

## ETOP Website Log Files

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

Monthly View: July 2007

July 1, 2007 12:00:00 AM – July 31, 2007 11:54:30 PM

This report was generated by WebTrends 7 - Small Business, Version: 7.5, Build: 16366 .  
Wednesday, August 1, 2007 2:18:27 AM  
Final report conversion by WebTrends Report Exporter, Version 7.5 (build 16363)

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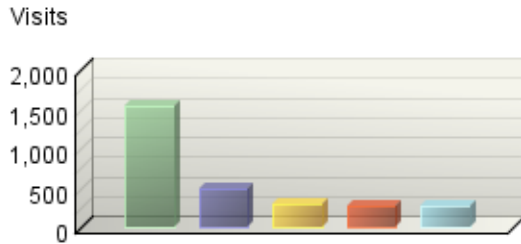
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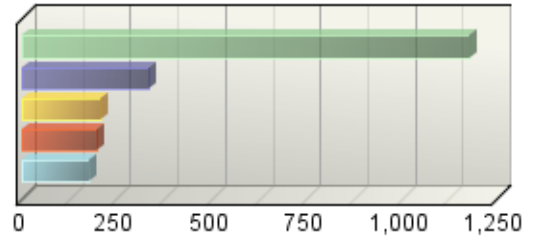
# Overview Dashboard

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

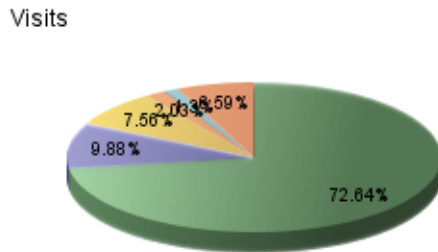
**Pages**



**Exit Pages**



**Referring Site**



**Visit Summary**

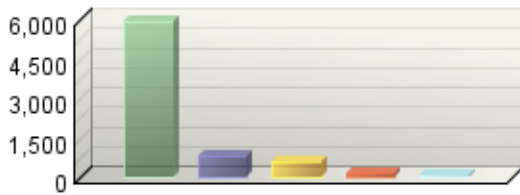
Visits	8,170
Average per Day	263
Average Visit Duration	00:16:23
Median Visit Duration	00:03:45
International Visits	4.97%
Visits of Unknown Origin	19.38%
Visits from Your Country: United States (US)	75.65%

# Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

## Referring Site

Visits



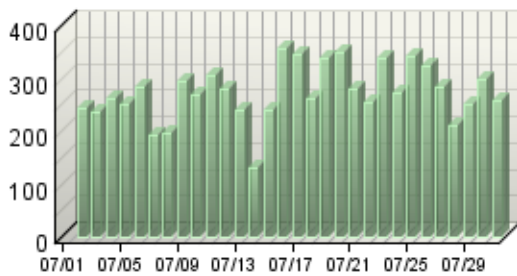
- Direct Traffic
- www.epa.gov/
- www.google.com/
- es.epa.gov/
- search.yahoo.com/

## Onsite Ad Impressions Trend

No data is available for this graph.

## Active Visits Trend

Active Visits

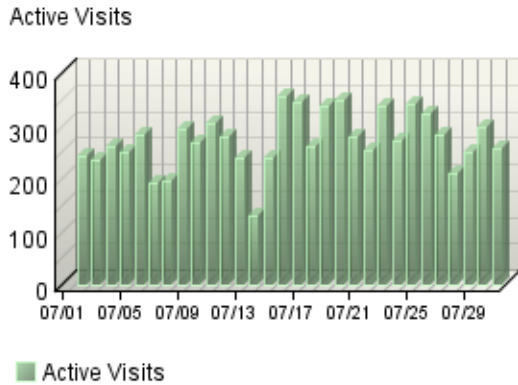


- Active Visits

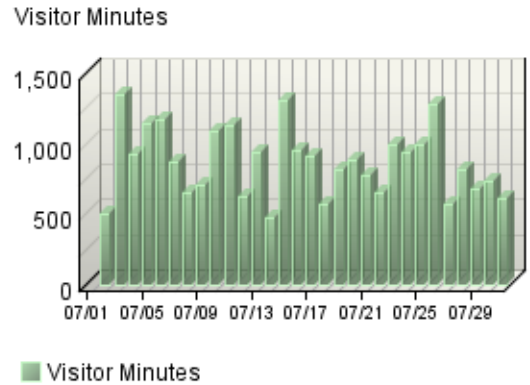
# Visitors Dashboard

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

**Active Visits Trend**



**Visitor Minutes Trend**



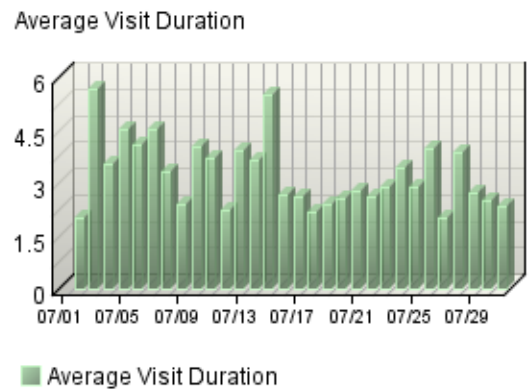
**Visitor Summary**

Visitors	3,390
Visitors Who Visited Once	2,536
Visitors Who Visited More Than Once	854
Average Visits per Visitor	2.41

**Visit Summary**

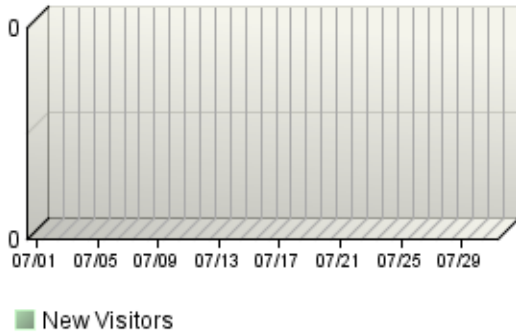
Visits	8,170
Average per Day	263
Average Visit Duration	00:16:23
Median Visit Duration	00:03:45
International Visits	4.97%
Visits of Unknown Origin	19.38%
Visits from Your Country: United States (US)	75.65%

**Average Length of Visit Trend**



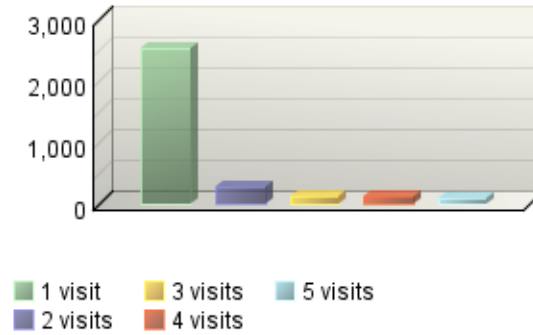
### New Visitors Trend

New Visitors



### Visitors by Number of Visits

Visitors

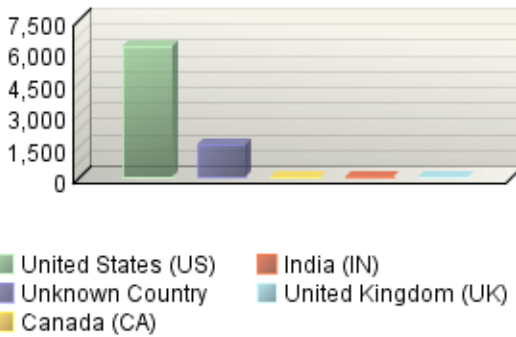


### Organizations

No data is available for this graph.

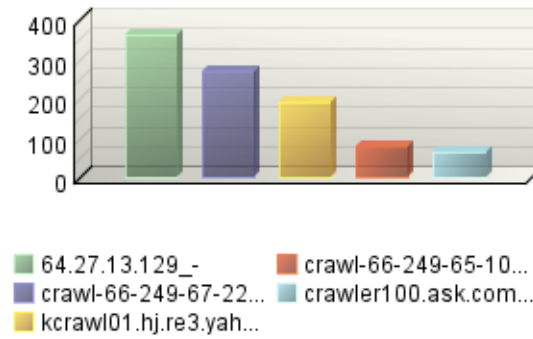
### Countries

Visits



### Top Visitors

Visits



### Authenticated Usernames

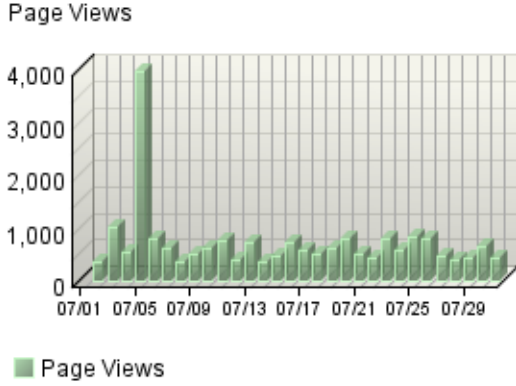
No data is available for this graph.



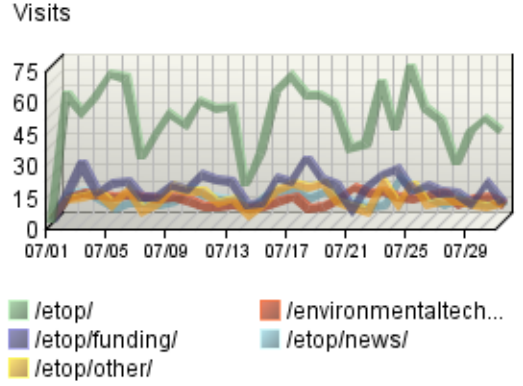
# Pages Dashboard

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

## Page Views Trend



## Pages Trend



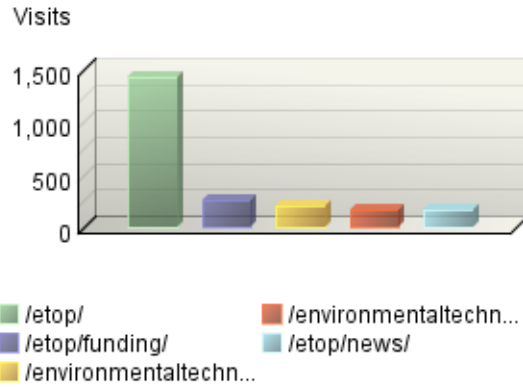
## Content Groups

No data is available for this graph.

