# ETOP Monthly Report

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

Monthly View: July 2006

July 1, 2006 12:00:00 AM – July 31, 2006 11:54:10 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**
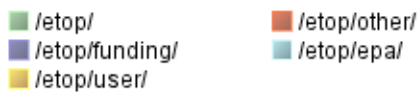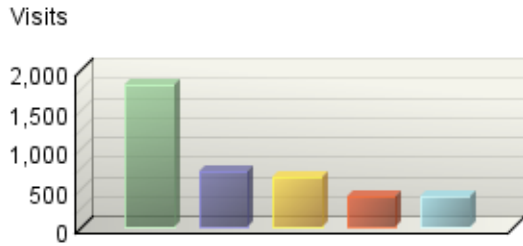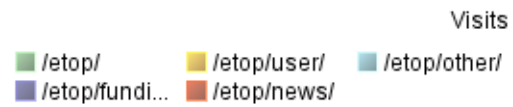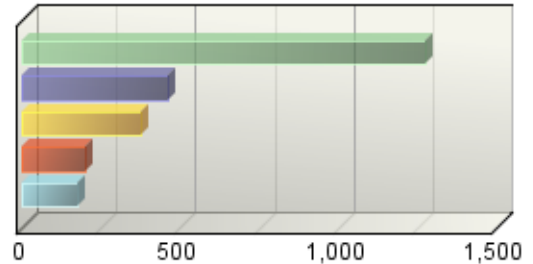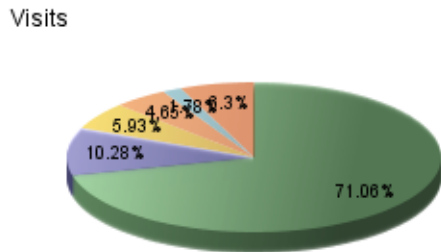
Visits

- /etop/
- /etop/funding/
- /etop/user/
- /etop/other/
- /etop/epa/



**Exit Pages**

Visits

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



**Referring Site**

Visits

4.65% 4.78% 8.3%
5.93%
10.28%
71.06%

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

**Visit Summary**

| | |
|---|---|
| Visits | 8,132 |
| Average per Day | 262 |
| Average Visit Duration | 00:13:58 |
| Median Visit Duration | 00:01:48 |
| International Visits | 4.80% |
| Visits of Unknown Origin | 20.11% |
| Visits from Your Country: United States (US) | 75.10% |

**New vs. Returning Visitors Trend**

Visits
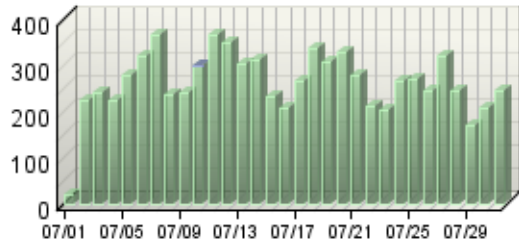


- Visitors Not Accepting Cookies
- Returning Visitors

# Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

**Referring Site**

Visits



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

**Active Visits Trend**
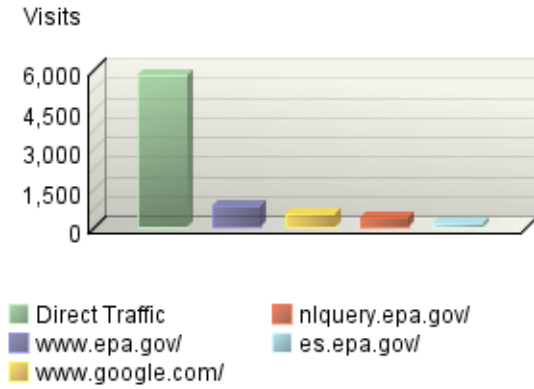
Active Visits



- Active Visits
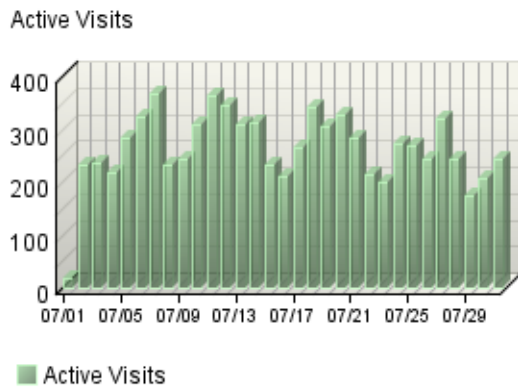
# Referrers Dashboard

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

Visits



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

### Referring Domain

Visits



- Direct Traffic
- epa.gov
- google.com
- yahoo.com
- google.co.in

### Referring Page

Visits



- Direct Traffic
- /search
- /epasearch/epasear...
- /ebtpages/environm...
- /epahome/quickfind...
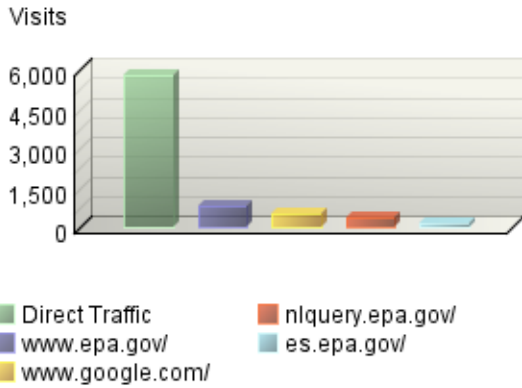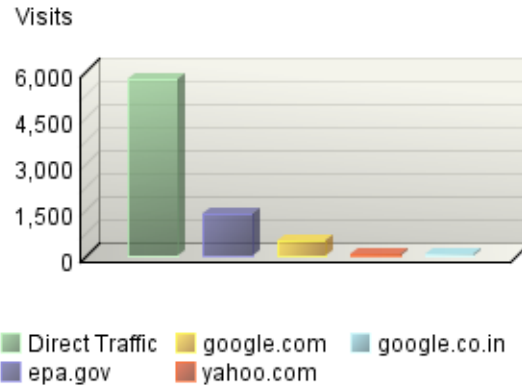
### Active Visits Trend
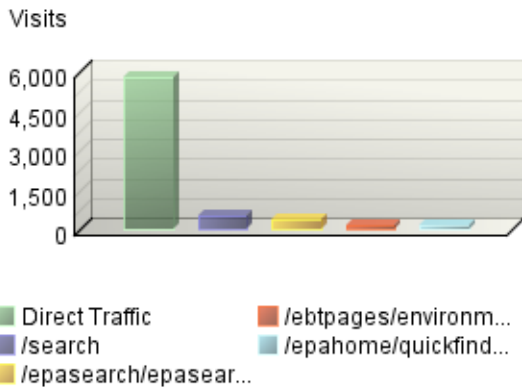
Active Visits



- Active Visits
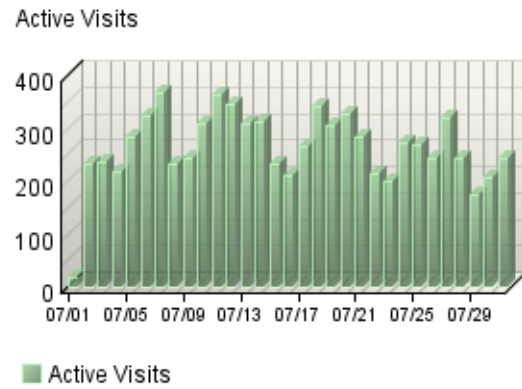
# Referring Site

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**
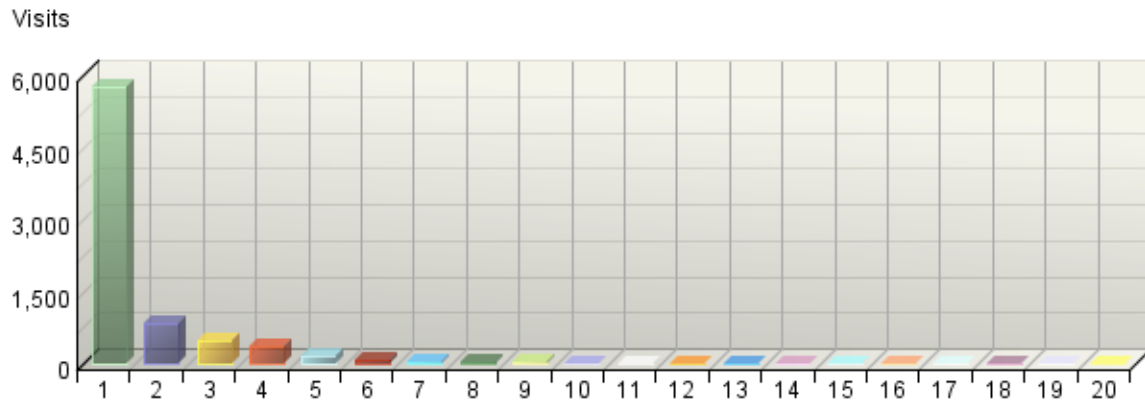
Visits



**Referring Site**

| | Site | Visits | % Visits |
|---|---|---|---|
| 1. | Direct Traffic | 5,779 | 71.06% |
| 2. | http://www.epa.gov/ | 836 | 10.28% |
| 3. | http://www.google.com/ | 482 | 5.93% |
| 4. | http://nlquery.epa.gov/ | 378 | 4.65% |
| 5. | http://es.epa.gov/ | 145 | 1.78% |
| 6. | http://search.yahoo.com/ | 69 | 0.85% |
| 7. | http://www.google.co.in/ | 41 | 0.50% |
| 8. | http://www.emeryenergy.com/ | 27 | 0.33% |
| 9. | http://search.msn.com/ | 22 | 0.27% |
| 10. | http://www.google.co.uk/ | 19 | 0.23% |
| 11. | http://www.google.ca/ | 19 | 0.23% |
| 12. | http://epa.gov/ | 16 | 0.20% |
| 13. | http://cfpub.epa.gov/ | 11 | 0.14% |
| 14. | http://www.google.com.au/ | 9 | 0.11% |
| 15. | http://firstgovsearch.gov/ | 7 | 0.09% |
| 16. | http://www.google.co.th/ | 7 | 0.09% |
| 17. | http://www.google.es/ | 7 | 0.09% |
| 18. | http://images.google.com/ | 7 | 0.09% |

| | Site | Visits | % Visits |
|---|---|---|---|
| ■ 19. | http://oaspub.epa.gov/ | 6 | 0.07% |
| ■ 20. | http://publicaccess.custhelp.com/ | 5 | 0.06% |
| | **Subtotal for rows: 1 - 20** | **7,892** | **97.05%** |
| | **Other** | **240** | **2.95%** |
| | **Total** | **8,132** | **100.00%** |

items 1-20 of 156

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### 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.

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**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**
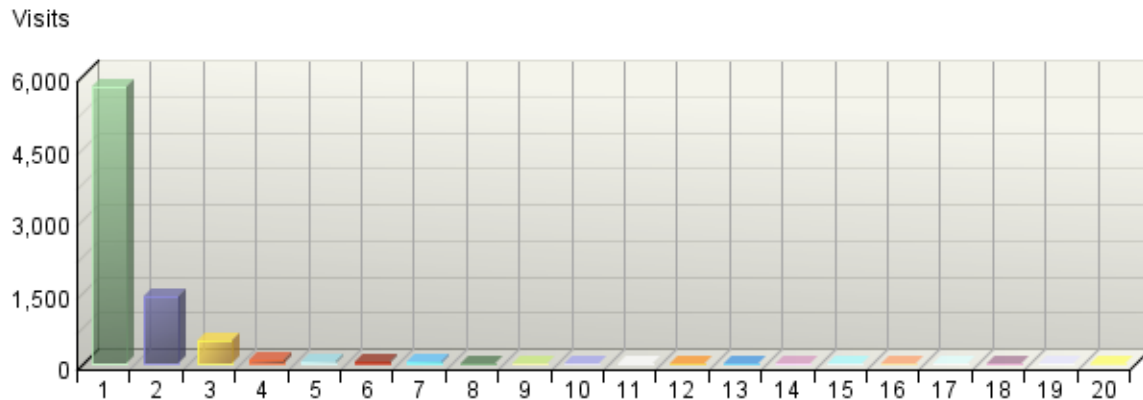
Visits



**Referring Domain**

|   | Domain | Visits | % Visits |
|---|--------|--------|----------|
| 1. | Direct Traffic | 5,779 | 71.06% |
| 2. | epa.gov | 1,403 | 17.25% |
| 3. | google.com | 491 | 6.04% |
| 4. | yahoo.com | 77 | 0.95% |
| 5. | google.co.in | 41 | 0.50% |
| 6. | emeryenergy.com | 27 | 0.33% |
| 7. | msn.com | 23 | 0.28% |
| 8. | google.co.uk | 19 | 0.23% |
| 9. | google.ca | 19 | 0.23% |
| 10. | google.com.au | 9 | 0.11% |
| 11. | google.co.th | 7 | 0.09% |
| 12. | google.es | 7 | 0.09% |
| 13. | firstgovsearch.gov | 7 | 0.09% |
| 14. | clu-in.org | 6 | 0.07% |
| 15. | google.it | 5 | 0.06% |
| 16. | dogpile.com | 5 | 0.06% |
| 17. | google.co.za | 5 | 0.06% |
| 18. | custhelp.com | 5 | 0.06% |

| | Domain | Visits | % Visits |
|---|---|---|---|
| 19. | google.com.ph | 5 | 0.06% |
| 20. | google.fr | 5 | 0.06% |
| | **Subtotal for rows: 1 - 20** | **7,945** | **97.70%** |
| | **Other** | **187** | **2.30%** |
| | **Total** | **8,132** | **100.00%** |

items 1-20 of 134

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### 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.

