organizations

No data is available for this graph.

Countries

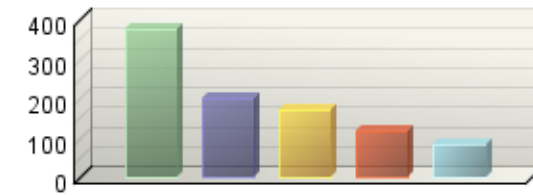
Visits



- United States (US)
- Unknown Country
- Poland (PL)
- India (IN)
- Singapore (SG)

Top Visitors

Visits



- 64.27.13.129_-
- kcrawl01.hj.re3.yah...
- crawl-66-249-73-23...
- crawl-66-249-67-22...
- yenlab5.ist.psu.edu...

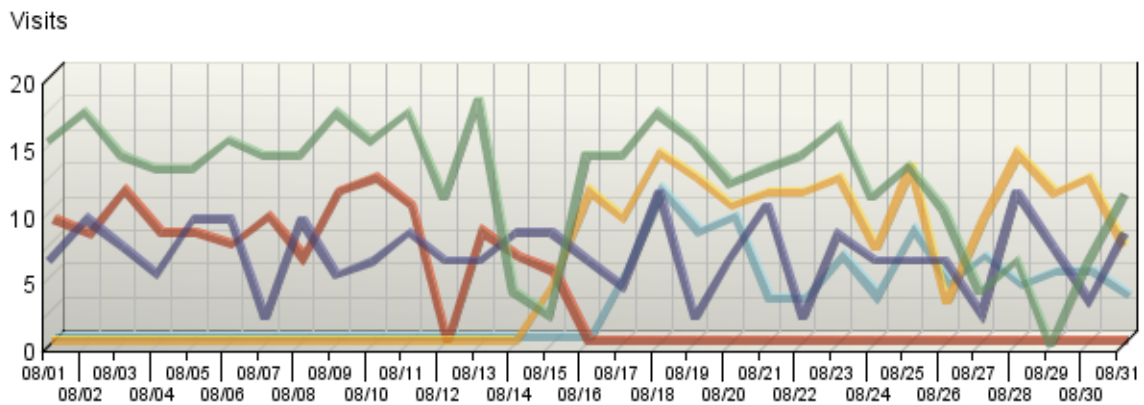
Authenticated Usernames

No data is available for this graph.