## Page View Summary

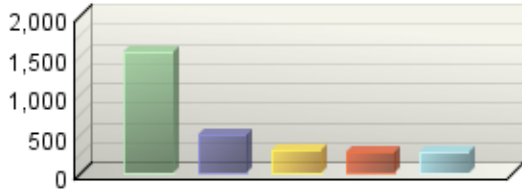
Page Views	21,067
Average per Day	679
Average Page Views per Visit	2.58

## Entry Pages



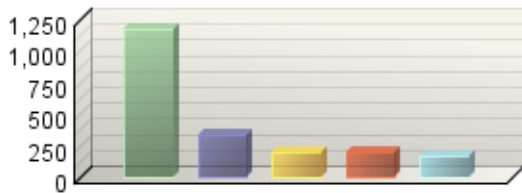
### Pages

Visits



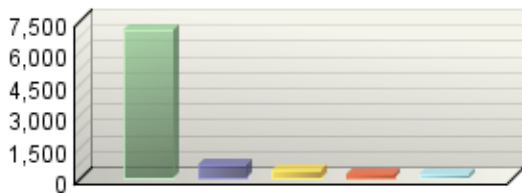
### Exit Pages

Visits



### Directories

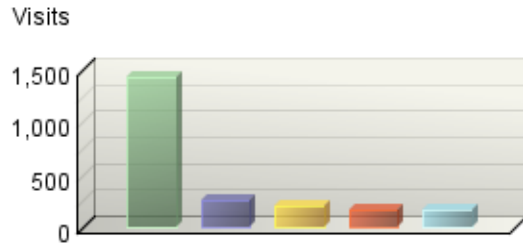
Visits



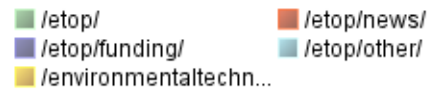
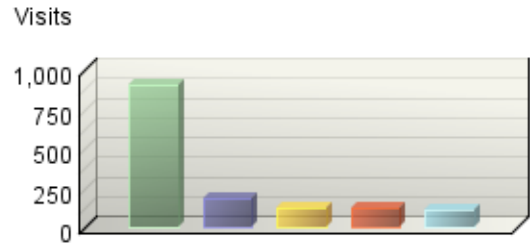
# Navigation Dashboard

This dashboard summarizes important information related to online navigation.

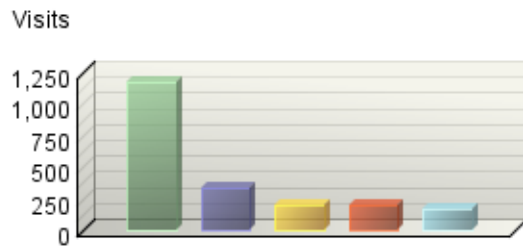
## Entry Pages



## Single-Page Visits



## Exit Pages

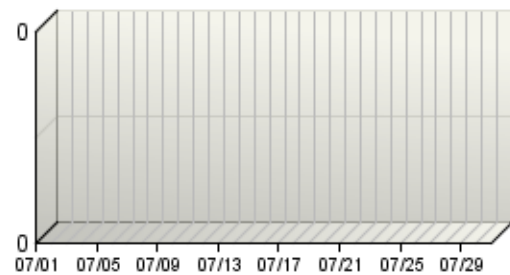


# Technical Dashboard

This dashboard summarizes important information related to online technical activity.

## Average Time to Serve Pages

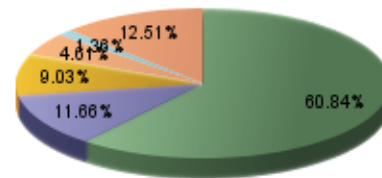
Average Time to Serve



■ Average Time to Serve

## Browsers by Version

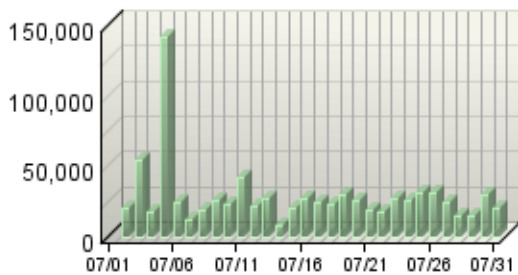
Visits



■ Microsoft Internet Ex... ■ Other Netscape Co...  
 ■ Others ■ Safari  
 ■ Firefox ■ Other

## Bandwidth: Kbytes Transferred Trend

Kbytes Transferred

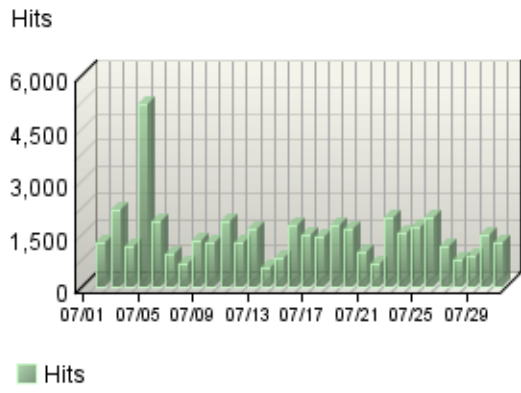


■ Kbytes Transferred

## Technical Summary

Total Hits	55,352
Successful Hits	44,214
Successful Hits (as Percent)	79.88%
Failed Hits	11,138
Failed Hits (as Percent)	20.12%
Cached Hits	8,018
Cached Hits (as Percent)	14.49%

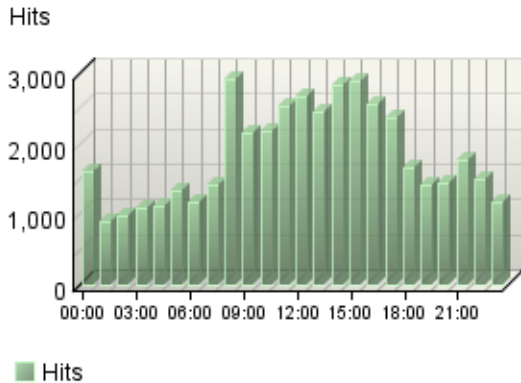
### Hits Trend



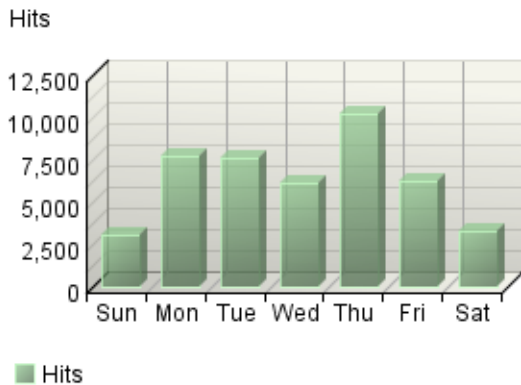
# Activity Dashboard

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

## Hits by Hour of the Day



## Hits by Day of the Week



## Most Active Summary

Most Active Date	7/5/07
Number of Hits on Most Active Date	5,181
Most Active Day of the Week	Thursday
Most Active Hour of the Day	08:00-08:59

## Least Active Summary

Least Active Date	7/14/07
Number of Hits on Least Active Date	530
Least Active Day of the Week	Sunday
Least Active Hour of the Day	01:00-01:59

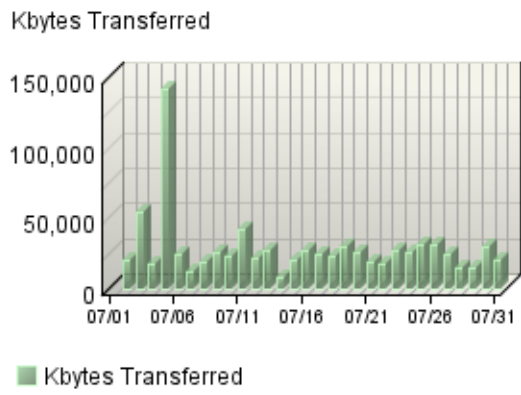
## Activity on Weekdays Summary

Total Hits Weekdays	37,949
Total Visits Weekdays	6,423
Average Number of Visits per day on Weekdays	291
Average Number of Hits per day on Weekdays	1,724

## Activity on Weekends Summary

Total Hits Weekend	6,265
Total Visits Weekend	1,747
Average Number of Visits per Weekend	436
Average Number of Hits per Weekend	1,566

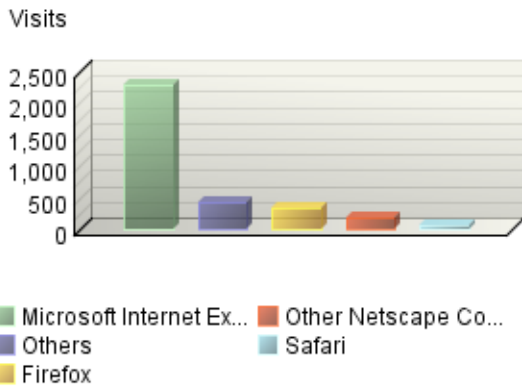
### Bandwidth: Kbytes Transferred Trend



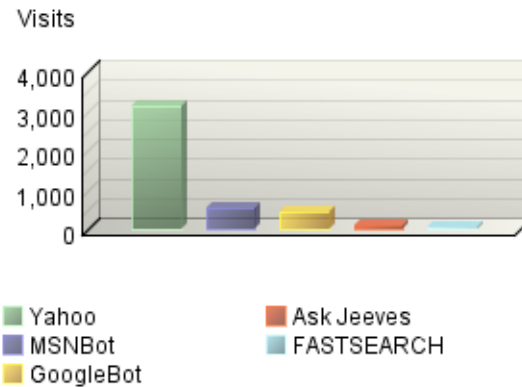
# Browsers and Platforms Dashboard

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.