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**Report Descriptions**

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

# Referring Page

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

**Referring Page**
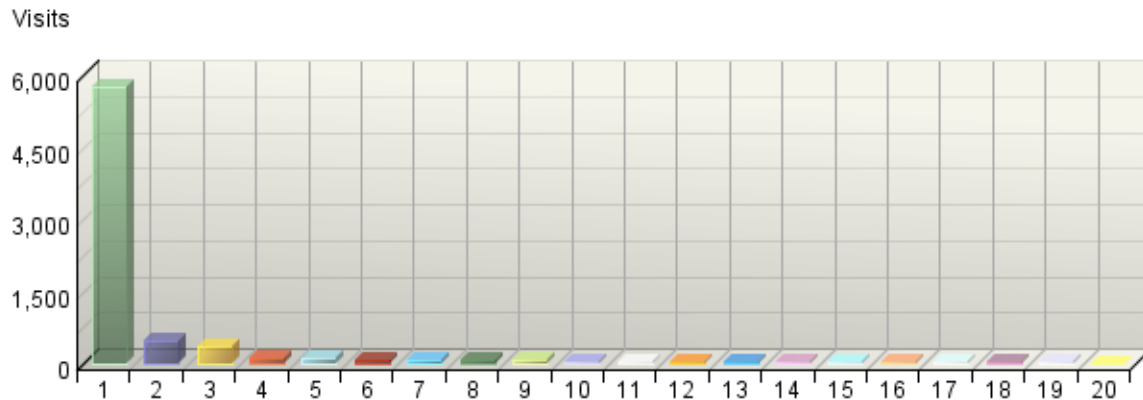


**Referring Page**

| | Page | Visits | % Visits |
|---|---|---|---|
| 1. | Direct Traffic | 5,779 | 71.06% |
| 2. | http://www.google.com/search | 476 | 5.85% |
| 3. | http://nlquery.epa.gov/epasearch/epasearch | 369 | 4.54% |
| 4. | http://www.epa.gov/ebtpages/environmentaltechnology.html | 132 | 1.62% |
| 5. | http://www.epa.gov/epahome/quickfinder.htm | 110 | 1.35% |
| 6. | http://www.epa.gov/etv/ | 80 | 0.98% |
| 7. | http://es.epa.gov/ncer/other/ | 70 | 0.86% |
| 8. | http://search.yahoo.com/search | 66 | 0.81% |
| 9. | http://www.epa.gov/etop/ | 62 | 0.76% |
| 10. | http://www.epa.gov/etop/user/ | 53 | 0.65% |
| 11. | http://www.google.co.in/search | 41 | 0.50% |
| 12. | http://es.epa.gov/ncer/sbir/ | 40 | 0.49% |
| 13. | http://www.epa.gov/etop/index.html | 34 | 0.42% |
| 14. | http://www.epa.gov/etop/developer/advocacy.html | 32 | 0.39% |
| 15. | http://www.epa.gov/cgi-bin/epalink | 29 | 0.36% |
| 16. | http://www.epa.gov/ord/htm/grantopportunity.htm | 27 | 0.33% |
| 17. | http://www.emeryenergy.com/gasification.html | 26 | 0.32% |
| 18. | http://search.msn.com/results.aspx | 20 | 0.25% |

| | Page | Visits | % Visits |
|---|---|---|---|
| ■ 19. | http://www.epa.gov/etop/continuum/programs.html | 20 | 0.25% |
| ■ 20. | http://www.google.co.uk/search | 19 | 0.23% |
| | **Subtotal for rows: 1 - 20** | **7,485** | **92.04%** |
| | **Other** | **647** | **7.96%** |
| | **Total** | **8,132** | **100.00%** |

items 1-20 of 310

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### 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.

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**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**
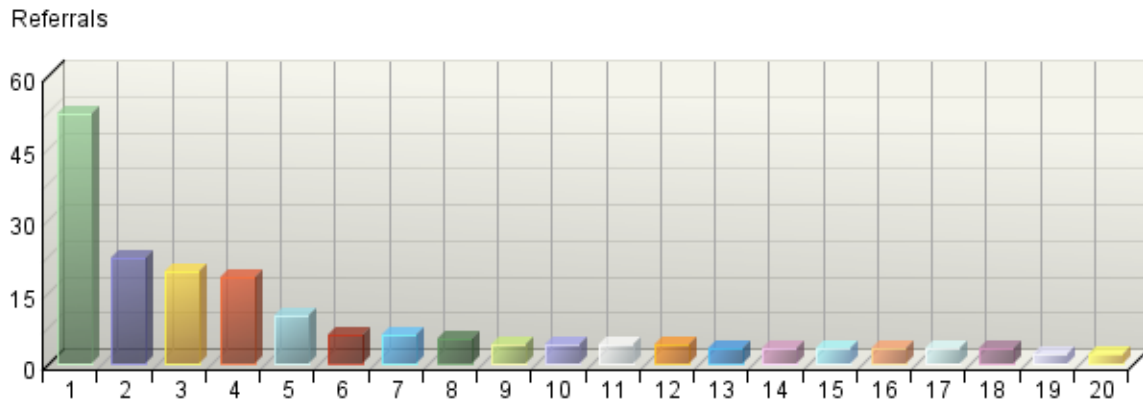
Referrals



**Search Phrases**

| | Phrases<br>Engines | Referrals | % Referrals |
|---|---|---|---|
| 1. | environmental technology verification program case studies: demonstrating program outcomes | 52 | 5.83% |
| | Google | 52 | 5.83% |
| 2. | environmental technology | 22 | 2.47% |
| | Google | 12 | 1.35% |
| | Yahoo UK & Ireland | 3 | 0.34% |
| | Yahoo | 3 | 0.34% |
| | Google Turkey | 2 | 0.22% |
| | Google Mexico | 1 | 0.11% |
| 3. | environmental technologies | 19 | 2.13% |
| | Google | 12 | 1.35% |
| | Google Ireland | 2 | 0.22% |
| | Yahoo | 2 | 0.22% |
| | Google Turkey | 1 | 0.11% |
| | Google Israel | 1 | 0.11% |
| 4. | etop | 18 | 2.02% |
| | Google | 6 | 0.67% |
| | Google India | 5 | 0.56% |

| | Phrases<br>Engines | Referrals | % Referrals |
|---|---|---|---|
| | Yahoo Hong Kong | 3 | 0.34% |
| | Google Austria | 2 | 0.22% |
| | Yahoo | 1 | 0.11% |
| 5. | environmental technology council | 10 | 1.12% |
| | Google | 6 | 0.67% |
| | Yahoo | 4 | 0.45% |
| 6. | technology | 6 | 0.67% |
| | Google | 4 | 0.45% |
| | Google Thailand | 1 | 0.11% |
| | Yahoo | 1 | 0.11% |
| 7. | map us | 6 | 0.67% |
| | Google | 6 | 0.67% |
| 8. | new environmental technologies | 5 | 0.56% |
| | Yahoo | 3 | 0.34% |
| | Google Italy | 1 | 0.11% |
| | Google UK | 1 | 0.11% |
| 9. | national environmental technology competition | 4 | 0.45% |
| | Google Canada | 3 | 0.34% |
| | Google | 1 | 0.11% |
| 10. | epa crada | 4 | 0.45% |
| | MSN | 3 | 0.34% |
| | Google | 1 | 0.11% |
| 11. | waste to energy technologies | 4 | 0.45% |
| | Google | 3 | 0.34% |
| | Google Canada | 1 | 0.11% |
| 12. | technology project plan | 4 | 0.45% |
| | Google | 4 | 0.45% |
| 13. | site:epa.gov | 3 | 0.34% |
| | Google | 3 | 0.34% |
| 14. | etop analysis | 3 | 0.34% |
| | Google India | 2 | 0.22% |
| | Google Austria | 1 | 0.11% |
| 15. | clearing house sttr grants boston, ma | 3 | 0.34% |
| | Google | 3 | 0.34% |
| 16. | what is environmental technology | 3 | 0.34% |
| | Google | 2 | 0.22% |
| | Google Australia | 1 | 0.11% |
| 17. | new environmental technology | 3 | 0.34% |
| | Google | 2 | 0.22% |
| | Google Germany | 1 | 0.11% |

| | Phrases<br>Engines | Referrals | % Referrals |
|---|---|---|---|
| ■ 18. | crada epa | 3 | 0.34% |
| | Google | 3 | 0.34% |
| ■ 19. | quality assurance portal | 2 | 0.22% |
| | Yahoo | 2 | 0.22% |
| ■ 20. | chemistry awards in environmental awareness | 2 | 0.22% |
| | Google | 2 | 0.22% |
| | **Subtotal for rows: 1 - 20** | **176** | **19.73%** |
| | **Other** | **716** | **80.27%** |
| | **Total** | **892** | **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**
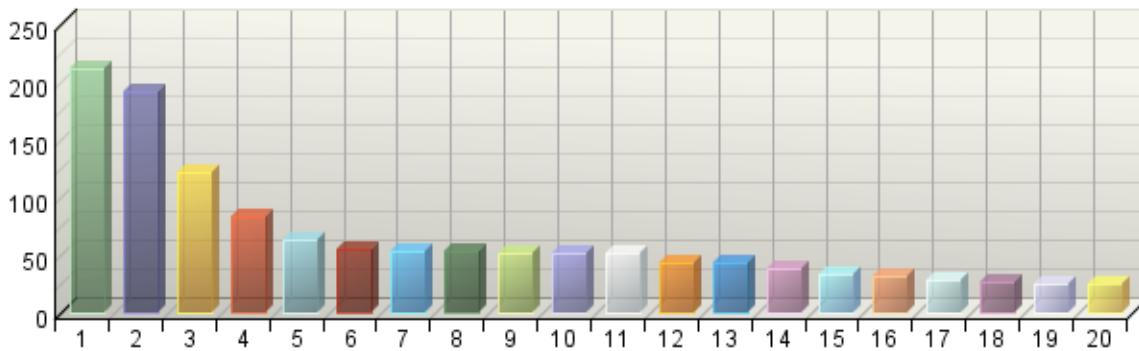


**Search Keywords**

| | Keywords<br>Engines | Referrals | % Referrals |
|---|---|---|---|
| 1. | technology | 211 | 5.80% |
| | Google | 139 | 3.82% |
| | Yahoo | 29 | 0.80% |
| | Google Canada | 9 | 0.25% |
| | Google Korea | 5 | 0.14% |
| | Google UK | 4 | 0.11% |
| 2. | environmental | 191 | 5.25% |
| | Google | 132 | 3.63% |
| | Yahoo | 19 | 0.52% |
| | Google Canada | 10 | 0.27% |
| | Google Korea | 3 | 0.08% |
| | Google Turkey | 3 | 0.08% |
| 3. | program | 121 | 3.33% |
| | Google | 119 | 3.27% |
| | Yahoo | 2 | 0.05% |
| 4. | of | 83 | 2.28% |
| | Google | 41 | 1.13% |
| | Yahoo | 12 | 0.33% |

| | | Keywords<br>Engines | Referrals | % Referrals |
|---|---|---|---|---|
| | | Google India | 9 | 0.25% |
| | | Google Australia | 7 | 0.19% |
| | | Google UK | 6 | 0.16% |
| | 5. | epa | 64 | 1.76% |
| | | Google | 47 | 1.29% |
| | | MSN | 8 | 0.22% |
| | | Google Canada | 2 | 0.05% |
| | | Google Korea | 2 | 0.05% |
| | | Google South Africa | 1 | 0.03% |
| | 6. | technologies | 55 | 1.51% |
| | | Google | 31 | 0.85% |
| | | Yahoo | 6 | 0.16% |
| | | Google Canada | 6 | 0.16% |
| | | MSN | 2 | 0.05% |
| | | Google UK | 2 | 0.05% |
| | 7. | verification | 54 | 1.48% |
| | | Google | 54 | 1.48% |
| | 8. | case | 53 | 1.46% |
| | | Google | 53 | 1.46% |
| | 9. | studies: | 52 | 1.43% |
| | | Google | 52 | 1.43% |
| | 10. | demonstrating | 52 | 1.43% |
| | | Google | 52 | 1.43% |
| | 11. | outcomes | 52 | 1.43% |
| | | Google | 52 | 1.43% |
| | 12. | in | 44 | 1.21% |
| | | Google | 28 | 0.77% |
| | | Google India | 5 | 0.14% |
| | | Google Australia | 5 | 0.14% |
| | | Google Canada | 2 | 0.05% |
| | | Yahoo | 2 | 0.05% |
| | 13. | 2006 | 44 | 1.21% |
| | | Google | 26 | 0.71% |
| | | Yahoo | 8 | 0.22% |
| | | Google India | 4 | 0.11% |
| | | Google France | 2 | 0.05% |
| | | Google Australia | 2 | 0.05% |
| | 14. | etop | 39 | 1.07% |
| | | Google | 14 | 0.38% |
| | | Google India | 12 | 0.33% |

| | | Keywords<br>Engines | Referrals | % Referrals |
|---|---|---|---|---|
| | | Google Austria | 4 | 0.11% |
| | | Yahoo Hong Kong | 3 | 0.08% |
| | | Yahoo | 2 | 0.05% |
| ■ | 15. | for | 33 | 0.91% |
| | | Google | 18 | 0.49% |
| | | MSN | 6 | 0.16% |
| | | Yahoo | 4 | 0.11% |
| | | Google India | 4 | 0.11% |
| | | Google Poland | 1 | 0.03% |
| ■ | 16. | energy | 31 | 0.85% |
| | | Google | 23 | 0.63% |
| | | Yahoo | 2 | 0.05% |
| | | Google India | 2 | 0.05% |
| | | Google UK | 1 | 0.03% |
| | | Google Australia | 1 | 0.03% |
| ■ | 17. | water | 29 | 0.80% |
| | | Google | 14 | 0.38% |
| | | Google India | 8 | 0.22% |
| | | Yahoo | 5 | 0.14% |
| | | Google Australia | 2 | 0.05% |
| ■ | 18. | waste | 26 | 0.71% |
| | | Google | 14 | 0.38% |
| | | Google UK | 3 | 0.08% |
| | | Yahoo | 3 | 0.08% |
| | | Google Italy | 2 | 0.05% |
| | | All The Web | 1 | 0.03% |
| ■ | 19. | research | 25 | 0.69% |
| | | Google | 15 | 0.41% |
| | | Yahoo | 6 | 0.16% |
| | | MSN | 2 | 0.05% |
| | | Google Italy | 1 | 0.03% |
| | | Google India | 1 | 0.03% |
| ■ | 20. | funding | 25 | 0.69% |
| | | Google | 17 | 0.47% |
| | | Yahoo | 5 | 0.14% |
| | | Google Brazil | 1 | 0.03% |
| | | Google India | 1 | 0.03% |
| | | MSN | 1 | 0.03% |
| | | **Subtotal for rows: 1 - 20** | **1,284** | **35.28%** |
| | | **Other** | **2,355** | **64.72%** |

| Keywords<br>  Engines | Referrals | % Referrals |
|---|---|---|
| **Total** | **3,639** | **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.

