ETOP Monthly Report

http://www.epa.gov/etop/

Monthly View: April 2007

April 1, 2007 12:00:00 AM – April 30, 2007 11:53:40 PM

Table of Contents

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

- /etop/
- /etop/funding/
- /etop/other/
- /etop/user/
- /etop/news/

Exit Pages

- /etop/
- /etop/fundi...
- /etop/user/
- /etop/news/
- /etop/other/

Referring Site

- Direct Traffic
- www.epa.gov/
- www.google.com/
- es.epa.gov/
- www.emeryenergy.c...
- Other

Visit Summary

Visits	7,747
Average per Day	258
Average Visit Duration	00:11:48
Median Visit Duration	00:02:48
International Visits	6.07%
Visits of Unknown Origin	15.80%
Visits from Your Country: United States (US)	78.13%

New vs. Returning Visitors Trend
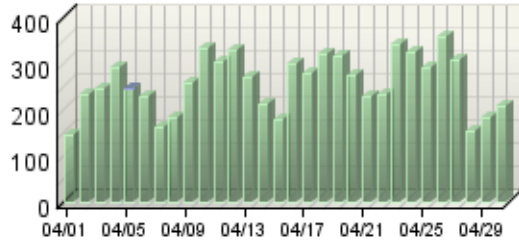
Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site

Visits

- Direct Traffic
- www.epa.gov/
- www.google.com/
- es.epa.gov/
- www.emeryenergy.c...

Active Visits Trend
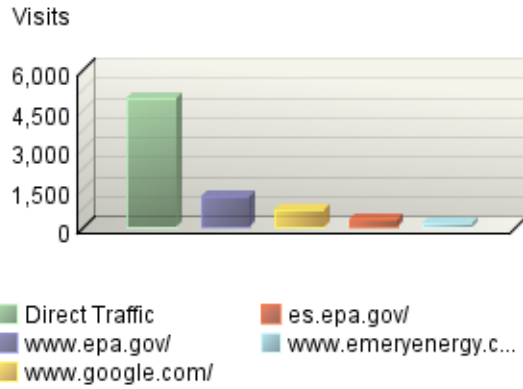
Active Visits

- Active Visits
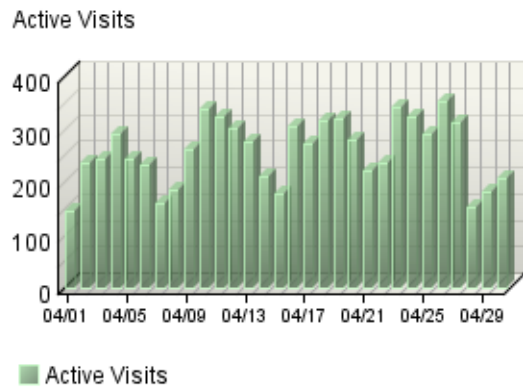
Referrers Dashboard

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

Visits

- Direct Traffic
- www.epa.gov/
- www.google.com/
- es.epa.gov/
- www.emeryenergy.c...

Referring Domain

Visits

- Direct Traffic
- epa.gov
- google.com
- yahoo.com
- emeryenergy.com

Referring Page

Visits

- Direct Traffic
- /search
- /epahome/quickfind...
- /ebtpages/environm...
- /gasification.html
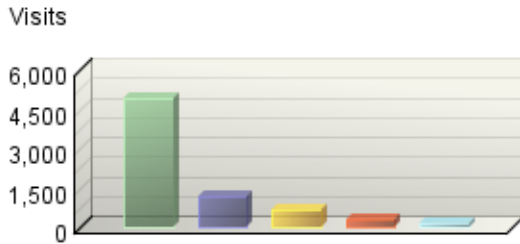
Active Visits Trend

Active Visits

- Active Visits

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
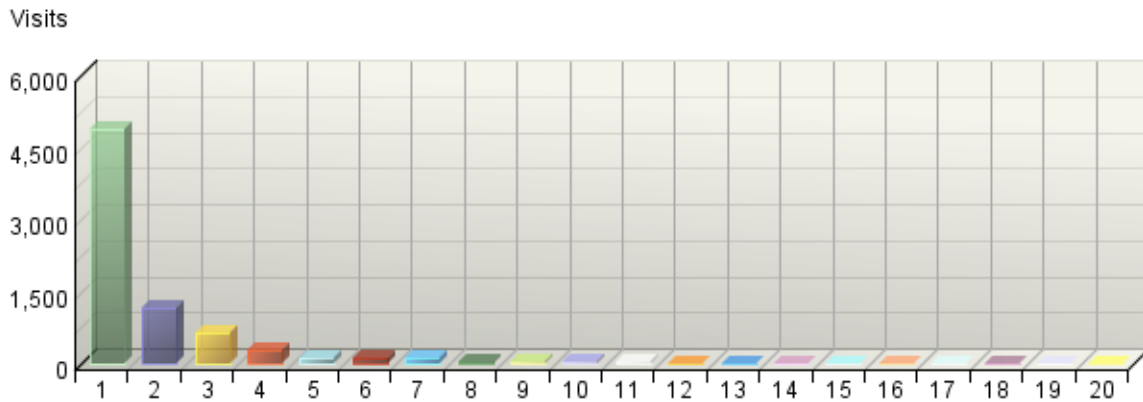
Referring Site

	Site	Visits	% Visits
1.	Direct Traffic	4,878	62.97%
2.	http://www.epa.gov/	1,157	14.93%
3.	http://www.google.com/	654	8.44%
4.	http://es.epa.gov/	263	3.39%
5.	http://www.emeryenergy.com/	114	1.47%
6.	http://search.yahoo.com/	107	1.38%
7.	http://nlquery.epa.gov/	107	1.38%
8.	http://www.google.co.in/	49	0.63%
9.	http://www.google.co.uk/	26	0.34%
10.	http://www.google.ca/	24	0.31%
11.	http://search.msn.com/	23	0.30%
12.	http://images.google.com/	19	0.25%
13.	http://www.google.com.au/	15	0.19%
14.	http://www.google.de/	11	0.14%
15.	http://209.85.165.104/	8	0.10%
16.	http://aolsearch.aol.com/	8	0.10%
17.	http://epa.gov/	7	0.09%
18.	http://publicaccess.custhelp.com/	7	0.09%

	Site	Visits	% Visits
■ 19.	http://www.smallbiz-enviroweb.org/	7	0.09%
■ 20.	http://www.google.fr/	6	0.08%
	Subtotal for rows: 1 - 20	**7,490**	**96.68%**
	Other	**257**	**3.32%**
	Total	**7,747**	**100.00%**

items 1-20 of 174

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
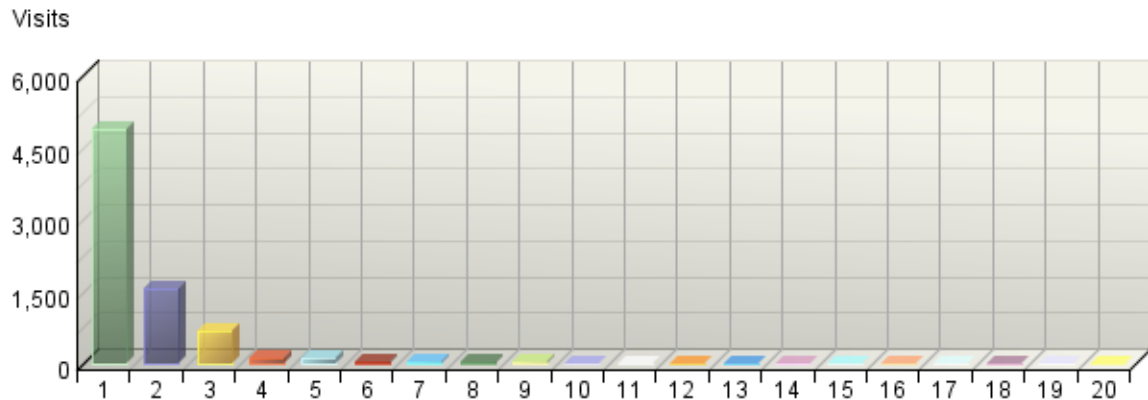
Referring Domain

	Domain	Visits	% Visits
1.	Direct Traffic	4,878	62.97%
2.	epa.gov	1,547	19.97%
3.	google.com	678	8.75%
4.	yahoo.com	123	1.59%
5.	emeryenergy.com	116	1.50%
6.	google.co.in	50	0.65%
7.	google.co.uk	27	0.35%
8.	msn.com	26	0.34%
9.	google.ca	25	0.32%
10.	google.com.au	17	0.22%
11.	google.de	12	0.15%
12.	aol.com	10	0.13%
13.	209.85.165.104	8	0.10%
14.	custhelp.com	7	0.09%
15.	google.com.br	7	0.09%
16.	smallbiz-enviroweb.org	7	0.09%
17.	google.fr	6	0.08%
18.	72.14.235.104	6	0.08%

	Domain	Visits	% Visits
▪ 19.	live.com	6	0.08%
▪ 20.	google.ie	5	0.06%
	Subtotal for rows: 1 - 20	**7,561**	**97.60%**
	Other	**186**	**2.40%**
	Total	**7,747**	**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
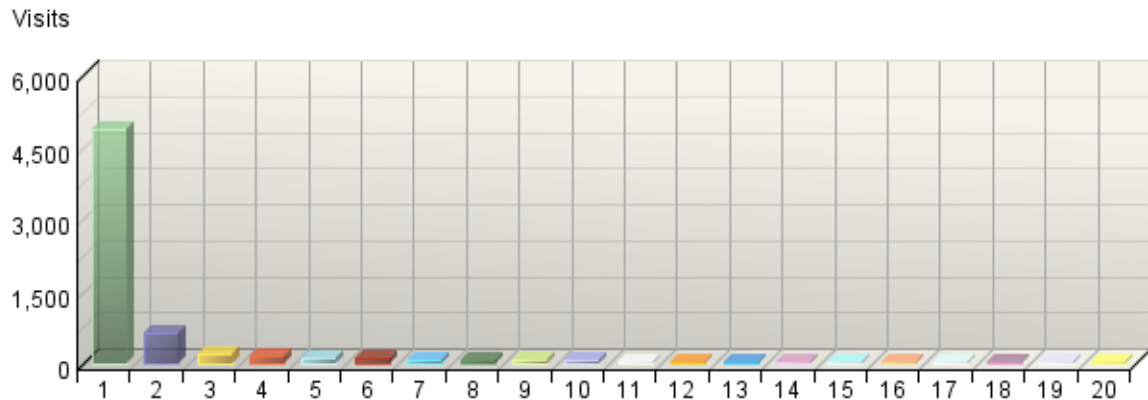
Referring Page

		Page	Visits	% Visits
■	1.	Direct Traffic	4,878	62.97%
■	2.	http://www.google.com/search	645	8.33%
■	3.	http://www.epa.gov/epahome/quickfinder.htm	212	2.74%
■	4.	http://www.epa.gov/ebtpages/environmentaltechnology.html	154	1.99%
■	5.	http://www.emeryenergy.com/gasification.html	114	1.47%
■	6.	http://nlquery.epa.gov/epasearch/epasearch	105	1.36%
■	7.	http://www.epa.gov/etop/	74	0.96%
■	8.	http://search.yahoo.com/search	72	0.93%
■	9.	http://es.epa.gov/ncer/other/	66	0.85%
■	10.	http://www.epa.gov/etop/developer/financial.html	65	0.84%
■	11.	http://www.epa.gov/etv/	51	0.66%
■	12.	http://www.google.co.in/search	49	0.63%
■	13.	http://es.epa.gov/ncer/biodiversity/solicitation.html	48	0.62%
■	14.	http://es.epa.gov/ncer/sbir/	45	0.58%
■	15.	http://www.epa.gov/environmentaltechnology/user/	42	0.54%
■	16.	http://www.epa.gov/etop/user/	40	0.52%
■	17.	http://es.epa.gov/ncer/biodiversity/links.html	36	0.46%
■	18.	http://www.epa.gov/etop/index.html	35	0.45%