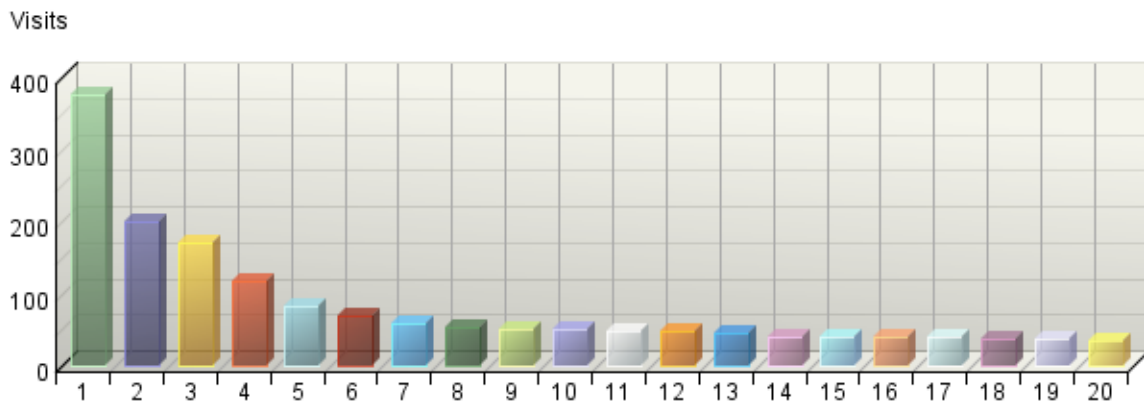
Top Visitors

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

Top Visitors Trend



Top Visitors



Top Visitors

	Visitor	Visits	% Visits	Hits
■ 1.	64.27.13.129_-	375	4.50%	592

	Visitor	Visits	% Visits	Hits
2.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	201	2.41%	4,309
3.	crawl-66-249-73-230.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	170	2.04%	392
4.	crawl-66-249-67-229.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	118	1.42%	281
5.	yenlab5.ist.psu.edu_psuistnanobot/Nutch-0.9 (Penn State IST's Nanotechnology Crawler; http://ist.psu.edu; mikflut AT gmail DOT com)	83	1.00%	99
6.	by1sch4030220.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	69	0.83%	146
7.	livebot-65-55-210-94.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	59	0.71%	75
8.	crawler100.ask.com_Mozilla/5.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	52	0.62%	65
9.	livebot-65-55-210-92.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	50	0.60%	55
10.	python.brooks.af.mil_Mozilla/4.0 (compatible; MSIE 5.5; Win32)	50	0.60%	224
11.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/ help/hotjobs/webmaster) (KHTML, like Gecko)	49	0.59%	1,488
12.	216.99.65.63_FAST Enterprise Crawler 6 used by The Dow Chemical Company (jeff.gillman@dow.com)	48	0.58%	56
13.	livebot-65-55-210-97.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	46	0.55%	56
14.	livebot-65-55-210-91.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	40	0.48%	42
15.	38.114.104.68_Gigabot/3.0 (http://www.gigablast.com/spider.html)	39	0.47%	47
16.	livebot-65-55-210-90.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	39	0.47%	42
17.	crawl-66-249-73-230.googlebot.com_Googlebot-Image/1.0	39	0.47%	70
18.	livebot-65-55-210-93.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	36	0.43%	59
19.	livebot-207-46-98-148.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	36	0.43%	37
20.	by1sch2061820.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	34	0.41%	40
Subtotal for rows: 1 - 20		1,633	19.60%	8,175
Other		6,698	80.40%	38,944

Visitor	Visits	% Visits	Hits
Total	8,331	100.00%	47,119

items 1-20 of 3694

Top Visitors - Help Card



Column Definitions

Visitor

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

Visits

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

Hits

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



Report Descriptions

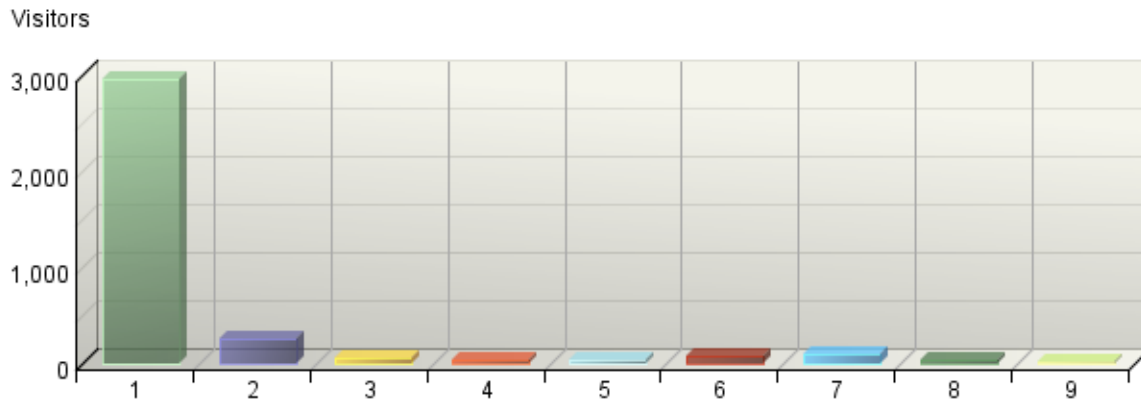
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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

Visitors by Number of Visits

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

Visitors by Number of Visits



Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	2,963	80.21%
2 visits	263	7.12%
3 visits	64	1.73%
4 visits	46	1.25%
5 visits	43	1.16%
6 visits	86	2.33%
7 visits	93	2.52%
8 visits	30	0.81%
9 visits	15	0.41%
Other	91	2.46%
Total	3,694	100.00%