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**Report Descriptions**

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

# Visitors Dashboard

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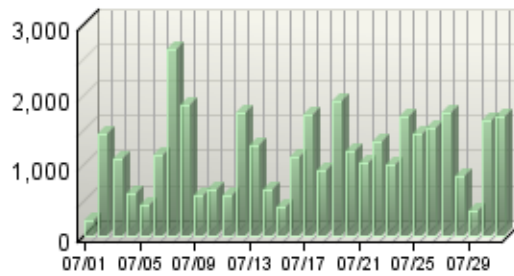
**Active Visits Trend**
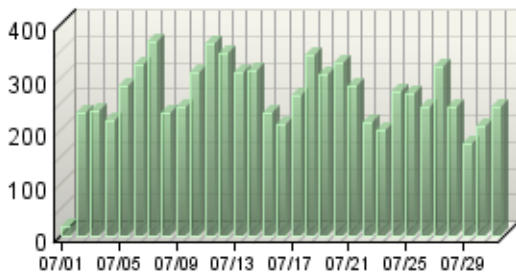
Active Visits



■ Active Visits
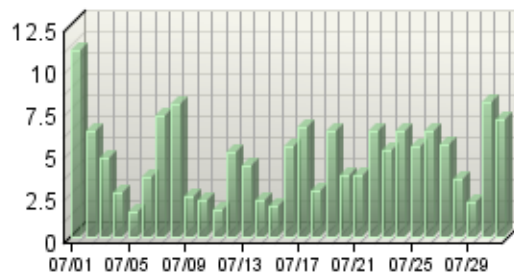
**Visitor Minutes Trend**

Visitor Minutes



■ Visitor Minutes

**Visitor Summary**

| Visitors | 3,545 |
| --- | --- |
| Visitors Who Visited Once | 2,811 |
| Visitors Who Visited More Than Once | 734 |
| Average Visits per Visitor | 2.29 |

**Visit Summary**

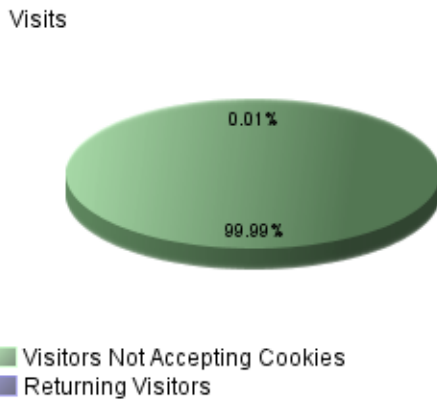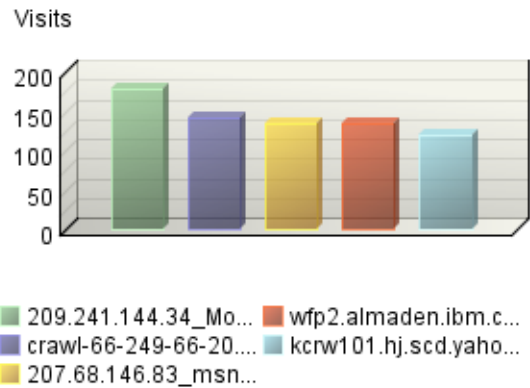| Visits | 8,132 |
| --- | --- |
| Average per Day | 262 |
| Average Visit Duration | 00:13:58 |
| Median Visit Duration | 00:01:48 |
| International Visits | 4.80% |
| Visits of Unknown Origin | 20.11% |
| Visits from Your Country: United States (US) | 75.10% |

**Average Length of Visit Trend**

Average Visit Duration



■ Average Visit Duration

## New Visitors Trend

New Visitors



## Visitors by Number of Visits

Visitors
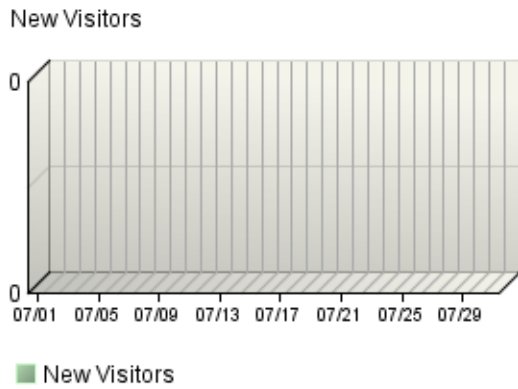


- 1 visit
- 2 visits
- 3 visits
- 4 visits
- 5 visits

## New vs. Returning Visitors

Visits



0.01%

99.99%
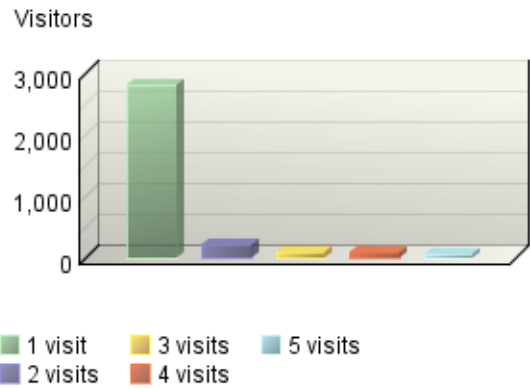
- Visitors Not Accepting Cookies
- Returning Visitors

## Top Visitors

Visits



- 209.241.144.34_Mo...
- crawl-66-249-66-20....
- 207.68.146.83_msn...
- wfp2.almaden.ibm.c...
- kcrw101.hj.scd.yaho...

## Countries

Visits



- United States (US)
- Unknown Country
- Netherlands (NL)
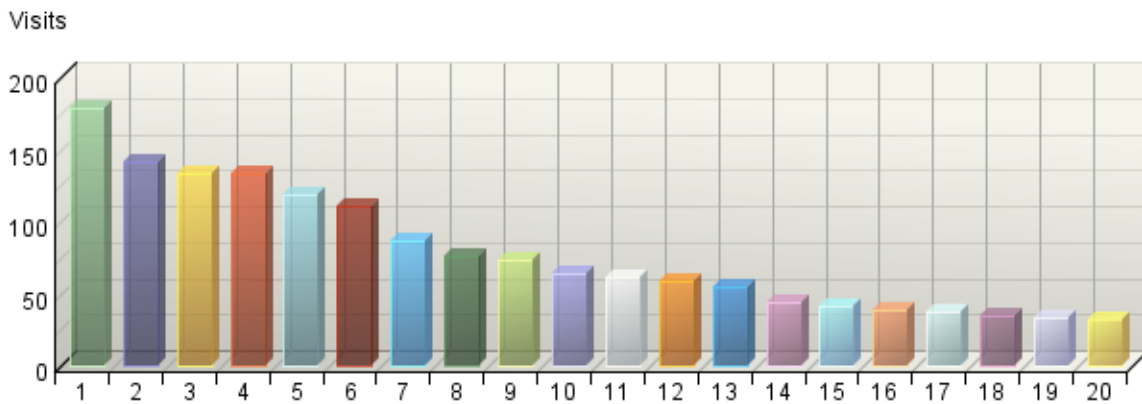- Canada (CA)
- Brazil (BR)

# 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**
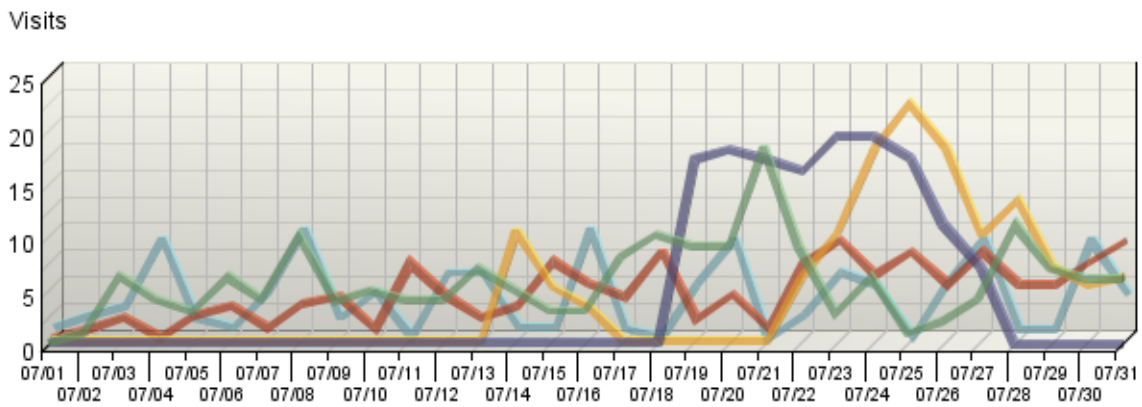


**Top Visitors**



**Top Visitors**

| | Visitor | Visits | % Visits | Hits |
|---|---|---|---|---|
| ■ 1. | 209.241.144.34_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot) | 178 | 2.19% | 5,208 |

| | Visitor | Visits | % Visits | Hits |
|---|---|---|---|---|
| 2. | crawl-66-249-66-20.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) | 141 | 1.73% | 1,207 |
| 3. | 207.68.146.83_msnbot/1.0 (+http://search.msn.com/msnbot.htm) | 133 | 1.63% | 266 |
| 4. | wfp2.almaden.ibm.com_http://www.almaden.ibm.com/cs/crawler [172.30.228.64] | 133 | 1.63% | 159 |
| 5. | kcrw101.hj.scd.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko) | 119 | 1.46% | 1,056 |
| 6. | msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm) | 110 | 1.35% | 161 |
| 7. | crawl-66-249-65-130.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) | 86 | 1.06% | 789 |
| 8. | by1sch4040808.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm) | 76 | 0.93% | 216 |
| 9. | crawl-66-249-65-137.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) | 73 | 0.90% | 606 |
| 10. | crawl-66-249-65-73.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) | 64 | 0.79% | 615 |
| 11. | sp1.allresearch.com_Mozilla/4.0 (compatible; MSIE 5.5; Windows 98) | 61 | 0.75% | 112 |
| 12. | by1sch4041912.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm) | 58 | 0.71% | 159 |
| 13. | egspd42212.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml) | 54 | 0.66% | 149 |
| 14. | bl1sch2043808.phx.gbl_msnbot-media/1.0 (+http://search.msn.com/msnbot.htm) | 44 | 0.54% | 84 |
| 15. | egspd42147.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml) | 42 | 0.52% | 66 |
| 16. | crawl-66-249-66-145.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) | 39 | 0.48% | 378 |
| 17. | lj602285.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp) | 37 | 0.45% | 37 |
| 18. | lm502016.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp) | 35 | 0.43% | 35 |
| 19. | 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 | 33 | 0.41% | 502 |
| 20. | 12.104.54.19_Jakarta Commons-HttpClient/3.0 | 32 | 0.39% | 750 |

| Visitor | Visits | % Visits | Hits |
|---|---|---|---|
| Subtotal for rows: 1 - 20 | 1,548 | 19.03% | 12,555 |
| Other | 6,587 | 80.97% | 45,721 |
| Total | 8,135 | 100.00% | 58,276 |

items 1-20 of 3545

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### 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.