	Page	Visits	% Visits
■ 19.	http://www.epa.gov/ord/htm/grantopportunity.htm	32	0.41%
■ 20.	http://www.epa.gov/etop/developer/index.html	29	0.37%
	Subtotal for rows: 1 - 20	**6,792**	**87.67%**
	Other	**955**	**12.33%**
	Total	**7,747**	**100.00%**

items 1-20 of 368

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
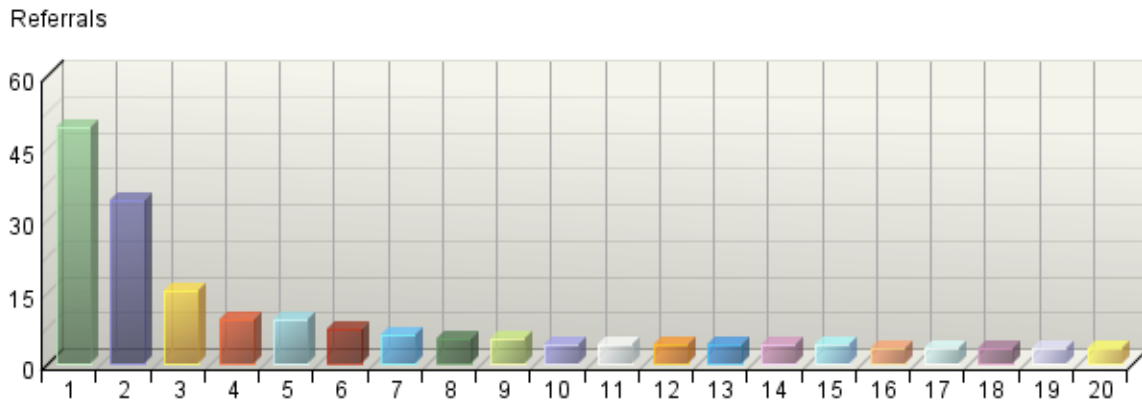
Search Phrases

	Phrases Engines	Referrals	% Referrals
1.	etop	49	4.39%
	Google India	19	1.70%
	Google	18	1.61%
	Google Canada	3	0.27%
	Yahoo	3	0.27%
	Google Germany	2	0.18%
2.	environmental technology	34	3.04%
	Google	20	1.79%
	Yahoo	10	0.90%
	MSN	2	0.18%
	Earthlink	1	0.09%
	Google Thailand	1	0.09%
3.	crada	15	1.34%
	Google	14	1.25%
	Google Canada	1	0.09%
4.	environmental technology council	9	0.81%
	Google	5	0.45%
	Yahoo	3	0.27%

Phrases Engines	Referrals	% Referrals
MSN	1	0.09%
5. environmental technologies	9	0.81%
Google	8	0.72%
Google Australia	1	0.09%
6. new environmental technology	7	0.63%
Google	4	0.36%
Google Denmark	1	0.09%
Google Canada	1	0.09%
Yahoo Canada	1	0.09%
7. darrell winner epa star	6	0.54%
Google	6	0.54%
8. epa crada	5	0.45%
Google	5	0.45%
9. science research development concepts	5	0.45%
Google	5	0.45%
10. arsenic mcl	4	0.36%
Google	4	0.36%
11. detection of very low number of microbial contamination	4	0.36%
Google	4	0.36%
12. enviromental technology	4	0.36%
Yahoo	4	0.36%
13. environmental tech	4	0.36%
Google	3	0.27%
Google Canada	1	0.09%
14. waste to energy technologies	4	0.36%
Google	2	0.18%
Google Poland	1	0.09%
Google India	1	0.09%
15. environmental challenges in remote sensing	4	0.36%
Yahoo	4	0.36%
16. cafo pollution	3	0.27%
Google	3	0.27%
17. continuous progress report	3	0.27%
Google	2	0.18%
Yahoo	1	0.09%
18. phytoremediation diagram	3	0.27%
Google	2	0.18%
Google Germany	1	0.09%
19. environmental technology funding	3	0.27%
Google	3	0.27%

Phrases Engines	Referrals	% Referrals
20. technology opportunities	3	0.27%
Google	2	0.18%
Google Australia	1	0.09%
Subtotal for rows: 1 - 20	**178**	**15.94%**
Other	**939**	**84.06%**
Total	**1,117**	**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
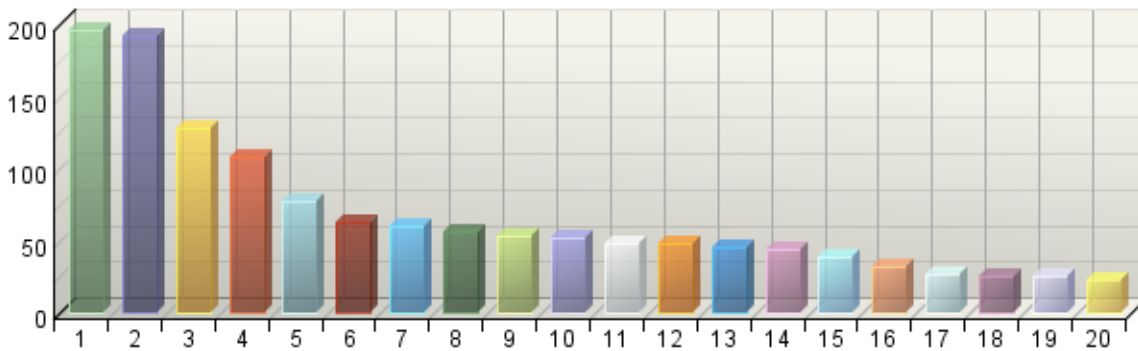
Search Keywords

	Keywords Engines	Referrals	% Referrals
1.	environmental	196	4.41%
	Google	124	2.79%
	Yahoo	36	0.81%
	MSN	6	0.13%
	Google Canada	5	0.11%
	Google Australia	4	0.09%
2.	technology	192	4.32%
	Google	119	2.68%
	Yahoo	31	0.70%
	Google UK	8	0.18%
	Google Australia	7	0.16%
	Google Canada	4	0.09%
3.	epa	128	2.88%
	Google	108	2.43%
	Yahoo	12	0.27%
	MSN	2	0.04%
	Google Brazil	2	0.04%
	Google Canada	1	0.02%

	Keywords Engines	Referrals	% Referrals
■ 4.	of	108	2.43%
	Google	49	1.10%
	Yahoo	20	0.45%
	Google India	9	0.20%
	Google Canada	6	0.13%
	Google UK	6	0.13%
■ 5.	etop	78	1.75%
	Google	31	0.70%
	Google India	25	0.56%
	Yahoo	7	0.16%
	Google Canada	3	0.07%
	Google Germany	2	0.04%
■ 6.	for	62	1.39%
	Google	32	0.72%
	Yahoo	11	0.25%
	Google India	6	0.13%
	Google UK	3	0.07%
	Google Canada	2	0.04%
■ 7.	2007	60	1.35%
	Google	45	1.01%
	Yahoo	7	0.16%
	Google UK	4	0.09%
	MSN	2	0.04%
	Google Denmark	1	0.02%
■ 8.	technologies	56	1.26%
	Google	41	0.92%
	Yahoo	3	0.07%
	Google India	3	0.07%
	Google Canada	3	0.07%
	AOL NetFind	1	0.02%
■ 9.	to	53	1.19%
	Google	35	0.79%
	Yahoo	6	0.13%
	Google UK	2	0.04%
	Google Canada	2	0.04%
	Google India	2	0.04%
■ 10.	funding	52	1.17%
	Google	35	0.79%
	Yahoo	8	0.18%
	MSN	2	0.04%

	Keywords Engines	Referrals	% Referrals
	Google Germany	1	0.02%
	Vivisimo	1	0.02%
11.	waste	48	1.08%
	Google	28	0.63%
	Yahoo	9	0.20%
	Google Puerto Rico	2	0.04%
	Google UK	2	0.04%
	Google Poland	1	0.02%
12.	energy	48	1.08%
	Google	26	0.58%
	Yahoo	8	0.18%
	Google Ireland	2	0.04%
	Google UK	2	0.04%
	MSN	2	0.04%
13.	in	45	1.01%
	Google	19	0.43%
	Yahoo	9	0.20%
	Google India	7	0.16%
	MSN	4	0.09%
	Google UK	2	0.04%
14.	water	44	0.99%
	Google	29	0.65%
	Google UK	3	0.07%
	Google France	2	0.04%
	Google India	2	0.04%
	Google Australia	2	0.04%
15.	research	39	0.88%
	Google	28	0.63%
	Yahoo	6	0.13%
	Google Chile	1	0.02%
	Overture	1	0.02%
	AOL NetFind	1	0.02%
16.	new	32	0.72%
	Google	16	0.36%
	Yahoo	4	0.09%
	Google Canada	3	0.07%
	Google Australia	2	0.04%
	MSN	2	0.04%
17.	opportunities	27	0.61%
	Google	15	0.34%

		Keywords Engines	Referrals	% Referrals
		Yahoo	3	0.07%
		Google Australia	3	0.07%
		Google Canada	1	0.02%
		Google India	1	0.02%
■	18.	the	25	0.56%
		Google	14	0.31%
		Yahoo	5	0.11%
		Google Canada	2	0.04%
		Google South Africa	1	0.02%
		Mamma	1	0.02%
■	19.	detection	25	0.56%
		Google	15	0.34%
		Google India	5	0.11%
		Yahoo	3	0.07%
		Google South Africa	1	0.02%
		Google Germany	1	0.02%
■	20.	grant	23	0.52%
		Google	20	0.45%
		MSN	1	0.02%
		Google Australia	1	0.02%
		Yahoo	1	0.02%
	Subtotal for rows: 1 - 20		**1,341**	**30.16%**
	Other		**3,105**	**69.84%**
	Total		**4,446**	**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.
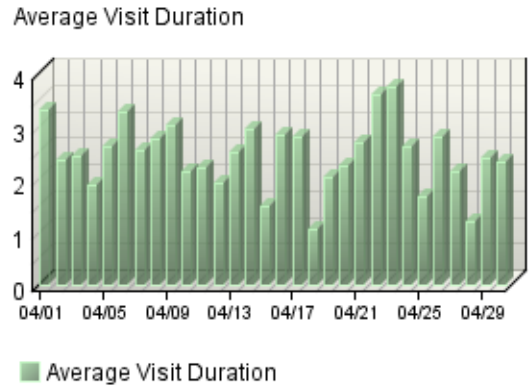
Active Visits Trend
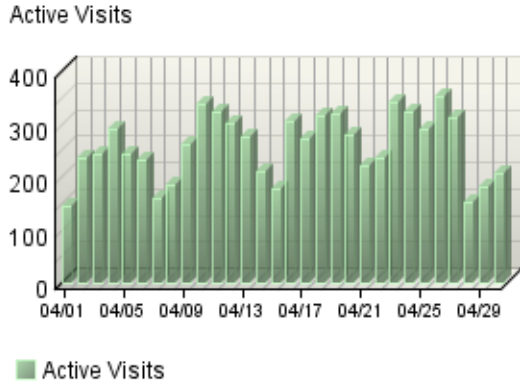
Visitor Minutes Trend
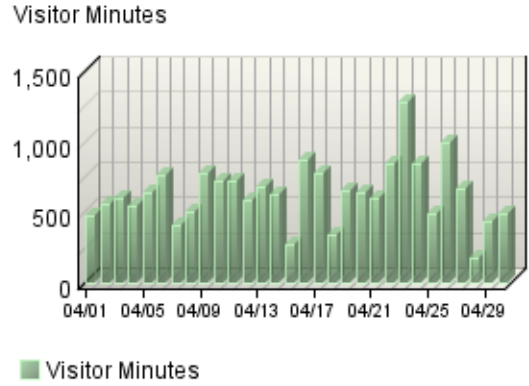
Visitor Summary

