ETOP Monthly Report

Monthly View: June 2006

June 1, 2006 12:00:00 AM – June 30, 2006 11:59:59 PM

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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
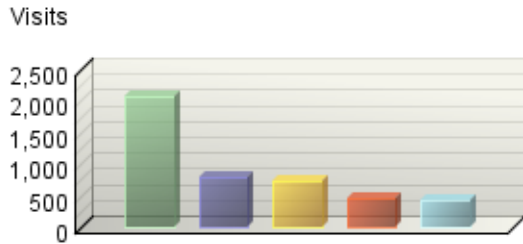
- /etop/
- /etop/user/
- /etop/funding/
- /etop/other/
- /etop/developer/fina...
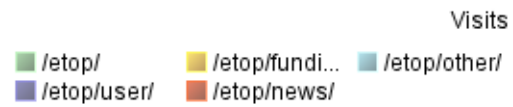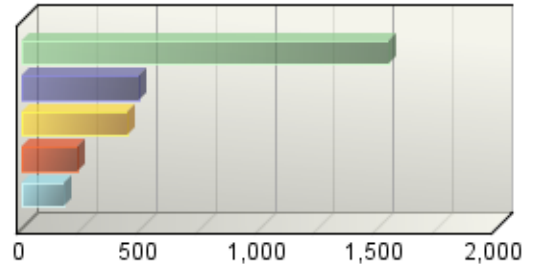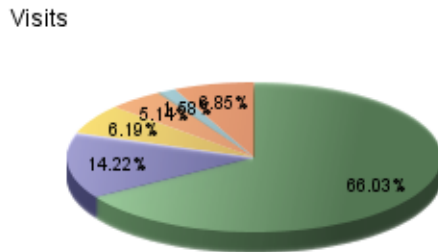
Exit Pages

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

Referring Site

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

Visit Summary

Visits	8,742
Average per Day	291
Average Visit Duration	00:13:48
Median Visit Duration	00:01:33
International Visits	6.71%
Visits of Unknown Origin	19.85%
Visits from Your Country: United States (US)	73.44%

New vs. Returning Visitors Trend

Visits
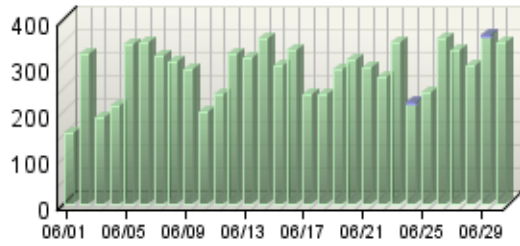
Legend:
- Visitors Not Accepting Cookies
- Returning Visitors

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site
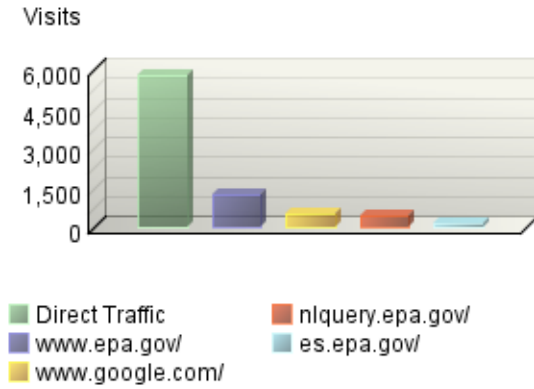
Active Visits Trend
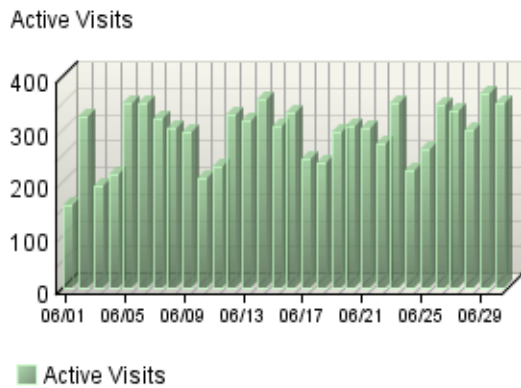
Referrers Dashboard

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	nlquery.epa.gov/
www.epa.gov/	es.epa.gov/
www.google.com/	

Referring Domain

Visits

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

Referring Page

Visits

Direct Traffic	/ebtpages/environm...
/search	/epahome/quickfind...
/epasearch/epasear...	

