ETOP Monthly Report

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

Monthly View: August 2006

August 1, 2006 12:00:00 AM – August 31, 2006 11:53:26 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
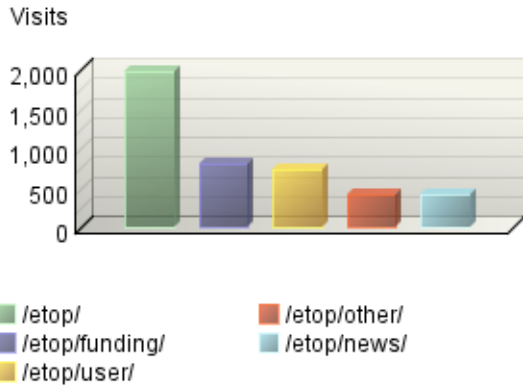
- /etop/
- /etop/funding/
- /etop/user/
- /etop/other/
- /etop/news/
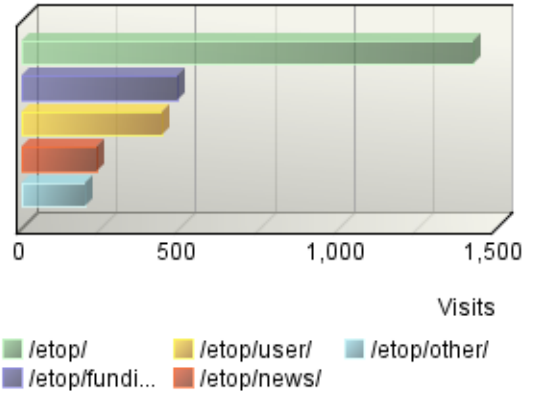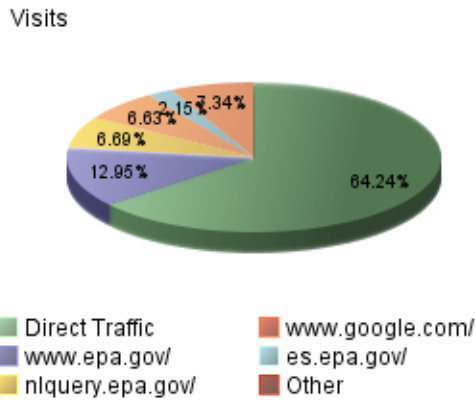
Exit Pages

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

Referring Site

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

Visit Summary

Visits	7,713
Average per Day	248
Average Visit Duration	00:14:35
Median Visit Duration	00:02:16
International Visits	6.55%
Visits of Unknown Origin	22.43%
Visits from Your Country: United States (US)	71.02%

New vs. Returning Visitors Trend

Visits
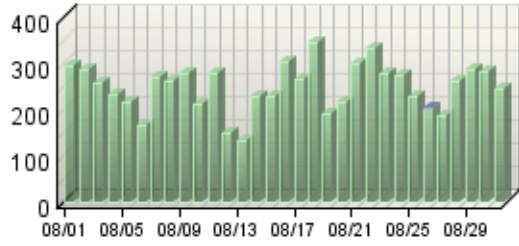
■ Visitors Not Accepting Cookies
■ Returning Visitors

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site

Visits

- Direct Traffic
- www.epa.gov/
- nlquery.epa.gov/
- www.google.com/
- es.epa.gov/

Active Visits Trend

Active Visits

- Active Visits
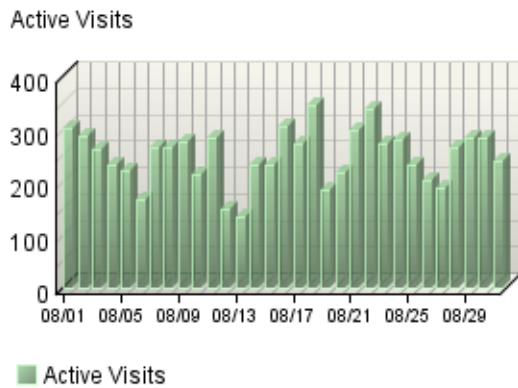
Referrers Dashboard

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

Referring Domain

Referring Page
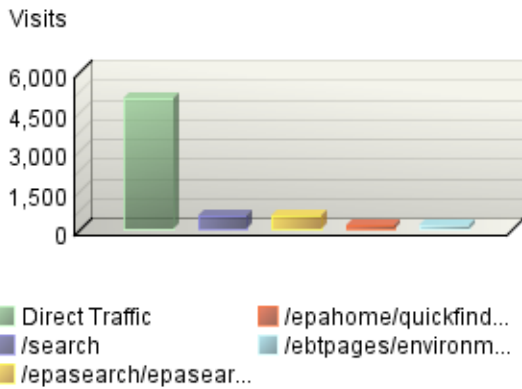
Active Visits Trend
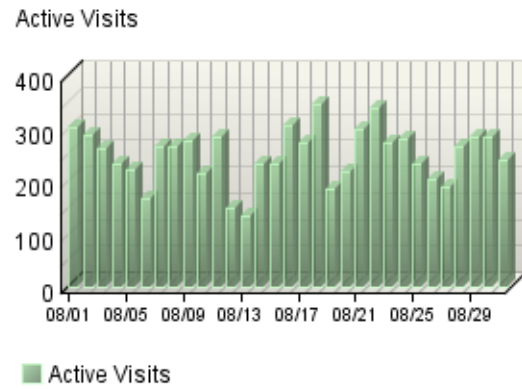
Referring Site

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
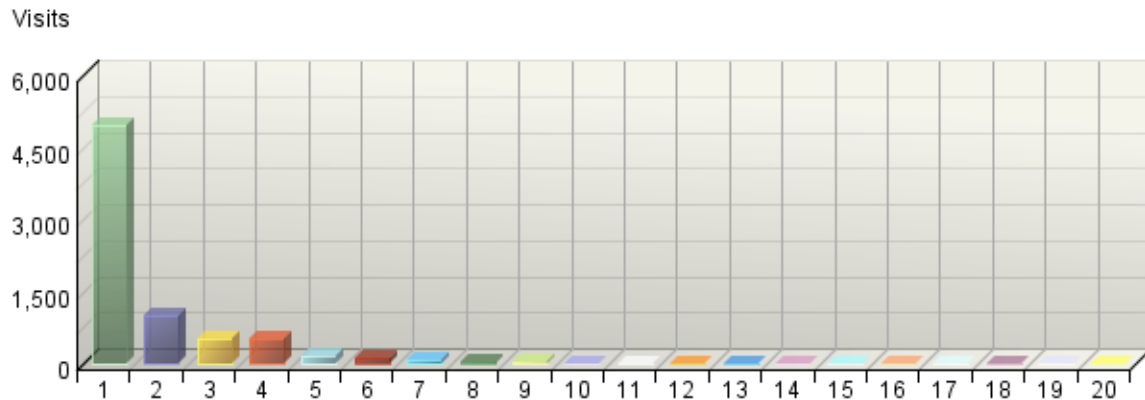
Referring Site

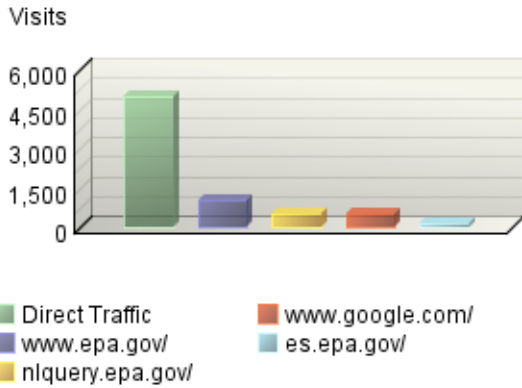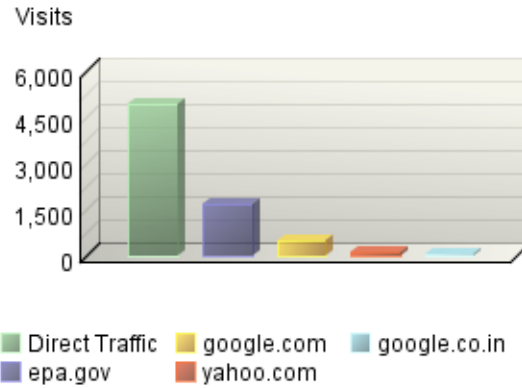|	Site	Visits	% Visits
1.	Direct Traffic	4,955	64.24%
2.	http://www.epa.gov/	999	12.95%
3.	http://nlquery.epa.gov/	516	6.69%
4.	http://www.google.com/	511	6.63%
5.	http://es.epa.gov/	166	2.15%
6.	http://search.yahoo.com/	122	1.58%
7.	http://www.google.co.in/	69	0.89%
8.	http://www.emeryenergy.com/	39	0.51%
9.	http://www.google.co.uk/	20	0.26%
10.	http://www.google.ca/	16	0.21%
11.	http://search.msn.com/	14	0.18%
12.	http://epa.gov/	13	0.17%
13.	http://www.google.com.au/	10	0.13%
14.	http://www.google.de/	9	0.12%
15.	http://www.altavista.com/	8	0.10%
16.	http://www.google.co.th/	7	0.09%
17.	http://www.mass.gov/	6	0.08%
18.	http://publicaccess.custhelp.com/	6	0.08%

		Site	Visits	% Visits
■	19.	http://www.google.com.my/	5	0.06%
■	20.	http://www.dogpile.com/	4	0.05%
		Subtotal for rows: 1 - 20	**7,495**	**97.17%**
		Other	**218**	**2.83%**
		Total	**7,713**	**100.00%**

items 1-20 of 152

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
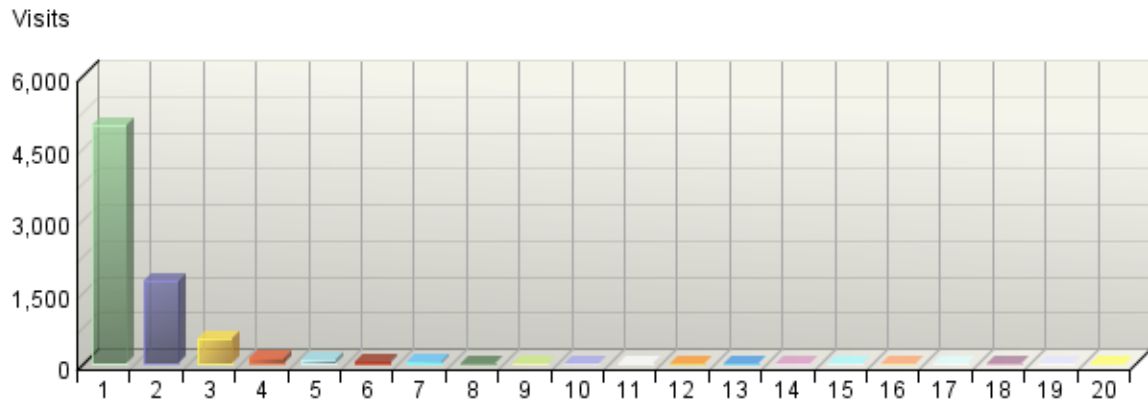
Visits

Referring Domain

	Domain	Visits	% Visits
1.	Direct Traffic	4,955	64.24%
2.	epa.gov	1,713	22.21%
3.	google.com	518	6.72%
4.	yahoo.com	129	1.67%
5.	google.co.in	70	0.91%
6.	emeryenergy.com	39	0.51%
7.	google.co.uk	20	0.26%
8.	google.ca	16	0.21%
9.	msn.com	14	0.18%
10.	google.com.au	10	0.13%
11.	google.de	9	0.12%
12.	altavista.com	8	0.10%
13.	google.co.th	7	0.09%
14.	mass.gov	6	0.08%
15.	custhelp.com	6	0.08%
16.	google.com.my	5	0.06%
17.	google.com.sg	4	0.05%
18.	google.com.br	4	0.05%

	Domain	Visits	% Visits
■ 19.	dogpile.com	4	0.05%
■ 20.	google.fr	4	0.05%
	Subtotal for rows: 1 - 20	**7,541**	**97.77%**
	Other	**172**	**2.23%**
	Total	**7,713**	**100.00%**

items 1-20 of 125

<table>
<tr><td colspan="2" align="center">Referring Domain - Help Card</td></tr>
<tr><td></td><td>

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.