Visitors	3,779
Visitors Who Visited Once	3,038
Visitors Who Visited More Than Once	741
Average Visits per Visitor	2.05

Visit Summary

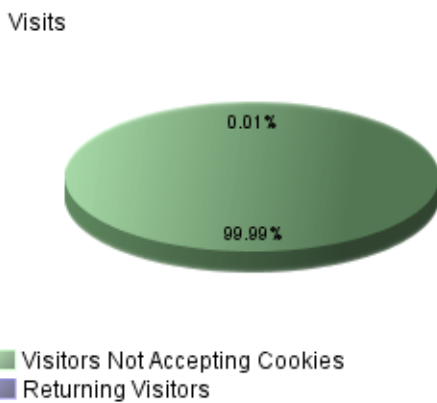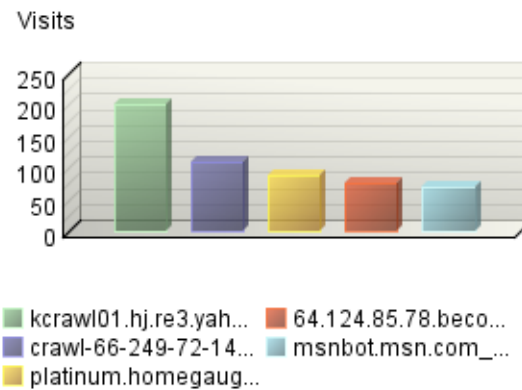|	
Visits	7,747
Average per Day	258
Average Visit Duration	00:11:48
Median Visit Duration	00:02:48
International Visits	6.07%
Visits of Unknown Origin	15.80%
Visits from Your Country: United States (US)	78.13%

Average Length of Visit Trend

New Visitors Trend

New Visitors

Visitors by Number of Visits

Visitors
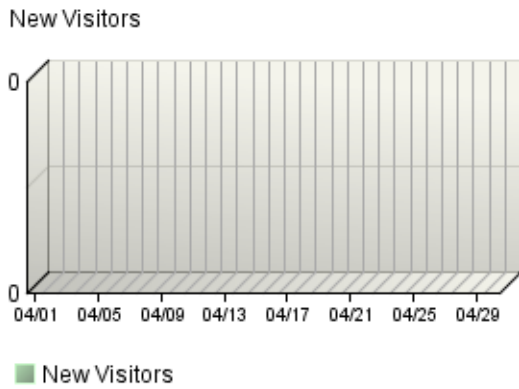
- 1 visit
- 2 visits
- 3 visits
- 4 visits
- 5 visits

New vs. Returning Visitors

Visits

0.01%

99.99%
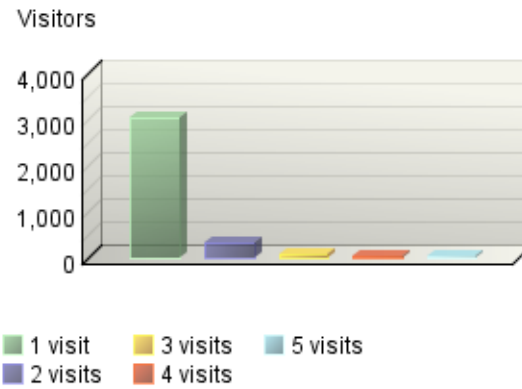
- Visitors Not Accepting Cookies
- Returning Visitors

Top Visitors

Visits

- kcrawl01.hj.re3.yah...
- crawl-66-249-72-14...
- platinum.homegaug...
- 64.124.85.78.beco...
- msnbot.msn.com_...

Countries

Visits

- United States (US)
- Unknown Country
- India (IN)
- Canada (CA)
- Germany (DE)
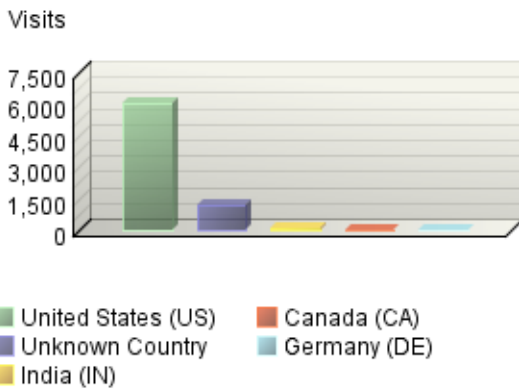
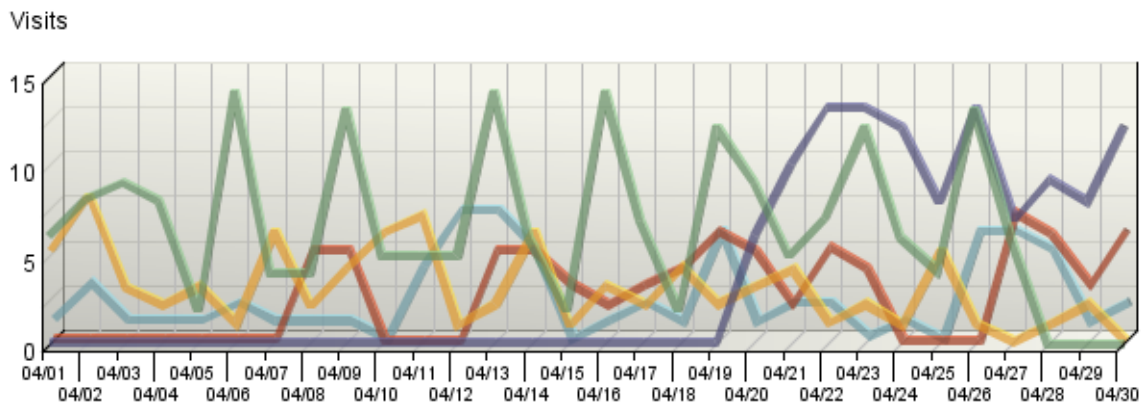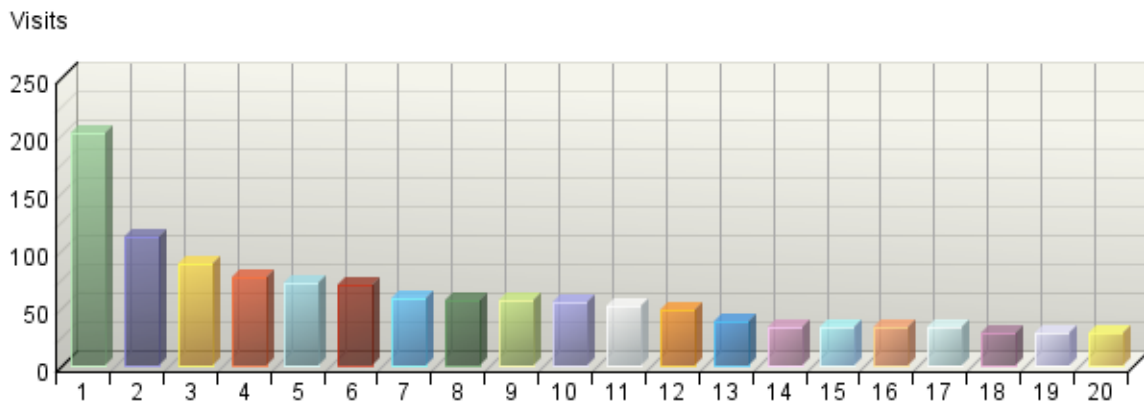# Top Visitors

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.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	202	2.61%	3,621

	Visitor	Visits	% Visits	Hits
2.	crawl-66-249-72-140.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	111	1.43%	313
3.	platinum.homegauge.com_-	88	1.14%	102
4.	64.124.85.78.become.com_Mozilla/5.0 (compatible; BecomeBot/3.0; +http://www.become.com/site_owners.html)	76	0.98%	85
5.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	71	0.92%	98
6.	by1sch4030220.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	70	0.90%	119
7.	crawl-66-249-65-175.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	58	0.75%	139
8.	egspd42212.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	57	0.74%	207
9.	crawl-66-249-72-236.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	57	0.74%	137
10.	ckpnt10.intergraph.com_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	55	0.71%	171
11.	crawl-66-249-65-110.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	51	0.66%	138
12.	bl1sch4092018.phx.gbl_msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)	49	0.63%	141
13.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/ help/hotjobs/webmaster) (KHTML, like Gecko)	39	0.50%	563
14.	crawl-66-249-66-237.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	34	0.44%	123
15.	livebot-65-55-210-93.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	34	0.44%	43
16.	livebot-65-55-215-20.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	33	0.43%	41
17.	lm502002.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	33	0.43%	33
18.	livebot-65-55-210-91.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	29	0.37%	38
19.	213-145-165-82.dd.nextgentel.com_Java/1.5.0_04	29	0.37%	58
20.	199.230.29.112_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1)	29	0.37%	33
	Subtotal for rows: 1 - 20	**1,205**	**15.57%**	**6,203**

Visitor	Visits	% Visits	Hits
Other	6,534	84.43%	39,983
Total	7,739	100.00%	46,186