items 1-9 of 9

Visitors by Number of Visits - Help Card



Column Definitions

Number of Visits

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

Visitors

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

%

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



Report Descriptions

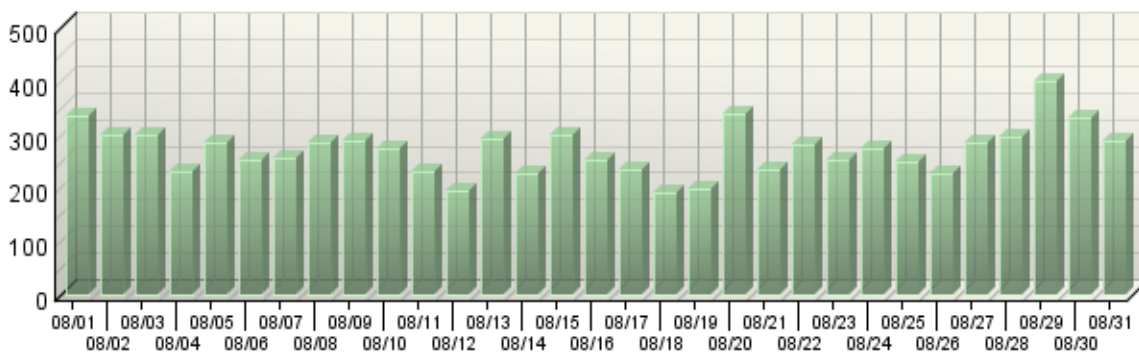
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Some visits may span more than one time interval, and will be counted in each interval where they appear. The sum of visits for all intervals may therefore exceed the total visits shown in the Overview Dashboard page.