Active Visits Trend

Active Visits

Active Visits

Referring Site

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

Referring Site
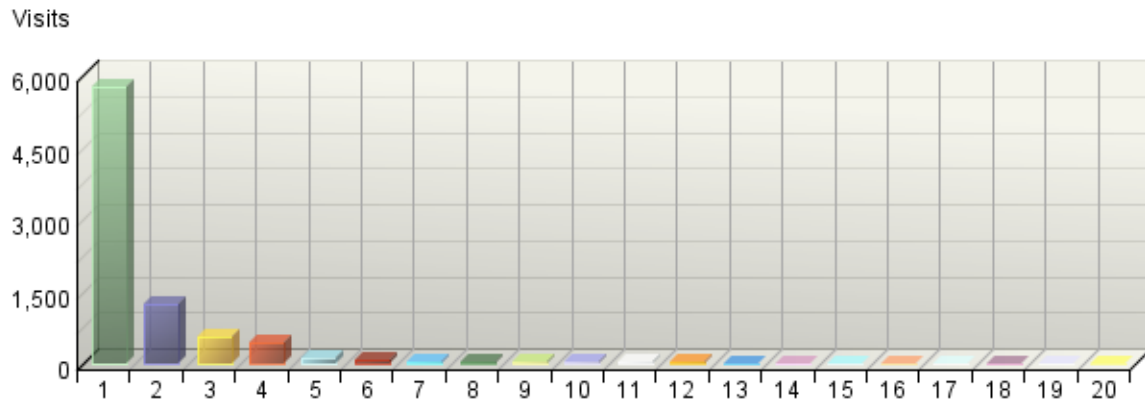
Referring Site

		Site	Visits	% Visits
■	1.	Direct Traffic	5,772	66.03%
■	2.	http://www.epa.gov/	1,243	14.22%
■	3.	http://www.google.com/	541	6.19%
■	4.	http://nlquery.epa.gov/	449	5.14%
■	5.	http://es.epa.gov/	138	1.58%
■	6.	http://search.yahoo.com/	72	0.82%
■	7.	http://www.google.co.in/	54	0.62%
■	8.	http://www.google.co.uk/	35	0.40%
■	9.	http://www.google.ca/	32	0.37%
■	10.	http://www.fcw.com/	28	0.32%
■	11.	http://www.emeryenergy.com/	24	0.27%
■	12.	http://search.msn.com/	20	0.23%
■	13.	http://www.google.com.au/	14	0.16%
■	14.	http://www.google.com.ph/	10	0.11%
■	15.	http://www.nmar.com:8080/	9	0.10%
■	16.	http://cfpub.epa.gov/	8	0.09%
■	17.	http://www.google.co.nz/	6	0.07%
■	18.	http://firstgovsearch.gov/	6	0.07%

	Site	Visits	% Visits
19.	http://www.google.fr/	6	0.07%
20.	http://www.iaea.org/	6	0.07%
	Subtotal for rows: 1 - 20	**8,473**	**96.92%**
	Other	**269**	**3.08%**
	Total	**8,742**	**100.00%**

items 1-20 of 168

Referring Site - Help Card

Column Definitions

Referring Sites

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

Site

The specific referring site being analyzed.

Visits

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

%

Percentage of referrals that came from the specified site.