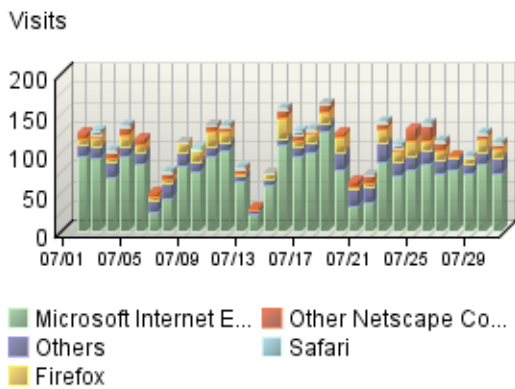
### Browsers



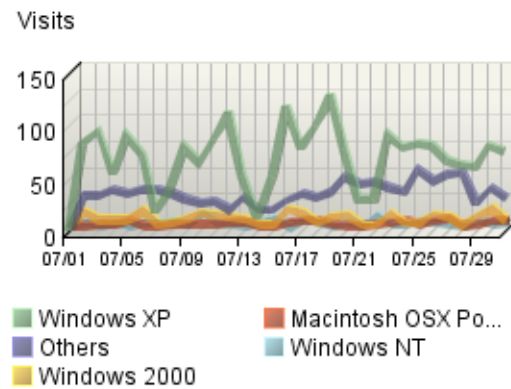
### Spiders



### Browsers Trend



### Platforms Trend

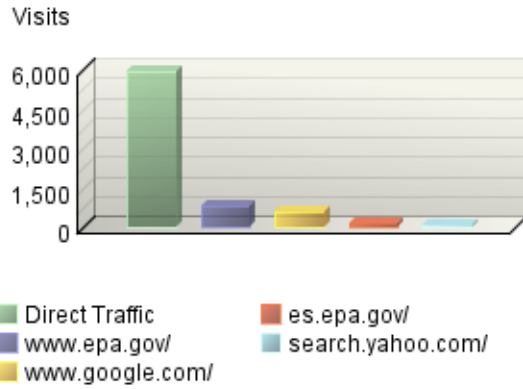




# Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

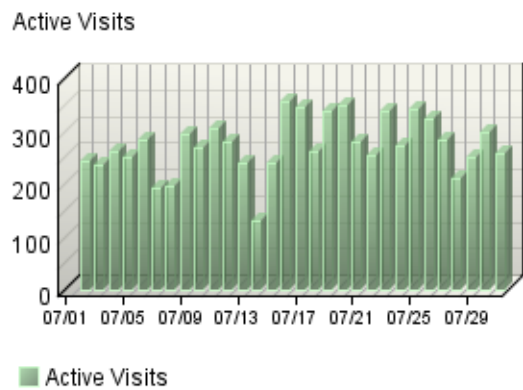
## Referring Site



## Onsite Ad Impressions Trend

No data is available for this graph.

## Active Visits Trend



# Onsite Advertising Dashboard

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

## Onsite Ad Clickthrough Rates

No data is available for this graph.

## Onsite Ad Clickthroughs

No data is available for this graph.

## Onsite Ad Impressions Trend

No data is available for this graph.

## Onsite Ad Clickthroughs Trend

No data is available for this graph.

# Onsite Ad Impressions

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

## Onsite Ad Impressions Trend

No data is available for this graph.

## Onsite Ad Impressions

No data is available for this graph.

## Onsite Ad Impressions

No data is available for this table.

## Onsite Ad Impressions - Help Card



### Column Definitions

#### Ad Title

Name of the ad being analyzed.

#### Ad View Visits

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

#### Onsite Ad Impressions

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



### Report Descriptions

Use this information to sell ad space and bill clients.

# Onsite Ad Clickthroughs

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

## Onsite Ad Clickthroughs Trend

No data is available for this graph.

## Onsite Ad Clickthroughs

No data is available for this graph.

## Onsite Ad Clickthroughs

No data is available for this table.

## Onsite Ad Clickthroughs - Help Card



### Column Definitions

#### Ad Title

Name of the ad being analyzed.

#### Ad Click Visits

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

#### Onsite Ad Clickthroughs

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



### Report Descriptions

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

# Onsite Ad Clickthrough Rates

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

## Onsite Ad Clickthrough Rates

No data is available for this graph.

## Onsite Ad Clickthrough Rates

No data is available for this table.

### Onsite Ad Clickthrough Rates - Help Card



#### Column Definitions

##### Ad Title

Name of the ad being analyzed.

##### Clickthrough Rate

Percentage of ads that were clicked on.

##### Onsite Ad Clickthroughs

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

##### Onsite Ad Impressions

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



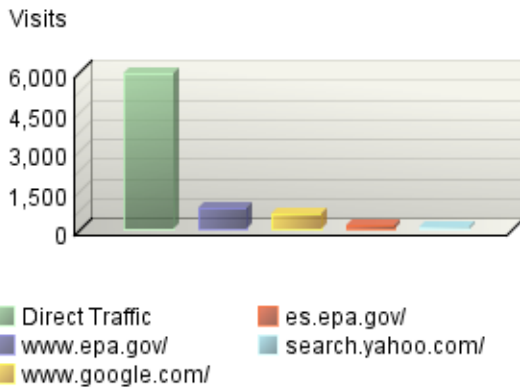
#### Report Descriptions

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

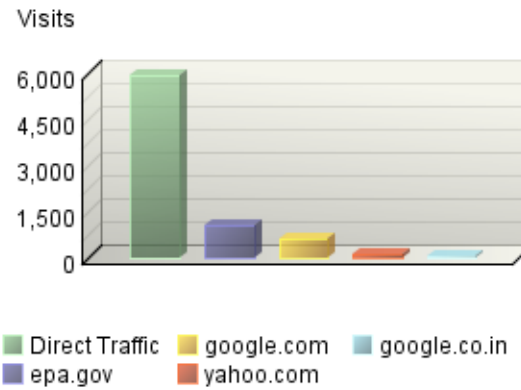
# Referrers Dashboard

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

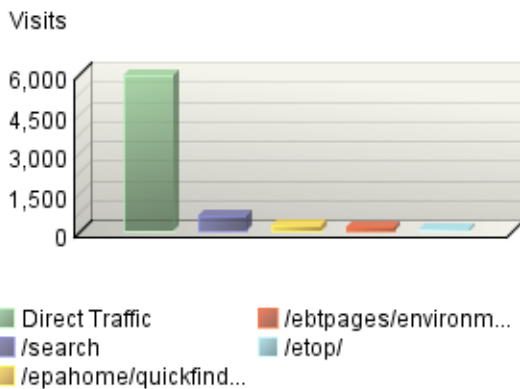
### Referring Site



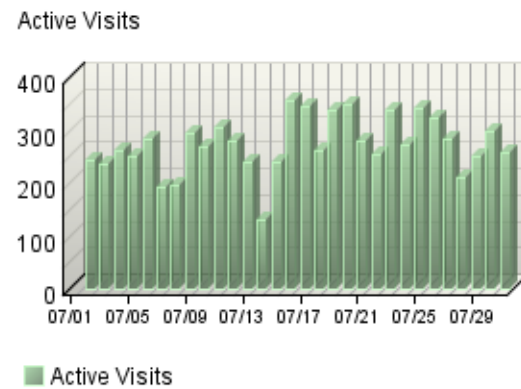
### Referring Domain



### Referring Page



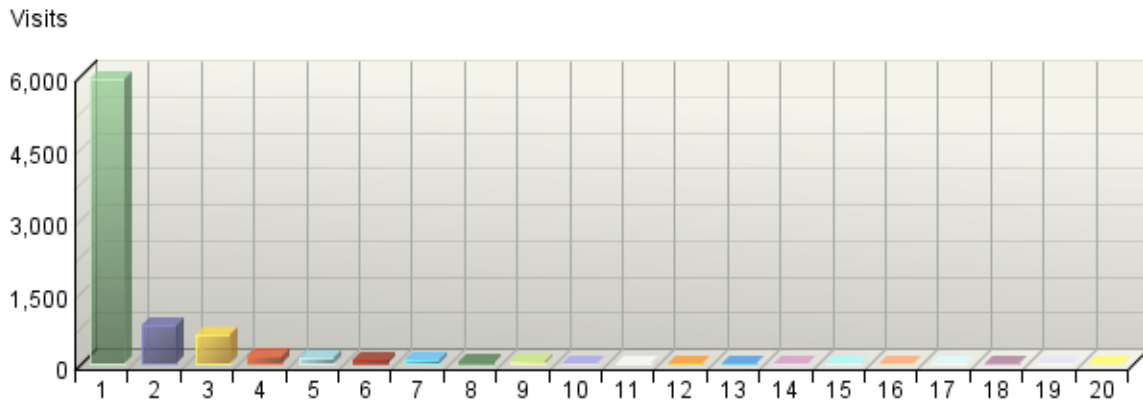
### Active Visits Trend



# Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

**Referring Site**



**Referring Site**

	Site	Visits	% Visits
1.	Direct Traffic	5,935	72.64%
2.	<a href="http://www.epa.gov/">http://www.epa.gov/</a>	807	9.88%
3.	<a href="http://www.google.com/">http://www.google.com/</a>	618	7.56%
4.	<a href="http://es.epa.gov/">http://es.epa.gov/</a>	166	2.03%
5.	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	106	1.30%
6.	<a href="http://www.google.co.in/">http://www.google.co.in/</a>	62	0.76%
7.	<a href="http://www.emeryenergy.com/">http://www.emeryenergy.com/</a>	60	0.73%
8.	<a href="http://nlquery.epa.gov/">http://nlquery.epa.gov/</a>	47	0.58%
9.	<a href="http://www.google.co.uk/">http://www.google.co.uk/</a>	23	0.28%
10.	<a href="http://www.google.ca/">http://www.google.ca/</a>	19	0.23%
11.	<a href="http://images.google.com/">http://images.google.com/</a>	18	0.22%
12.	<a href="http://www.google.com.ph/">http://www.google.com.ph/</a>	11	0.13%
13.	<a href="http://www.google.it/">http://www.google.it/</a>	10	0.12%
14.	<a href="http://72.14.253.104/">http://72.14.253.104/</a>	9	0.11%
15.	<a href="http://aolsearch.aol.com/">http://aolsearch.aol.com/</a>	9	0.11%
16.	<a href="http://64.233.167.104/">http://64.233.167.104/</a>	8	0.10%
17.	<a href="http://publicaccess.custhelp.com/">http://publicaccess.custhelp.com/</a>	8	0.10%
18.	<a href="http://www.google.de/">http://www.google.de/</a>	8	0.10%

	Site	Visits	% Visits
19.	<a href="http://oaspub.epa.gov/">http://oaspub.epa.gov/</a>	8	0.10%
20.	<a href="http://search.msn.com/">http://search.msn.com/</a>	7	0.09%
<b>Subtotal for rows: 1 - 20</b>		<b>7,939</b>	<b>97.17%</b>
<b>Other</b>		<b>231</b>	<b>2.83%</b>
<b>Total</b>		<b>8,170</b>	<b>100.00%</b>

items 1-20 of 151

### Referring Site - Help Card



#### Column Definitions

##### Referring Sites

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

##### Site

The specific referring site being analyzed.

##### Visits

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

##### %

Percentage of referrals that came from the specified site.