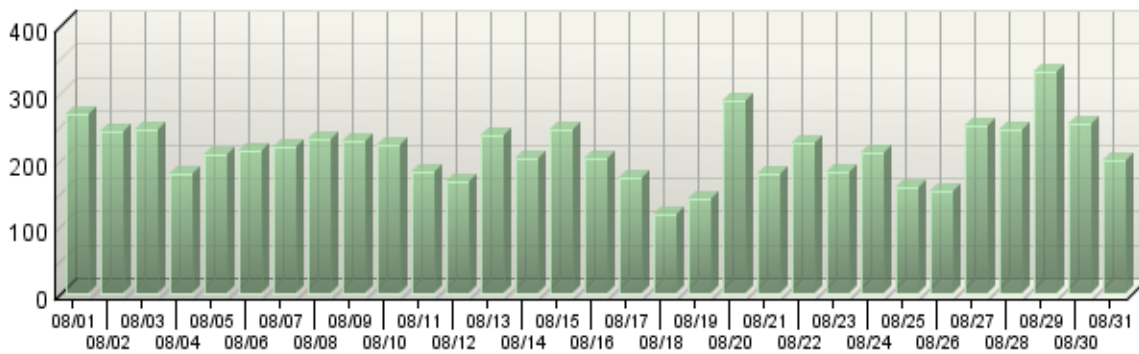
Active Visits Trend

Active Visits



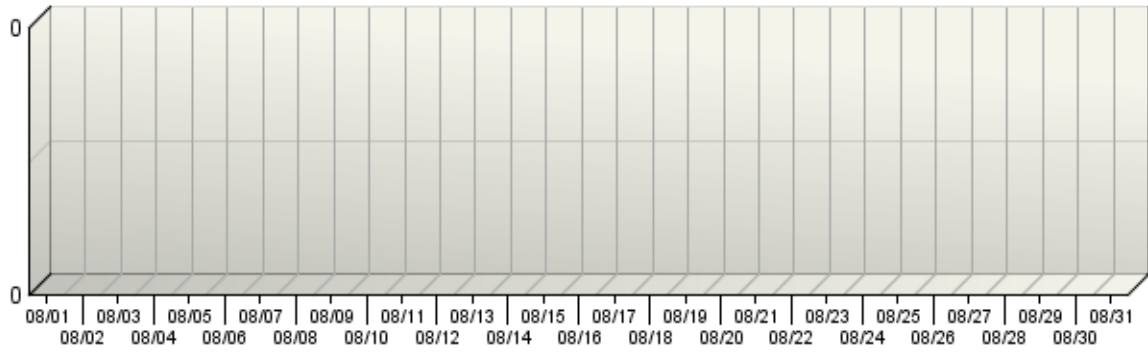
Visitors Trend

Visitors



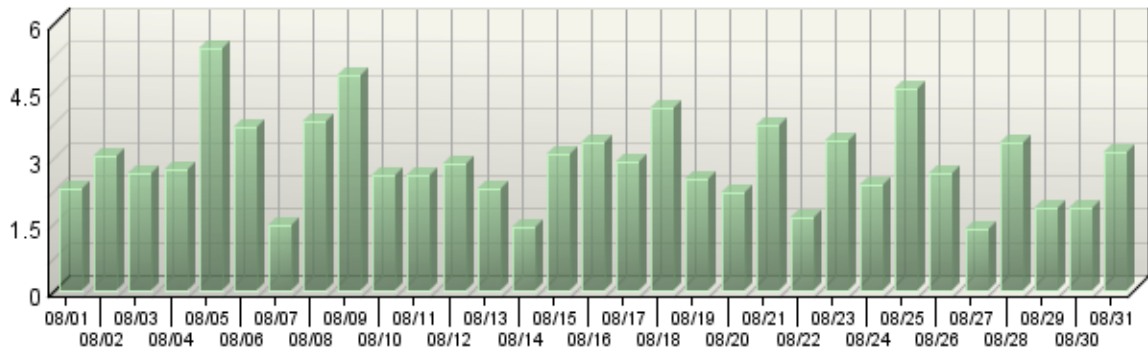
New Visitors Trend

New Visitors



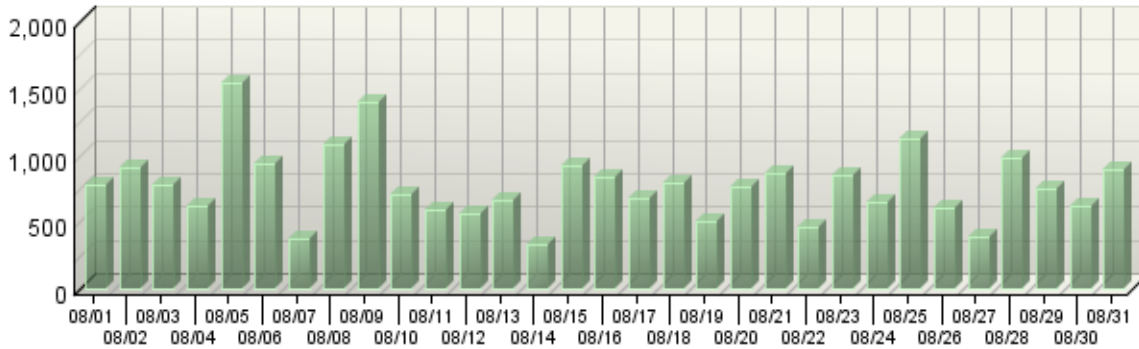
Average Length of Visit Trend

Average Visit Duration



Visitor Minutes Trend

Visitor Minutes



Visitors Trend

Day	Active Visits	Visitors	New Visitors
08/01	336	267	0
08/02	300	242	0
08/03	298	244	0
08/04	231	177	0
08/05	283	207	0
08/06	253	214	0
08/07	254	218	0
08/08	283	229	0
08/09	287	227	0
08/10	273	223	0
08/11	229	180	0
08/12	194	167	0
08/13	290	235	0
08/14	227	202	0
08/15	299	244	0
08/16	253	200	0
08/17	234	174	0
08/18	192	118	0
08/19	198	141	0
08/20	339	289	0
08/21	234	177	0
08/22	280	224	0
08/23	250	180	0
08/24	272	209	0

Day	Active Visits	Visitors	New Visitors
08/25	247	157	0
08/26	228	153	0
08/27	285	250	0
08/28	295	245	0
08/29	398	330	0
08/30	330	252	0
08/31	286	199	0
Average	269	212	0
Total	-	-	0

items 1-20 of 31

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
08/01	00:02:18	774.43
08/02	00:03:02	912.48
08/03	00:02:37	781.9
08/04	00:02:42	624.05
08/05	00:05:26	1,537.95
08/06	00:03:40	931.28
08/07	00:01:27	368.98
08/08	00:03:48	1,076.03
08/09	00:04:50	1,388.8
08/10	00:02:35	706.43
08/11	00:02:36	595.7
08/12	00:02:52	556.83
08/13	00:02:17	662.57
08/14	00:01:26	328.5
08/15	00:03:05	926.08
08/16	00:03:19	840.7
08/17	00:02:53	674.7
08/18	00:04:06	789.85
08/19	00:02:31	500.4
08/20	00:02:13	756.78
08/21	00:03:42	866.02
08/22	00:01:38	461.07
08/23	00:03:22	844.77
08/24	00:02:22	646.97
08/25	00:04:31	1,117.38
08/26	00:02:37	598.18

Day	Average Visit Duration	Visitor Minutes
08/27	00:01:23	394.92
08/28	00:03:19	981.02
08/29	00:01:52	744.03
08/30	00:01:52	616.03
08/31	00:03:06	889.82
Average	-	770.8
Total	-	23,894.67

items 1-20 of 31

Visitors Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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

Active Visits

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

Visitors

Number of individuals who visited your site during the report interval. For a daily report, if someone visits more than once, that person is counted only the first time he or she visits. Values of "-" indicate that the detailed data required is not available. This situation occurs when the Top Visitors report has reached its configured limit or when reports for the corresponding period are turned off. For non-daily reports, the visitor measure total is "-" since the same visitor can be counted in multiple intervals.