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**Report Descriptions**

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

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

# Visitors by Number of Visits

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

**Visitors by Number of Visits**
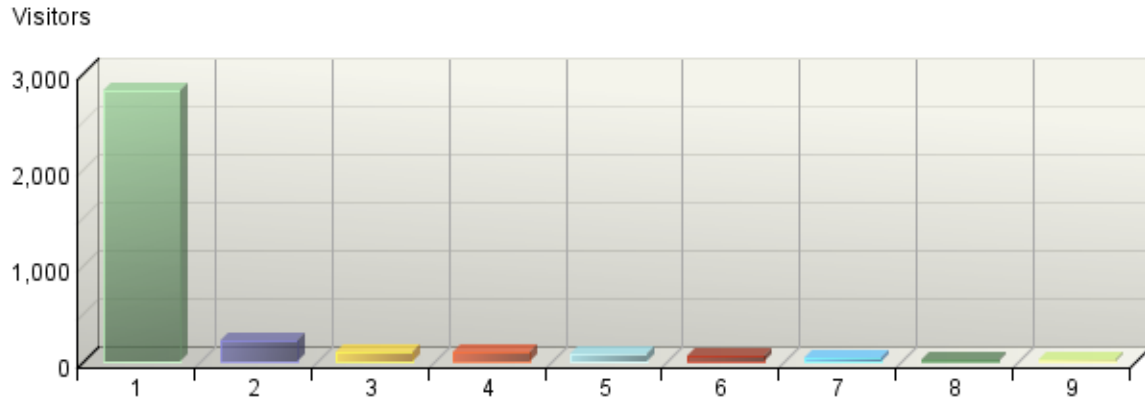


**Visitors by Number of Visits**

| Number of Visits | Visitors | % Visitors |
|---|---|---|
| 1 visit | 2,811 | 79.29% |
| 2 visits | 229 | 6.46% |
| 3 visits | 93 | 2.62% |
| 4 visits | 96 | 2.71% |
| 5 visits | 77 | 2.17% |
| 6 visits | 56 | 1.58% |
| 7 visits | 32 | 0.90% |
| 8 visits | 23 | 0.65% |
| 9 visits | 16 | 0.45% |
| **Other** | **112** | **3.16%** |
| **Total** | **3,545** | **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.
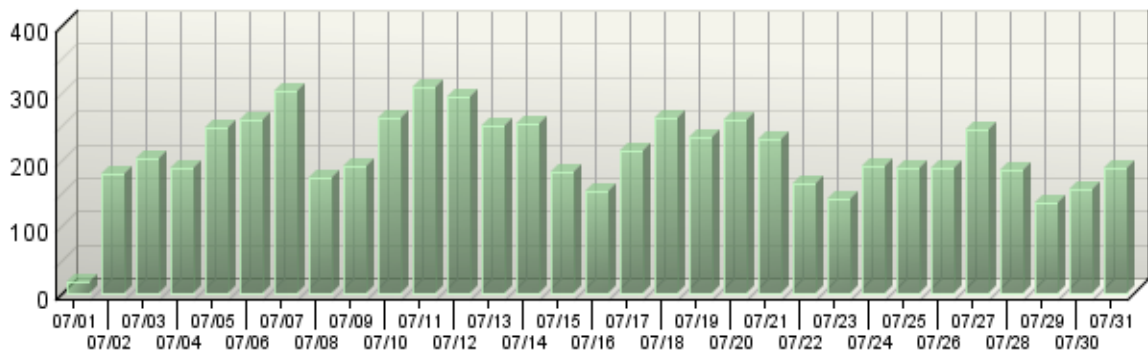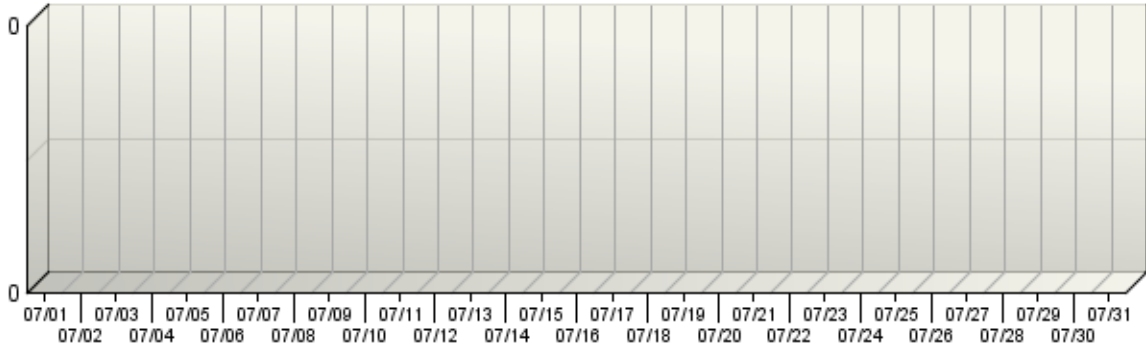
**Active Visits Trend**
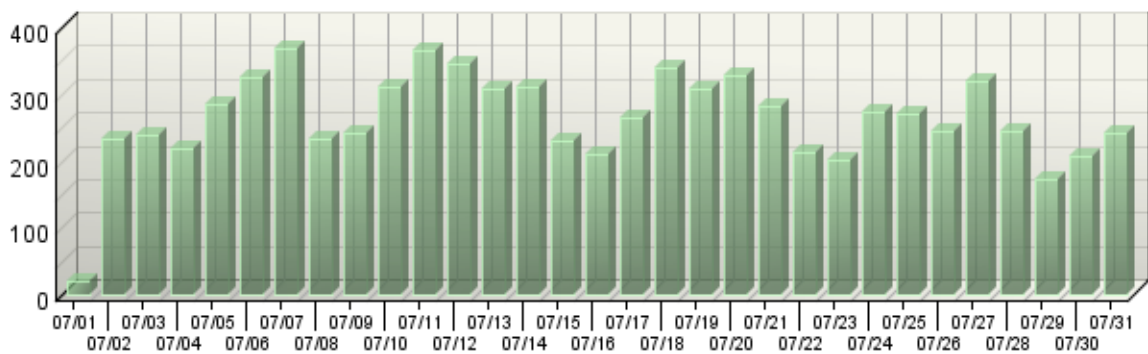


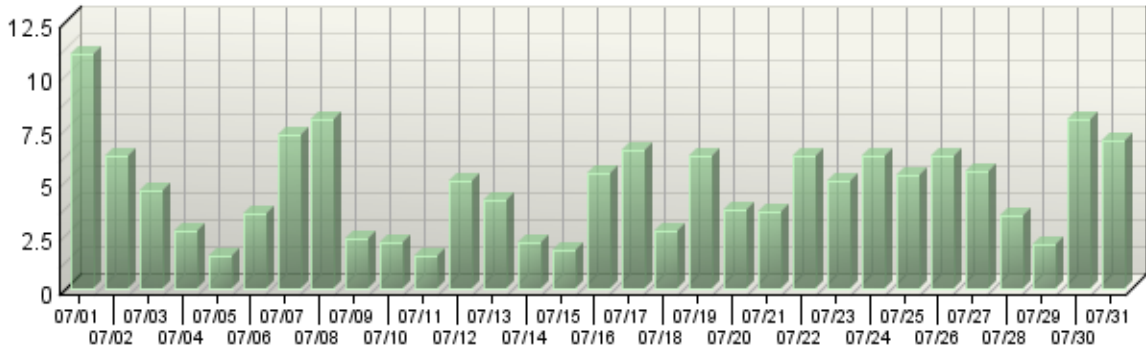**Visitors Trend**

**New Visitors Trend**

New Visitors



**Average Length of Visit Trend**

Average Visit Duration

## Visitor Minutes Trend

Visitor Minutes
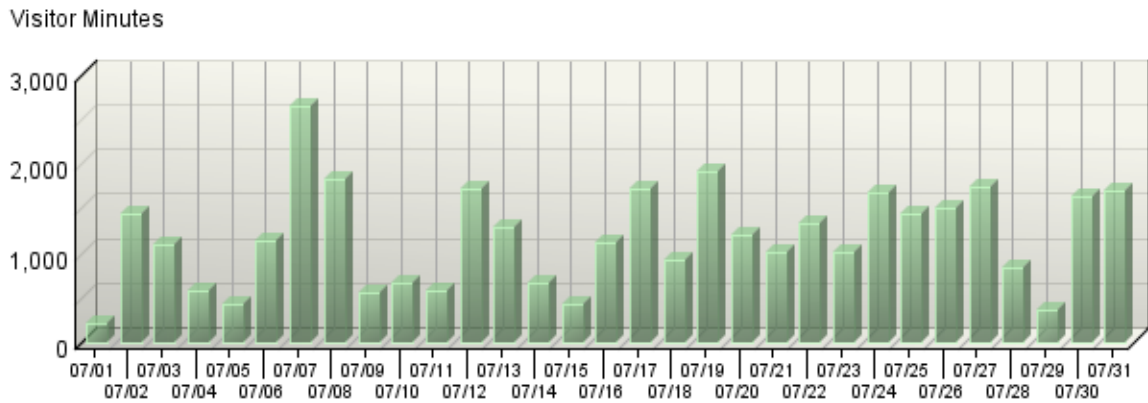


## Visitors Trend

| Day | Active Visits | Visitors | New Visitors |
|---|---|---|---|
| 07/01 | 19 | 18 | 0 |
| 07/02 | 232 | 178 | 0 |
| 07/03 | 238 | 200 | 0 |
| 07/04 | 219 | 186 | 0 |
| 07/05 | 285 | 247 | 0 |
| 07/06 | 324 | 258 | 0 |
| 07/07 | 368 | 303 | 0 |
| 07/08 | 234 | 173 | 0 |
| 07/09 | 242 | 191 | 0 |
| 07/10 | 310 | 263 | 0 |
| 07/11 | 365 | 308 | 0 |
| 07/12 | 345 | 294 | 0 |
| 07/13 | 308 | 251 | 0 |
| 07/14 | 312 | 254 | 0 |
| 07/15 | 231 | 181 | 0 |
| 07/16 | 210 | 153 | 0 |
| 07/17 | 266 | 213 | 0 |
| 07/18 | 341 | 261 | 0 |
| 07/19 | 307 | 233 | 0 |
| 07/20 | 329 | 258 | 0 |
| 07/21 | 282 | 230 | 0 |
| 07/22 | 214 | 163 | 0 |
| 07/23 | 201 | 142 | 0 |
| 07/24 | 272 | 191 | 0 |

| Day | Active Visits | Visitors | New Visitors |
|---|---|---|---|
| 07/25 | 270 | 188 | 0 |
| 07/26 | 245 | 188 | 0 |
| 07/27 | 319 | 246 | 0 |
| 07/28 | 245 | 184 | 0 |
| 07/29 | 174 | 135 | 0 |
| 07/30 | 207 | 156 | 0 |
| 07/31 | 243 | 187 | 0 |
| **Average** | **263** | **207** | **0** |
| **Total** | **-** | **-** | **0** |

items 1-20 of 31

**Visitors Trend**

| Day | Average Visit Duration | Visitor Minutes |
|---|---|---|
| 07/01 | 00:11:00 | 209.03 |
| 07/02 | 00:06:14 | 1,447.17 |
| 07/03 | 00:04:37 | 1,102.25 |
| 07/04 | 00:02:40 | 587.38 |
| 07/05 | 00:01:32 | 438 |
| 07/06 | 00:03:33 | 1,152.82 |
| 07/07 | 00:07:12 | 2,650.98 |
| 07/08 | 00:07:53 | 1,845.2 |
| 07/09 | 00:02:21 | 570.63 |
| 07/10 | 00:02:07 | 659.02 |
| 07/11 | 00:01:34 | 574.67 |
| 07/12 | 00:05:02 | 1,736.68 |
| 07/13 | 00:04:10 | 1,284.35 |
| 07/14 | 00:02:08 | 665.7 |
| 07/15 | 00:01:49 | 421.8 |
| 07/16 | 00:05:22 | 1,127.05 |
| 07/17 | 00:06:28 | 1,722.87 |
| 07/18 | 00:02:43 | 930.73 |
| 07/19 | 00:06:13 | 1,913.45 |
| 07/20 | 00:03:40 | 1,206.52 |
| 07/21 | 00:03:37 | 1,024.18 |
| 07/22 | 00:06:13 | 1,332.97 |
| 07/23 | 00:05:04 | 1,019.32 |
| 07/24 | 00:06:12 | 1,688.65 |
| 07/25 | 00:05:21 | 1,447.27 |
| 07/26 | 00:06:12 | 1,520.97 |

| Day | Average Visit Duration | Visitor Minutes |
|---|---|---|
| 07/27 | 00:05:30 | 1,755.48 |
| 07/28 | 00:03:26 | 841.4 |
| 07/29 | 00:02:03 | 357.12 |
| 07/30 | 00:07:54 | 1,637.52 |
| 07/31 | 00:06:58 | 1,695.7 |
| **Average** | **-** | **1,179.58** |
| **Total** | **-** | **36,566.87** |

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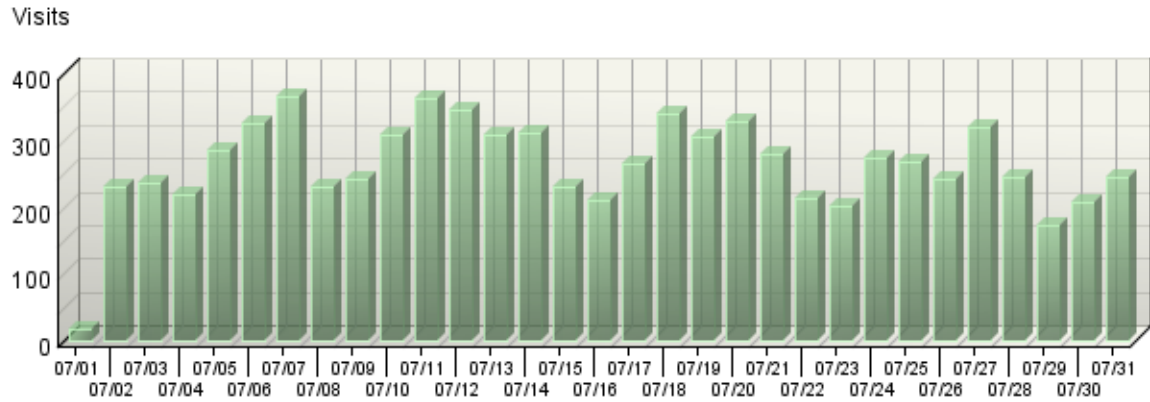
**Total** - The total for the column. Visits may span more than one time interval and are counted for each hour in this report. We therefore do not provide a total, which would be misleading.