##### Direct Traffic

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

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

##### Hidden-Referrer

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



#### Report Descriptions

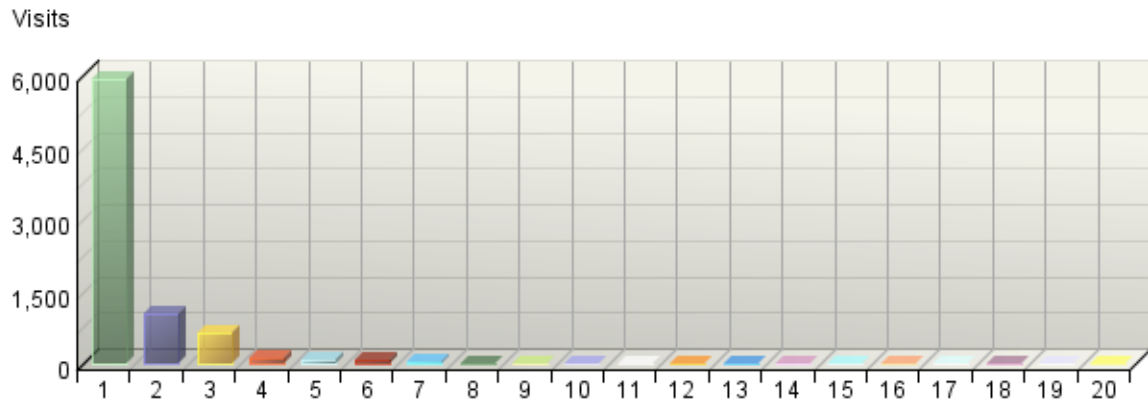
You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.



# Referring Domain

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

## Referring Domain



## Referring Domain

	Domain	Visits	% Visits
1.	Direct Traffic	5,935	72.64%
2.	epa.gov	1,038	12.71%
3.	google.com	638	7.81%
4.	yahoo.com	116	1.42%
5.	google.co.in	63	0.77%
6.	emeryenergy.com	61	0.75%
7.	google.co.uk	25	0.31%
8.	google.ca	19	0.23%
9.	aol.com	13	0.16%
10.	google.com.ph	11	0.13%
11.	google.it	10	0.12%
12.	72.14.253.104	9	0.11%
13.	custhelp.com	8	0.10%
14.	64.233.167.104	8	0.10%
15.	google.de	8	0.10%
16.	msn.com	7	0.09%
17.	google.com.au	6	0.07%
18.	live.com	6	0.07%

	<b>Domain</b>	<b>Visits</b>	<b>% Visits</b>
19.	ask.com	6	0.07%
20.	google.com.sg	6	0.07%
<b>Subtotal for rows: 1 - 20</b>		<b>7,993</b>	<b>97.83%</b>
	<b>Other</b>	<b>177</b>	<b>2.17%</b>
	<b>Total</b>	<b>8,170</b>	<b>100.00%</b>

items 1-20 of 122

### Referring Domain - Help Card



#### Column Definitions

##### Referring Domain

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

##### Domain

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

##### Visits

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

##### %

Percentage of referrals that came from the specified domain.

##### Direct Traffic

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

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

##### Hidden-Referrer

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



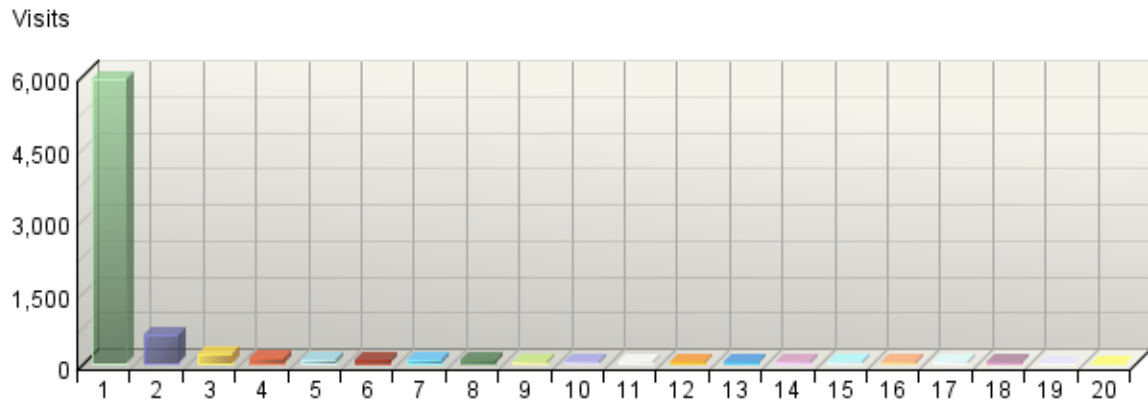
#### Report Descriptions

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

# Referring Page

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

## Referring Page



## Referring Page

	Page	Visits	% Visits
1.	Direct Traffic	5,935	72.64%
2.	<a href="http://www.google.com/search">http://www.google.com/search</a>	606	7.42%
3.	<a href="http://www.epa.gov/epahome/quickfinder.htm">http://www.epa.gov/epahome/quickfinder.htm</a>	197	2.41%
4.	<a href="http://www.epa.gov/ebtpages/environmentaltechnology.html">http://www.epa.gov/ebtpages/environmentaltechnology.html</a>	138	1.69%
5.	<a href="http://www.epa.gov/etop/">http://www.epa.gov/etop/</a>	65	0.80%
6.	<a href="http://www.google.co.in/search">http://www.google.co.in/search</a>	61	0.75%
7.	<a href="http://search.yahoo.com/search">http://search.yahoo.com/search</a>	61	0.75%
8.	<a href="http://www.emeryenergy.com/gasification.html">http://www.emeryenergy.com/gasification.html</a>	60	0.73%
9.	<a href="http://www.epa.gov/etv/">http://www.epa.gov/etv/</a>	59	0.72%
10.	<a href="http://es.epa.gov/ncer/other/">http://es.epa.gov/ncer/other/</a>	49	0.60%
11.	<a href="http://nlquery.epa.gov/epasearch/epasearch">http://nlquery.epa.gov/epasearch/epasearch</a>	47	0.58%
12.	<a href="http://es.epa.gov/ncer/sbir/">http://es.epa.gov/ncer/sbir/</a>	41	0.50%
13.	<a href="http://es.epa.gov/ncer/biodiversity/solicitation.html">http://es.epa.gov/ncer/biodiversity/solicitation.html</a>	28	0.34%
14.	<a href="http://www.epa.gov/etop/developer/financial.html">http://www.epa.gov/etop/developer/financial.html</a>	23	0.28%
15.	<a href="http://www.google.co.uk/search">http://www.google.co.uk/search</a>	23	0.28%
16.	<a href="http://www.epa.gov/etop/index.html">http://www.epa.gov/etop/index.html</a>	22	0.27%
17.	<a href="http://www.epa.gov/etop/developer/index.html">http://www.epa.gov/etop/developer/index.html</a>	22	0.27%
18.	<a href="http://www.epa.gov/cgi-bin/epalink">http://www.epa.gov/cgi-bin/epalink</a>	22	0.27%

Page	Visits	% Visits
19. <a href="http://www.google.ca/search">http://www.google.ca/search</a>	19	0.23%
20. <a href="http://www.epa.gov/ord/htm/grantopportunity.htm">http://www.epa.gov/ord/htm/grantopportunity.htm</a>	18	0.22%
<b>Subtotal for rows: 1 - 20</b>	<b>7,496</b>	<b>91.75%</b>
<b>Other</b>	<b>674</b>	<b>8.25%</b>
<b>Total</b>	<b>8,170</b>	<b>100.00%</b>

items 1-20 of 334

### Referring Page - Help Card



#### Column Definitions

##### Pages

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

##### Visits

Number of visitors referred from the specified URL.

##### %

Percentage of referred visitors who came from the specified site.