items 1-20 of 3779

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
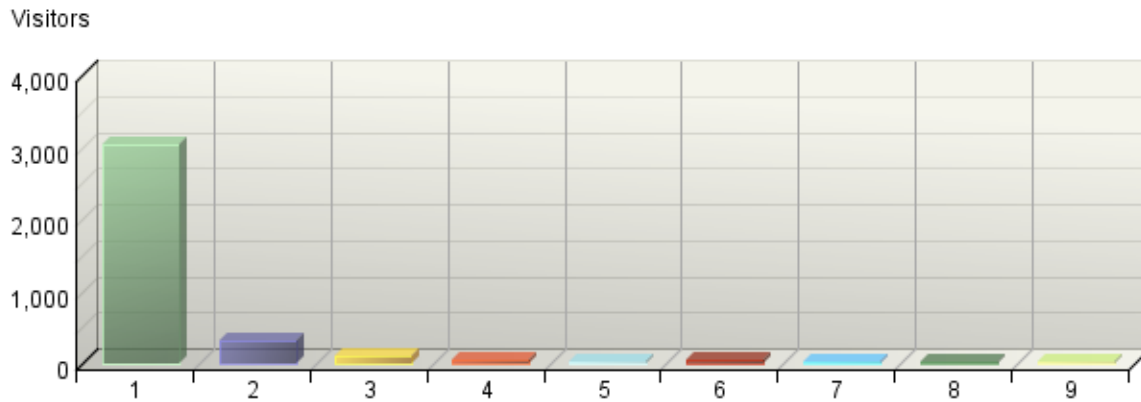
Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	3,038	80.39%
2 visits	315	8.34%
3 visits	95	2.51%
4 visits	60	1.59%
5 visits	33	0.87%
6 visits	48	1.27%
7 visits	35	0.93%
8 visits	29	0.77%
9 visits	22	0.58%
Other	**104**	**2.75%**
Total	**3,779**	**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.
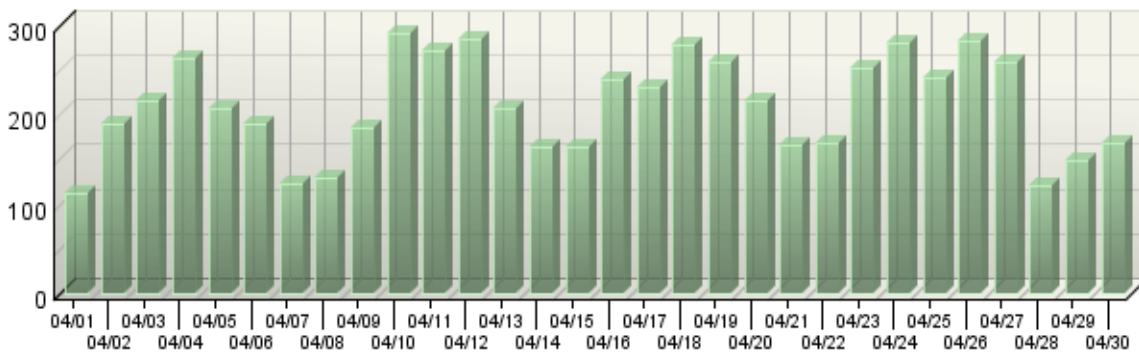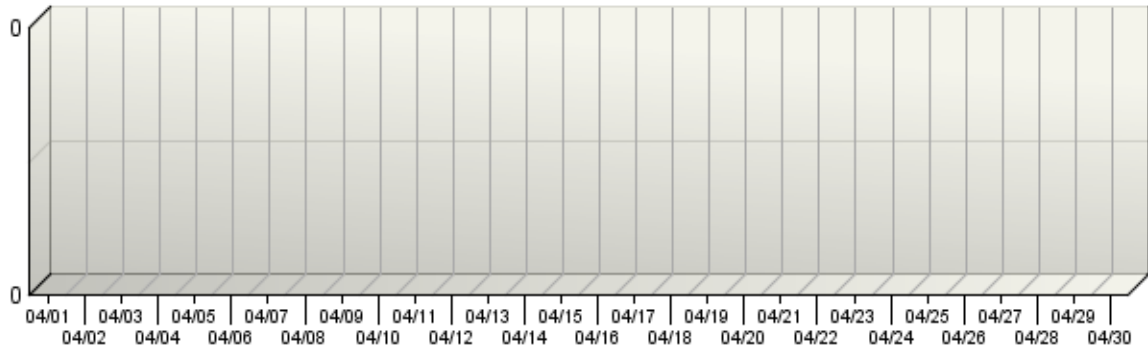
Active Visits Trend
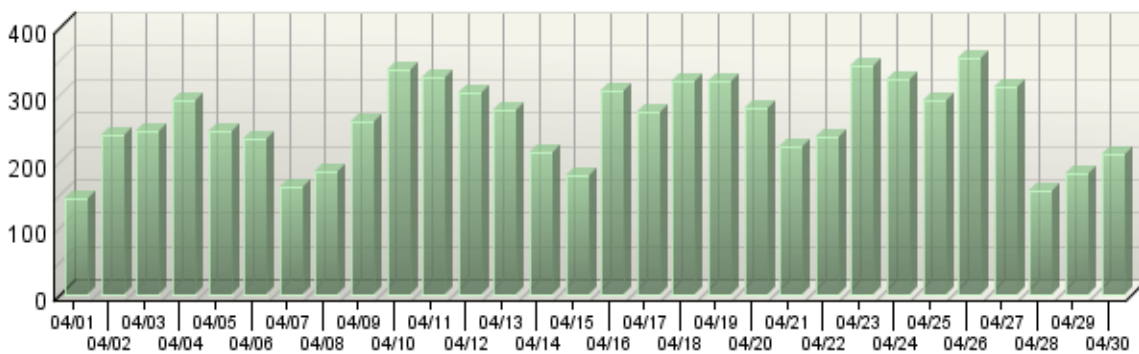
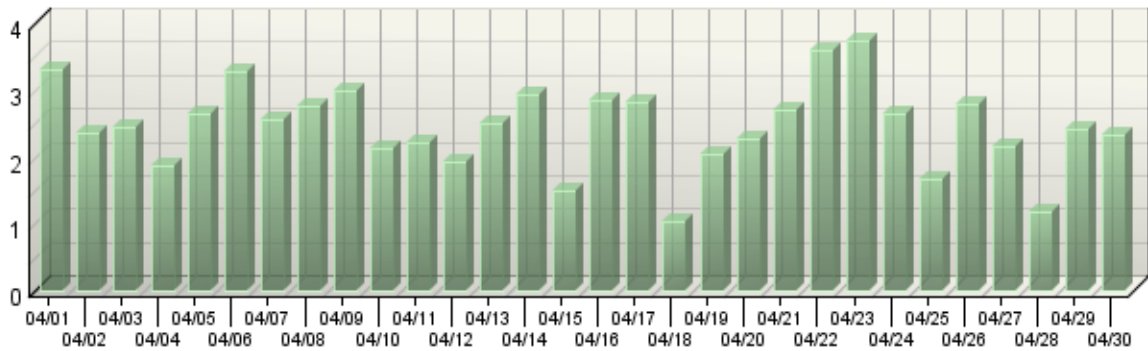**Visitors Trend**

New Visitors Trend

New Visitors

Average Length of Visit Trend

Average Visit Duration

Visitor Minutes Trend

Visitor Minutes
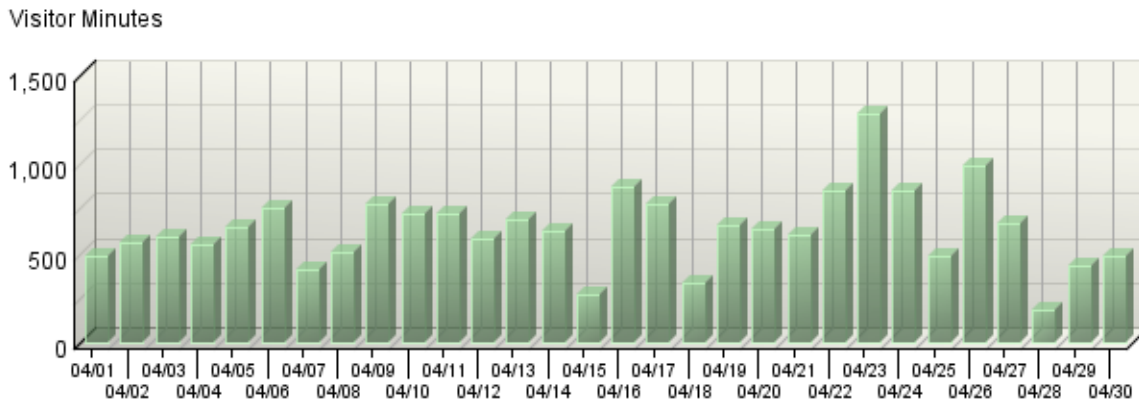
Visitors Trend

Day	Active Visits	Visitors	New Visitors
04/01	145	113	0
04/02	238	190	0
04/03	244	216	0
04/04	291	264	0
04/05	244	208	0
04/06	232	190	0
04/07	160	122	0
04/08	184	130	0
04/09	260	185	0
04/10	337	292	0
04/11	325	273	0
04/12	303	285	0
04/13	275	208	0
04/14	212	163	0
04/15	178	163	0
04/16	306	240	0
04/17	274	232	0
04/18	318	278	0
04/19	320	260	0
04/20	280	215	0
04/21	222	167	0
04/22	236	169	0
04/23	343	253	0
04/24	322	281	0

Day	Active Visits	Visitors	New Visitors
04/25	291	241	0
04/26	354	282	0
04/27	311	259	0
04/28	154	121	0
04/29	180	149	0
04/30	209	169	0
Average	**258**	**210**	**0**
Total	**-**	**-**	**0**

items 1-20 of 30

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
04/01	00:03:19	483.28
04/02	00:02:21	562.78
04/03	00:02:26	595.75
04/04	00:01:53	548.27
04/05	00:02:38	642.73
04/06	00:03:16	760.37
04/07	00:02:33	410.6
04/08	00:02:46	509.52
04/09	00:03:00	780.1
04/10	00:02:08	722.28
04/11	00:02:13	725.7
04/12	00:01:56	586.82
04/13	00:02:30	688.3
04/14	00:02:56	622.02
04/15	00:01:30	268.1
04/16	00:02:51	875.75
04/17	00:02:49	772.53
04/18	00:01:03	335.5
04/19	00:02:02	652.95
04/20	00:02:16	638.62
04/21	00:02:42	600.93
04/22	00:03:35	848.18
04/23	00:03:44	1,284.18
04/24	00:02:38	848.63
04/25	00:01:40	488.78
04/26	00:02:47	990.13
04/27	00:02:09	670.03

Day	Average Visit Duration	Visitor Minutes
04/28	00:01:11	182.92
04/29	00:02:25	435.2
04/30	00:02:19	486.43
Average	**-**	**633.91**
Total	**-**	**19,017.4**

items 1-20 of 30

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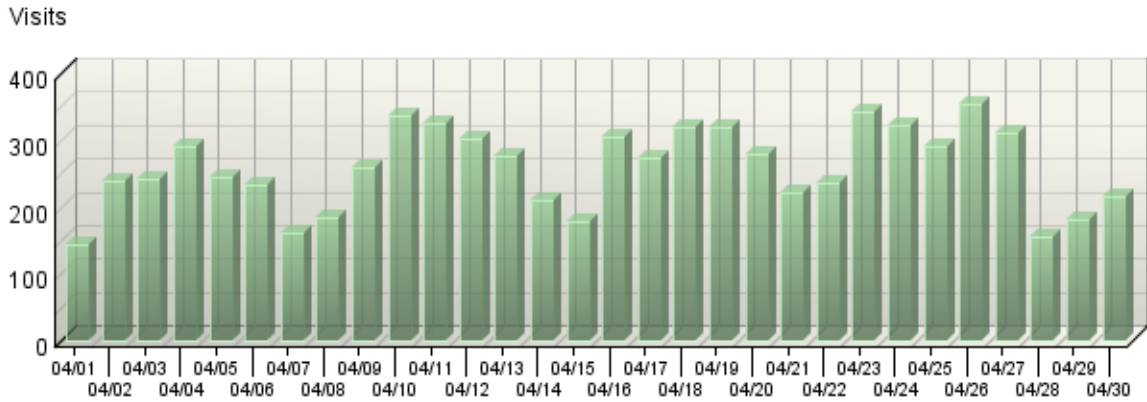
Total - The total for the column. Visits may span more than one time interval and are counted for each hour in this report. We therefore do not provide a total, which would be misleading.

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 Trend

Day	Visits	% Visits
04/01	145	1.87%
04/02	238	3.07%
04/03	243	3.14%
04/04	291	3.76%
04/05	244	3.15%
04/06	232	2.99%
04/07	160	2.07%
04/08	184	2.38%
04/09	260	3.36%
04/10	337	4.35%
04/11	324	4.18%
04/12	303	3.91%
04/13	275	3.55%
04/14	211	2.72%
04/15	178	2.30%
04/16	306	3.95%
04/17	273	3.52%
04/18	318	4.10%
04/19	320	4.13%

Day	Visits	% Visits
04/20	278	3.59%
04/21	221	2.85%
04/22	236	3.05%
04/23	342	4.41%
04/24	321	4.14%
04/25	291	3.76%
04/26	354	4.57%
04/27	311	4.01%
04/28	154	1.99%
04/29	180	2.32%
04/30	217	2.80%
Total	**7,747**	**100.00%**

items 1-20 of 30

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.

Domain Names

This report lists the domain name that generates the most activity to your web site. The data for this report is obtained from DNS lookups, which is not available with Express Analysis. Therefore, the data presented in this report can differ from the data presented in the Organizations report, which is based on GeoTrends and DNS lookup.