</td></tr>
</table>

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
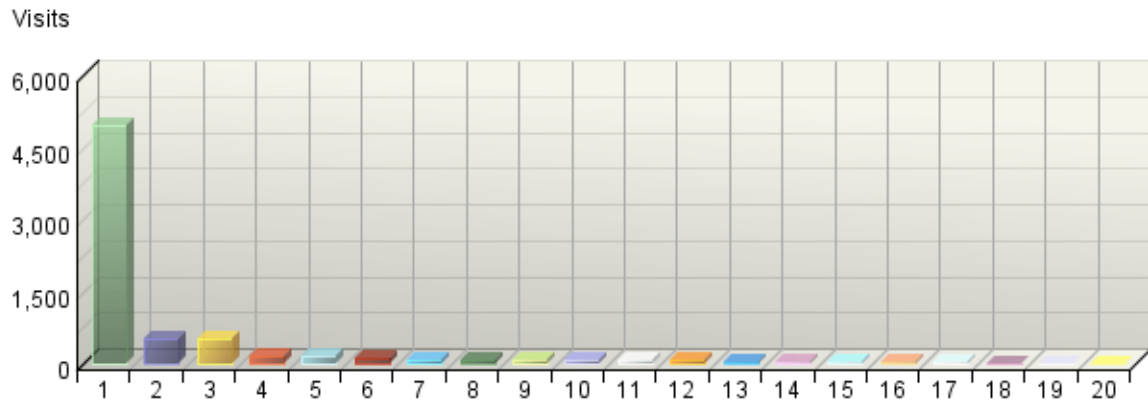
Visits

Referring Page

	Page	Visits	% Visits
1.	Direct Traffic	4,955	64.24%
2.	http://www.google.com/search	503	6.52%
3.	http://nlquery.epa.gov/epasearch/epasearch	503	6.52%
4.	http://www.epa.gov/epahome/quickfinder.htm	158	2.05%
5.	http://www.epa.gov/ebtpages/environmentaltechnology.html	157	2.04%
6.	http://search.yahoo.com/search	121	1.57%
7.	http://www.epa.gov/etop/developer/financial.html	86	1.12%
8.	http://www.epa.gov/etv/	84	1.09%
9.	http://www.google.co.in/search	69	0.89%
10.	http://www.epa.gov/etop/user/	69	0.89%
11.	http://www.epa.gov/etop/	65	0.84%
12.	http://es.epa.gov/ncer/other/	63	0.82%
13.	http://es.epa.gov/ncer/sbir/	52	0.67%
14.	http://www.emeryenergy.com/gasification.html	38	0.49%
15.	http://www.epa.gov/cgi-bin/epalink	30	0.39%
16.	http://www.epa.gov/etop/continuum/programs.html	25	0.32%
17.	http://www.epa.gov/etop/index.html	20	0.26%
18.	http://www.google.co.uk/search	19	0.25%

	Page	Visits	% Visits
■ 19.	http://www.epa.gov/etop/continuum/index.html	18	0.23%
■ 20.	http://www.google.ca/search	16	0.21%
	Subtotal for rows: 1 - 20	**7,051**	**91.42%**
	Other	**662**	**8.58%**
	Total	**7,713**	**100.00%**

items 1-20 of 292

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
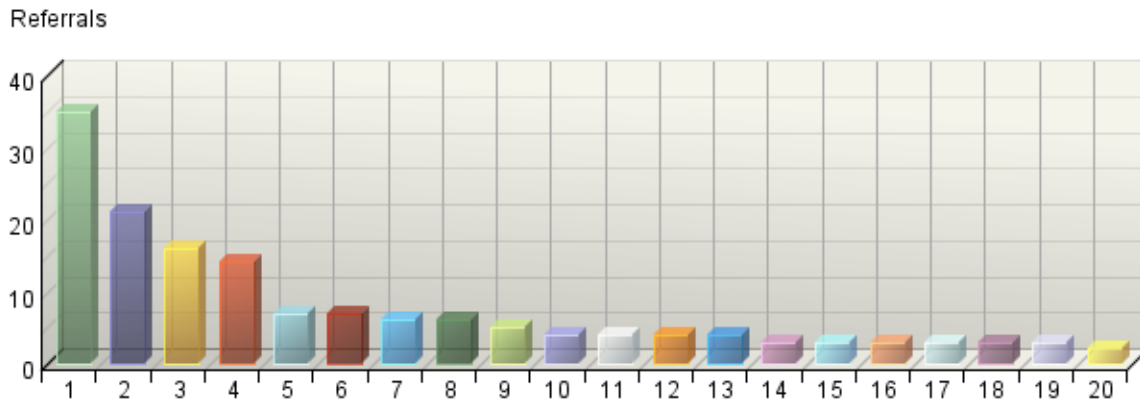
Search Phrases

	Phrases Engines	Referrals	% Referrals
1.	etop	35	3.65%
	Google India	21	2.19%
	Google	9	0.94%
	AltaVista	3	0.31%
	Google France	1	0.10%
	Google UK	1	0.10%
2.	environmental technology	21	2.19%
	Google	9	0.94%
	Yahoo	6	0.63%
	Google Brazil	2	0.21%
	Google UK	1	0.10%
	Yahoo Canada	1	0.10%
3.	environmental technology council	16	1.67%
	Yahoo	9	0.94%
	Google	6	0.63%
	MSN	1	0.10%
4.	environmental technologies	14	1.46%
	Google	10	1.04%

Phrases Engines	Referrals	% Referrals
Google Israel	2	0.21%
AltaVista	1	0.10%
Google France	1	0.10%
5. technology	7	0.73%
Google	4	0.42%
Yahoo	3	0.31%
6. us epa etop	7	0.73%
Google	7	0.73%
7. baa-06-0005	6	0.63%
Yahoo	6	0.63%
8. arsenic mcl	6	0.63%
Google	6	0.63%
9. waste to energy technologies	5	0.52%
Google	3	0.31%
Google UK	1	0.10%
Google Canada	1	0.10%
10. waste to energy technology	4	0.42%
Google	4	0.42%
11. coal gasification	4	0.42%
Yahoo	4	0.42%
12. new technology in environment	4	0.42%
Google	4	0.42%
13. new environmental technology	4	0.42%
Google	3	0.31%
Yahoo	1	0.10%
14. environmental technology licensing opportunities	3	0.31%
Yahoo	3	0.31%
15. environmental technology funding	3	0.31%
Google	2	0.21%
Yahoo	1	0.10%
16. if only	3	0.31%
Google Turkey	1	0.10%
Google Thailand	1	0.10%
Google	1	0.10%
17. what is washing/extraction in organic chemistry	3	0.31%
Yahoo	3	0.31%
18. environmental technology programs	3	0.31%
Google Canada	2	0.21%
Google	1	0.10%
19. energy values of waste	3	0.31%

	Phrases Engines	Referrals	% Referrals
	Google	3	0.31%
20.	information technology problems in the nonprofit sector	2	0.21%
	Yahoo	2	0.21%
	Subtotal for rows: 1 - 20	**153**	**15.97%**
	Other	**805**	**84.03%**
	Total	**958**	**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
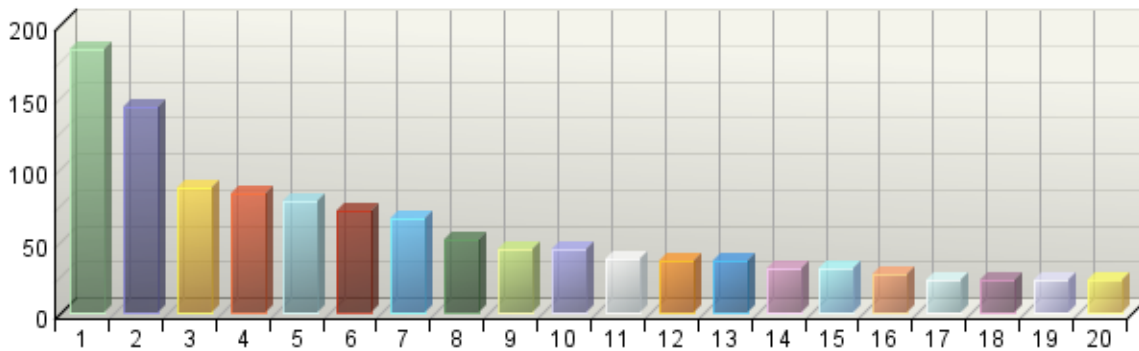
Search Keywords

		Keywords Engines	Referrals	% Referrals
■	1.	technology	182	4.82%
		Google	87	2.30%
		Yahoo	63	1.67%
		Google Canada	7	0.19%
		Google India	5	0.13%
		Google Brazil	3	0.08%
■	2.	environmental	142	3.76%
		Google	78	2.07%
		Yahoo	37	0.98%
		MSN	4	0.11%
		Google Canada	4	0.11%
		Google UK	3	0.08%
■	3.	in	86	2.28%
		Google	30	0.79%
		Yahoo	24	0.64%
		Google India	17	0.45%
		Yahoo Australia & New Zealand	4	0.11%
		MSN	3	0.08%

		Keywords Engines	Referrals	% Referrals
■	4.	of	83	2.20%
		Google	47	1.24%
		Yahoo	18	0.48%
		Google India	7	0.19%
		Google UK	4	0.11%
		Google Australia	1	0.03%
■	5.	epa	77	2.04%
		Google	55	1.46%
		Yahoo	8	0.21%
		Google Canada	5	0.13%
		Google Belgium	2	0.05%
		MSN	2	0.05%
■	6.	etop	71	1.88%
		Google India	34	0.90%
		Google	25	0.66%
		AltaVista	3	0.08%
		Google UK	2	0.05%
		Google Taiwan	2	0.05%
■	7.	for	65	1.72%
		Google	31	0.82%
		Yahoo	12	0.32%
		Google India	11	0.29%
		Google Italy	2	0.05%
		Google Ireland	2	0.05%
■	8.	energy	51	1.35%
		Google	37	0.98%
		Google India	4	0.11%
		Google Columbia	2	0.05%
		Yahoo	2	0.05%
		Google Thailand	1	0.03%
■	9.	technologies	44	1.17%
		Google	26	0.69%
		Google Canada	3	0.08%
		Google UAE	3	0.08%
		Google UK	2	0.05%
		Google Israel	2	0.05%
■	10.	funding	44	1.17%
		Google	34	0.90%
		Yahoo	4	0.11%
		Google Columbia	2	0.05%

Keywords / Engines	Referrals	% Referrals
Google India	1	0.03%
AltaVista	1	0.03%
11. water	37	0.98%
Google	26	0.69%
Google India	3	0.08%
Yahoo	3	0.08%
MSN	2	0.05%
Google Brazil	1	0.03%
12. 2006	36	0.95%
Google	21	0.56%
Google India	4	0.11%
Yahoo	3	0.08%
Yahoo Australia & New Zealand	2	0.05%
Google Taiwan	1	0.03%
13. opportunities	36	0.95%
Google	22	0.58%
Yahoo	10	0.26%
Google Canada	1	0.03%
Google India	1	0.03%
Google Columbia	1	0.03%
14. to	31	0.82%
Google	20	0.53%
Google India	3	0.08%
Yahoo	3	0.08%
Google UK	2	0.05%
Google South Africa	1	0.03%
15. waste	31	0.82%
Google	20	0.53%
Google UK	3	0.08%
Google India	3	0.08%
Google Belgium	1	0.03%
Google Italy	1	0.03%
16. the	26	0.69%
Yahoo	13	0.34%
Google	12	0.32%
Google India	1	0.03%
17. information	23	0.61%
Yahoo	13	0.34%
Google	7	0.19%
Google India	2	0.05%