New Visitors

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

Average Visit Duration

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

Visitor Minutes

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



Report Descriptions

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

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

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

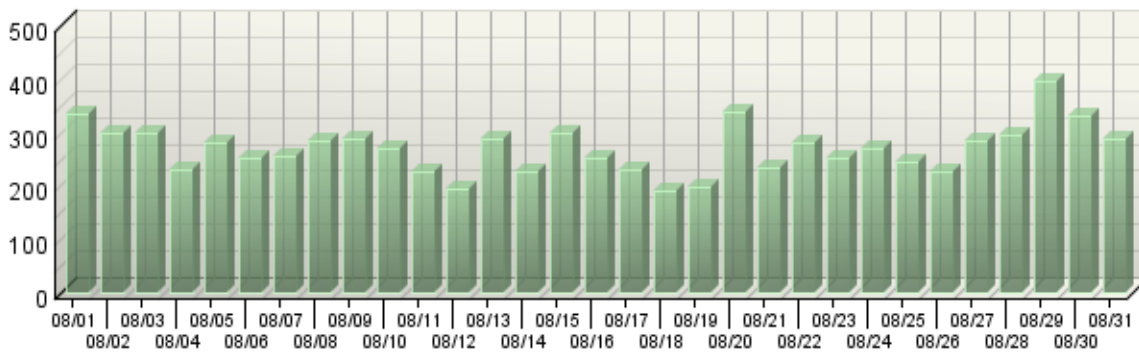
Average - This row gives the average for each column.

Visits Trend

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

Visits Trend

Visits



Visits Trend

Day	Visits	% Visits
08/01	335	4.02%
08/02	300	3.60%
08/03	298	3.58%
08/04	230	2.76%
08/05	282	3.38%
08/06	250	3.00%
08/07	254	3.05%
08/08	283	3.40%
08/09	286	3.43%
08/10	271	3.25%
08/11	228	2.74%
08/12	194	2.33%
08/13	289	3.47%
08/14	226	2.71%
08/15	298	3.58%
08/16	253	3.04%
08/17	232	2.78%
08/18	190	2.28%
08/19	197	2.36%

Day	Visits	% Visits
08/20	339	4.07%
08/21	234	2.81%
08/22	279	3.35%
08/23	250	3.00%
08/24	271	3.25%
08/25	246	2.95%
08/26	228	2.74%
08/27	284	3.41%
08/28	294	3.53%
08/29	397	4.76%
08/30	330	3.96%
08/31	286	3.43%
Total	8,334	100.00%

items 1-20 of 31

Visits Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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

Visits

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

%

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



Report Descriptions

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

Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site.

Organizations

No data is available for this graph.

Organizations

No data is available for this table.

Organizations - Help Card



Column Definitions

Organization

The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by either of the following methods:

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

Unknown

The organization could not be determined.

Domain Name

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

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

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

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

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

Visits

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

Hits

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



Report Descriptions

Use this information when you are interested in an organization as a whole, such as Webtrends Inc. You can identify the major domain names from each company, such as webtrends.com from WebTrends Inc.

Authenticated Usernames

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

Authenticated Usernames Trend

No data is available for this graph.

Authenticated Usernames

No data is available for this graph.

Authenticated Usernames

No data is available for this table.