**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 |
|-----|--------|----------|
| 07/01 | 18 | 0.22% |
| 07/02 | 231 | 2.84% |
| 07/03 | 237 | 2.91% |
| 07/04 | 219 | 2.69% |
| 07/05 | 285 | 3.50% |
| 07/06 | 324 | 3.98% |
| 07/07 | 365 | 4.49% |
| 07/08 | 231 | 2.84% |
| 07/09 | 241 | 2.96% |
| 07/10 | 309 | 3.80% |
| 07/11 | 364 | 4.48% |
| 07/12 | 345 | 4.24% |
| 07/13 | 307 | 3.78% |
| 07/14 | 312 | 3.84% |
| 07/15 | 230 | 2.83% |
| 07/16 | 210 | 2.58% |
| 07/17 | 265 | 3.26% |
| 07/18 | 340 | 4.18% |
| 07/19 | 306 | 3.76% |

| Day | Visits | % Visits |
|---|---|---|
| 07/20 | 329 | 4.05% |
| 07/21 | 280 | 3.44% |
| 07/22 | 213 | 2.62% |
| 07/23 | 200 | 2.46% |
| 07/24 | 272 | 3.34% |
| 07/25 | 268 | 3.30% |
| 07/26 | 243 | 2.99% |
| 07/27 | 319 | 3.92% |
| 07/28 | 245 | 3.01% |
| 07/29 | 173 | 2.13% |
| 07/30 | 207 | 2.55% |
| 07/31 | 244 | 3.00% |
| **Total** | **8,132** | **100.00%** |

items 1-20 of 31

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### 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**
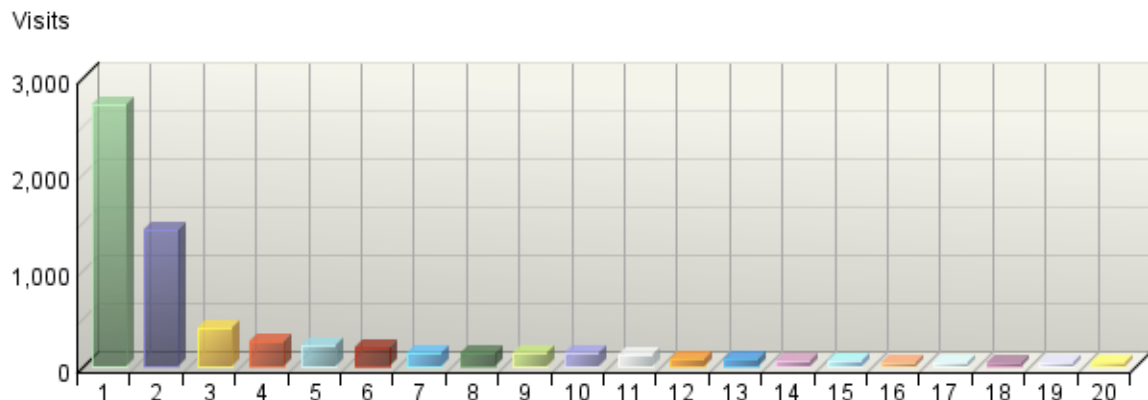


**Domain Names**

|  | Domain Name | Visits | % Visits | Hits |
|---|---|---|---|---|
| 1. | inktomisearch.com | 2,723 | 33.48% | 3,378 |
| 2. | Unresolved IP Address | 1,417 | 17.42% | 19,113 |
| 3. | googlebot.com | 406 | 4.99% | 3,604 |
| 4. | aol.com | 262 | 3.22% | 377 |
| 5. | epa.gov | 214 | 2.63% | 3,521 |
| 6. | phx.gbl | 204 | 2.51% | 492 |
| 7. | yahoo.com | 145 | 1.78% | 1,120 |
| 8. | msn.com | 135 | 1.66% | 222 |
| 9. | ibm.com | 133 | 1.64% | 159 |
| 10. | ask.com | 130 | 1.60% | 311 |
| 11. | comcast.net | 123 | 1.51% | 1,768 |
| 12. | verizon.net | 72 | 0.89% | 1,024 |
| 13. | rr.com | 71 | 0.87% | 899 |
| 14. | allresearch.com | 61 | 0.75% | 112 |
| 15. | cox.net | 52 | 0.64% | 840 |
| 16. | pacbell.net | 42 | 0.52% | 308 |
| 17. | af.mil | 38 | 0.47% | 389 |
| 18. | bellsouth.net | 35 | 0.43% | 494 |

| | Domain Name | Visits | % Visits | Hits |
|---|---|---|---|---|
| ■ 19. | charter.com | 35 | 0.43% | 379 |
| ■ 20. | adelphia.net | 31 | 0.38% | 428 |
| | **Subtotal for rows: 1 - 20** | **6,329** | **77.83%** | **38,938** |
| | **Other** | **1,803** | **22.17%** | **19,304** |
| | **Total** | **8,132** | **100.00%** | **58,242** |

items 1-20 of 774

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**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.
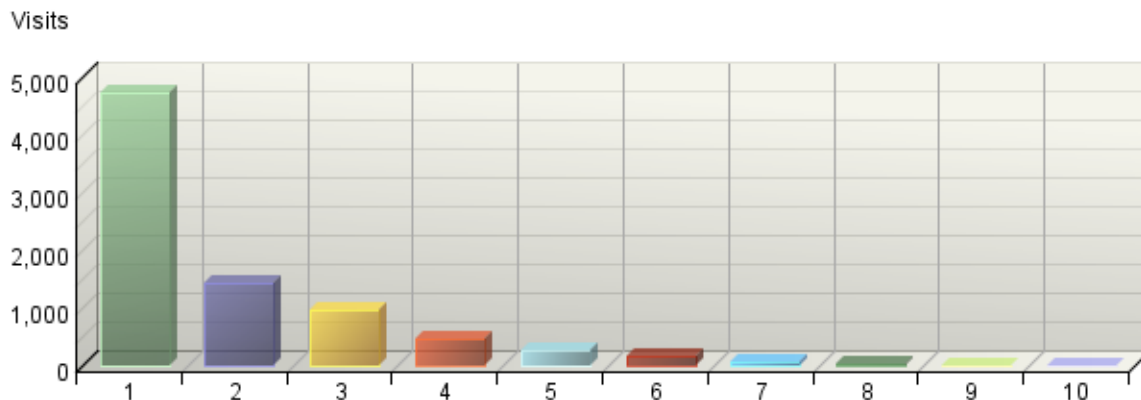
**Report Descriptions**

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 | 4,722 | 58.07% | 16,653 |
| | Unresolved IP Address | 1,417 | 17.42% | 19,113 |
| | Network | 958 | 11.78% | 11,949 |
| | Unknown | 474 | 5.83% | 3,378 |
| | Government | 282 | 3.47% | 4,011 |
| | Education | 174 | 2.14% | 1,901 |
| | Military | 65 | 0.80% | 838 |
| | Organization | 33 | 0.41% | 382 |
| | Informational | 6 | 0.07% | 12 |
| | International | 1 | 0.01% | 5 |
| | **Total** | **8,132** | **100.00%** | **58,242** |

items 1-10 of 10

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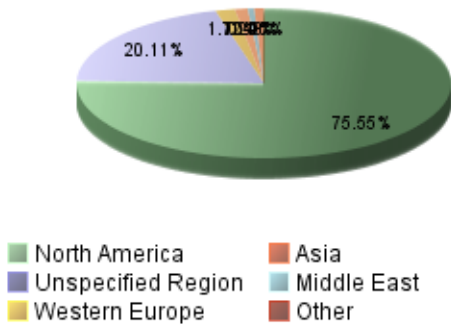
**Total** - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

# 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



75.55%

20.11%

1.

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

**Countries**



Visits

- United States (US)
- Unknown Country
- Netherlands (NL)
- Canada (CA)
- Brazil (BR)
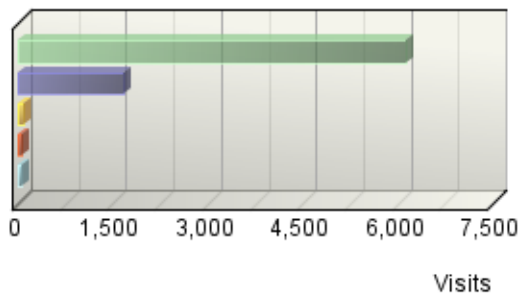
# Regions

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

**Regions**
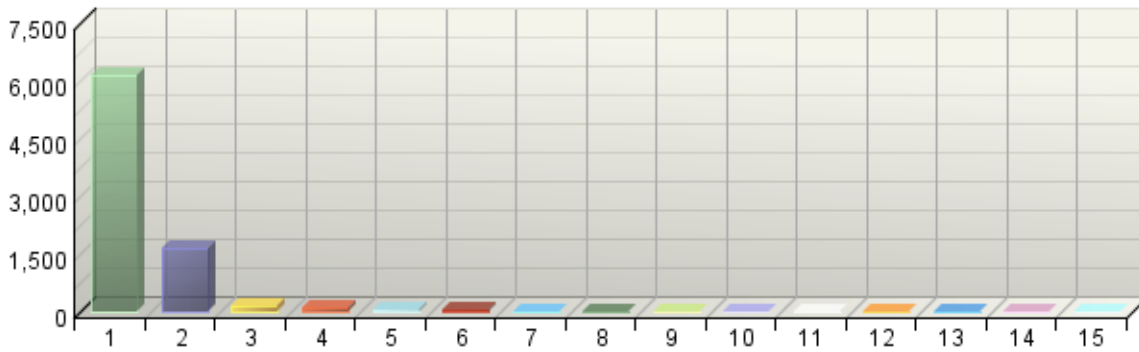


**Regions**

|  | Regions | Visits | % Visits |
|---|---|---|---|
| 1. | North America | 6,144 | 75.55% |
| 2. | Unspecified Region | 1,635 | 20.11% |
| 3. | Western Europe | 140 | 1.72% |
| 4. | Asia | 101 | 1.24% |
| 5. | Middle East | 35 | 0.43% |
| 6. | South America | 32 | 0.39% |
| 7. | Australia | 17 | 0.21% |
| 8. | Eastern Europe | 14 | 0.17% |
| 9. | Northern Europe | 7 | 0.09% |
| 10. | Central America | 2 | 0.02% |
| 11. | Southern Africa | 1 | 0.01% |
| 12. | Western Africa | 1 | 0.01% |
| 13. | Unknown Region | 1 | 0.01% |
| 14. | Caribbean Islands | 1 | 0.01% |
| 15. | Pacific Islands | 1 | 0.01% |
| | **Total** | **8,132** | **100.00%** |

items 1-15 of 15

## Regions - Help Card

**Column Definitions**

**Regions**

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

**Visits**

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

**%**

Percentage of total visits that were from this geographic region.

---

**Report Descriptions**

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

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

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

# Countries

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

**Countries**
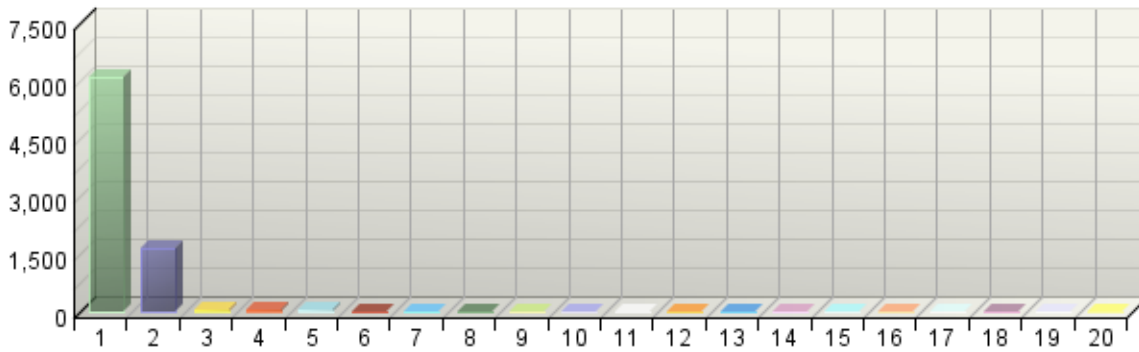


**Countries**

|  |  | Countries | Visits | % Visits |
|---|---|---|---|---|
| ▪ | 1. | United States (US) | 6,107 | 75.10% |
| ▪ | 2. | Unknown Country | 1,635 | 20.11% |
| ▪ | 3. | Netherlands (NL) | 59 | 0.73% |
| ▪ | 4. | Canada (CA) | 29 | 0.36% |
| ▪ | 5. | Brazil (BR) | 26 | 0.32% |
| ▪ | 6. | United Kingdom (UK) | 21 | 0.26% |
| ▪ | 7. | Japan (JP) | 20 | 0.25% |
| ▪ | 8. | Italy (IT) | 20 | 0.25% |
| ▪ | 9. | Singapore (SG) | 18 | 0.22% |
| ▪ | 10. | Australia (AU) | 17 | 0.21% |
| ▪ | 11. | India (IN) | 16 | 0.20% |
| ▪ | 12. | Germany (DE) | 16 | 0.20% |
| ▪ | 13. | Saudi Arabia (SA) | 13 | 0.16% |
| ▪ | 14. | Malaysia (MY) | 11 | 0.14% |
| ▪ | 15. | Thailand (TH) | 10 | 0.12% |
| ▪ | 16. | Portugal (PT) | 8 | 0.10% |
| ▪ | 17. | Mexico (MX) | 8 | 0.10% |
| ▪ | 18. | Turkey (TR) | 7 | 0.09% |
| ▪ | 19. | Hong Kong (HK) | 7 | 0.09% |

| Countries | Visits | % Visits |
|---|---|---|
| 20. Israel (IL) | 7 | 0.09% |
| **Subtotal for rows: 1 - 20** | **8,055** | **99.05%** |
| **Other** | **77** | **0.95%** |
| **Total** | **8,132** | **100.00%** |

items 1-20 of 57

### 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**
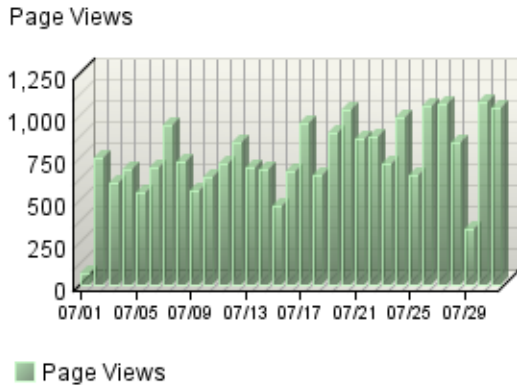


**Entry Pages**
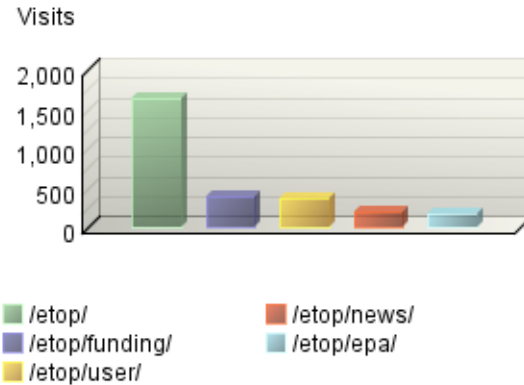


**Page View Summary**

| Page Views | 23,315 |
|---|---|
| Average per Day | 752 |
| Average Page Views per Visit | 2.87 |