		Keywords Engines	Referrals	% Referrals
		Google Australia	1	0.03%
■	18.	council	23	0.61%
		Google	13	0.34%
		Yahoo	9	0.24%
		MSN	1	0.03%
■	19.	new	23	0.61%
		Google	14	0.37%
		Google India	3	0.08%
		Google Canada	2	0.05%
		Google Germany	1	0.03%
		Google Mexico	1	0.03%
■	20.	problem	22	0.58%
		Google	13	0.34%
		Yahoo	8	0.21%
		Google India	1	0.03%
		Subtotal for rows: 1 - 20	**1,133**	**30.01%**
		Other	**2,643**	**69.99%**
		Total	**3,776**	**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.
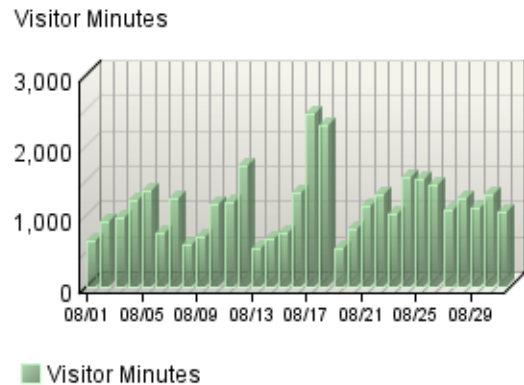
Visitors Dashboard

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.
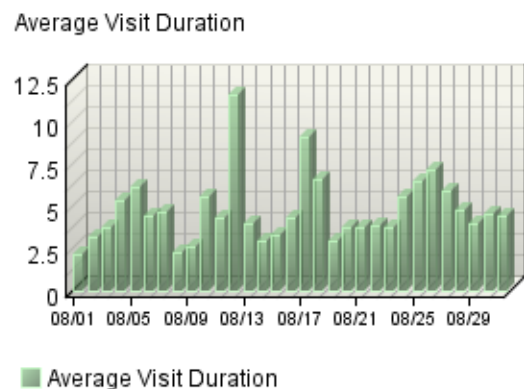
Active Visits Trend
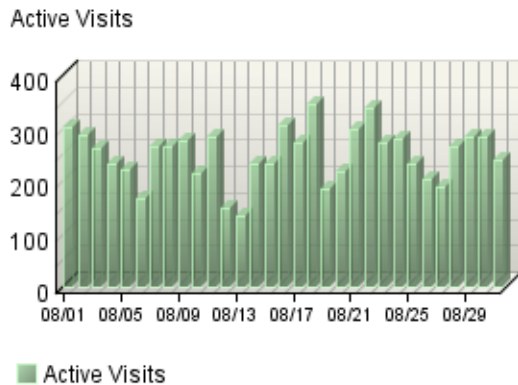
Visitor Minutes Trend

Visitor Summary

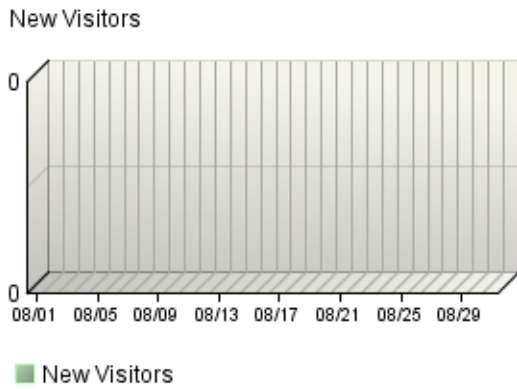|	
Visitors	3,732
Visitors Who Visited Once	3,043
Visitors Who Visited More Than Once	689
Average Visits per Visitor	2.07

Visit Summary

Visits	7,713
Average per Day	248
Average Visit Duration	00:14:35
Median Visit Duration	00:02:16
International Visits	6.55%
Visits of Unknown Origin	22.43%
Visits from Your Country: United States (US)	71.02%

Average Length of Visit Trend

New Visitors Trend

New Visitors

■ New Visitors

Visitors by Number of Visits

Visitors

■ 1 visit   ■ 3 visits   ■ 5 visits
■ 2 visits   ■ 4 visits

New vs. Returning Visitors

Visits

0.01%

99.99%
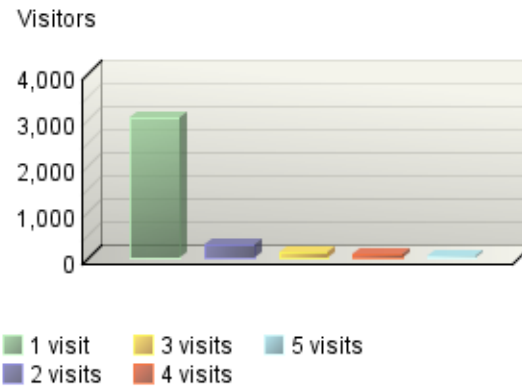
■ Visitors Not Accepting Cookies
■ Returning Visitors

Top Visitors

Visits

■ wfp2.almaden.ibm.c...   ■ kcrw101.hj.scd.yaho...
■ 209.241.144.34_Mo...   ■ msnbot.msn.com_...
■ crawl-66-249-65-73....

Countries

Visits

■ United States (US)   ■ Netherlands (NL)
■ Unknown Country   ■ Singapore (SG)
■ Canada (CA)
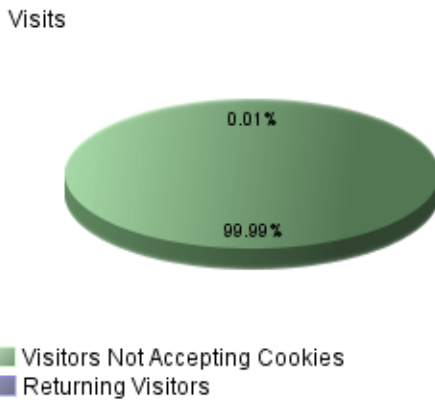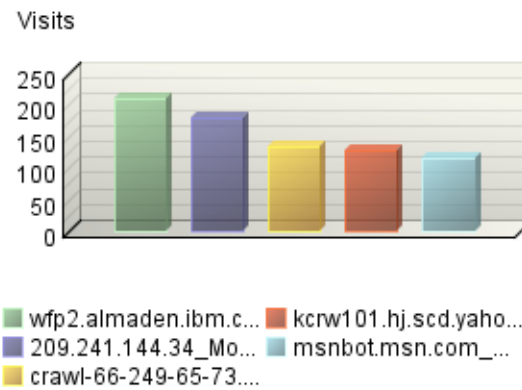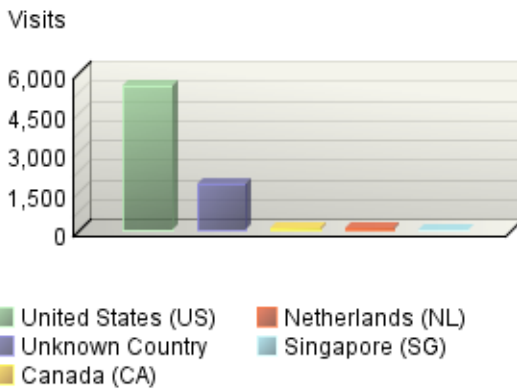
Top Visitors

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

Visits

Top Visitors
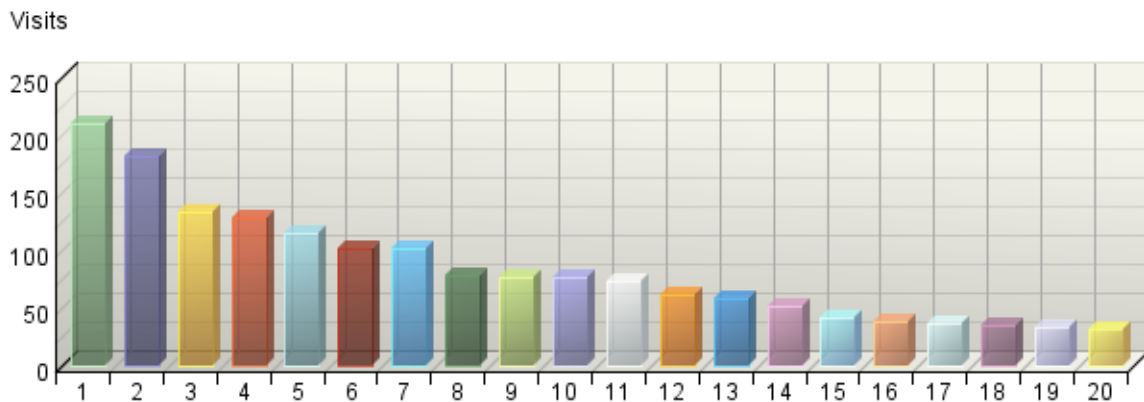
Visits

Top Visitors

	Visitor	Visits	% Visits	Hits
■ 1.	wfp2.almaden.ibm.com_http://www.almaden.ibm.com/cs/crawler [172.30.228.64]	240	2.72%	286

	Visitor	Visits	% Visits	Hits
2.	209.241.144.34_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	181	2.35%	4,179
3.	crawl-66-249-65-73.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	133	1.72%	1,015
4.	kcrw101.hj.scd.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	128	1.66%	3,248
5.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	115	1.49%	162
6.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	101	1.31%	1,103
7.	207.68.146.83_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	101	1.31%	124
8.	sp1.allresearch.com_Mozilla/4.0 (compatible; MSIE 5.5; Windows 98)	79	1.02%	115
9.	kcrw305.hj.mud.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	77	1.00%	205
10.	crawl-66-249-65-195.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	76	0.99%	519
11.	crawl-66-249-65-36.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	74	0.96%	563
12.	bl1sch2043808.phx.gbl_msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)	62	0.80%	223
13.	by1sch4040808.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	58	0.75%	95
14.	egspd42147.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	51	0.66%	71
15.	andalusian.rtpnc.epa.gov_NLESE for intraUSEPA	41	0.53%	910
16.	python.brooks.af.mil_Mozilla/4.0 (compatible; MSIE 5.5; Win32)	39	0.51%	664
17.	lm502016.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	37	0.48%	37
18.	crawl-66-249-66-34.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	35	0.45%	264
19.	by1sch4041912.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	33	0.43%	84