Authenticated Usernames - Help Card



Column Definitions

Authenticated Username

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

Visits

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

Hits

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

%

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



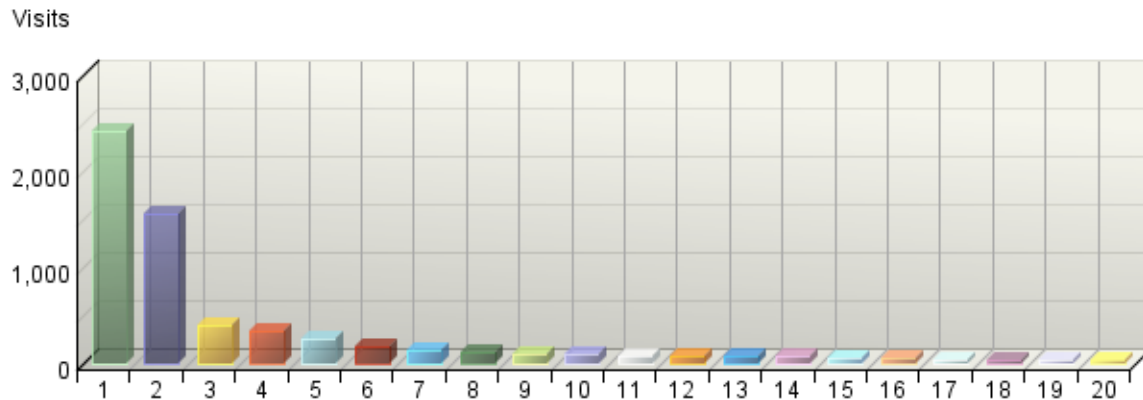
Report Descriptions

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

Domain Names

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

Domain Names



Domain Names

	Domain Name	Visits	% Visits	Hits
1.	yahoo.net	2,425	29.10%	2,555
2.	Unresolved IP Address	1,563	18.75%	8,582
3.	live.com	390	4.68%	482
4.	googlebot.com	337	4.04%	785
5.	yahoo.com	258	3.10%	5,891
6.	epa.gov	180	2.16%	5,174
7.	comcast.net	136	1.63%	1,845
8.	phx.gbl	129	1.55%	250
9.	aol.com	109	1.31%	161
10.	verizon.net	97	1.16%	1,364
11.	ask.com	86	1.03%	115
12.	psu.edu	85	1.02%	104
13.	inktomisearch.com	78	0.94%	82
14.	rr.com	74	0.89%	675
15.	akamaitechnologies.com	67	0.80%	1,802
16.	af.mil	59	0.71%	290
17.	sbcglobal.net	43	0.52%	489
18.	become.com	41	0.49%	45
19.	bellsouth.net	35	0.42%	538

	Domain Name	Visits	% Visits	Hits
20.	twtelecom.net	31	0.37%	200
Subtotal for rows: 1 - 20		6,223	74.67%	31,429
Other		2,111	25.33%	15,785
Total		8,334	100.00%	47,214

items 1-20 of 897

Domain Names - Help Card



Column Definitions

Domain Name

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

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

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

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

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

Visits

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

Hits

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



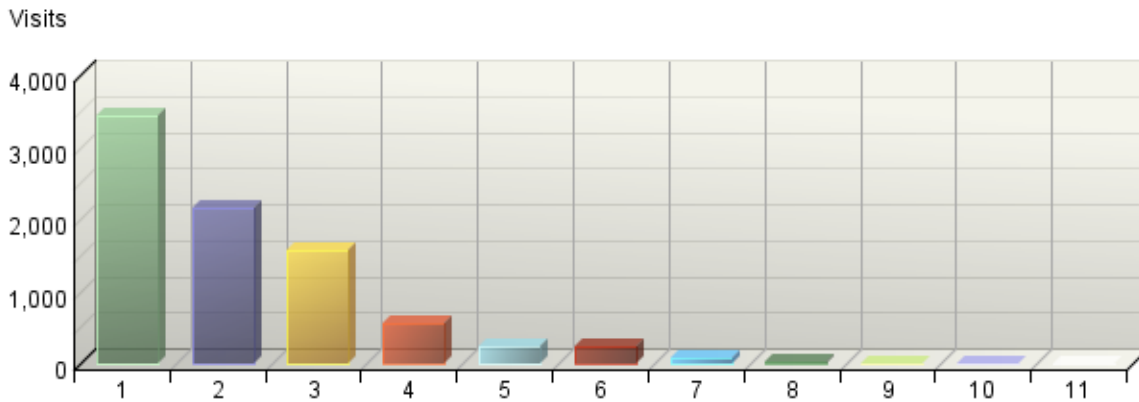
Report Descriptions

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

Top-Level Domain Types

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

Top-Level Domain Types



Top-Level Domain Types

Top-Level Domain Types	Visits	% Visits	Hits
Network	3,440	41.28%	12,145
Commercial	2,173	26.07%	15,505
Unresolved IP Address	1,564	18.77%	8,583
Unknown	566	6.79%	2,948
Government	239	2.87%	5,596
Education	236	2.83%	1,684
Military	76	0.91%	366
Organization	35	0.42%	321
ARPANET	2	0.02%	9
Informational	2	0.02%	14
International	1	0.01%	43
Total	8,334	100.00%	47,214

items 1-11 of 11

Top-Level Domain Types - Help Card



Column Definitions

Reserved IP Address

The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.