Domain Names
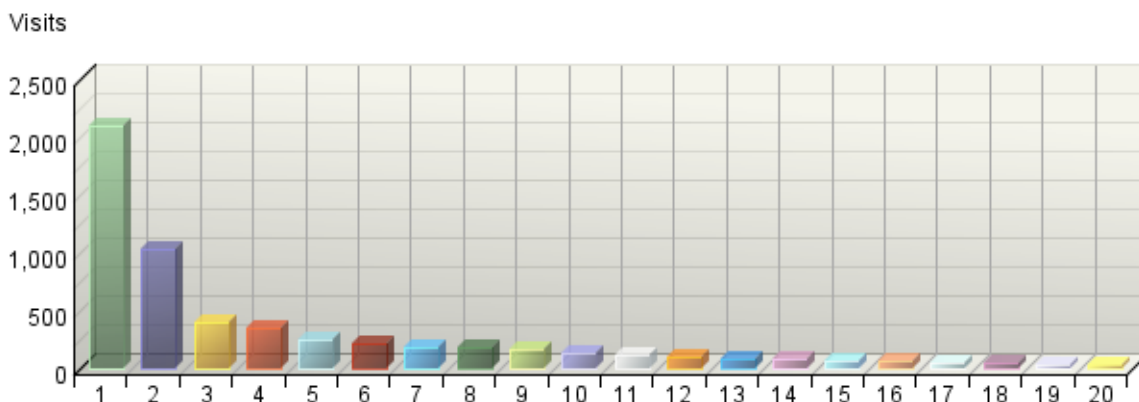
Domain Names

	Domain Name	Visits	% Visits	Hits
1.	inktomisearch.com	2,107	27.20%	2,255
2.	Unresolved IP Address	1,031	13.31%	7,800
3.	aol.com	394	5.09%	603
4.	googlebot.com	342	4.41%	916
5.	yahoo.com	248	3.20%	4,192
6.	live.com	214	2.76%	287
7.	phx.gbl	184	2.38%	419
8.	comcast.net	182	2.35%	1,755
9.	epa.gov	166	2.14%	4,856
10.	verizon.net	128	1.65%	2,193
11.	rr.com	112	1.45%	1,087
12.	become.com	94	1.21%	104
13.	ask.com	91	1.17%	257
14.	homegauge.com	88	1.14%	102
15.	msn.com	71	0.92%	98
16.	intergraph.com	67	0.86%	223
17.	uiuc.edu	56	0.72%	118
18.	bellsouth.net	45	0.58%	499

	Domain Name	Visits	% Visits	Hits
■ 19.	cox.net	40	0.52%	448
■ 20.	pacbell.net	34	0.44%	459
	Subtotal for rows: 1 - 20	**5,694**	**73.50%**	**28,671**
	Other	**2,053**	**26.50%**	**17,539**
	Total	**7,747**	**100.00%**	**46,210**

items 1-20 of 886

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.
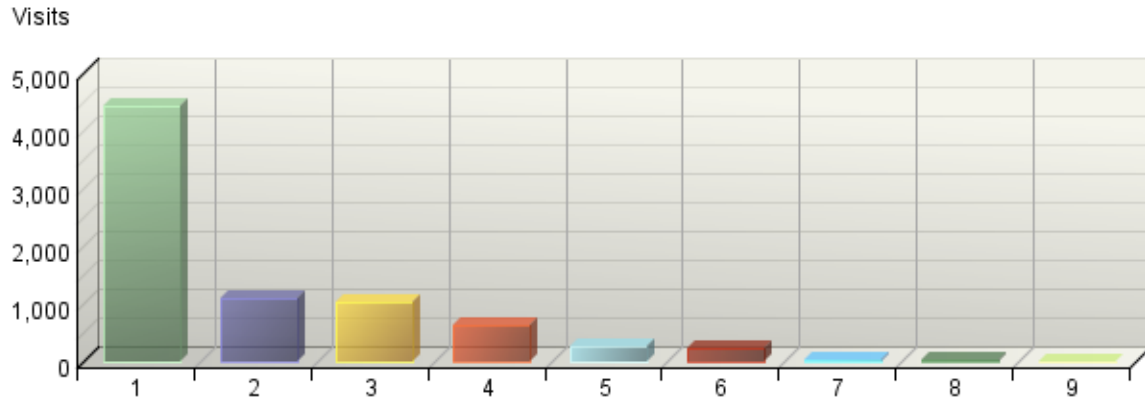
Report Descriptions

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
Commercial	4,424	57.11%	15,603
Network	1,112	14.35%	11,532
Unresolved IP Address	1,031	13.31%	7,800
Unknown	625	8.07%	3,509
Education	277	3.58%	1,890
Government	217	2.80%	5,262
Organization	34	0.44%	396
Military	26	0.34%	208
Informational	1	0.01%	10
Total	**7,747**	**100.00%**	**46,210**

items 1-9 of 9

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
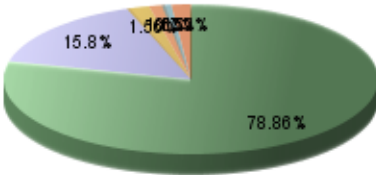
- North America
- Unspecified Region
- Western Europe
- Asia
- Middle East
- Other

78.86%
15.8%
1.56% ...%

Countries
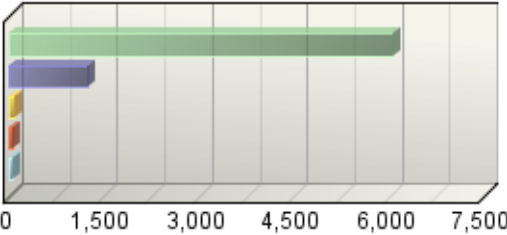
Visits

- United States (US)
- Unknown Country
- India (IN)
- Canada (CA)
- Germany (DE)

Regions

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

Regions
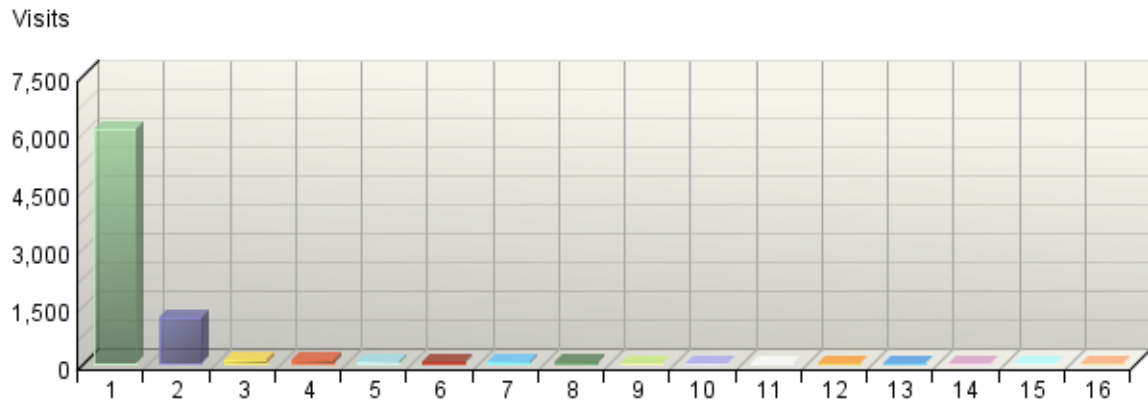
Regions

	Regions	Visits	% Visits
1.	North America	6,109	78.86%
2.	Unspecified Region	1,224	15.80%
3.	Western Europe	121	1.56%
4.	Asia	116	1.50%
5.	Middle East	54	0.70%
6.	Eastern Europe	34	0.44%
7.	Northern Europe	29	0.37%
8.	South America	25	0.32%
9.	Australia	19	0.25%
10.	Western Africa	4	0.05%
11.	Pacific Islands	3	0.04%
12.	Eastern Africa	3	0.04%
13.	Southern Africa	2	0.03%
14.	Caribbean Islands	2	0.03%
15.	Central America	1	0.01%
16.	Northern Africa	1	0.01%
	Total	**7,747**	**100.00%**

items 1-16 of 16

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.

Countries

This report identifies the top countries of the visitors to your site.

Countries
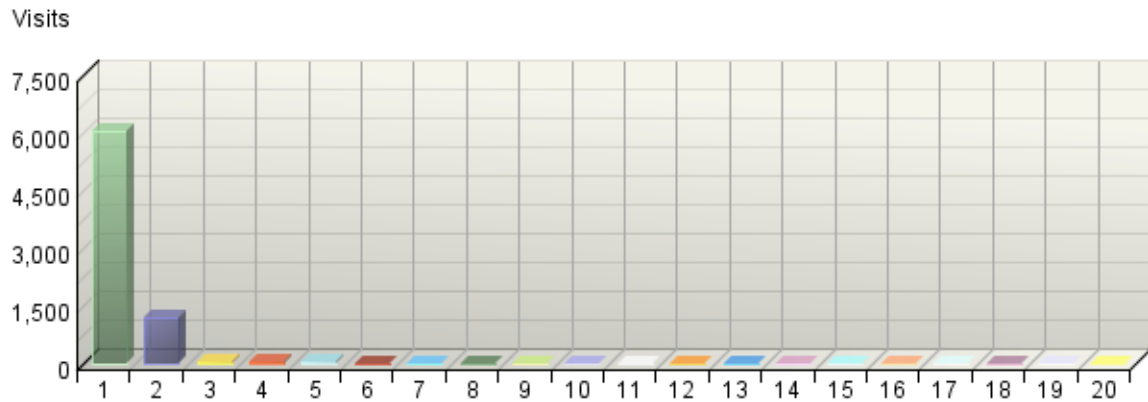
Countries

	Countries	Visits	% Visits
1.	United States (US)	6,053	78.13%
2.	Unknown Country	1,224	15.80%
3.	India (IN)	46	0.59%
4.	Canada (CA)	37	0.48%
5.	Germany (DE)	29	0.37%
6.	Israel (IL)	22	0.28%
7.	Netherlands (NL)	22	0.28%
8.	Mexico (MX)	19	0.25%
9.	Australia (AU)	19	0.25%
10.	United Kingdom (UK)	18	0.23%
11.	Turkey (TR)	18	0.23%
12.	Brazil (BR)	15	0.19%
13.	Japan (JP)	15	0.19%
14.	Spain (ES)	14	0.18%
15.	Norway (NO)	14	0.18%
16.	Malaysia (MY)	12	0.15%
17.	Belgium (BE)	12	0.15%
18.	Singapore (SG)	10	0.13%
19.	China (CN)	10	0.13%

Countries	Visits	% Visits
20. Sweden (SE)	10	0.13%
Subtotal for rows: 1 - 20	**7,619**	**98.35%**
Other	**128**	**1.65%**
Total	**7,747**	**100.00%**

<div align="center">items 1-20 of 67</div>

<div align="center">

Countries - Help Card

</div>

Column Definitions

Countries

If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

Visits

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

%

Percentage of total visits from the specified country.

Unknown Country

The country associated with the visitor's domain name could not be determined.

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.