	Visitor	Visits	% Visits	Hits
■ 20.	d134-067-034-102.dhcp.epa.gov_Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.7.12) Gecko/20050915 Firefox/1.0.7	32	0.41%	979
	Subtotal for rows: 1 - 20	**1,663**	**21.57%**	**14,846**
	Other	**6,048**	**78.43%**	**54,237**
	Total	**7,711**	**100.00%**	**69,083**

items 1-20 of 3732

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
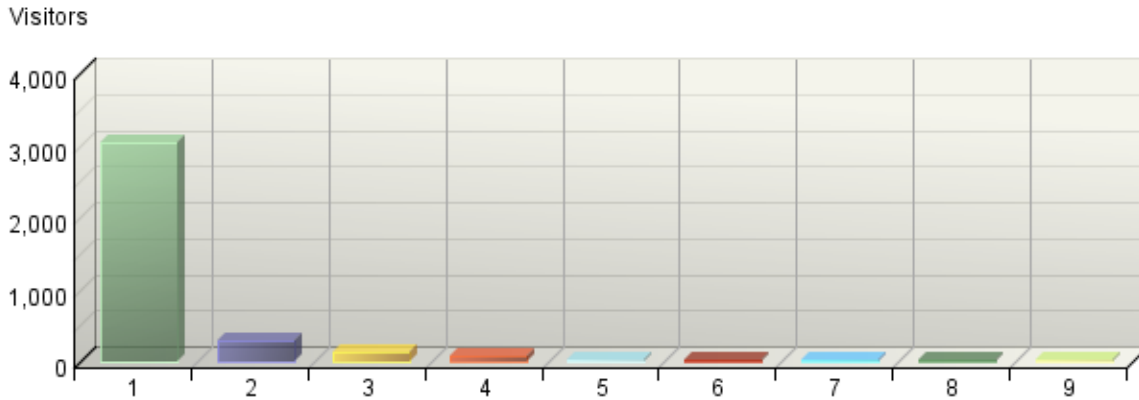
Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
■ 1 visit	3,043	81.54%
■ 2 visits	291	7.80%
■ 3 visits	130	3.48%
■ 4 visits	69	1.85%
■ 5 visits	29	0.78%
■ 6 visits	30	0.80%
■ 7 visits	23	0.62%
■ 8 visits	16	0.43%
■ 9 visits	14	0.38%
Other	**87**	**2.33%**
Total	**3,732**	**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.
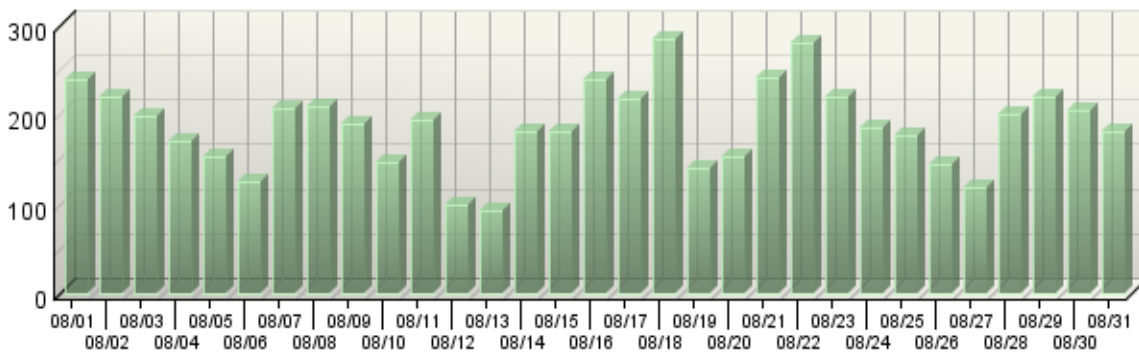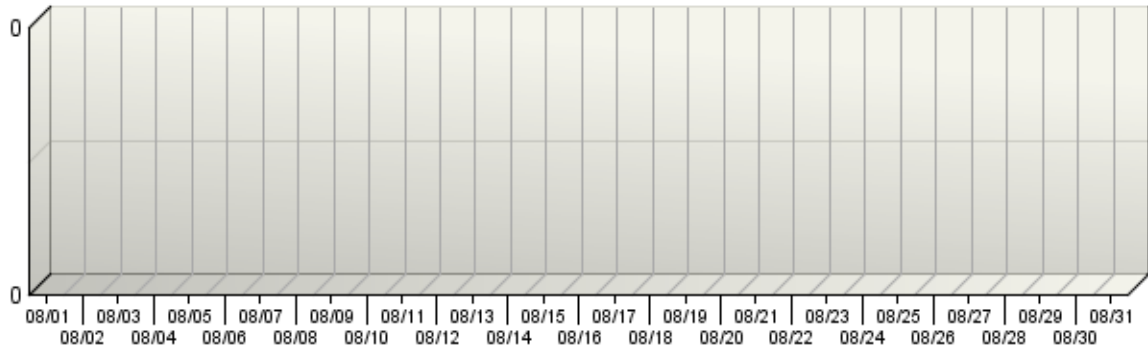
Active Visits Trend
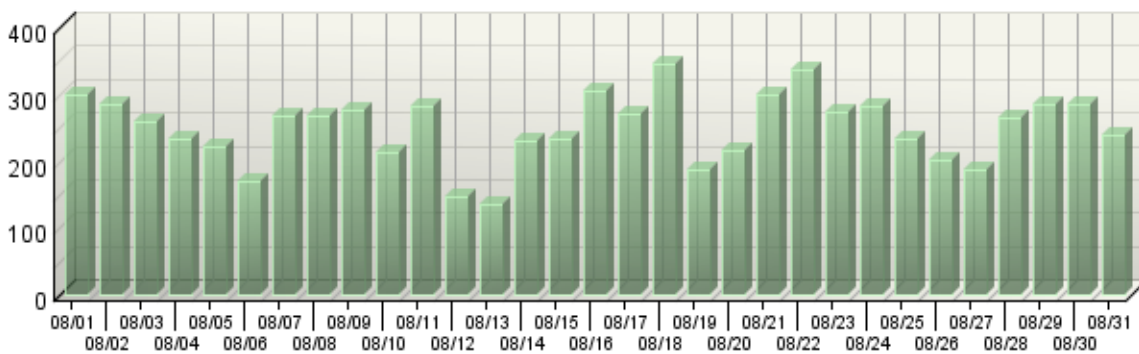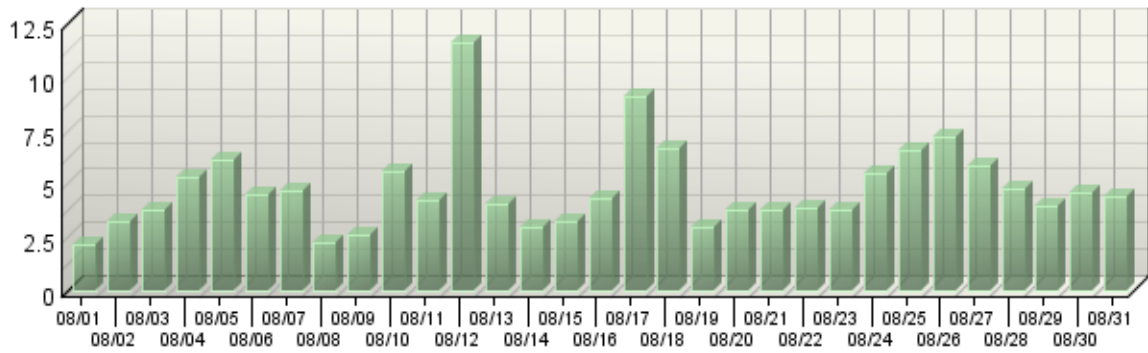

Visitors Trend

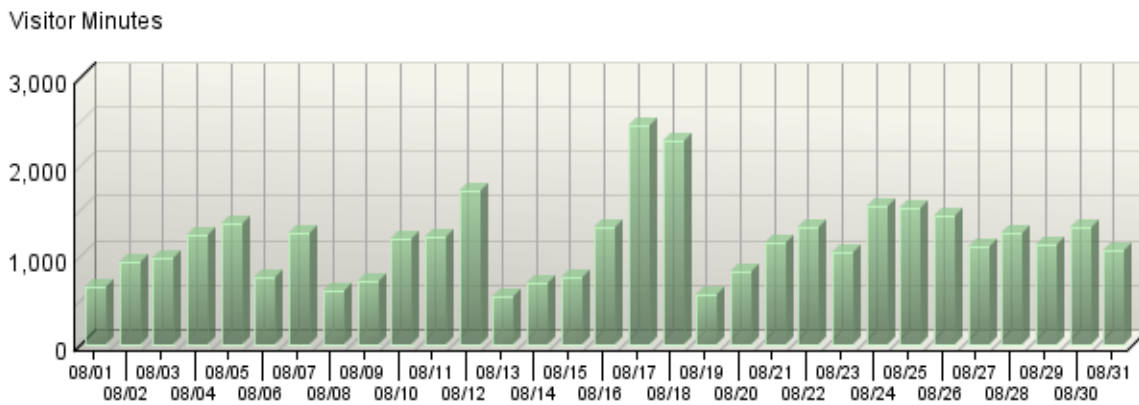**New Visitors Trend**

New Visitors

Average Length of Visit Trend

Average Visit Duration

Visitor Minutes Trend

Visitor Minutes

Visitors Trend

Day	Active Visits	Visitors	New Visitors
08/01	300	239	0
08/02	286	221	0
08/03	260	199	0
08/04	233	171	0
08/05	221	154	0
08/06	169	126	0
08/07	267	207	0
08/08	267	209	0
08/09	276	191	0
08/10	214	147	0
08/11	283	195	0
08/12	148	99	0
08/13	135	92	0
08/14	231	181	0
08/15	232	182	0
08/16	305	240	0
08/17	271	218	0
08/18	345	285	0
08/19	187	140	0
08/20	217	154	0
08/21	299	242	0
08/22	338	281	0
08/23	274	220	0
08/24	281	186	0

Day	Active Visits	Visitors	New Visitors
08/25	233	177	0
08/26	202	144	0
08/27	188	118	0
08/28	266	201	0
08/29	284	220	0
08/30	284	206	0
08/31	239	182	0
Average	**249**	**187**	**0**
Total	**-**	**-**	**0**

items 1-20 of 31

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
08/01	00:02:08	644.85
08/02	00:03:14	929.32
08/03	00:03:45	975.22
08/04	00:05:18	1,237.78
08/05	00:06:08	1,358.1
08/06	00:04:29	760.42
08/07	00:04:41	1,254.38
08/08	00:02:17	610.45
08/09	00:02:35	713.87
08/10	00:05:32	1,185.98
08/11	00:04:16	1,207.65
08/12	00:11:36	1,718.2
08/13	00:04:02	545.18
08/14	00:02:58	688.25
08/15	00:03:15	757.48
08/16	00:04:21	1,326.83
08/17	00:09:03	2,456.53
08/18	00:06:37	2,286.3
08/19	00:02:57	554.45
08/20	00:03:46	818.67
08/21	00:03:48	1,139.7
08/22	00:03:54	1,319.25
08/23	00:03:45	1,030.95
08/24	00:05:31	1,552.12
08/25	00:06:32	1,522.8
08/26	00:07:09	1,447.03

Day	Average Visit Duration	Visitor Minutes
08/27	00:05:52	1,103.53
08/28	00:04:44	1,260.77
08/29	00:03:58	1,128.45
08/30	00:04:36	1,307.58
08/31	00:04:25	1,057.12
Average	**-**	**1,158.04**
Total	**-**	**35,899.22**

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.
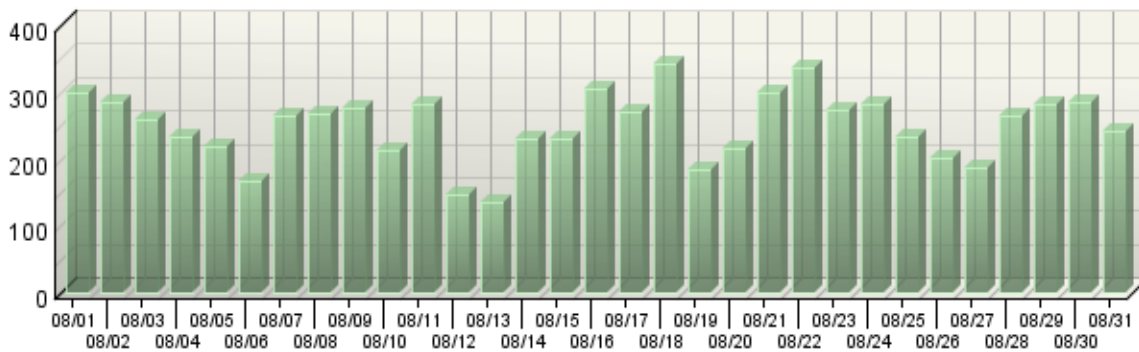
Average - This row gives the average for each column.