##### Direct Traffic

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

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

##### Hidden-Referrer

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



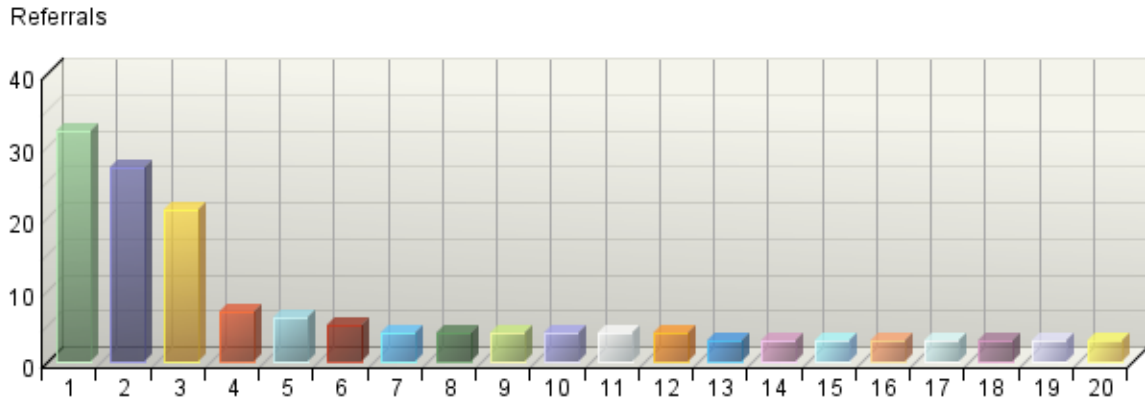
#### Report Descriptions

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

# Search Phrases

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

## Search Phrases



## Search Phrases

Phrases	Engines	Referrals	% Referrals
1. etop	Google India	16	1.55%
	Google	9	0.87%
	Google Germany	3	0.29%
	Yahoo	2	0.19%
	Yahoo Taiwan	1	0.10%
	Google India	1	0.10%
2. environmental technology	Google	18	1.75%
	Yahoo	5	0.49%
	Google Columbia	2	0.19%
	Google Germany	1	0.10%
	Google India	1	0.10%
	Google India	1	0.10%
3. crada	Google	20	1.94%
	Lawcrawler	1	0.10%
	Google	1	0.10%
4. environmental technologies	Google	5	0.49%
	Google Columbia	1	0.10%
	Google	1	0.10%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Google Turkey	1	0.10%
■ 5.	environmental footprints and costs of coal-based integrated gasification combined cycle and pulverized coal technologies	6	0.58%
	Google	6	0.58%
■ 6.	arrow tip	5	0.49%
	Google	2	0.19%
	Google UK	2	0.19%
	Google Australia	1	0.10%
■ 7.	literature on hexavalent chromium in hazardous waste	4	0.39%
	Google India	4	0.39%
■ 8.	diesel emission sbir rfp	4	0.39%
	Google	4	0.39%
■ 9.	epa crada	4	0.39%
	Google	4	0.39%
■ 10.	new environmental technology	4	0.39%
	Yahoo Hong Kong	2	0.19%
	Google Australia	1	0.10%
	Google	1	0.10%
■ 11.	new environmental technologies	4	0.39%
	Google	2	0.19%
	Google Portugal	1	0.10%
	Yahoo	1	0.10%
■ 12.	etop council	4	0.39%
	Google Canada	4	0.39%
■ 13.	latest environmental technology	3	0.29%
	Yahoo	3	0.29%
■ 14.	environmental opportunities	3	0.29%
	Google	2	0.19%
	Yahoo	1	0.10%
■ 15.	army environmental command recycled-energy	3	0.29%
	Google	3	0.29%
■ 16.	e-center.doe.gov/iips/busopor.nsf/unid/...	3	0.29%
	Google	3	0.29%
■ 17.	technologies	3	0.29%
	Google	2	0.19%
	AOL NetFind	1	0.10%
■ 18.	dod renewable energy treatment systems	3	0.29%
	Google	3	0.29%
■ 19.	epa-oswer-obcr-07-01	3	0.29%
	Google	3	0.29%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
■ 20.	development continuum	3	0.29%
	Google UK	3	0.29%
<b>Subtotal for rows: 1 - 20</b>		<b>146</b>	<b>14.19%</b>
<b>Other</b>		<b>883</b>	<b>85.81%</b>
<b>Total</b>		<b>1,029</b>	<b>100.00%</b>

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

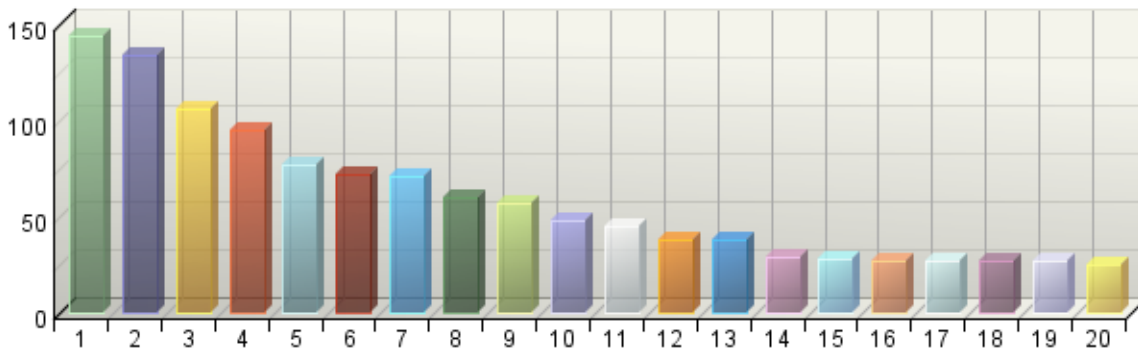
How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?

# 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. environmental	Google	88	2.01%
	Yahoo	27	0.62%
	Google UK	5	0.11%
	Google Canada	5	0.11%
	Google Columbia	4	0.09%
			144
2. technology	Google	73	1.67%
	Yahoo	30	0.69%
	Google Canada	6	0.14%
	Google India	5	0.11%
	AltaVista	4	0.09%
			134
3. of	Google	66	1.51%
	Yahoo	21	0.48%
	Google India	10	0.23%
	Google UK	2	0.05%
	Mamma	1	0.02%
			106




	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
■ 4.	epa	95	2.17%
	Google	74	1.69%
	Google Canada	5	0.11%
	Yahoo	4	0.09%
	AOL NetFind	4	0.09%
	Google Italy	3	0.07%
■ 5.	for	77	1.76%
	Google	51	1.17%
	Yahoo	6	0.14%
	Google India	6	0.14%
	Google Canada	4	0.09%
	Google Russia	2	0.05%
■ 6.	2007	72	1.65%
	Google	53	1.21%
	Yahoo	5	0.11%
	Google India	4	0.09%
	MSN	3	0.07%
	Google Germany	2	0.05%
■ 7.	in	71	1.62%
	Google	39	0.89%
	Google India	15	0.34%
	Yahoo	7	0.16%
	Google Russia	3	0.07%
	AOL NetFind	2	0.05%
■ 8.	etop	60	1.37%
	Google	23	0.53%
	Google India	17	0.39%
	Google Canada	4	0.09%
	Google Germany	3	0.07%
	Google France	3	0.07%
■ 9.	water	57	1.30%
	Google	45	1.03%
	Google India	6	0.14%
	Yahoo	2	0.05%
	Google UK	2	0.05%
	AltaVista	1	0.02%
■ 10.	technologies	48	1.10%
	Google	31	0.71%
	Yahoo	3	0.07%
	Google Canada	3	0.07%

	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Google India	2	0.05%
	Google Portugal	2	0.05%
■ 11.	funding	45	1.03%
	Google	31	0.71%
	Yahoo	5	0.11%
	Google India	5	0.11%
	Google Canada	2	0.05%
	Google UK	1	0.02%
■ 12.	waste	38	0.87%
	Google	20	0.46%
	Google India	8	0.18%
	Yahoo	5	0.11%
	Google UK	2	0.05%
	Earthlink	2	0.05%
■ 13.	energy	38	0.87%
	Google	27	0.62%
	Google India	4	0.09%
	MSN	2	0.05%
	Earthlink	2	0.05%
	Yahoo	1	0.02%
■ 14.	research	29	0.66%
	Google	13	0.30%
	Yahoo	8	0.18%
	Google India	3	0.07%
	AltaVista	2	0.05%
	Google Germany	1	0.02%
■ 15.	crada	28	0.64%
	Google	27	0.62%
	Lawcrawler	1	0.02%
■ 16.	to	27	0.62%
	Google	14	0.32%
	Google India	4	0.09%
	Yahoo	4	0.09%
	Earthlink	2	0.05%
	Google Columbia	1	0.02%
■ 17.	opportunities	27	0.62%
	Google	23	0.53%
	Yahoo	2	0.05%
	Google India	1	0.02%
	Google Italy	1	0.02%

	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
■ 18.	coal	27	0.62%
	Google	24	0.55%
	Google India	1	0.02%
	Google UK	1	0.02%
	Google Australia	1	0.02%
■ 19.	gasification	27	0.62%
	Google	26	0.59%
	Google UK	1	0.02%
■ 20.	grants	25	0.57%
	Google	19	0.43%
	MSN	1	0.02%
	AOL NetFind	1	0.02%
	Google India	1	0.02%
	Google Russia	1	0.02%
<b>Subtotal for rows: 1 - 20</b>		<b>1,175</b>	<b>26.88%</b>
<b>Other</b>		<b>3,196</b>	<b>73.12%</b>
<b>Total</b>		<b>4,371</b>	<b>100.00%</b>

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.

---



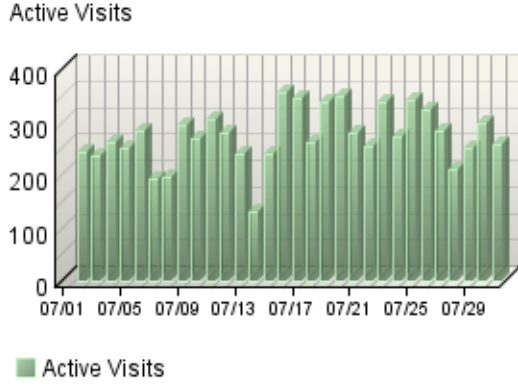
## **Report Descriptions**

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.

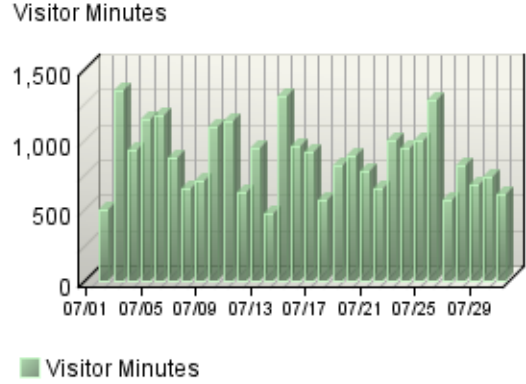
# Visitors Dashboard

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**



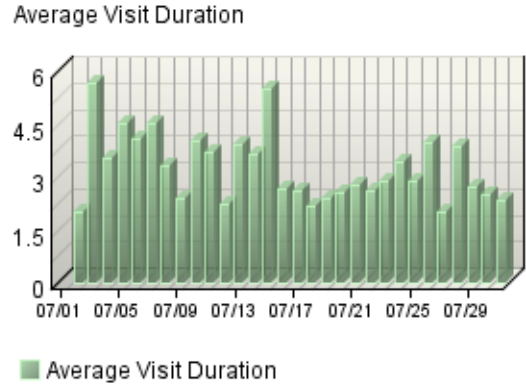
**Visitor Summary**

Visitors	3,390
Visitors Who Visited Once	2,536
Visitors Who Visited More Than Once	854
Average Visits per Visitor	2.41

**Visit Summary**

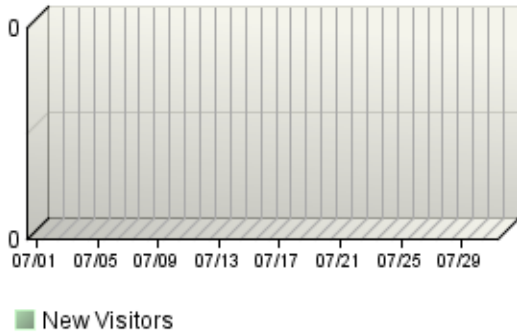
Visits	8,170
Average per Day	263
Average Visit Duration	00:16:23
Median Visit Duration	00:03:45
International Visits	4.97%
Visits of Unknown Origin	19.38%
Visits from Your Country: United States (US)	75.65%

**Average Length of Visit Trend**



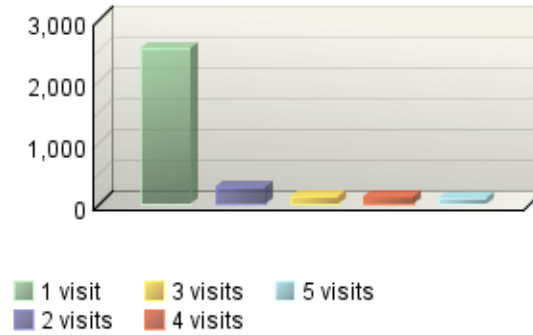
### New Visitors Trend

New Visitors



### Visitors by Number of Visits

Visitors

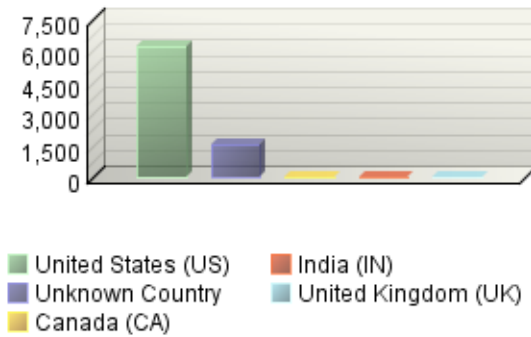


### Organizations

No data is available for this graph.