**Pages**



**Pages Trend**

**Exit Pages**

Visits



■ /etop/      ■ /etop/news/
■ /etop/funding/      ■ /etop/other/
■ /etop/user/

**Directories**

Visits



■ /etop/images      ■ /etop/styles
■ /etop/index_files      ■ /etop/nacept
■ /etop/
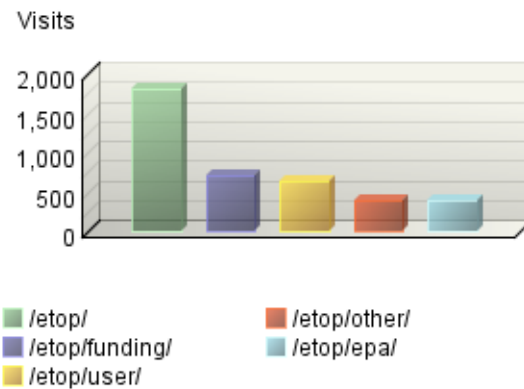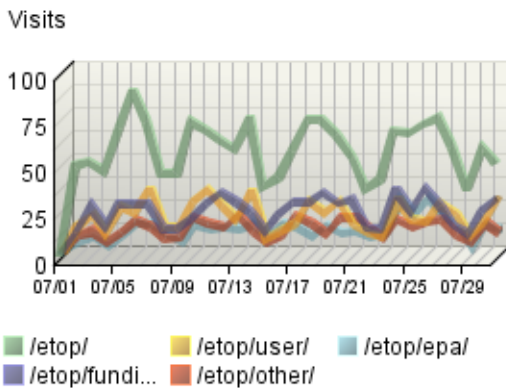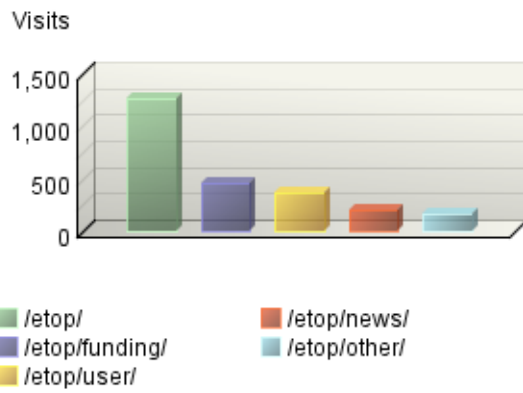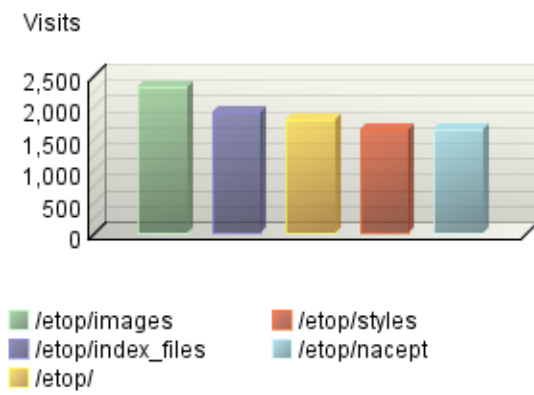
# Pages

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**
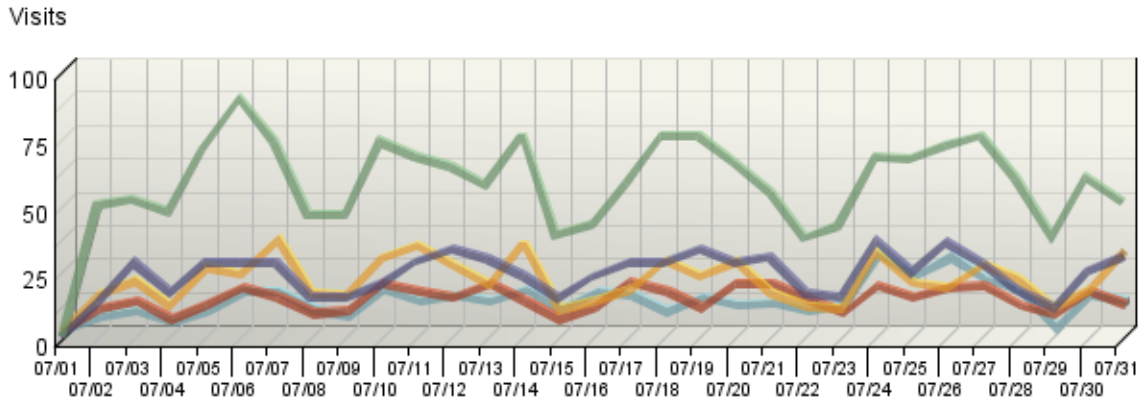


**Pages**
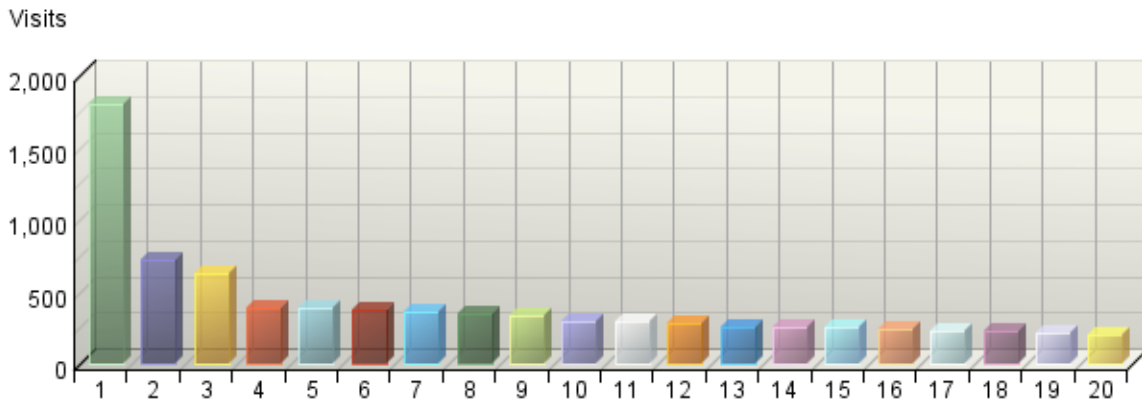


**Pages**

| | Pages | Visits | Views | Average Time Viewed |
|---|---|---|---|---|
| ■ 1. | **Environmental Technology Opportunities Portal \| US EPA**<br>http://www.epa.gov/etop/ | 1,799 | 2,829 | 00:01:47 |

| | Pages | Visits | Views | Average Time Viewed |
|---|---|---|---|---|
| 2. | **Current Funding Opportunities \| ETOP \| EPA**<br>http://www.epa.gov/etop/funding/ | 718 | 1,039 | 00:01:50 |
| 3. | **EPA: ETOP: Technology Users: Technology Description Information**<br>http://www.epa.gov/etop/user/ | 628 | 984 | 00:01:06 |
| 4. | **EPA: ETOP: Environmental Technology Resources**<br>http://www.epa.gov/etop/other/ | 393 | 460 | 00:01:19 |
| 5. | **EPA: ETOP: EPA Programs**<br>http://www.epa.gov/etop/epa/ | 380 | 476 | 00:02:50 |
| 6. | **EPA: ETOP: News**<br>http://www.epa.gov/etop/news/ | 376 | 467 | 00:02:33 |
| 7. | **EPA: ETOP: Research/Proof of Concept/Development**<br>http://www.epa.gov/etop/developer/financial.html | 355 | 385 | 00:01:46 |
| 8. | **EPA: ETOP: For Technology Developers**<br>http://www.epa.gov/etop/developer/ | 349 | 492 | 00:01:38 |
| 9. | **EPA: Environmental Technology Opportunities Portal (ETOP)**<br>http://www.epa.gov/etop/nacept/ | 339 | 489 | 00:02:38 |
| 10. | **EPA: ETOP: Environmental Technology Council**<br>http://www.epa.gov/etop/forum/ | 297 | 367 | 00:02:06 |
| 11. | **EPA: ETOP: EPA Programs**<br>http://www.epa.gov/etop/continuum/ | 289 | 333 | 00:02:13 |
| 12. | **EPA: ETOP: Commercialization**<br>http://www.epa.gov/etop/developer/marketing.html | 278 | 304 | 00:01:47 |
| 13. | **EPA: ETOP: About ETOP**<br>http://www.epa.gov/etop/about_etop/ | 258 | 341 | 00:01:34 |
| 14. | **EPA: ETOP: EPA#s Environmental Technology Programs**<br>http://www.epa.gov/etop/continuum/programs.html | 254 | 291 | 00:03:46 |
| 15. | **Subscribe to EnvirotechNews \| ETOP \| US EPA**<br>http://www.epa.gov/etop/envirotechnews/ | 251 | 313 | 00:01:49 |
| 16. | **EPA: ETOP: Information Diffusion/Utilization**<br>http://www.epa.gov/etop/developer/advocacy.html | 239 | 268 | 00:01:59 |
| 17. | **EPA: ETOP: Where You Live**<br>http://www.epa.gov/etop/whereyoulive/ | 225 | 268 | 00:02:22 |
| 18. | **EPA: ETOP: Demonstration/Verification**<br>http://www.epa.gov/etop/developer/demo.html | 221 | 248 | 00:01:21 |

| | Pages | Visits | Views | Average Time Viewed |
|---|---|---|---|---|
| ▪ 19. | **EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/particip/ | 217 | 247 | 00:04:27 |
| ▪ 20. | **EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/contact/ | 204 | 239 | 00:01:33 |
| | **Subtotal for rows: 1 - 20** | - | **10,840** | - |
| | **Other** | - | **12,475** | - |
| | **Total** | - | **23,315** | - |

items 1-20 of 362

**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. | **EPA: ETOP: EPA Programs** http://www.epa.gov/etop/epa/ | 0 |
| ▪ 6. | **EPA: ETOP: News** http://www.epa.gov/etop/news/ | 0 |
| ▪ 7. | **EPA: ETOP: Research/Proof of Concept/Development** http://www.epa.gov/etop/developer/financial.html | 0 |
| ▪ 8. | **EPA: ETOP: For Technology Developers** http://www.epa.gov/etop/developer/ | 0 |
| ▪ 9. | **EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/ | 0 |
| ▪ 10. | **EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/ | 0 |
| ▪ 11. | **EPA: ETOP: EPA Programs** http://www.epa.gov/etop/continuum/ | 0 |
| ▪ 12. | **EPA: ETOP: Commercialization** http://www.epa.gov/etop/developer/marketing.html | 0 |

| | Pages | Average Time to Serve (ms) |
|---|---|---|
| ■ 13. | **EPA: ETOP: About ETOP**<br>http://www.epa.gov/etop/about_etop/ | 0 |
| ■ 14. | **EPA: ETOP: EPA#s Environmental Technology Programs**<br>http://www.epa.gov/etop/continuum/programs.html | 0 |
| ■ 15. | **Subscribe to EnvirotechNews | ETOP | US EPA**<br>http://www.epa.gov/etop/envirotechnews/ | 0 |
| ■ 16. | **EPA: ETOP: Information Diffusion/Utilization**<br>http://www.epa.gov/etop/developer/advocacy.html | 0 |
| ■ 17. | **EPA: ETOP: Where You Live**<br>http://www.epa.gov/etop/whereyoulive/ | 0 |
| ■ 18. | **EPA: ETOP: Demonstration/Verification**<br>http://www.epa.gov/etop/developer/demo.html | 0 |
| ■ 19. | **EPA: Environmental Technology Opportunities Portal (ETOP)**<br>http://www.epa.gov/etop/nacept/particip/ | 0 |
| ■ 20. | **EPA: ETOP: Quality Assurance**<br>http://www.epa.gov/etop/contact/ | 0 |
| | **Subtotal for rows: 1 - 20** | **-** |
| | **Other** | **-** |
| | **Total** | **-** |