Visits Trend

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

Visits Trend

Visits Trend

Day	Visits	% Visits
08/01	300	3.89%
08/02	286	3.71%
08/03	259	3.36%
08/04	232	3.01%
08/05	220	2.85%
08/06	168	2.18%
08/07	266	3.45%
08/08	267	3.46%
08/09	275	3.57%
08/10	212	2.75%
08/11	283	3.67%
08/12	146	1.89%
08/13	135	1.75%
08/14	230	2.98%
08/15	229	2.97%
08/16	304	3.94%
08/17	270	3.50%
08/18	343	4.45%
08/19	185	2.40%

Day	Visits	% Visits
08/20	217	2.81%
08/21	299	3.88%
08/22	337	4.37%
08/23	273	3.54%
08/24	281	3.64%
08/25	233	3.02%
08/26	202	2.62%
08/27	188	2.44%
08/28	265	3.44%
08/29	283	3.67%
08/30	284	3.68%
08/31	241	3.12%
Total	**7,713**	**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.

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
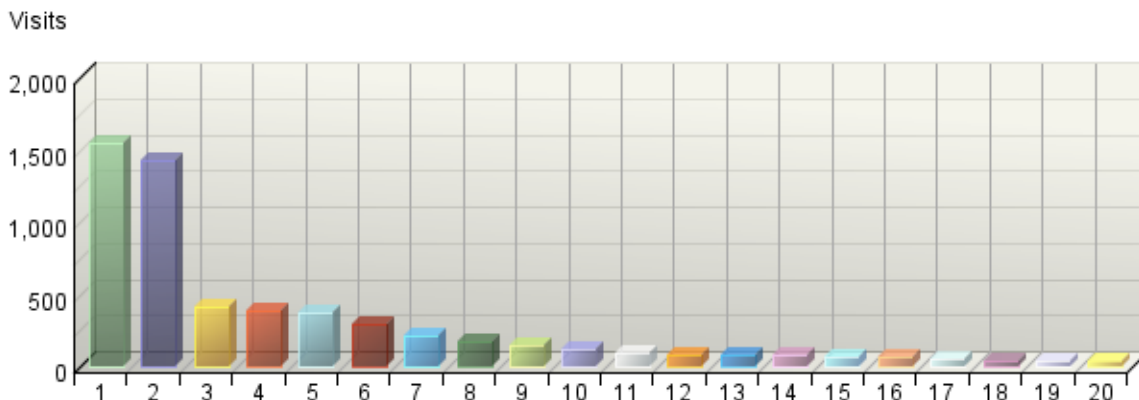
Visits

Domain Names

	Domain Name	Visits	% Visits	Hits
1.	Unresolved IP Address	1,548	20.07%	17,942
2.	inktomisearch.com	1,421	18.42%	1,665
3.	googlebot.com	417	5.41%	2,903
4.	yahoo.com	382	4.95%	5,212
5.	aol.com	373	4.84%	478
6.	epa.gov	287	3.72%	9,404
7.	ibm.com	212	2.75%	320
8.	phx.gbl	172	2.23%	469
9.	comcast.net	144	1.87%	1,854
10.	msn.com	115	1.49%	162
11.	rr.com	93	1.21%	1,539
12.	verizon.net	85	1.10%	1,074
13.	allresearch.com	79	1.02%	115
14.	af.mil	77	1.00%	866
15.	ask.com	72	0.93%	100
16.	cox.net	60	0.78%	837
17.	bellsouth.net	47	0.61%	903
18.	charter.com	41	0.53%	360

	Domain Name	Visits	% Visits	Hits
▪ 19.	attens.net	40	0.52%	53
▪ 20.	nextgentel.com	35	0.45%	107
	Subtotal for rows: 1 - 20	**5,700**	**73.90%**	**46,363**
	Other	**2,013**	**26.10%**	**22,751**
	Total	**7,713**	**100.00%**	**69,114**

<center>items 1-20 of 884</center>

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.
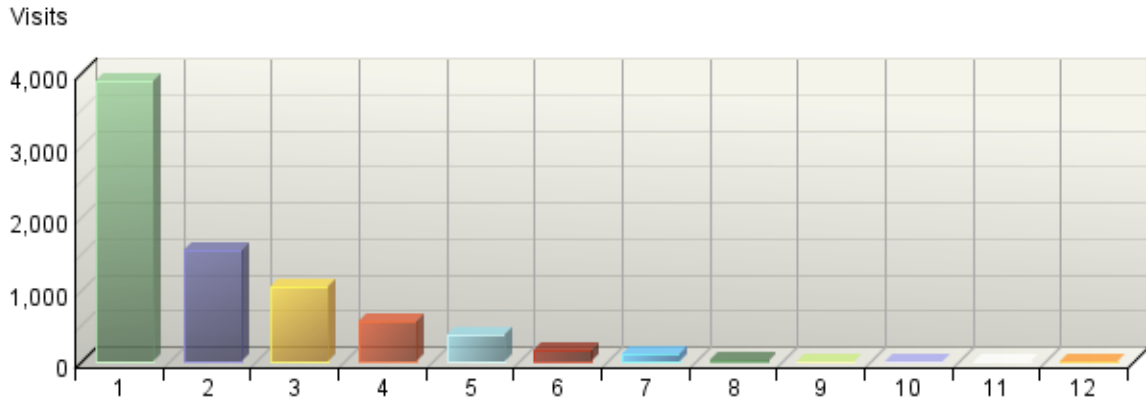
Report Descriptions

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	3,900	50.56%	19,563
▉ Unresolved IP Address	1,548	20.07%	17,942
▉ Network	1,034	13.41%	13,332
▉ Unknown	551	7.14%	4,360
▉ Government	362	4.69%	10,366
▉ Education	170	2.20%	2,031
▉ Military	99	1.28%	1,095
▉ Organization	39	0.51%	386
▉ Informational	4	0.05%	8
▉ ARPANET	4	0.05%	24
▉ Business	1	0.01%	1
▉ International	1	0.01%	6
Total	**7,713**	**100.00%**	**69,114**

items 1-12 of 12

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.
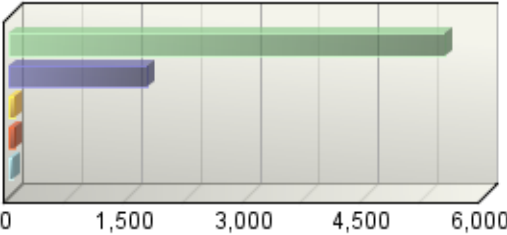
Regions

Visits
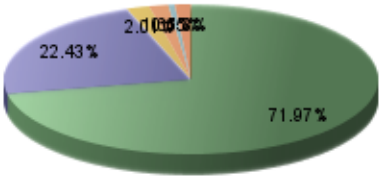
- North America
- Unspecified Region
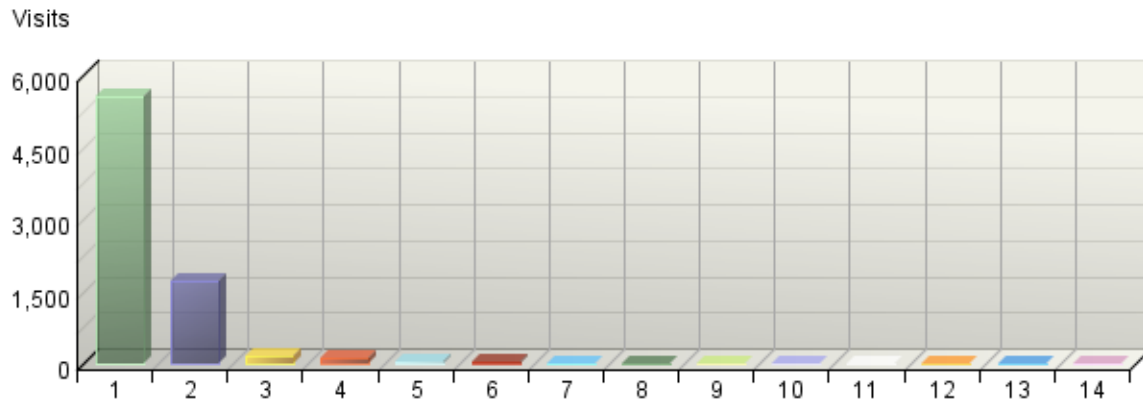- Western Europe
- Asia
- South America
- Other

Countries

Visits

- United States (US)
- Unknown Country
- Canada (CA)
- Netherlands (NL)
- Singapore (SG)

Regions

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

Regions

Regions

	Regions	Visits	% Visits
1.	North America	5,551	71.97%
2.	Unspecified Region	1,730	22.43%
3.	Western Europe	155	2.01%
4.	Asia	127	1.65%
5.	South America	50	0.65%
6.	Middle East	42	0.54%
7.	Eastern Europe	15	0.19%
8.	Australia	13	0.17%
9.	Northern Europe	9	0.12%
10.	Pacific Islands	7	0.09%
11.	Southern Africa	7	0.09%
12.	Western Africa	3	0.04%
13.	Northern Africa	2	0.03%
14.	Eastern Africa	2	0.03%
	Total	**7,713**	**100.00%**

items 1-14 of 14

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
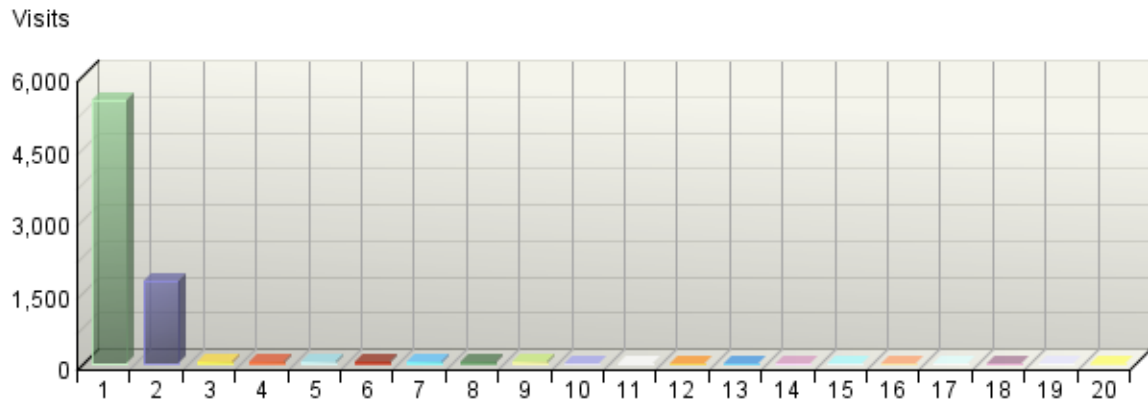
Countries

		Countries	Visits	% Visits
■	1.	United States (US)	5,478	71.02%
■	2.	Unknown Country	1,730	22.43%
■	3.	Canada (CA)	58	0.75%
■	4.	Netherlands (NL)	55	0.71%
■	5.	Singapore (SG)	35	0.45%
■	6.	Brazil (BR)	31	0.40%
■	7.	India (IN)	27	0.35%
■	8.	Japan (JP)	21	0.27%
■	9.	Germany (DE)	21	0.27%
■	10.	United Kingdom (UK)	18	0.23%
■	11.	United Arab Emirates (AE)	18	0.23%
■	12.	Italy (IT)	17	0.22%
■	13.	Belgium (BE)	16	0.21%
■	14.	Mexico (MX)	15	0.19%
■	15.	Thailand (TH)	13	0.17%
■	16.	Australia (AU)	13	0.17%
■	17.	Turkey (TR)	9	0.12%
■	18.	Saudi Arabia (SA)	9	0.12%
■	19.	Switzerland (CH)	9	0.12%