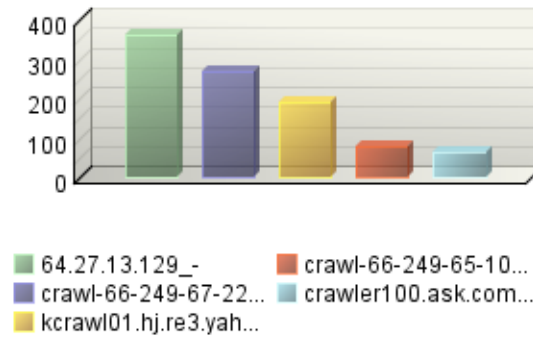
### Countries

Visits



### Top Visitors

Visits



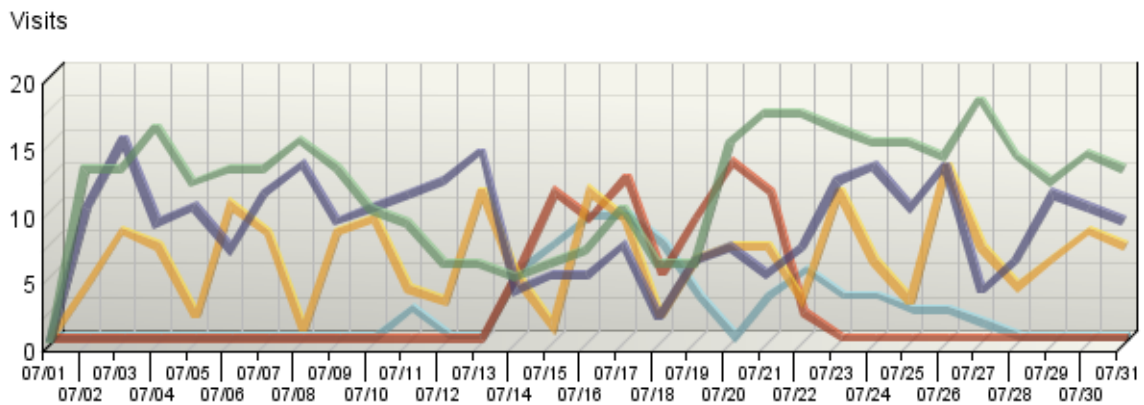
### Authenticated Usernames

No data is available for this graph.

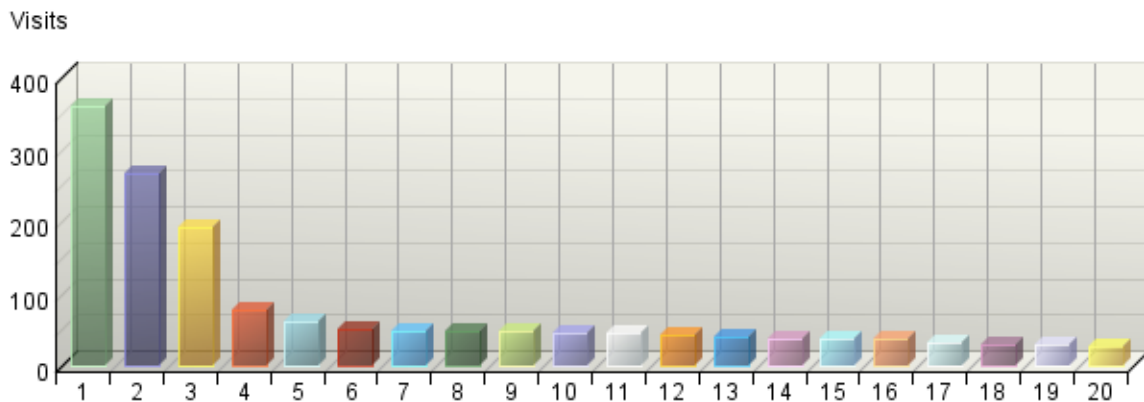
# Top Visitors

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

**Top Visitors Trend**



**Top Visitors**



**Top Visitors**

	Visitor	Visits	% Visits	Hits
1.	64.27.13.129_-	359	4.40%	557
2.	crawl-66-249-67-229.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	267	3.27%	1,367

	Visitor	Visits	% Visits	Hits
3.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	191	2.34%	3,923
4.	crawl-66-249-65-108.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	77	0.94%	316
5.	crawler100.ask.com_Mozilla/5.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	61	0.75%	75
6.	216.99.65.63_FAST Enterprise Crawler 6 used by The Dow Chemical Company (jeff.gillman@dow.com)	51	0.62%	62
7.	64.124.85.74.become.com_Mozilla/5.0 (compatible; BecomeBot/3.0; +http://www.become.com/site_owners.html)	48	0.59%	51
8.	livebot-65-55-210-94.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	47	0.58%	58
9.	by1sch4030220.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	47	0.58%	74
10.	platinum.homegauge.com_-	44	0.54%	45
11.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/ help/hotjobs/webmaster) (KHTML, like Gecko)	44	0.54%	1,241
12.	70.42.54.81_HealiaBot/0.7.2 (Nutch; http://lucene.apache.org/nutch/bot.html; nutch-agent@lucene.apache.org)	42	0.51%	91
13.	crawl-66-249-67-229.googlebot.com_Googlebot-Image/1.0	40	0.49%	48
14.	livebot-207-46-98-148.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	38	0.47%	39
15.	208.36.144.10.ptr.us.xo.net_Mozilla/5.0 (Twiceler-0.9 http://www.cuill.com/twiceler/robot.html)	36	0.44%	36
16.	livebot-65-55-210-97.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	36	0.44%	46
17.	199.230.29.112_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1)	31	0.38%	36
18.	egspd42113.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	30	0.37%	80
19.	lj611473.crawl.yahoo.net_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	28	0.34%	28
20.	by1sch2061820.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	27	0.33%	31
<b>Subtotal for rows: 1 - 20</b>		<b>1,544</b>	<b>18.91%</b>	<b>8,204</b>
<b>Other</b>		<b>6,622</b>	<b>81.09%</b>	<b>36,006</b>



Visitor	Visits	% Visits	Hits
<b>Total</b>	<b>8,166</b>	<b>100.00%</b>	<b>44,210</b>

items 1-20 of 3390

### Top Visitors - Help Card



#### Column Definitions

##### Visitor

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

##### Visits

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

##### Hits

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



#### Report Descriptions

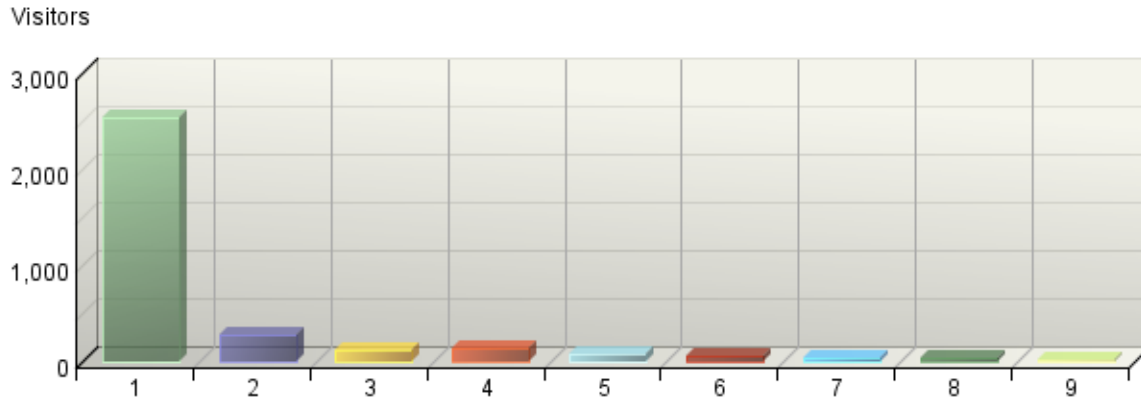
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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

# Visitors by Number of Visits

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

Visitors by Number of Visits



Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	2,536	74.81%
2 visits	273	8.05%
3 visits	114	3.36%
4 visits	134	3.95%
5 visits	88	2.60%
6 visits	50	1.47%
7 visits	46	1.36%
8 visits	31	0.91%
9 visits	13	0.38%
<b>Other</b>	<b>105</b>	<b>3.10%</b>
<b>Total</b>	<b>3,390</b>	<b>100.00%</b>

items 1-9 of 9

## Visitors by Number of Visits - Help Card



### Column Definitions

#### Number of Visits

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

#### Visitors

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

#### %

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



### Report Descriptions

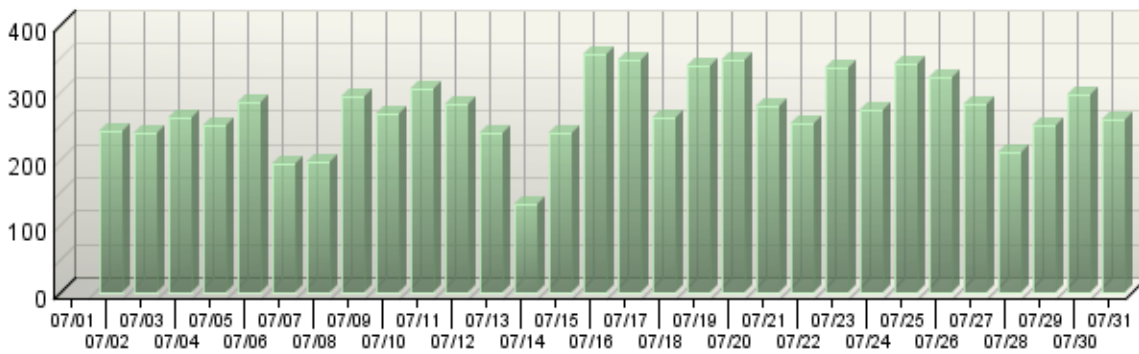
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