Unresolved IP Address

Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

Unknown

The domain suffix did not match any of the top-level domain categories.

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

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.

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.



Report Descriptions

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.

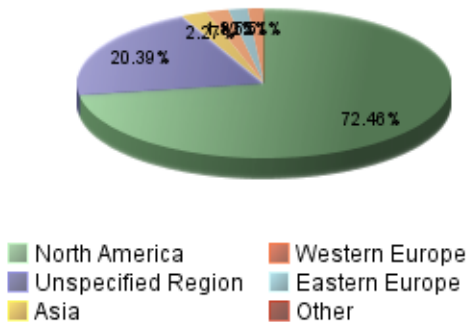
Total - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

Geography Dashboard

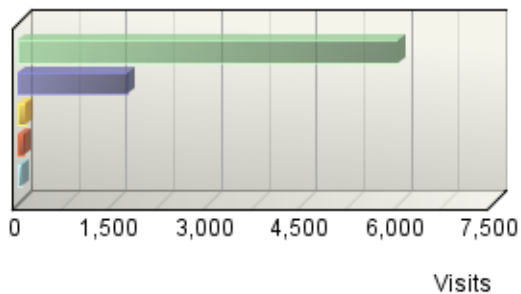
This page contains key graphs and tables that provide an overview of this chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Regions

Visits



Countries



North American States and Provinces

No data is available for this graph.

Cities

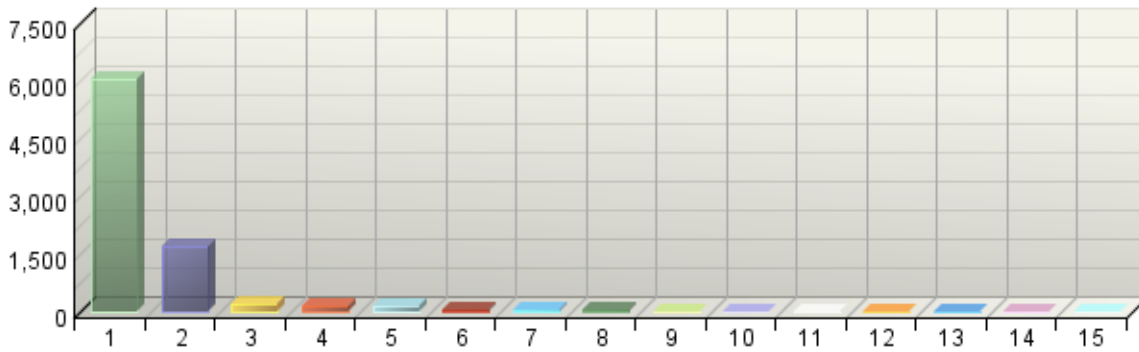
No data is available for this graph.

Regions

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

Regions

Visits



Regions

Regions	Visits	% Visits
1. North America	6,039	72.46%
2. Unspecified Region	1,699	20.39%
3. Asia	189	2.27%
4. Western Europe	152	1.82%
5. Eastern Europe	129	1.55%
6. South America	37	0.44%
7. Australia	29	0.35%
8. Middle East	25	0.30%
9. Northern Europe	14	0.17%
10. Southern Africa	9	0.11%
11. Pacific Islands	5	0.06%
12. Northern Africa	4	0.05%
13. Eastern Africa	1	0.01%
14. Western Africa	1	0.01%
15. Caribbean Islands	1	0.01%
Total	8,334	100.00%

items 1-15 of 15

Regions - Help Card



Column Definitions

Regions

The geographic part of the world where visitors to your web site are located. "Unspecified Region" represents visitors whose geographic region could not be determined. "Unknown Region" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name.

Visits

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

%

Percentage of total visits that were from this geographic region.



Report Descriptions

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

Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for which the IP address does not match an entry in GeoTrends database. This is the case for countries that do not have states or simply entries for which this information was not provided in the GeoTrends database.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.