	Countries	Visits	% Visits
■ 20.	Malaysia (MY)	9	0.12%
	Subtotal for rows: 1 - 20	**7,602**	**98.56%**
	Other	**111**	**1.44%**
	Total	**7,713**	**100.00%**

items 1-20 of 62

Countries - Help Card

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.
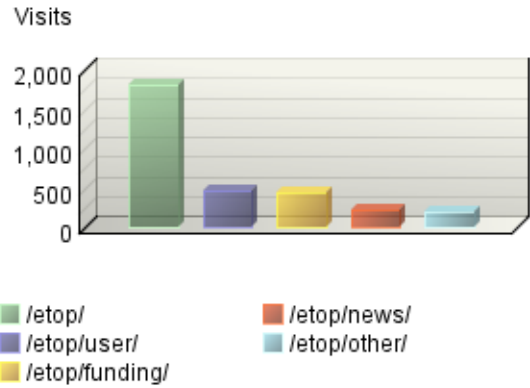
Pages Dashboard

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.
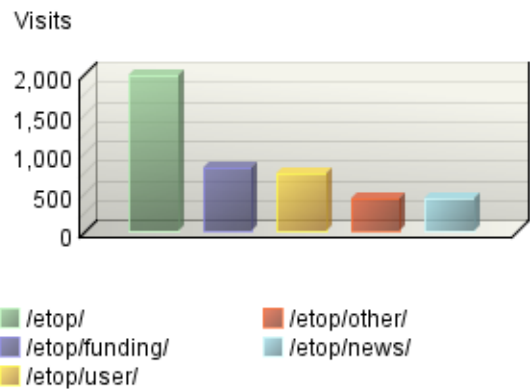
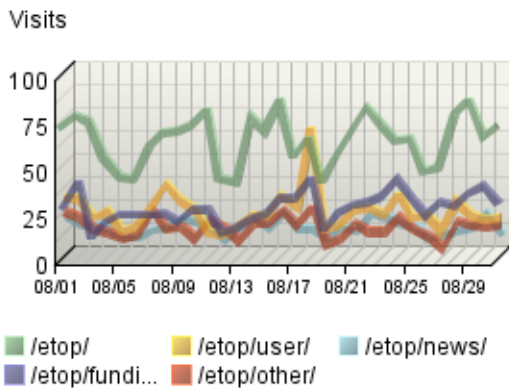**Page Views Trend**
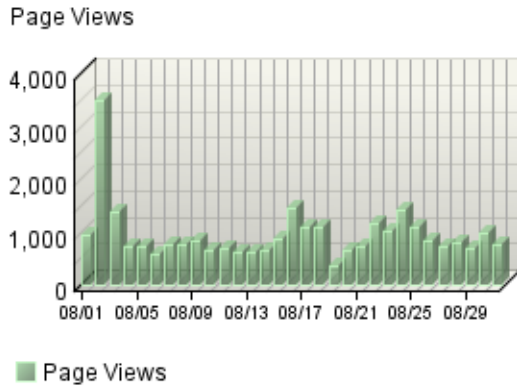
Entry Pages

Page View Summary

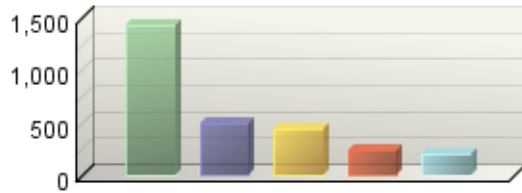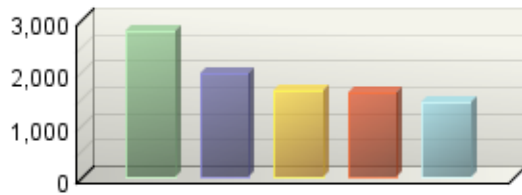|	
Page Views	29,053
Average per Day	937
Average Page Views per Visit	3.77

Pages

Pages Trend

Exit Pages

Visits

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

Directories

Visits

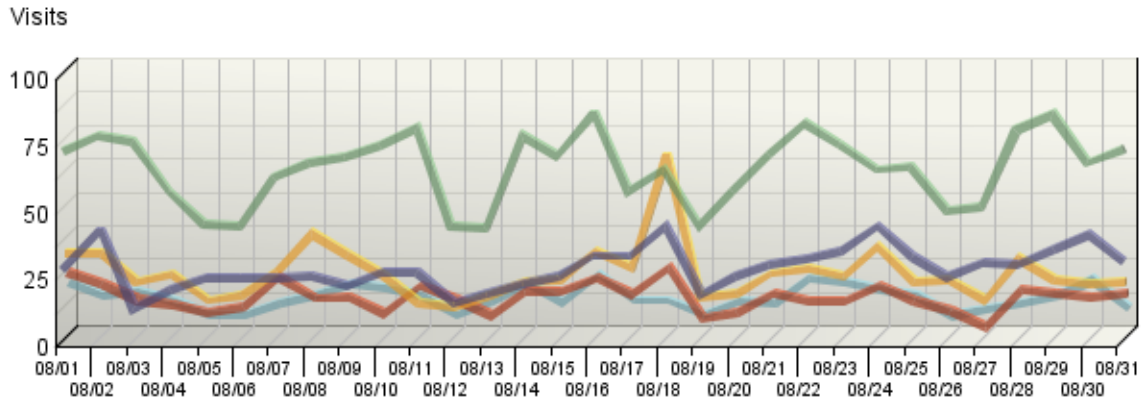- /etop/images
- /etop/
- /etop/nacept
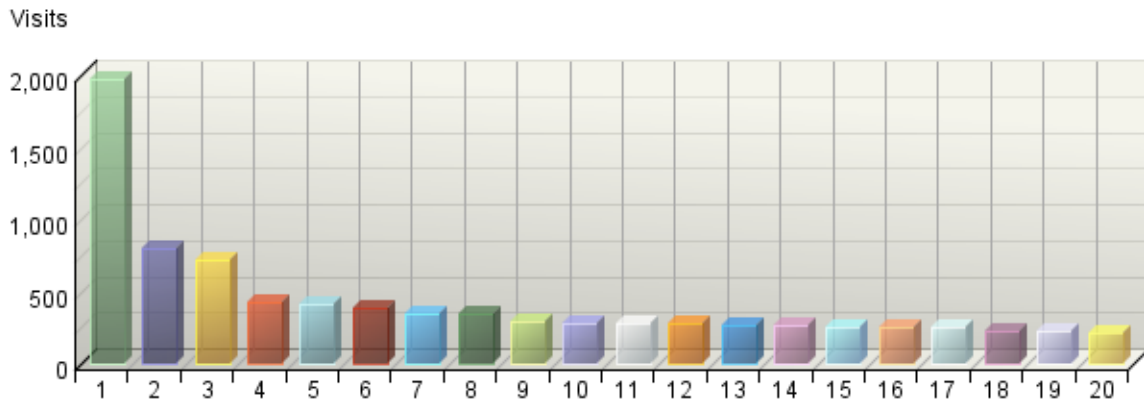- /etop/s
- /etop/index_files

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/	1,977	2,794	00:02:15

		Pages	Visits	Views	Average Time Viewed
■	2.	**Current Funding Opportunities | ETOP | EPA** http://www.epa.gov/etop/funding/	796	1,127	00:02:05
■	3.	**EPA: ETOP: Technology Users: Technology Description Information** http://www.epa.gov/etop/user/	725	1,320	00:00:46
■	4.	**EPA: ETOP: Environmental Technology Resources** http://www.epa.gov/etop/other/	422	515	00:01:13
■	5.	**News | ETOP | EPA** http://www.epa.gov/etop/news/	411	516	00:02:48
■	6.	**For Technology Developers | ETOP | US EPA** http://www.epa.gov/etop/developer/	387	517	00:01:19
■	7.	**Research / Proof of Concept / Development | ETOP | US EPA** http://www.epa.gov/etop/developer/financial.html	342	401	00:01:39
■	8.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/epa/	340	422	00:01:45
■	9.	**EPA Environmental Technology Research & Development Continuum | ETOP | US EPA** http://www.epa.gov/etop/continuum/	297	332	00:01:38
■	10.	**EPA: ETOP: About ETOP** http://www.epa.gov/etop/about_etop/	281	352	00:01:17
■	11.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	281	364	00:01:49
■	12.	**EPA's Environmental Technology Programs | ETOP | US EPA** http://www.epa.gov/etop/continuum/programs.html	278	337	00:02:59
■	13.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/	270	422	00:01:14
■	14.	**Subscribe to EnvirotechNews | ETOP | US EPA** http://www.epa.gov/etop/envirotechnews/	268	308	00:02:34
■	15.	**Commercialization | ETOP | US EPA** http://www.epa.gov/etop/developer/marketing.html	254	292	00:01:09
■	16.	**Information Diffusion/Utilization | ETOP | US EPA** http://www.epa.gov/etop/developer/advocacy.html	254	290	00:02:02

	Pages	Visits	Views	Average Time Viewed
▪ 17.	**EPA: ETOP: If you're saying "If only I had a technology that could solve** http://www.epa.gov/etop/techconnection/ techconnection.html	251	270	00:02:24
▪ 18.	**Demonstration/Verification	ETOP	US EPA** http://www.epa.gov/etop/developer/demo.html	229	256	00:01:15
▪ 19.	**EPA: ETOP: Where You Live** http://www.epa.gov/etop/whereyoulive/	225	259	00:02:02
▪ 20.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/particip/	216	244	00:04:03
	Subtotal for rows: 1 - 20	-	**11,338**	-
	Other	-	**17,715**	-
	Total	-	**29,053**	-

items 1-20 of 833

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.	**EPA: ETOP: Technology Users: Technology Description Information** http://www.epa.gov/etop/user/	0
▪ 4.	**EPA: ETOP: Environmental Technology Resources** http://www.epa.gov/etop/other/	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.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/epa/	0

	Pages	Average Time to Serve (ms)
9.	**EPA Environmental Technology Research & Development Continuum | ETOP | US EPA** http://www.epa.gov/etop/continuum/	0
10.	**EPA: ETOP: About ETOP** http://www.epa.gov/etop/about_etop/	0
11.	**EPA: ETOP: Environmental Technology Council** 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.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/	0
14.	**Subscribe to EnvirotechNews | ETOP | US EPA** http://www.epa.gov/etop/envirotechnews/	0
15.	**Commercialization | ETOP | US EPA** http://www.epa.gov/etop/developer/marketing.html	0
16.	**Information Diffusion/Utilization | ETOP | US EPA** http://www.epa.gov/etop/developer/advocacy.html	0
17.	**EPA: ETOP: If you're saying "If only I had a technology that could solve** http://www.epa.gov/etop/techconnection/techconnection.html	0
18.	**Demonstration/Verification | ETOP | US EPA** http://www.epa.gov/etop/developer/demo.html	0
19.	**EPA: ETOP: Where You Live** http://www.epa.gov/etop/whereyoulive/	0
20.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/particip/	0
	Subtotal for rows: 1 - 20	-
	Other	-
	Total	-

items 1-20 of 833

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.
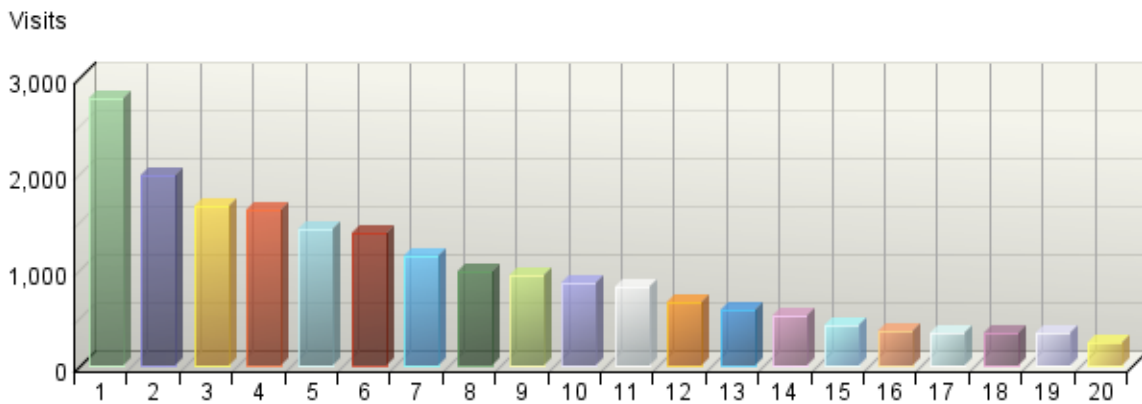
Directories