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

Pages Dashboard

This displays key graphs and tables that provide an overview of the Pages chapter. 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
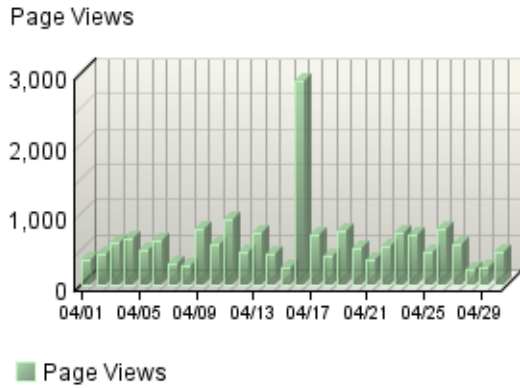
Entry Pages
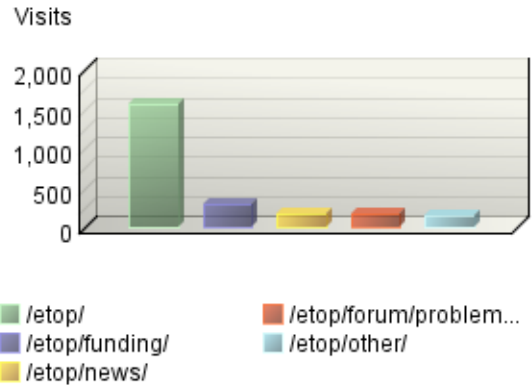
Page View Summary

Page Views	18,321
Average per Day	610
Average Page Views per Visit	2.36

Pages
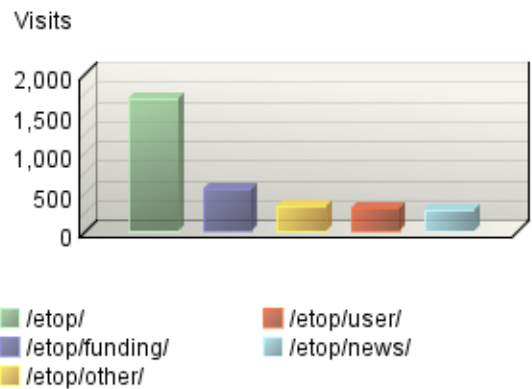
Pages Trend

Exit Pages

Visits

- /etop/
- /etop/funding/
- /etop/user/
- /etop/news/
- /etop/other/

Directories

Visits

- /etop/s
- /etop/images
- /etop/
- /etop/forum
- /etop/nacept
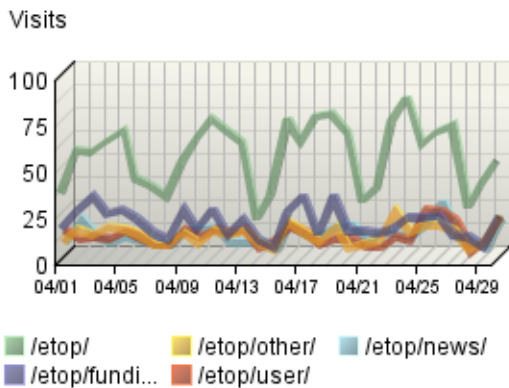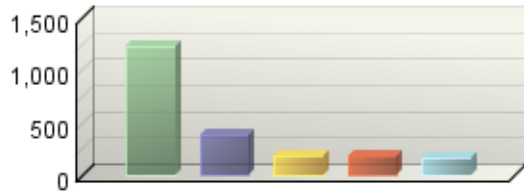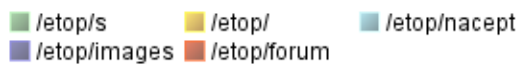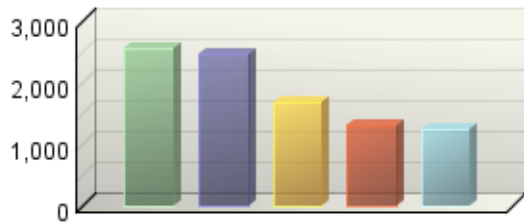
Pages

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

Pages Trend
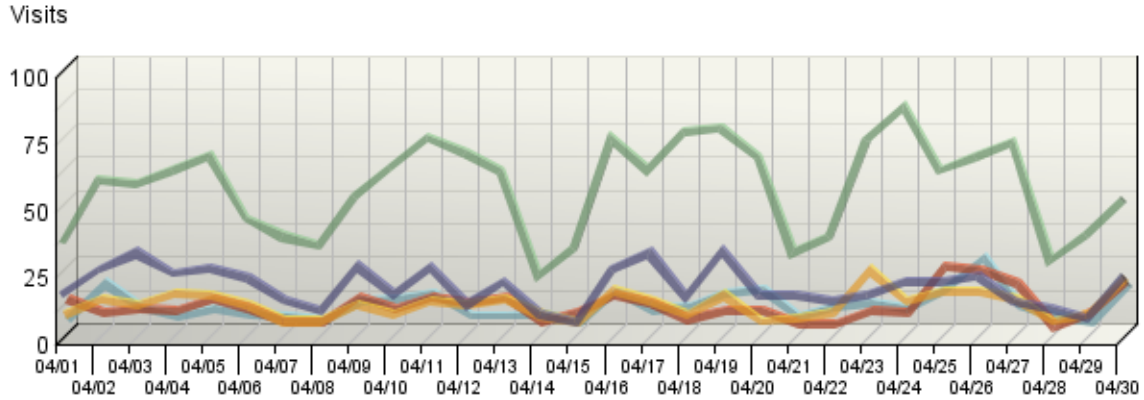
Pages
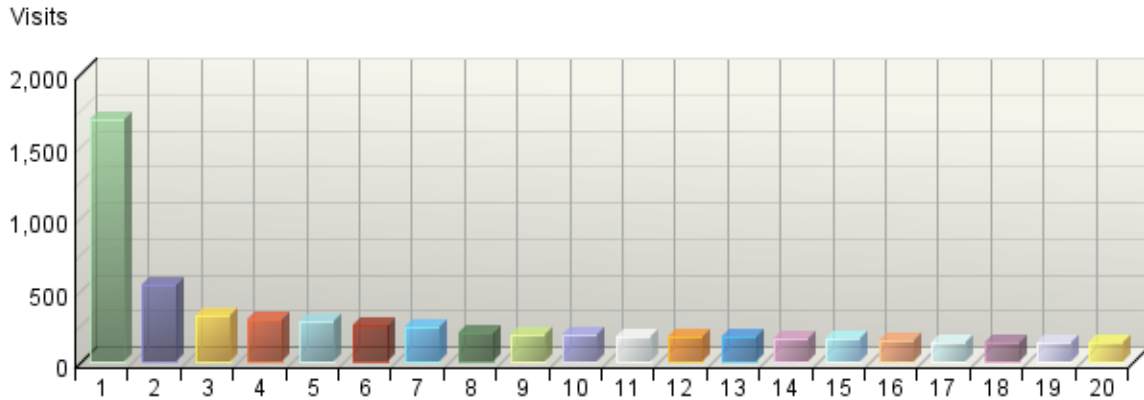
Pages

	Pages	Visits	Views	Average Time Viewed
■ 1.	**Environmental Technology Opportunities Portal | US EPA** http://www.epa.gov/etop/	1,675	2,181	00:02:00

	Pages	Visits	Views	Average Time Viewed
2.	**Current Funding Opportunities | ETOP | EPA** http://www.epa.gov/etop/funding/	537	682	00:03:07
3.	**Environmental Technology Resources | ETOP | US EPA** http://www.epa.gov/etop/other/	324	348	00:01:59
4.	**Technology Users: Technology Description Information | ETOP | US EPA** http://www.epa.gov/etop/user/	293	360	00:01:33
5.	**News | ETOP | EPA** http://www.epa.gov/etop/news/	280	329	00:02:26
6.	**For Technology Developers | ETOP | US EPA** http://www.epa.gov/etop/developer/	257	319	00:01:03
7.	**Research / Proof of Concept / Development | ETOP | US EPA** http://www.epa.gov/etop/developer/financial.html	237	251	00:01:36
8.	**ETC: Problem Statements: Recovering the Value of Waste for Environmental and Energy Sustainability | ETOP | US EPA** http://www.epa.gov/etop/forum/problem/waste_gas.html	194	208	00:03:12
9.	**EPA Environmental Technology Research and Development Continuum | ETOP | US EPA** http://www.epa.gov/etop/continuum/	186	207	00:01:27
10.	**EPA Programs | ETOP | US EPA** http://www.epa.gov/etop/epa/	183	209	00:01:25
11.	**Environmental Technology Council | ETOP | US EPA** http://www.epa.gov/etop/forum/	179	213	00:01:14
12.	**EPA's Environmental Technology Programs | ETOP | US EPA** http://www.epa.gov/etop/continuum/programs.html	179	186	00:05:32
13.	**Commercialization | ETOP | US EPA** http://www.epa.gov/etop/developer/marketing.html	172	178	00:02:27
14.	**About ETOP | ETOP | US EPA** http://www.epa.gov/etop/about_etop/	164	167	00:02:30
15.	**Demonstration/Verification | ETOP | US EPA** http://www.epa.gov/etop/developer/demo.html	156	162	00:01:31
16.	**Information Diffusion/Utilization | ETOP | US EPA** http://www.epa.gov/etop/developer/advocacy.html	148	156	00:01:31

	Pages	Visits	Views	Average Time Viewed
17.	**Subscribe to EnvirotechNews | ETOP | US EPA** http://www.epa.gov/etop/envirotechnews/	139	153	00:05:18
18.	**Page Title | ETOP | US EPA** http://www.epa.gov/etop/techconnection/ techconnection.html	137	144	00:02:33
19.	**NACEPT: Subcommittee on Environmental Technology | ETOP | US EPA** http://www.epa.gov/etop/nacept/	131	178	00:01:36
20.	**Where You Live -- Learn more about Environmental Technology Programs in regions and states. | ETOP | US EPA** http://www.epa.gov/etop/whereyoulive/	129	132	00:02:39
	Subtotal for rows: 1 - 20	-	**6,763**	-
	Other	-	**11,558**	-
	Total	-	**18,321**	-

items 1-20 of 677

Pages

	Pages	Average Time to Serve (ms)
1.	**Environmental Technology Opportunities Portal | US EPA** http://www.epa.gov/etop/	0
2.	**Current Funding Opportunities | ETOP | EPA** http://www.epa.gov/etop/funding/	0
3.	**Environmental Technology Resources | ETOP | US EPA** http://www.epa.gov/etop/other/	0
4.	**Technology Users: Technology Description Information | ETOP | US EPA** http://www.epa.gov/etop/user/	0
5.	**News | ETOP | EPA** http://www.epa.gov/etop/news/	0
6.	**For Technology Developers | ETOP | US EPA** http://www.epa.gov/etop/developer/	0
7.	**Research / Proof of Concept / Development | ETOP | US EPA** http://www.epa.gov/etop/developer/financial. html	0
8.	**ETC: Problem Statements: Recovering the Value of Waste for Environmental and Energy Sustainability | ETOP | US EPA** http://www.epa.gov/etop/forum/problem/ waste_gas.html	0

		Pages	Average Time to Serve (ms)
■	9.	**EPA Environmental Technology Research and Development Continuum	ETOP	US EPA** http://www.epa.gov/etop/continuum/	0
■	10.	**EPA Programs	ETOP	US EPA** http://www.epa.gov/etop/epa/	0
■	11.	**Environmental Technology Council	ETOP	US EPA** http://www.epa.gov/etop/forum/	0
■	12.	**EPA's Environmental Technology Programs	ETOP	US EPA** http://www.epa.gov/etop/continuum/programs.html	0
■	13.	**Commercialization	ETOP	US EPA** http://www.epa.gov/etop/developer/marketing.html	0
■	14.	**About ETOP	ETOP	US EPA** http://www.epa.gov/etop/about_etop/	0
■	15.	**Demonstration/Verification	ETOP	US EPA** http://www.epa.gov/etop/developer/demo.html	0
■	16.	**Information Diffusion/Utilization	ETOP	US EPA** http://www.epa.gov/etop/developer/advocacy.html	0
■	17.	**Subscribe to EnvirotechNews	ETOP	US EPA** http://www.epa.gov/etop/envirotechnews/	0
■	18.	**Page Title	ETOP	US EPA** http://www.epa.gov/etop/techconnection/techconnection.html	0
■	19.	**NACEPT: Subcommittee on Environmental Technology	ETOP	US EPA** http://www.epa.gov/etop/nacept/	0
■	20.	**Where You Live -- Learn more about Environmental Technology Programs in regions and states.	ETOP	US EPA** http://www.epa.gov/etop/whereyoulive/	0
		Subtotal for rows: 1 - 20	-
		Other	-
		Total	-

items 1-20 of 677

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

Views

Number of times this page was viewed by visitors.