items 1-20 of 362

## 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**
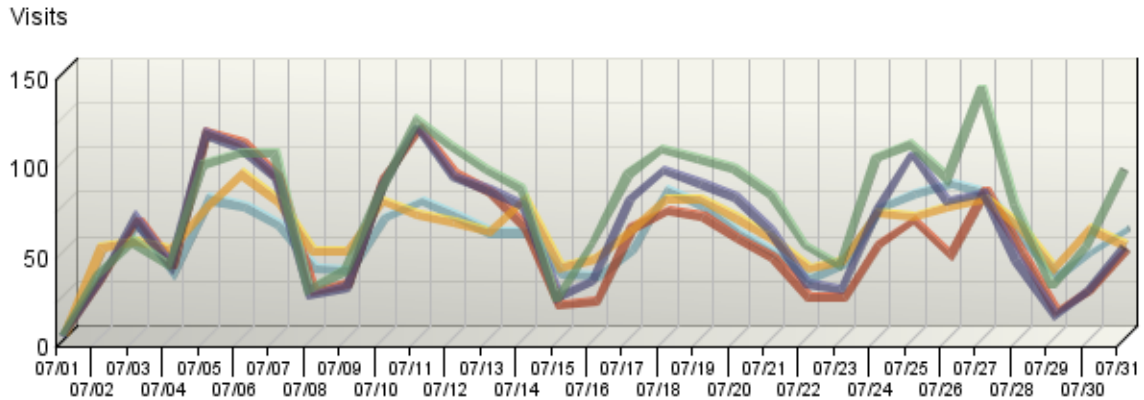


**Directories**
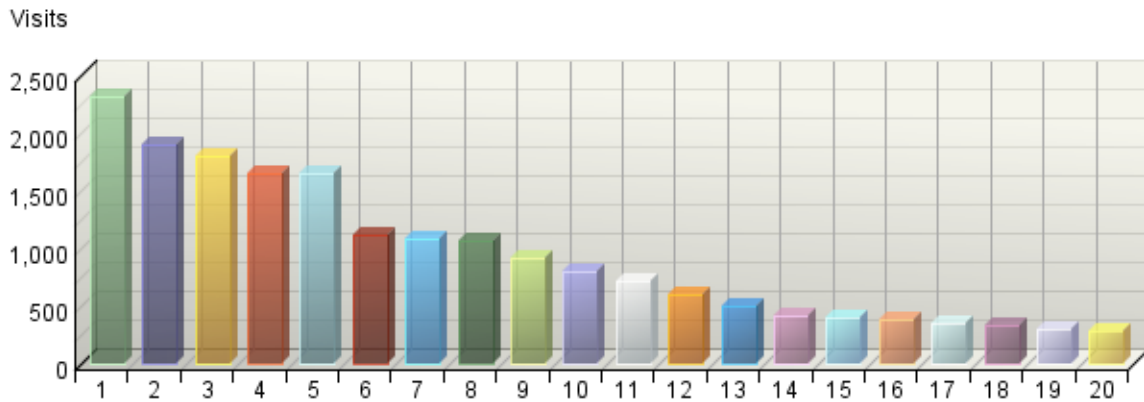


**Directories**

| | Path To Directory | Visits | Hits | Kbytes Transferred |
|---|---|---|---|---|
| 1. | http://www.epa.gov/etop/images | 2,324 | 23,752 | 116,979 |
| 2. | http://www.epa.gov/etop/index_files | 1,908 | 3,613 | 4,914 |
| 3. | http://www.epa.gov/etop/ | 1,800 | 2,844 | 55,461 |
| 4. | http://www.epa.gov/etop/styles | 1,653 | 2,189 | 4,594 |

| | Path To Directory | Visits | Hits | Kbytes Transferred |
|---|---|---|---|---|
| ■ 5. | http://www.epa.gov/etop/nacept | 1,649 | 3,890 | 295,360 |
| ■ 6. | http://www.epa.gov/environmentaltechnology | 1,114 | 3,891 | 49,361 |
| ■ 7. | http://www.epa.gov/etop/forum | 1,081 | 2,843 | 29,581 |
| ■ 8. | http://www.epa.gov/etop/funding | 1,073 | 2,416 | 74,175 |
| ■ 9. | http://www.epa.gov/etop/developer | 909 | 1,804 | 61,721 |
| ■ 10. | http://www.epa.gov/etop/news | 799 | 1,914 | 57,323 |
| ■ 11. | http://www.epa.gov/etop/user | 710 | 1,128 | 93,177 |
| ■ 12. | http://www.epa.gov/etop/envirotechnews | 604 | 917 | 49,579 |
| ■ 13. | http://www.epa.gov/etop/continuum | 507 | 1,638 | 23,668 |
| ■ 14. | http://www.epa.gov/etop/whereyoulive | 411 | 678 | 12,597 |
| ■ 15. | http://www.epa.gov/etop/other | 393 | 460 | 11,636 |
| ■ 16. | http://www.epa.gov/etop/epa | 380 | 476 | 13,988 |
| ■ 17. | http://www.epa.gov/etop/tc | 358 | 508 | 6,820 |
| ■ 18. | http://www.epa.gov/etop/about_etop | 333 | 476 | 7,911 |
| ■ 19. | http://www.epa.gov/etop/techconnection | 308 | 469 | 5,181 |
| ■ 20. | http://www.epa.gov/etop/s | 286 | 511 | 4,559 |
| | **Subtotal for rows: 1 - 20** | **-** | **56,417** | **978,575** |
| | **Other** | **-** | **1,825** | **21,744** |
| | **Total** | **-** | **58,242** | **1,000,319** |

items 1-20 of 29

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### 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.

# 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.
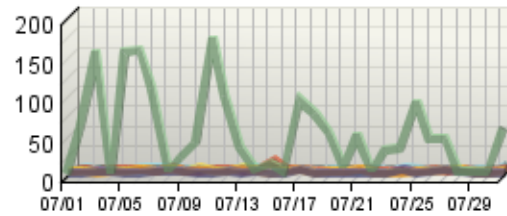
**Accessed File Types by Files**



**Downloaded Files Trend**



**Hits Trend**



**Hit Summary**

| | |
|---|---|
| Successful Hits for Entire Site | 58,242 |
| Average Hits per Day | 1,878 |
| Home Page Hits | 1,964 |

# Downloaded Files

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

**Downloaded Files Trend**
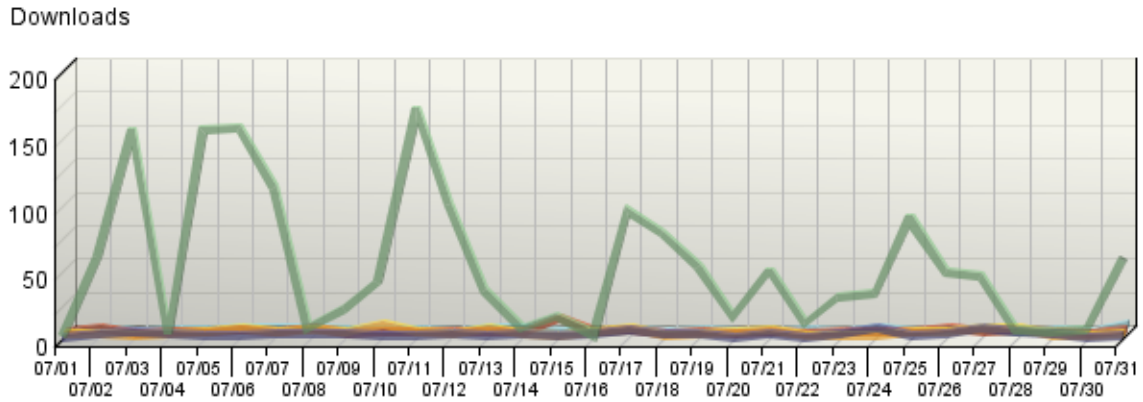


**Downloaded Files**
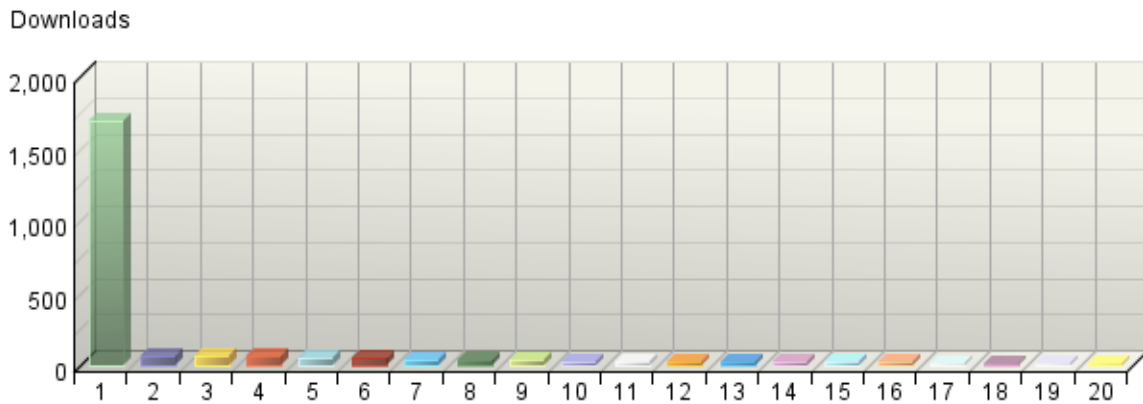


**Downloaded Files**

|  | Downloaded Files | Downloads | % Downloads | Visits |
|---|---|---|---|---|
| 1. | http://www.epa.gov/etop/nacept/NACEPT Report FINAL_May 9 06.pdf | 1,689 | 68.49% | 303 |
| 2. | http://www.epa.gov/etop/envirotechnews/ envirotechnews_0606.pdf | 68 | 2.76% | 53 |
| 3. | http://www.epa.gov/etop/envirotechnews/ envirotechnews_4_06.pdf | 67 | 2.72% | 51 |

| | Downloaded Files | Downloads | % Downloads | Visits |
|---|---|---|---|---|
| ■ 4. | http://www.epa.gov/etop/envirotechnews/envirotechnews_2_06.pdf | 61 | 2.47% | 45 |
| ■ 5. | http://www.epa.gov/etop/envirotechnews/envirotechnews_5_06.pdf | 55 | 2.23% | 48 |
| ■ 6. | http://www.epa.gov/etop/envirotechnews/envirotechnews_1_06.pdf | 48 | 1.95% | 40 |
| ■ 7. | http://www.epa.gov/etop/envirotechnews/envirotechnews_3_06.pdf | 39 | 1.58% | 34 |
| ■ 8. | http://www.epa.gov/etop/envirotechnews/envirotechnews_0706.pdf | 37 | 1.50% | 16 |
| ■ 9. | http://www.epa.gov/etop/forum/etc_memo.pdf | 36 | 1.46% | 32 |
| ■ 10. | http://www.epa.gov/etop/envirotechnews/envirotechnews_6_05.pdf | 30 | 1.22% | 28 |
| ■ 11. | http://www.epa.gov/etop/envirotechnews/envirotechnews_12_05.pdf | 25 | 1.01% | 25 |
| ■ 12. | http://www.epa.gov/etop/tc/etc_charter_2-5-04.pdf | 24 | 0.97% | 20 |
| ■ 13. | http://www.epa.gov/etop/envirotechnews/envirotechnews_7_05.pdf | 23 | 0.93% | 22 |
| ■ 14. | http://www.epa.gov/etop/envirotechnews/envirotechnews_10_05.pdf | 22 | 0.89% | 22 |
| ■ 15. | http://www.epa.gov/etop/tc/etc_memo.pdf | 22 | 0.89% | 18 |
| ■ 16. | http://www.epa.gov/etop/etc/etc_memo.pdf | 20 | 0.81% | 20 |
| ■ 17. | http://www.epa.gov/etop/envirotechnews/envirotechnews_5_05.pdf | 18 | 0.73% | 17 |
| ■ 18. | http://www.epa.gov/etop/envirotechnews/envirotechnews_1_05.pdf | 18 | 0.73% | 18 |
| ■ 19. | http://www.epa.gov/etop/etc/etc_charter_2-5-04.pdf | 18 | 0.73% | 18 |
| ■ 20. | http://www.epa.gov/etop/envirotechnews/envirotechnews_9_05.pdf | 17 | 0.69% | 17 |
| | **Subtotal for rows: 1 - 20** | **2,337** | **94.77%** | **847** |
| | **Other** | **129** | **5.23%** | **123** |
| | **Total** | **2,466** | **100.00%** | **970** |

items 1-20 of 41

## 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
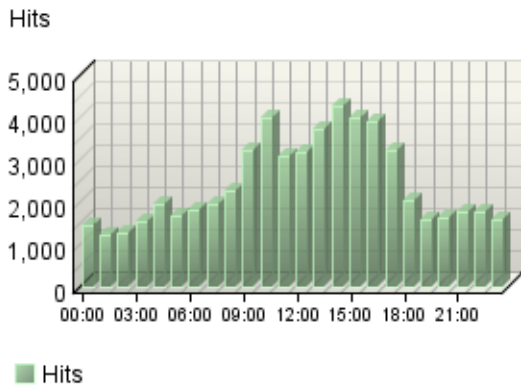


### Hits by Day of the Week
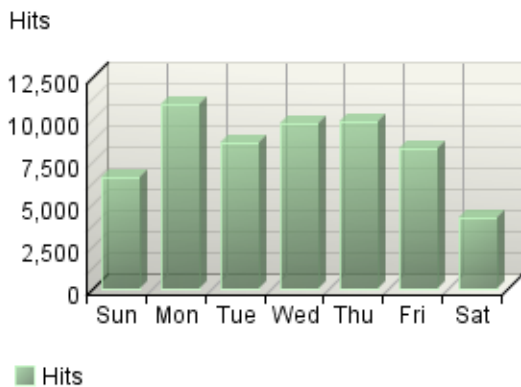


### Most Active Summary

| Most Active Date | 7/27/06 |
|---|---|
| Number of Hits on Most Active Date | 2,989 |
| Most Active Day of the Week | Monday |
| Most Active Hour of the Day | 14:00-14:59 |