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
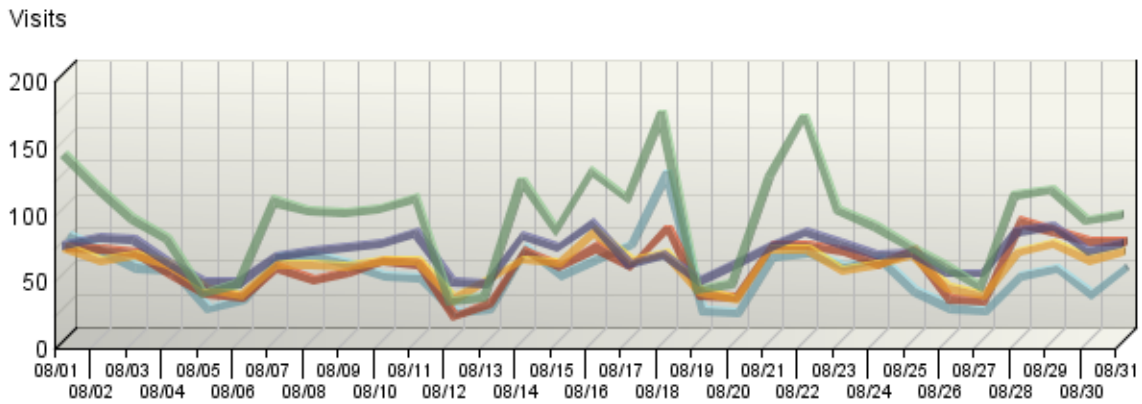
Directories

Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
1.	http://www.epa.gov/etop/images	2,786	27,441	138,726
2.	http://www.epa.gov/etop/	1,977	2,794	49,844
3.	http://www.epa.gov/etop/nacept	1,654	3,623	285,419
4.	http://www.epa.gov/etop/s	1,628	2,933	25,177

	Path To Directory	Visits	Hits	Kbytes Transferred
5.	http://www.epa.gov/etop/index_files	1,419	3,011	4,317
6.	http://www.epa.gov/etop/styles	1,383	1,864	3,942
7.	http://www.epa.gov/etop/funding	1,145	2,870	86,033
8.	http://www.epa.gov/etop/forum	975	3,327	37,028
9.	http://www.epa.gov/etop/developer	934	1,964	68,773
10.	http://www.epa.gov/environmentaltechnology	854	6,605	109,142
11.	http://www.epa.gov/etop/user	812	1,522	122,314
12.	http://www.epa.gov/etop/news	655	1,893	56,811
13.	http://www.epa.gov/etop/continuum	570	1,950	27,637
14.	http://www.epa.gov/etop/envirotechnews	514	867	45,879
15.	http://www.epa.gov/etop/other	422	533	13,553
16.	http://www.epa.gov/etop/techconnection	366	550	7,134
17.	http://www.epa.gov/etop/whereyoulive	342	656	11,114
18.	http://www.epa.gov/etop/epa	340	566	17,427
19.	http://www.epa.gov/etop/about_etop	339	477	7,704
20.	http://www.epa.gov/etop/tc	236	658	12,912
	Subtotal for rows: 1 - 20	**-**	**66,104**	**1,130,877**
	Other	**-**	**3,010**	**66,401**
	Total	**-**	**69,114**	**1,197,278**

items 1-20 of 35

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.
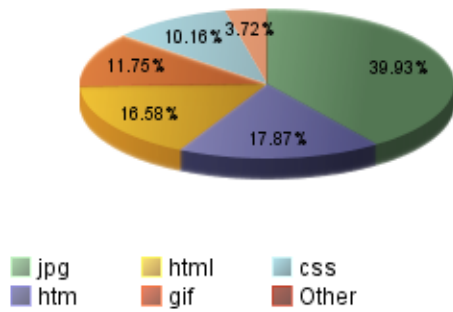
Report Descriptions

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

Files

10.16% 3.72%
11.75%
39.93%
16.58%
17.87%

- jpg
- htm
- html
- gif
- css
- Other

Downloaded Files Trend

Downloads

150
100
50
0
08/01 08/05 08/09 08/13 08/17 08/21 08/25 08/29

- /etop/nacept/NACE...
- /etop/envirotechne...
- /etop/envirotechne...
- /etop/envirotechne...
- /etop/envirotechne...

Hits Trend

Hits

6,000
4,500
3,000
1,500
0
08/01 08/05 08/09 08/13 08/17 08/21 08/25 08/29
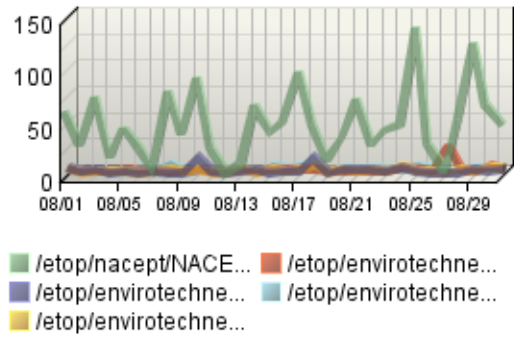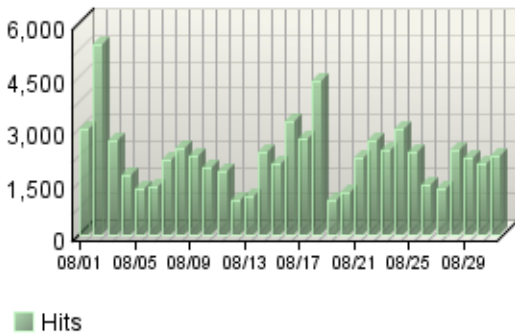
- Hits

Hit Summary

Successful Hits for Entire Site	69,114
Average Hits per Day	2,229
Home Page Hits	1,800

Downloaded Files

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

Downloaded Files Trend
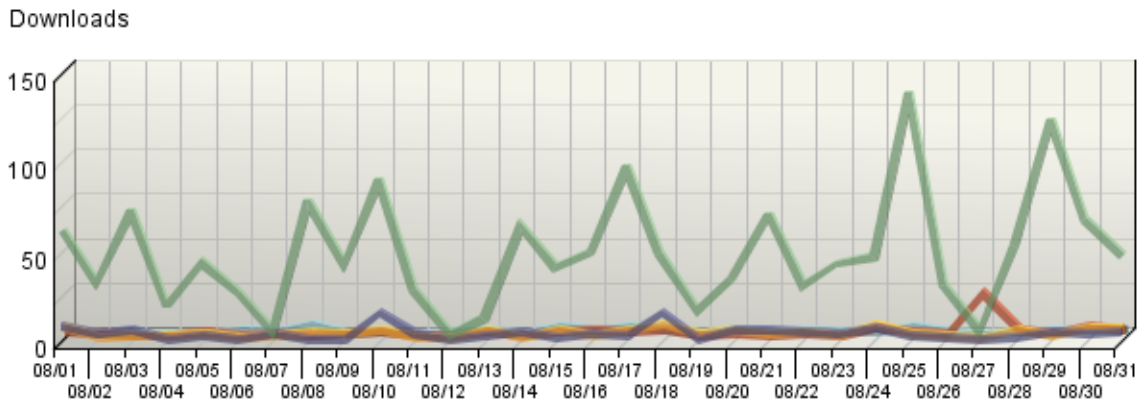
Downloaded Files
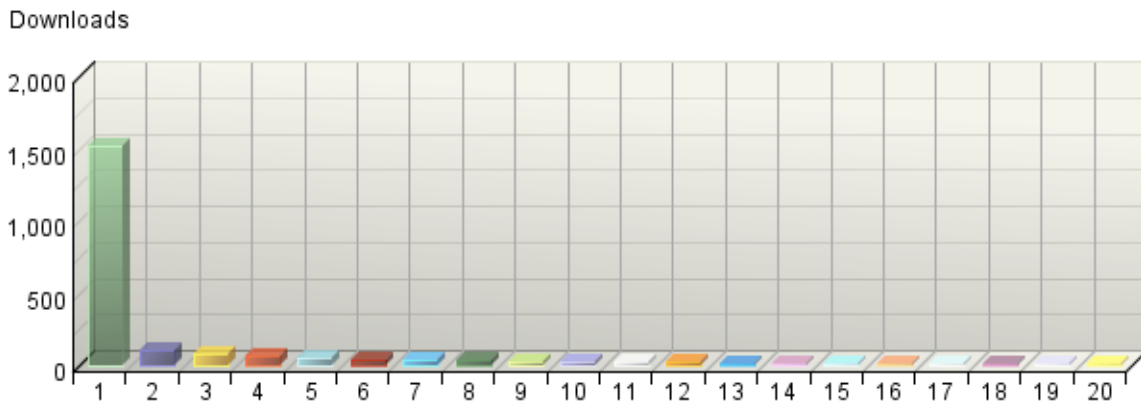
Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	http://www.epa.gov/etop/nacept/NACEPT Report FINAL_May 9 06.pdf	1,521	67.78%	309
■ 2.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_0706.pdf	101	4.50%	59
■ 3.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_0606.pdf	77	3.43%	64

	Downloaded Files	Downloads	% Downloads	Visits
■ 4.	http://www.epa.gov/etop/envirotechnews/envirotechnews_5_06.pdf	66	2.94%	40
■ 5.	http://www.epa.gov/etop/envirotechnews/envirotechnews_4_06.pdf	55	2.45%	44
■ 6.	http://www.epa.gov/etop/envirotechnews/envirotechnews_2_06.pdf	46	2.05%	40
■ 7.	http://www.epa.gov/environmentaltechnology/nacept/NACEPT Report FINAL_May 9 06.pdf	38	1.69%	4
■ 8.	http://www.epa.gov/etop/forum/etc_memo.pdf	34	1.52%	30
■ 9.	http://www.epa.gov/etop/forum/etc_charter_2-5-04.pdf	32	1.43%	27
■ 10.	http://www.epa.gov/etop/envirotechnews/envirotechnews_3_06.pdf	32	1.43%	29
■ 11.	http://www.epa.gov/etop/tc/etc_charter_2-5-04.pdf	23	1.02%	22
■ 12.	http://www.epa.gov/etop/envirotechnews/envirotechnews_6_05.pdf	21	0.94%	20
■ 13.	http://www.epa.gov/etop/envirotechnews/envirotechnews_4_05.pdf	18	0.80%	16
■ 14.	http://www.epa.gov/etop/envirotechnews/envirotechnews_12_05.pdf	17	0.76%	17
■ 15.	http://www.epa.gov/etop/tc/etc_memo.pdf	14	0.62%	14
■ 16.	http://www.epa.gov/etop/envirotechnews/envirotechnews_7_05.pdf	14	0.62%	14
■ 17.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1_06.pdf	13	0.58%	13
■ 18.	http://www.epa.gov/etop/etc/etc_memo.pdf	12	0.53%	12
■ 19.	http://www.epa.gov/etop/envirotechnews/envirotechnews_5_05.pdf	12	0.53%	11
■ 20.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1_05.pdf	12	0.53%	12
	Subtotal for rows: 1 - 20	**2,158**	**96.17%**	**797**
	Other	**86**	**3.83%**	**82**
	Total	**2,244**	**100.00%**	**879**

items 1-20 of 40

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

Hits by Day of the Week

Least Active Summary

Least Active Date	8/19/06
Number of Hits on Least Active Date	957
Least Active Day of the Week	Saturday
Least Active Hour of the Day	01:00-01:59