Average Time Viewed

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

Average Time to Serve

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

Report Descriptions

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

Directories

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

Directories Trend
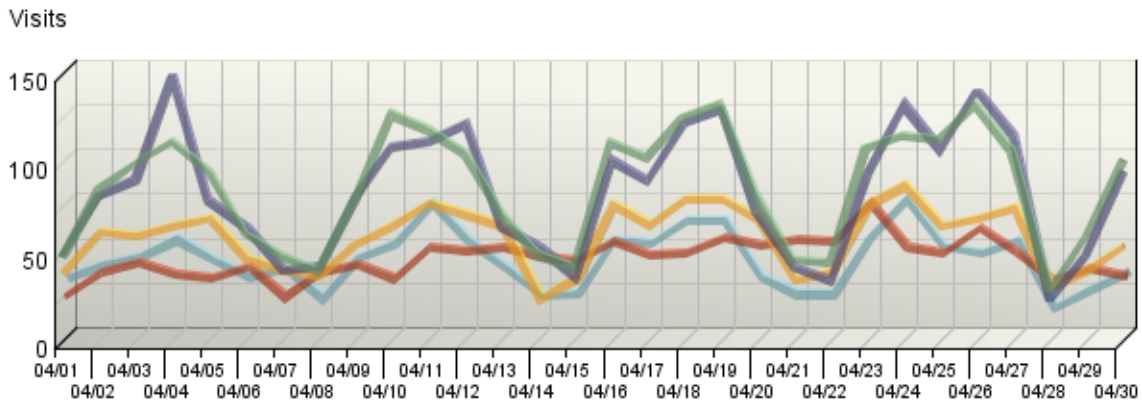
Directories
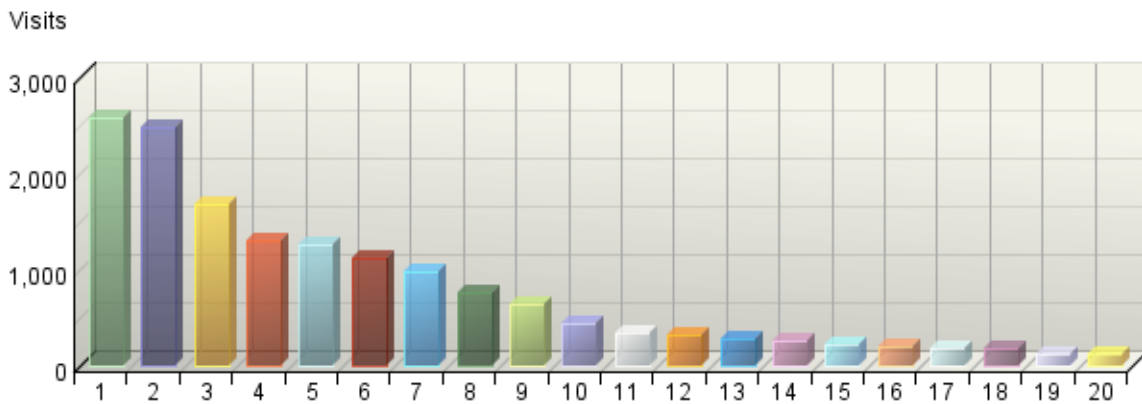
Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
1.	http://www.epa.gov/etop/s	2,573	5,307	37,655
2.	http://www.epa.gov/etop/images	2,473	17,344	96,638
3.	http://www.epa.gov/etop/	1,675	2,181	41,062
4.	http://www.epa.gov/etop/forum	1,304	2,614	30,607

	Path To Directory	Visits	Hits	Kbytes Transferred
5.	http://www.epa.gov/etop/nacept	1,257	2,638	198,394
6.	http://www.epa.gov/environmentaltechnology	1,122	5,123	67,027
7.	http://www.epa.gov/etop/funding	989	1,799	80,712
8.	http://www.epa.gov/etop/news	750	1,368	57,692
9.	http://www.epa.gov/etop/developer	645	1,147	33,592
10.	http://www.epa.gov/etop/continuum	441	1,485	20,259
11.	http://www.epa.gov/etop/user	337	484	44,967
12.	http://www.epa.gov/etop/other	324	352	6,356
13.	http://www.epa.gov/etop/envirotechnews	289	489	43,758
14.	http://www.epa.gov/etop/tc	254	540	6,423
15.	http://www.epa.gov/etop/whereyoulive	218	349	3,310
16.	http://www.epa.gov/etop/about_etop	195	220	3,078
17.	http://www.epa.gov/etop/techconnection	188	240	2,339
18.	http://www.epa.gov/etop/epa	183	210	4,905
19.	http://www.epa.gov/etop/qa	127	137	1,022
20.	http://www.epa.gov/etop/search	127	140	2,422
	Subtotal for rows: 1 - 20	**-**	**44,167**	**782,208**
	Other	**-**	**2,043**	**44,773**
	Total	**-**	**46,210**	**826,980**

items 1-20 of 31

Directories - Help Card

Column Definitions

Path to Directory

The full URL path to the directory being analyzed.

Visits

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

Hits

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

Kbytes Transferred

Number of kilobytes of data transferred by the server from the specified directory to your visitors.

Report Descriptions

This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

Files Dashboard

This displays key graphs and tables that provide an overview of the Files 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.

Accessed File Types by Files

Downloaded Files Trend

Hits Trend

Hit Summary

Successful Hits for Entire Site	46,210
Average Hits per Day	1,540
Home Page Hits	1,559

Downloaded Files

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

Downloaded Files Trend
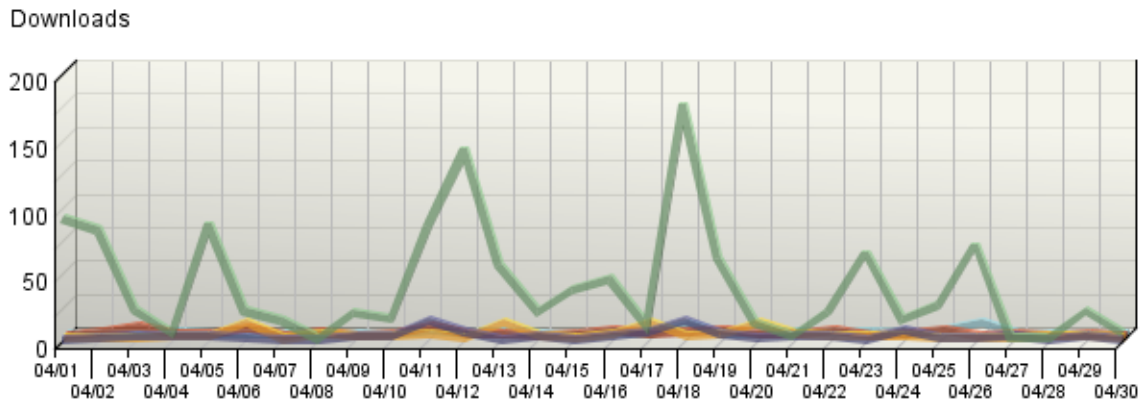
Downloaded Files
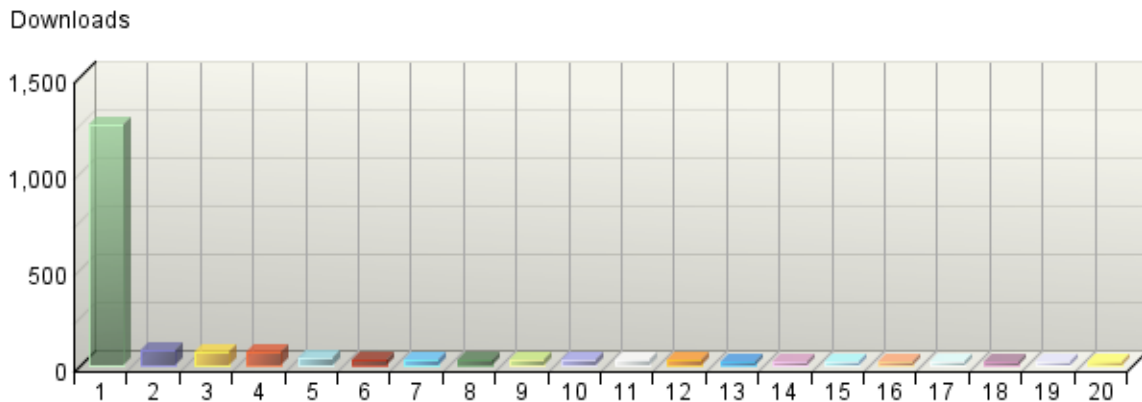
Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	http://www.epa.gov/etop/nacept/NACEPT Report FINAL_May 9 06.pdf	1,247	62.76%	181
■ 2.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_0107.pdf	80	4.03%	46
■ 3.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_1206.pdf	67	3.37%	29

	Downloaded Files	Downloads	% Downloads	Visits
■ 4.	http://www.epa.gov/etop/envirotechnews/envirotechnews_0207.pdf	65	3.27%	55
■ 5.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1106.pdf	44	2.21%	27
■ 6.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -Waste to Energy -Report -9-25-06.pdf	32	1.61%	31
■ 7.	http://www.epa.gov/etop/forum/etc_memo.pdf	30	1.51%	26
■ 8.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1006.pdf	29	1.46%	26
■ 9.	http://www.epa.gov/etop/forum/problem/progressreports/ActionTeam-RapidDetectionofMicrobial-Report-09-20-06.pdf	28	1.41%	23
■ 10.	http://www.epa.gov/etop/envirotechnews/envirotechnews_0906.pdf	28	1.41%	26
■ 11.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -PM Continuous Monitoring -Report -9-19-06.pdf	27	1.36%	25
■ 12.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -IGCC -Report -9-20-06.pdf	26	1.31%	24
■ 13.	http://www.epa.gov/etop/tc/etc_charter_2-5-04.pdf	23	1.16%	16
■ 14.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -Remote Sensing -Report -9-22-06a.pdf	22	1.11%	20
■ 15.	http://www.epa.gov/etop/envirotechnews/envirotechnews_0307.pdf	22	1.11%	18
■ 16.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -Lead Paint -Report -9-20-06.pdf	22	1.11%	21
■ 17.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -Sediments -Report -9-5-06.pdf	22	1.11%	21
■ 18.	http://www.epa.gov/etop/forum/problem/progressreports/ActionTeam -Urban Runoff -Report -9-18-06.pdf	21	1.06%	20
■ 19.	http://www.epa.gov/etop/forum/etc_charter_2-5-04.pdf	20	1.01%	19
■ 20.	http://www.epa.gov/etop/forum/problem/progressreports/Action Team -Pesticide Spray Drift -Report -9-16-06.pdf	19	0.96%	18
	Subtotal for rows: 1 - 20	**1,874**	**94.31%**	**672**
	Other	**113**	**5.69%**	**104**
	Total	**1,987**	**100.00%**	**776**

items 1-20 of 48

Downloaded Files - Help Card

Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

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

Visits

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

Report Descriptions

If you are using an SDC data source, then this report is not applicable.

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.