### Least Active Summary

| Least Active Date | 7/1/06 |
|---|---|
| Number of Hits on Least Active Date | 82 |
| Least Active Day of the Week | Saturday |
| Least Active Hour of the Day | 01:00-01:59 |

### Activity on Weekdays Summary

| Total Hits Weekdays | 47,478 |
|---|---|
| Total Visits Weekdays | 6,178 |
| Average Number of Visits per day on Weekdays | 294 |
| Average Number of Hits per day on Weekdays | 2,260 |

### Activity on Weekends Summary

| Total Hits Weekend | 10,764 |
|---|---|
| Total Visits Weekend | 1,954 |
| Average Number of Visits per Weekend | 390 |
| Average Number of Hits per Weekend | 2,152 |

**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**
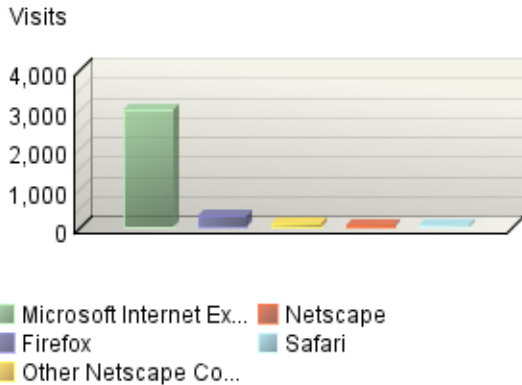


**Spiders**
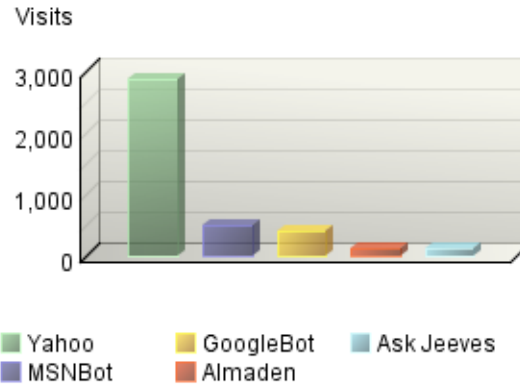


**Browsers Trend**
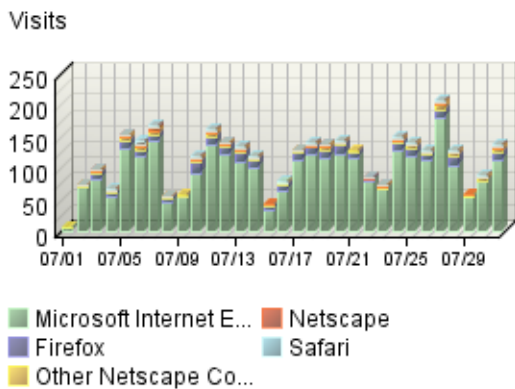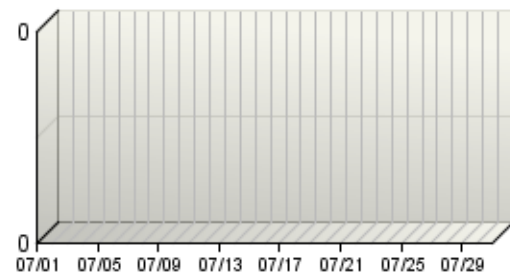


**Platforms Trend**
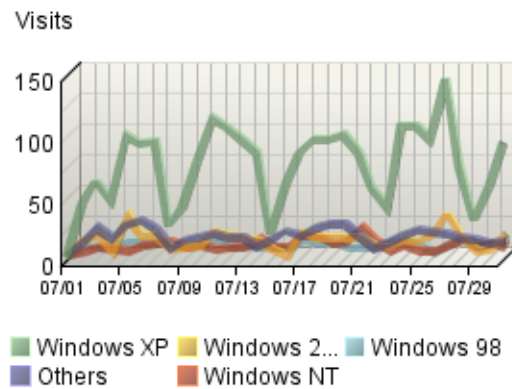
# Technical Dashboard

This dashboard summarizes important information related to online technical activity.

**Average Time to Serve Pages**

Average Time to Serve



**Browsers by Version**

Visits
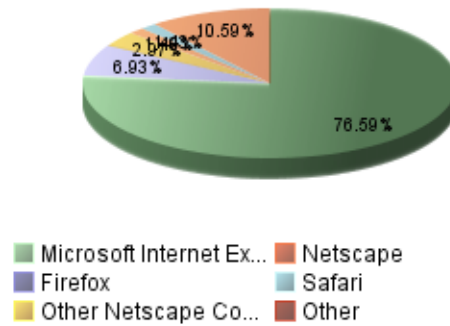


**Bandwidth: Kbytes Transferred Trend**
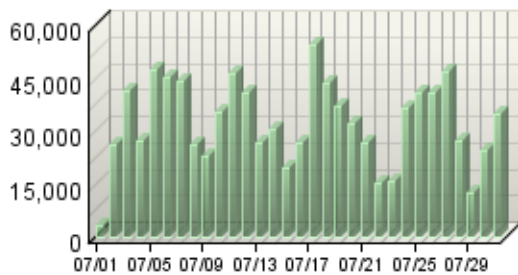
Kbytes Transferred



**Technical Summary**

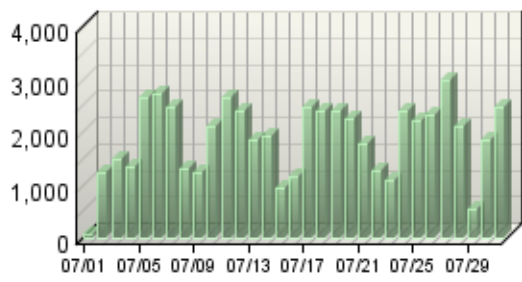| | |
|---|---|
| Total Hits | 63,003 |
| Successful Hits | 58,242 |
| Successful Hits (as Percent) | 92.44% |
| Failed Hits | 4,761 |
| Failed Hits (as Percent) | 7.56% |
| Cached Hits | 12,932 |
| Cached Hits (as Percent) | 20.53% |

**Browsing Hours**
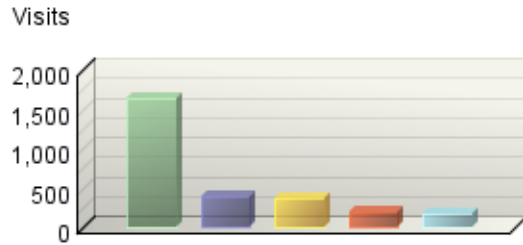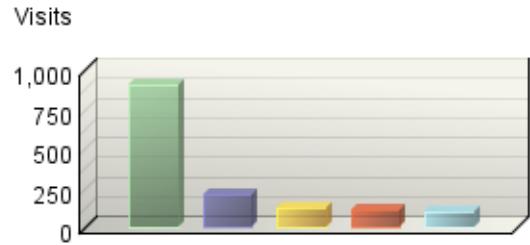
Visits
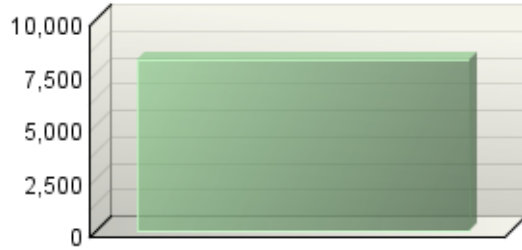


■ Unknown browsing hour

**Hits Trend**

Hits



■ Hits

# Navigation Dashboard

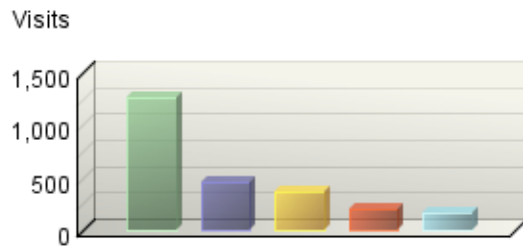This dashboard summarizes important information related to online navigation.

**Entry Pages**

Visits



- /etop/
- /etop/funding/
- /etop/user/
- /etop/news/
- /etop/epa/

**Single-Page Visits**

Visits



- /etop/
- /etop/funding/
- /etop/news/
- /etop/developer/fina...
- /etop/nacept/particip/

**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.
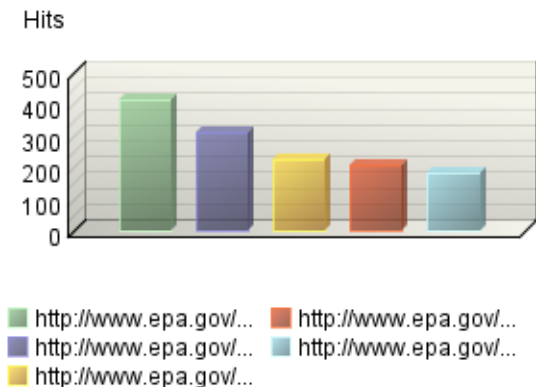
## Technical Summary

| | |
|---|---|
| Total Hits | 63,003 |
| Successful Hits | 58,242 |
| Successful Hits (as Percent) | 92.44% |
| Failed Hits | 4,761 |
| Failed Hits (as Percent) | 7.56% |
| Cached Hits | 12,932 |
| Cached Hits (as Percent) | 20.53% |

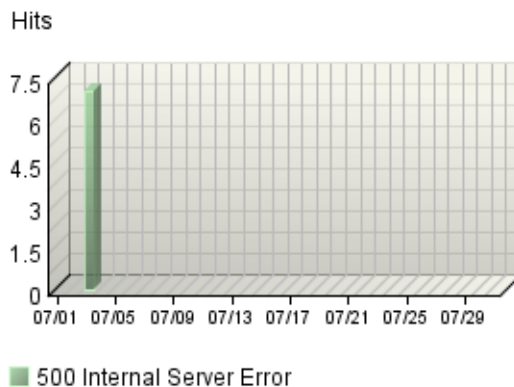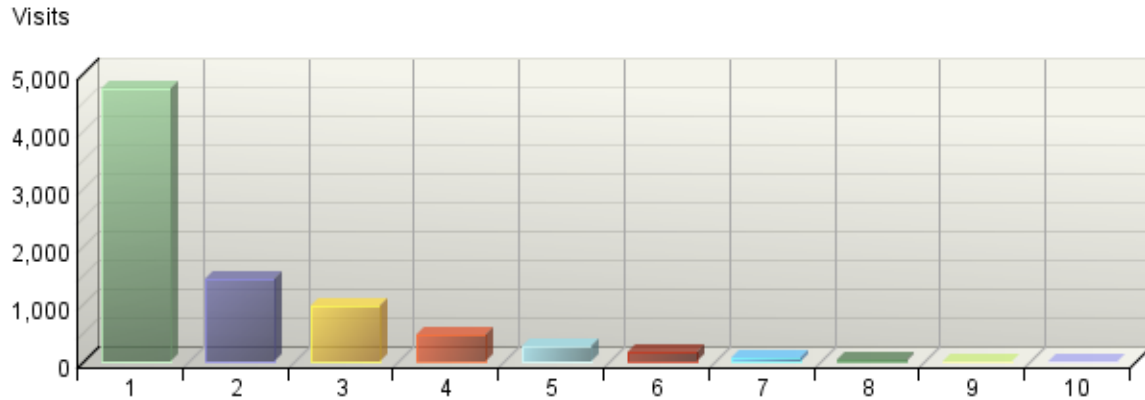## Client Errors
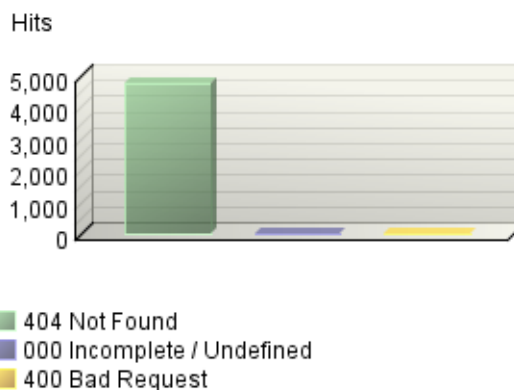


## File Not Found Errors



## Server Errors Trend

# 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 | 4,722 | 58.07% | 16,653 |
| ■ Unresolved IP Address | 1,417 | 17.42% | 19,113 |
| ■ Network | 958 | 11.78% | 11,949 |
| ■ Unknown | 474 | 5.83% | 3,378 |
| ■ Government | 282 | 3.47% | 4,011 |
| ■ Education | 174 | 2.14% | 1,901 |
| ■ Military | 65 | 0.80% | 838 |
| ■ Organization | 33 | 0.41% | 382 |
| ■ Informational | 6 | 0.07% | 12 |
| ■ International | 1 | 0.01% | 5 |
| **Total** | **8,132** | **100.00%** | **58,242** |

items 1-10 of 10

## 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.