# Visitors Trend

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

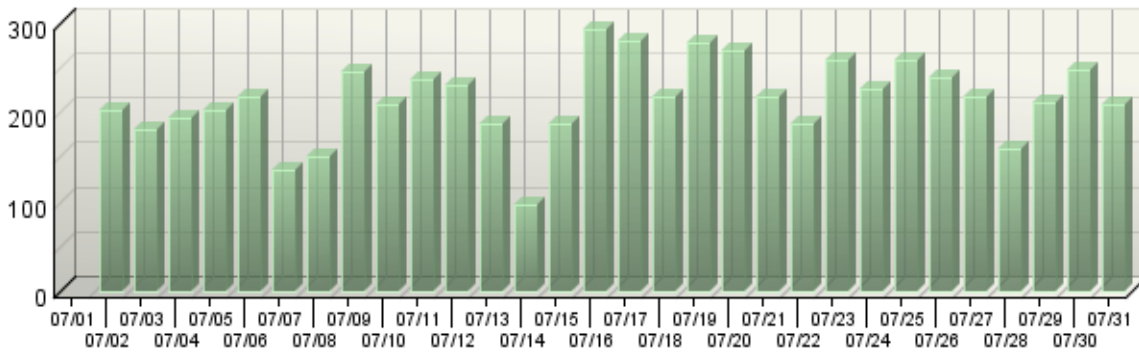
## Active Visits Trend

Active Visits



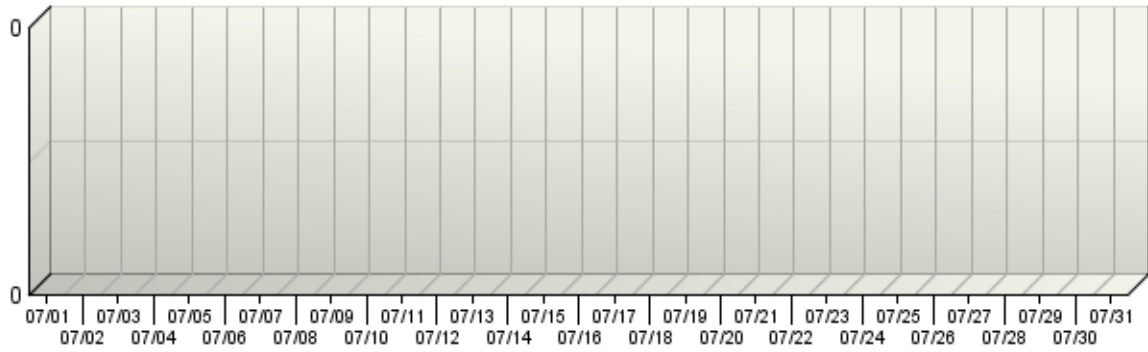
## Visitors Trend

Visitors



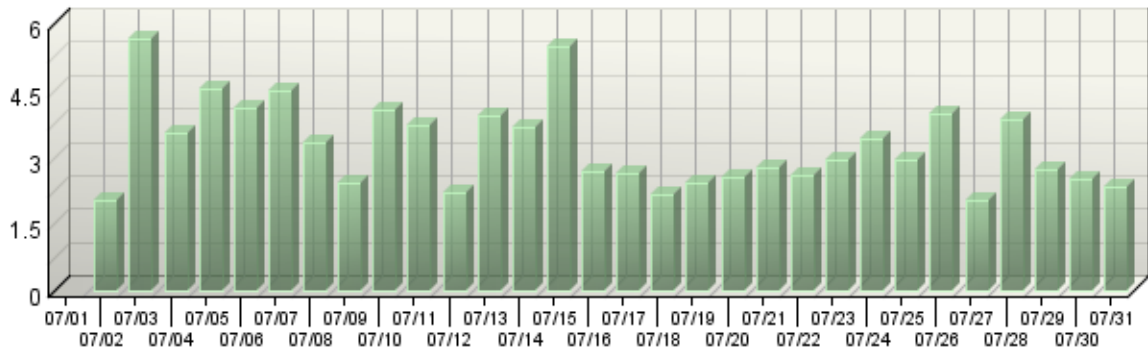
## New Visitors Trend

New Visitors



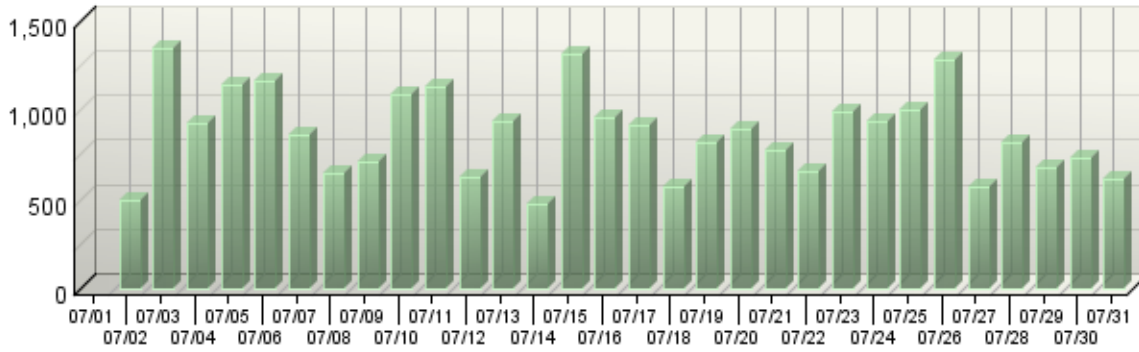
## Average Length of Visit Trend

Average Visit Duration



### Visitor Minutes Trend

Visitor Minutes



### Visitors Trend

Day	Active Visits	Visitors	New Visitors
07/01	0	0	0
07/02	243	202	0
07/03	238	182	0
07/04	262	194	0
07/05	251	202	0
07/06	284	219	0
07/07	192	136	0
07/08	195	150	0
07/09	294	245	0
07/10	268	209	0
07/11	304	238	0
07/12	281	232	0
07/13	240	187	0
07/14	131	98	0
07/15	239	187	0
07/16	356	293	0
07/17	347	281	0
07/18	262	217	0
07/19	339	278	0
07/20	348	270	0
07/21	280	219	0
07/22	254	187	0
07/23	338	258	0
07/24	273	226	0

Day	Active Visits	Visitors	New Visitors
07/25	343	258	0
07/26	323	240	0
07/27	282	219	0
07/28	211	160	0
07/29	251	211	0
07/30	297	248	0
07/31	259	210	0
<b>Average</b>	<b>264</b>	<b>208</b>	<b>0</b>
<b>Total</b>	<b>-</b>	<b>-</b>	<b>0</b>

items 1-20 of 31

### Visitors Trend

Day	Average Visit Duration	Visitor Minutes
07/01	00:00:00	0
07/02	00:02:02	498.1
07/03	00:05:39	1,347.75
07/04	00:03:32	929.9
07/05	00:04:32	1,140.07
07/06	00:04:06	1,168.15
07/07	00:04:30	866.05
07/08	00:03:19	648.53
07/09	00:02:24	709.88
07/10	00:04:03	1,085.47
07/11	00:03:42	1,128.27
07/12	00:02:13	626.67
07/13	00:03:55	941.32
07/14	00:03:39	478.38
07/15	00:05:30	1,315.8
07/16	00:02:41	956.03
07/17	00:02:37	912.82
07/18	00:02:10	568.48
07/19	00:02:24	818.3
07/20	00:02:33	892.17
07/21	00:02:47	779.45
07/22	00:02:36	660.55
07/23	00:02:55	991.18
07/24	00:03:25	935.78
07/25	00:02:55	1,002.13
07/26	00:03:59	1,288.15

Day	Average Visit Duration	Visitor Minutes
07/27	00:02:01	572.03
07/28	00:03:51	814.93
07/29	00:02:43	682.13
07/30	00:02:29	738.43
07/31	00:02:21	610.85
<b>Average</b>	-	<b>842.19</b>
<b>Total</b>	-	<b>26,107.77</b>

items 1-20 of 31

### Visitors Trend - Help Card



#### Column Definitions

##### Time Interval (hour, day, etc.)

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

##### Active Visits

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

##### Visitors

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

##### New Visitors

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

##### Average Visit Duration

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

##### Visitor Minutes

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





### **Report Descriptions**

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

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

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

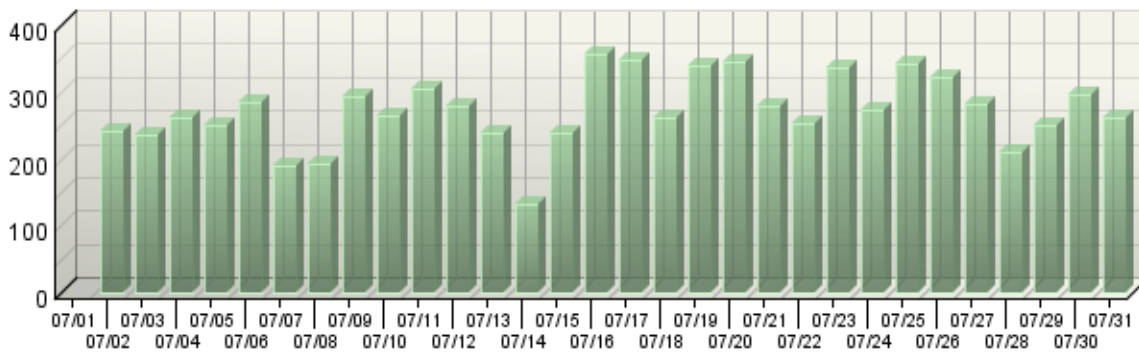
**Average** - This row gives the average for each column.