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

Least Active Summary

Least Active Date	4/28/07
Number of Hits on Least Active Date	467
Least Active Day of the Week	Saturday
Least Active Hour of the Day	03:00-03:59

Activity on Weekdays Summary

Total Hits Weekdays	39,302
Total Visits Weekdays	6,078
Average Number of Visits per day on Weekdays	289
Average Number of Hits per day on Weekdays	1,871

Hits by Day of the Week

Activity on Weekends Summary

Total Hits Weekend	6,908
Total Visits Weekend	1,669
Average Number of Visits per Weekend	333
Average Number of Hits per Weekend	1,381

Most Active Summary

Most Active Date	4/16/07
Number of Hits on Most Active Date	4,023
Most Active Day of the Week	Monday
Most Active Hour of the Day	14:00-14:59
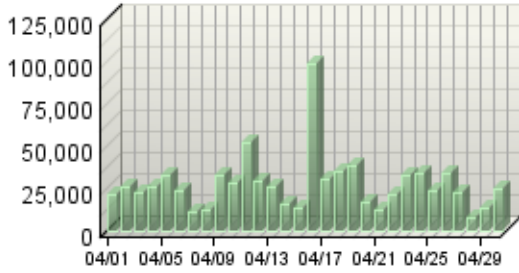
Bandwidth: Kbytes Transferred Trend

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
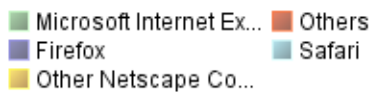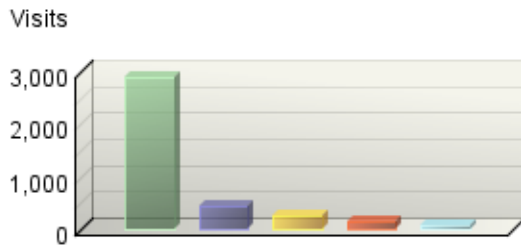
Spiders
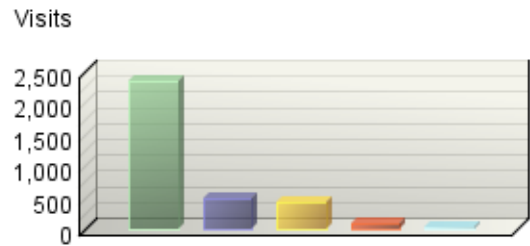
Browsers Trend
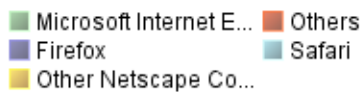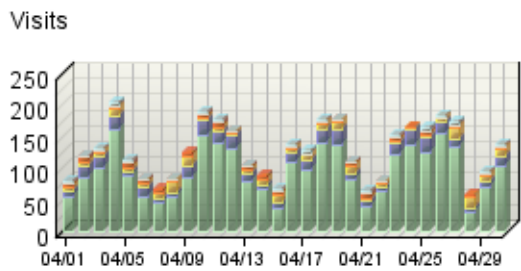
Platforms Trend
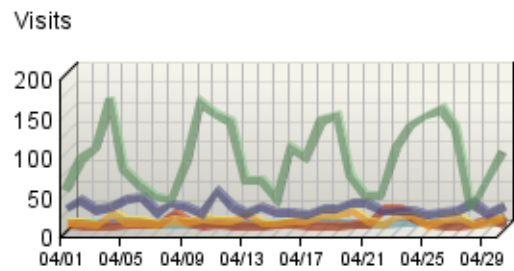
Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages
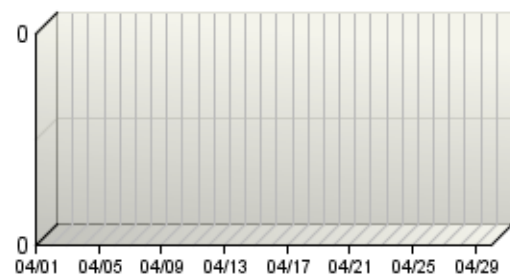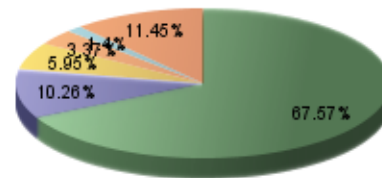
Browsers by Version
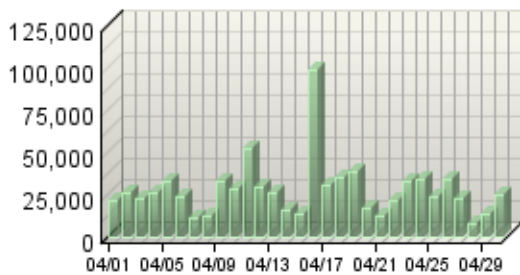
Bandwidth: Kbytes Transferred Trend

Technical Summary

Total Hits	63,074
Successful Hits	46,210
Successful Hits (as Percent)	73.26%
Failed Hits	16,864
Failed Hits (as Percent)	26.74%
Cached Hits	8,009
Cached Hits (as Percent)	12.70%

Browsing Hours
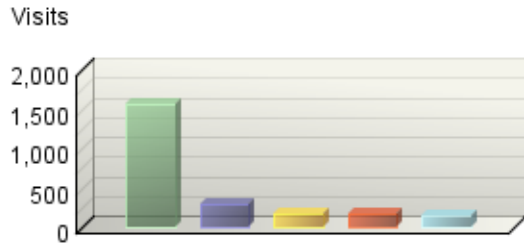
Visits

■ Unknown browsing hour
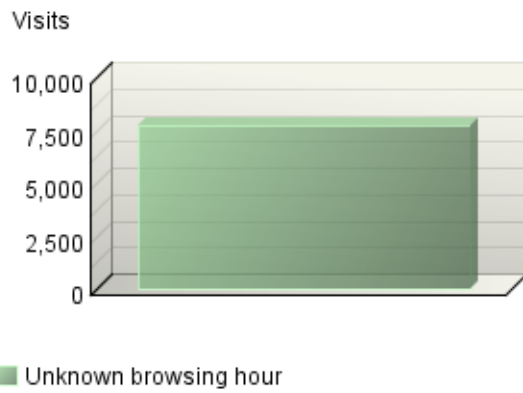
Hits Trend

Hits

■ Hits
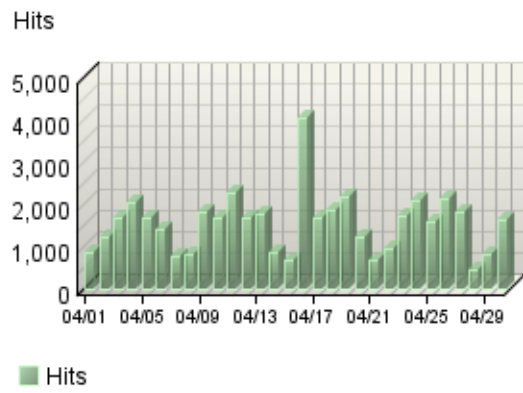
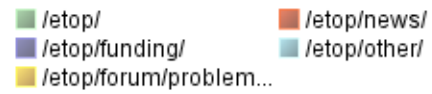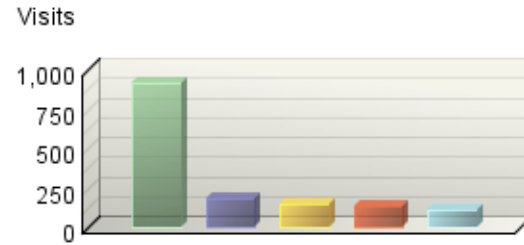# Navigation Dashboard

This dashboard summarizes important information related to online navigation.

Entry Pages

Visits

- /etop/
- /etop/funding/
- /etop/news/
- /etop/forum/problem...
- /etop/other/

Single-Page Visits

Visits

- /etop/
- /etop/funding/
- /etop/forum/problem...
- /etop/news/
- /etop/other/

Exit Pages

Visits

- /etop/
- /etop/funding/
- /etop/user/
- /etop/news/
- /etop/other/
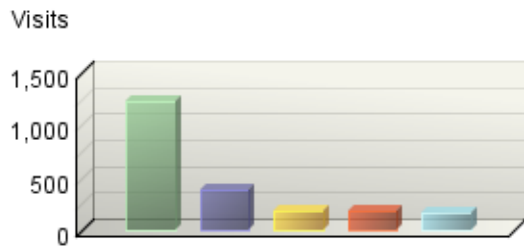
Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors 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. Note that if you are using an SDC data source, then this dashboard is not applicable.
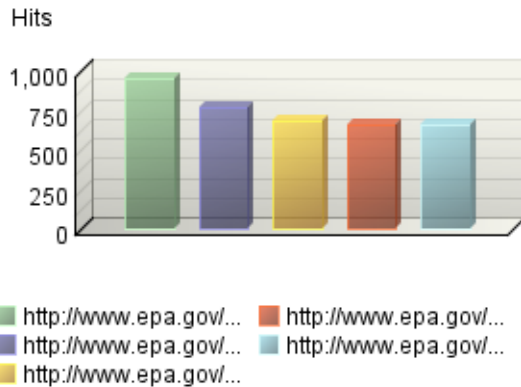
Technical Summary

Total Hits	63,074
Successful Hits	46,210
Successful Hits (as Percent)	73.26%
Failed Hits	16,864
Failed Hits (as Percent)	26.74%
Cached Hits	8,009
Cached Hits (as Percent)	12.70%

Client Errors
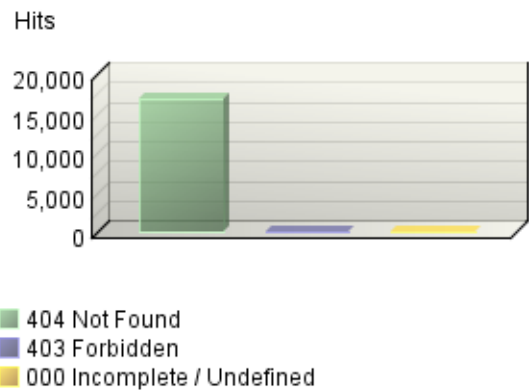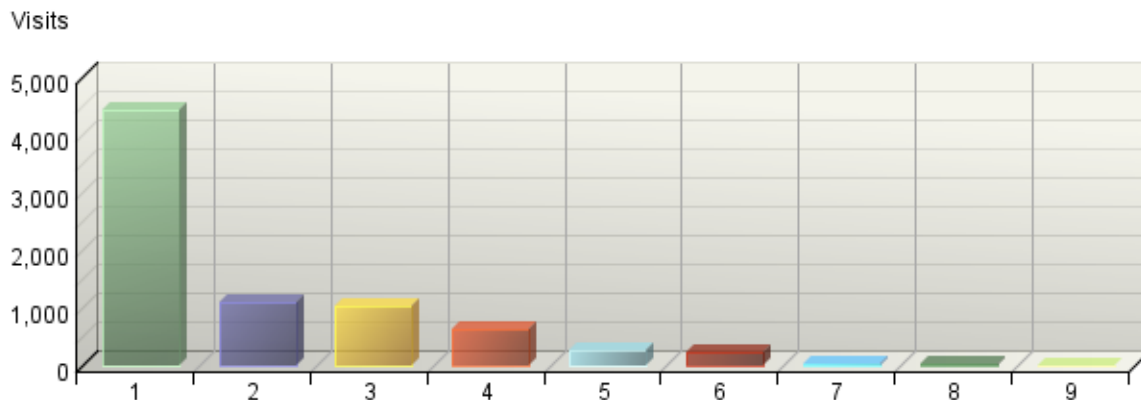

File Not Found Errors

Server Errors Trend

No data is available for this graph.

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
■ Commercial	4,424	57.11%	15,603
■ Network	1,112	14.35%	11,532
■ Unresolved IP Address	1,031	13.31%	7,800
■ Unknown	625	8.07%	3,509
■ Education	277	3.58%	1,890
■ Government	217	2.80%	5,262
■ Organization	34	0.44%	396
■ Military	26	0.34%	208
■ Informational	1	0.01%	10
Total	**7,747**	**100.00%**	**46,210**

items 1-9 of 9

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.