Activity on Weekdays Summary

Total Hits Weekdays	59,468
Total Visits Weekdays	6,252
Average Number of Visits per day on Weekdays	271
Average Number of Hits per day on Weekdays	2,585

Activity on Weekends Summary

Total Hits Weekend	9,646
Total Visits Weekend	1,461
Average Number of Visits per Weekend	365
Average Number of Hits per Weekend	2,411

Most Active Summary

Most Active Date	8/2/06
Number of Hits on Most Active Date	5,383
Most Active Day of the Week	Wednesday
Most Active Hour of the Day	10:00-10:59

Bandwidth: Kbytes Transferred Trend

Kbytes Transferred
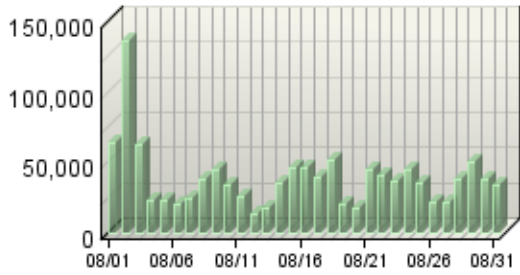
Kbytes Transferred

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.
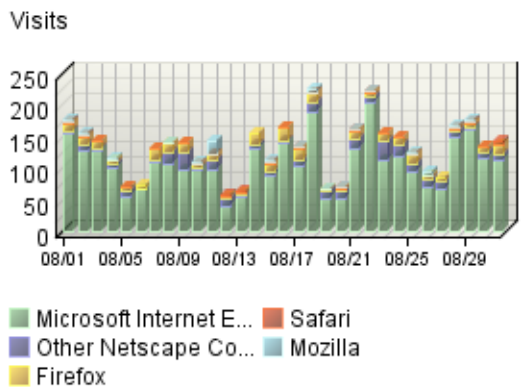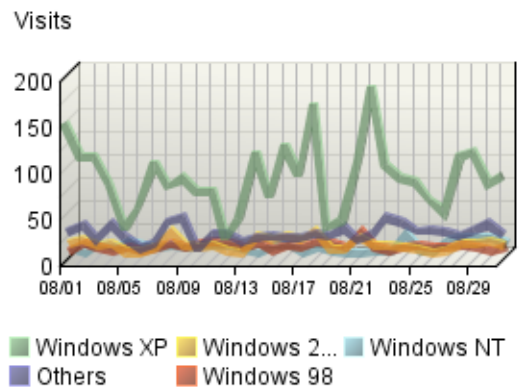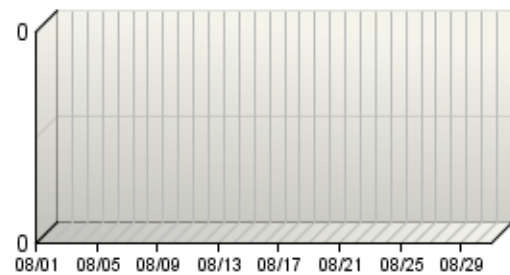
Browsers
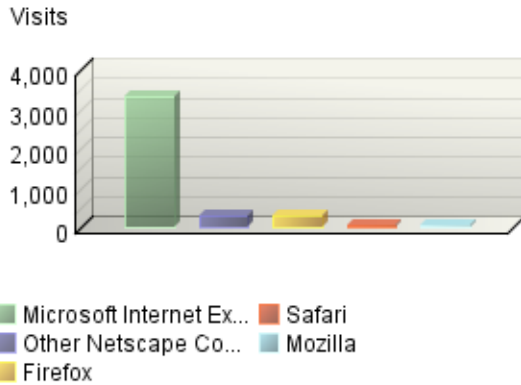
Spiders
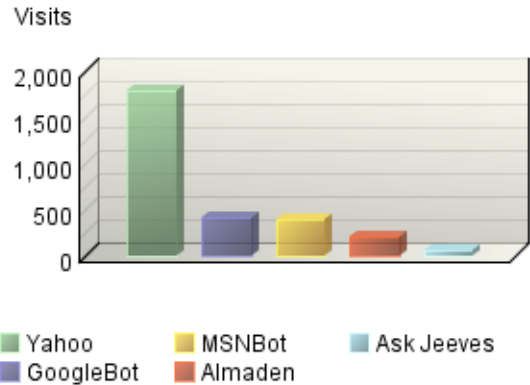
Browsers Trend

Platforms Trend

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages

Average Time to Serve
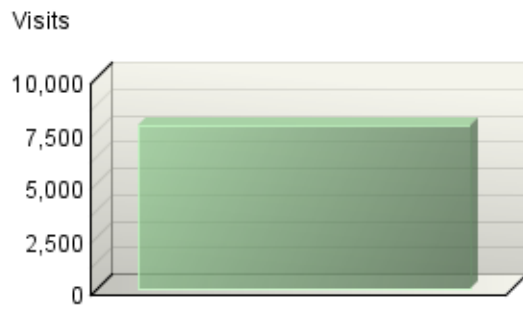

Browsers by Version

Visits
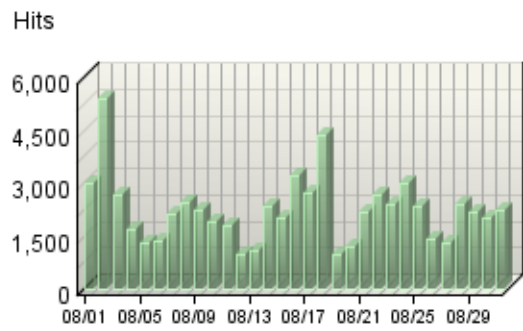

Bandwidth: Kbytes Transferred Trend
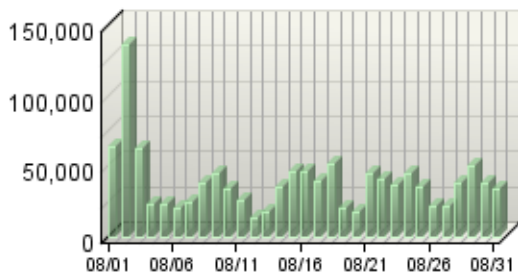
Kbytes Transferred

Technical Summary

Total Hits	78,187
Successful Hits	69,114
Successful Hits (as Percent)	88.40%
Failed Hits	9,073
Failed Hits (as Percent)	11.60%
Cached Hits	14,700
Cached Hits (as Percent)	18.80%

Browsing Hours

Visits

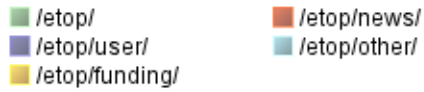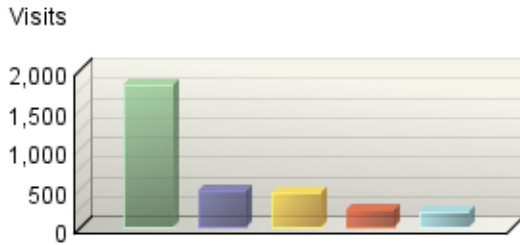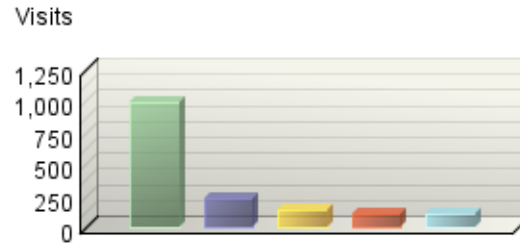Unknown browsing hour

Hits Trend

Hits

Hits

Navigation Dashboard

This dashboard summarizes important information related to online navigation.

Entry Pages

Visits

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

Single-Page Visits

Visits

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

Exit Pages

Visits

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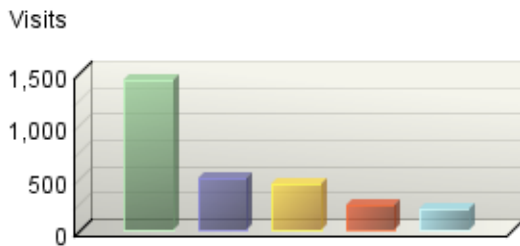
Errors Dashboard

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.
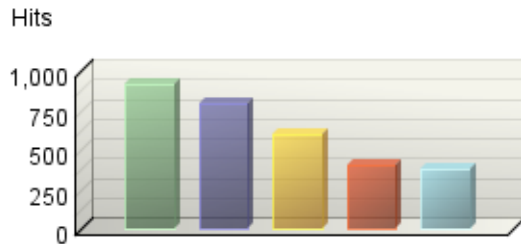
Technical Summary

Total Hits	78,187
Successful Hits	69,114
Successful Hits (as Percent)	88.40%
Failed Hits	9,073
Failed Hits (as Percent)	11.60%
Cached Hits	14,700
Cached Hits (as Percent)	18.80%

File Not Found Errors
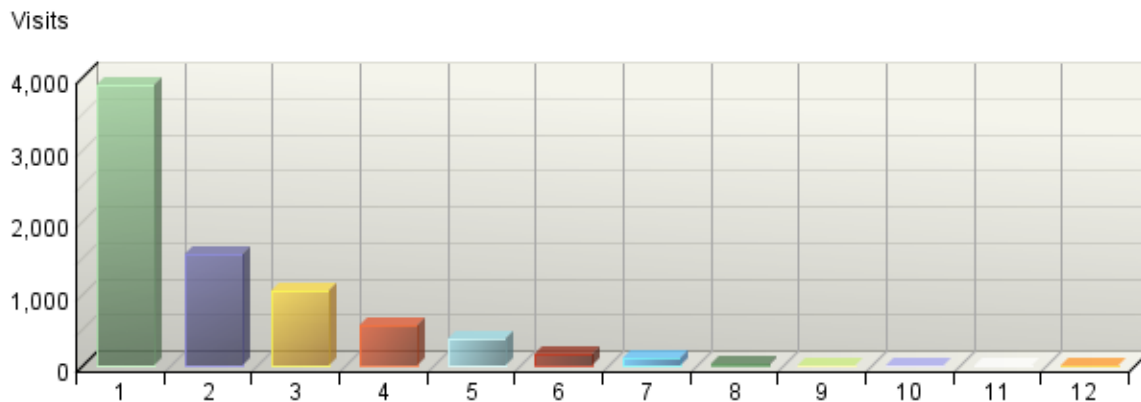

Client Errors
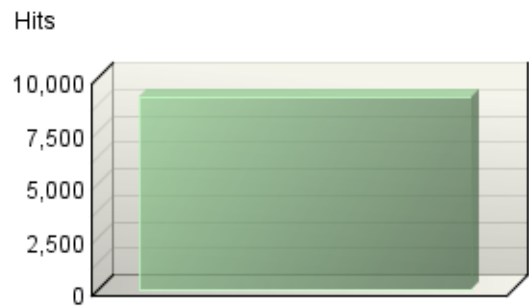
Server Errors Trend

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	3,900	50.56%	19,563
■ Unresolved IP Address	1,548	20.07%	17,942
■ Network	1,034	13.41%	13,332
■ Unknown	551	7.14%	4,360
■ Government	362	4.69%	10,366
■ Education	170	2.20%	2,031
■ Military	99	1.28%	1,095
■ Organization	39	0.51%	386
■ Informational	4	0.05%	8
■ ARPANET	4	0.05%	24
■ Business	1	0.01%	1
■ International	1	0.01%	6
Total	**7,713**	**100.00%**	**69,114**

items 1-12 of 12

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.