# Visits Trend

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

**Visits Trend**

Visits



**Visits Trend**

Day	Visits	% Visits
07/01	0	0.00%
07/02	243	2.97%
07/03	237	2.90%
07/04	261	3.19%
07/05	251	3.07%
07/06	284	3.48%
07/07	191	2.34%
07/08	194	2.37%
07/09	294	3.60%
07/10	266	3.26%
07/11	304	3.72%
07/12	279	3.41%
07/13	239	2.93%
07/14	131	1.60%
07/15	238	2.91%
07/16	356	4.36%
07/17	347	4.25%
07/18	262	3.21%
07/19	339	4.15%

Day	Visits	% Visits
07/20	346	4.24%
07/21	279	3.41%
07/22	253	3.10%
07/23	337	4.12%
07/24	273	3.34%
07/25	342	4.19%
07/26	322	3.94%
07/27	282	3.45%
07/28	211	2.58%
07/29	250	3.06%
07/30	297	3.64%
07/31	262	3.21%
<b>Total</b>	<b>8,170</b>	<b>100.00%</b>

items 1-20 of 31

### Visits Trend - Help Card



#### Column Definitions

##### Time Interval (hour, day, etc.)

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

##### Visits

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

##### %

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



#### Report Descriptions

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

# Organizations

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

## Organizations

No data is available for this graph.

## Organizations

No data is available for this table.

## Organizations - Help Card



### Column Definitions

#### Organization

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

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

#### Unknown

The organization could not be determined.

#### Domain Name

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

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

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

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

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

#### Visits

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

#### Hits

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



### **Report Descriptions**

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

# Authenticated Usernames

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

## Authenticated Usernames Trend

No data is available for this graph.

## Authenticated Usernames

No data is available for this graph.

## Authenticated Usernames

No data is available for this table.

## Authenticated Usernames - Help Card



### Column Definitions

#### Authenticated Username

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

#### Visits

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

#### Hits

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

#### %

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



### Report Descriptions

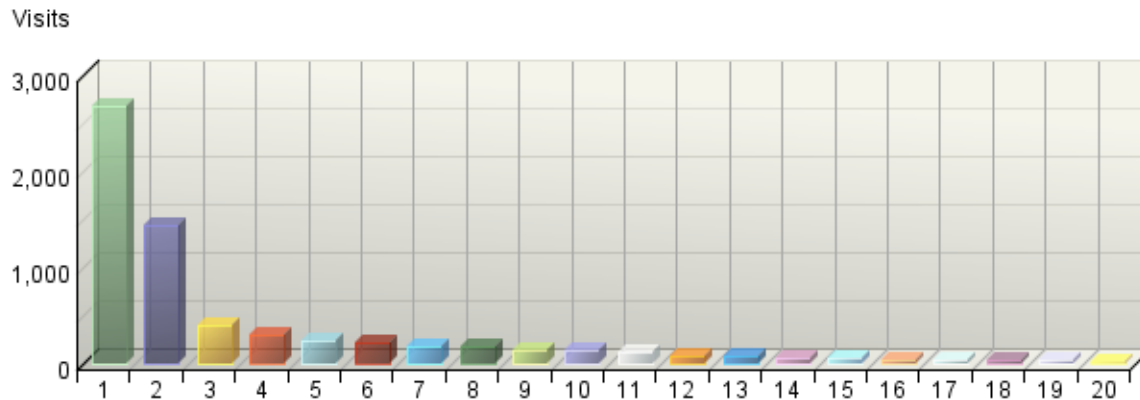
You may use this information for your marketing efforts, such as special promotions or newsletters.



# Domain Names

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

**Domain Names**



**Domain Names**

	Domain Name	Visits	% Visits	Hits
1.	<a href="#">yahoo.net</a>	2,684	32.85%	2,852
2.	Unresolved IP Address	1,430	17.50%	7,076
3.	<a href="#">googlebot.com</a>	394	4.82%	1,747
4.	<a href="#">live.com</a>	292	3.57%	370
5.	<a href="#">yahoo.com</a>	243	2.97%	5,173
6.	<a href="#">inktomisearch.com</a>	218	2.67%	229
7.	<a href="#">aol.com</a>	186	2.28%	219
8.	<a href="#">epa.gov</a>	179	2.19%	5,639
9.	<a href="#">phx.gbl</a>	141	1.73%	241
10.	<a href="#">comcast.net</a>	138	1.69%	1,385
11.	<a href="#">ask.com</a>	116	1.42%	215
12.	<a href="#">rr.com</a>	87	1.06%	843
13.	<a href="#">verizon.net</a>	83	1.02%	877
14.	<a href="#">akamaitechnologies.com</a>	67	0.82%	1,468
15.	<a href="#">xo.net</a>	50	0.61%	154
16.	<a href="#">become.com</a>	49	0.60%	52
17.	<a href="#">homegauge.com</a>	44	0.54%	45
18.	<a href="#">sbcglobal.net</a>	40	0.49%	337
19.	<a href="#">charter.com</a>	34	0.42%	298

	Domain Name	Visits	% Visits	Hits
20.	cox.net	27	0.33%	347
<b>Subtotal for rows: 1 - 20</b>		<b>6,502</b>	<b>79.58%</b>	<b>29,567</b>
<b>Other</b>		<b>1,668</b>	<b>20.42%</b>	<b>14,647</b>
<b>Total</b>		<b>8,170</b>	<b>100.00%</b>	<b>44,214</b>

items 1-20 of 800

## Domain Names - Help Card



### Column Definitions

#### Domain Name

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

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

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

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

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

#### Visits

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

#### Hits

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



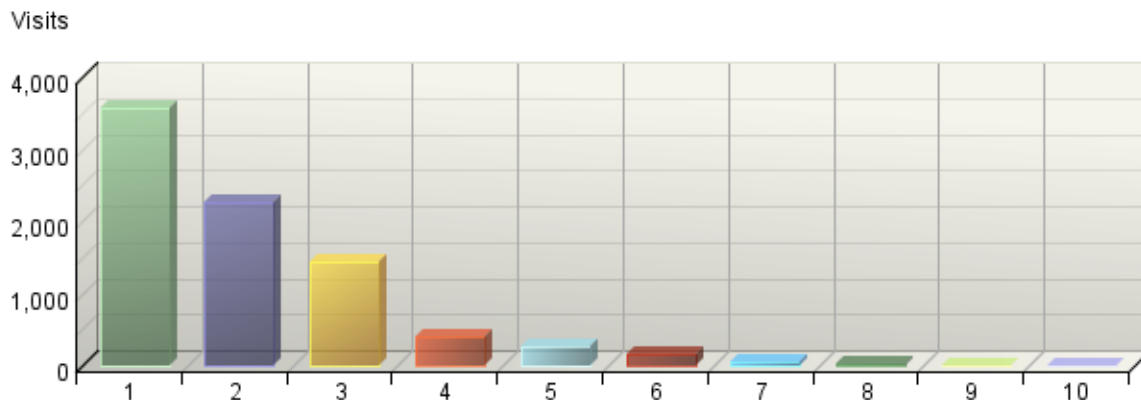
### **Report Descriptions**

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

# Top-Level Domain Types

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

**Top-Level Domain Types**



**Top-Level Domain Types**

Top-Level Domain Types	Visits	% Visits	Hits
Network	3,573	43.73%	10,283
Commercial	2,276	27.86%	15,951
Unresolved IP Address	1,430	17.50%	7,076
Unknown	404	4.94%	2,538
Government	263	3.22%	6,095
Education	149	1.82%	1,613
Organization	47	0.58%	426
Military	25	0.31%	217
Informational	2	0.02%	11
ARPANET	1	0.01%	4
<b>Total</b>	<b>8,170</b>	<b>100.00%</b>	<b>44,214</b>

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.

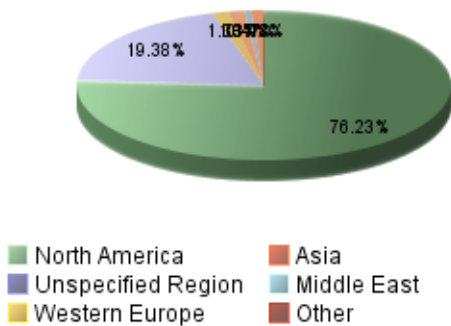
**Total** - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

# Geography Dashboard

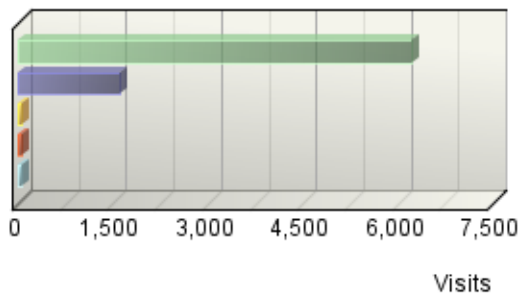
This page contains key graphs and tables that provide an overview of this chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

## Regions

Visits



## Countries



## North American States and Provinces

No data is available for this graph.

## Cities

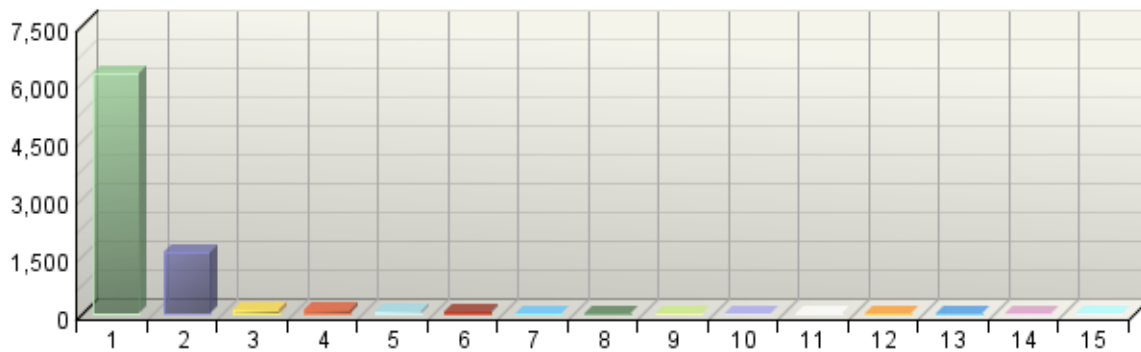
No data is available for this graph.

# Regions

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

## Regions

Visits



## Regions

Regions	Visits	% Visits
1. North America	6,228	76.23%
2. Unspecified Region	1,583	19.38%
3. Western Europe	113	1.38%
4. Asia	112	1.37%
5. Middle East	38	0.47%
6. South America	32	0.39%
7. Eastern Europe	18	0.22%
8. Australia	18	0.22%
9. Northern Europe	10	0.12%
10. Southern Africa	8	0.10%
11. Eastern Africa	3	0.04%
12. Pacific Islands	3	0.04%
13. Northern Africa	2	0.02%
14. Western Africa	1	0.01%
15. Caribbean Islands	1	0.01%
<b>Total</b>	<b>8,170</b>	<b>100.00%</b>

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.