Direct Traffic

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

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

Hidden-Referrer

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

Report Descriptions

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

Referring Domain

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

Referring Domain
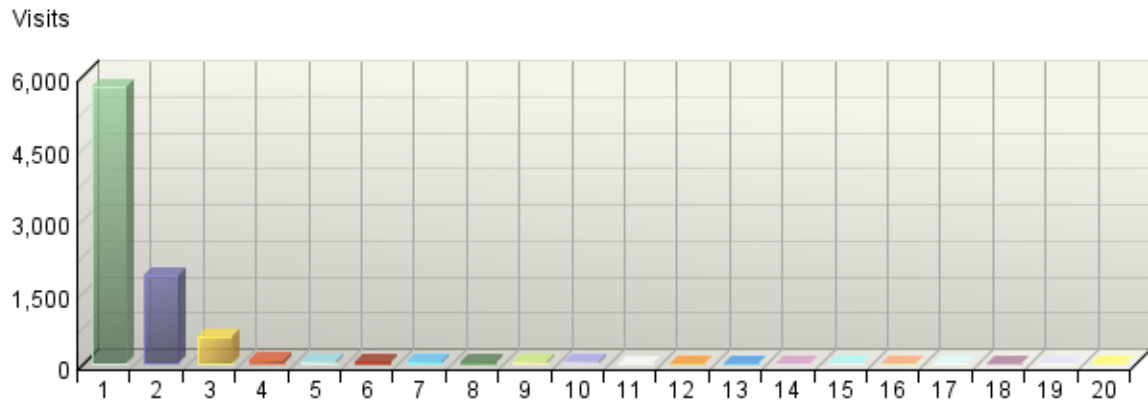
Visits

Referring Domain

	Domain	Visits	% Visits
1.	Direct Traffic	5,772	66.03%
2.	epa.gov	1,858	21.25%
3.	google.com	547	6.26%
4.	yahoo.com	80	0.92%
5.	google.co.in	54	0.62%
6.	google.co.uk	35	0.40%
7.	google.ca	32	0.37%
8.	fcw.com	28	0.32%
9.	emeryenergy.com	25	0.29%
10.	msn.com	20	0.23%
11.	google.com.au	14	0.16%
12.	google.com.ph	10	0.11%
13.	nmar.com	9	0.10%
14.	iaea.org	6	0.07%
15.	firstgovsearch.gov	6	0.07%
16.	google.co.nz	6	0.07%
17.	google.fr	6	0.07%
18.	dogpile.com	6	0.07%

	Domain	Visits	% Visits
■ 19.	google.co.kr	6	0.07%
■ 20.	altavista.com	5	0.06%
	Subtotal for rows: 1 - 20	**8,525**	**97.52%**
	Other	**217**	**2.48%**
	Total	**8,742**	**100.00%**

items 1-20 of 140

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
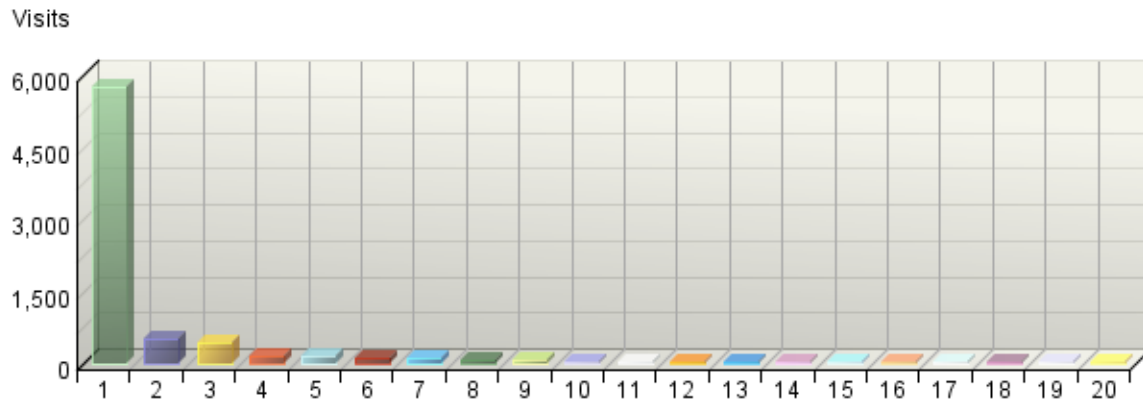
Referring Page

	Page	Visits	% Visits
1.	Direct Traffic	5,772	66.03%
2.	http://www.google.com/search	525	6.01%
3.	http://nlquery.epa.gov/epasearch/epasearch	447	5.11%
4.	http://www.epa.gov/ebtpages/environmentaltechnology. html	158	1.81%
5.	http://www.epa.gov/epahome/quickfinder.htm	142	1.62%
6.	http://www.epa.gov/etop/user/	118	1.35%
7.	http://www.epa.gov/etop/	107	1.22%
8.	http://www.epa.gov/etv/	90	1.03%
9.	http://search.yahoo.com/search	71	0.81%
10.	http://www.epa.gov/etop/developer/financial.html	58	0.66%
11.	http://es.epa.gov/ncer/other/	54	0.62%
12.	http://www.epa.gov/etop/index.html	53	0.61%
13.	http://www.google.co.in/search	53	0.61%
14.	http://www.epa.gov/cgi-bin/epalink	46	0.53%
15.	http://www.epa.gov/epahome/recentadditions.htm	38	0.43%
16.	http://es.epa.gov/ncer/sbir/	37	0.42%
17.	http://www.google.co.uk/search	35	0.40%
18.	http://www.epa.gov/etop/continuum/programs.html	34	0.39%

	Page	Visits	% Visits
■ 19.	http://www.google.ca/search	32	0.37%
■ 20.	http://www.epa.gov/etop/continuum/index.html	26	0.30%
	Subtotal for rows: 1 - 20	**7,896**	**90.32%**
	Other	**846**	**9.68%**
	Total	**8,742**	**100.00%**

items 1-20 of 353

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
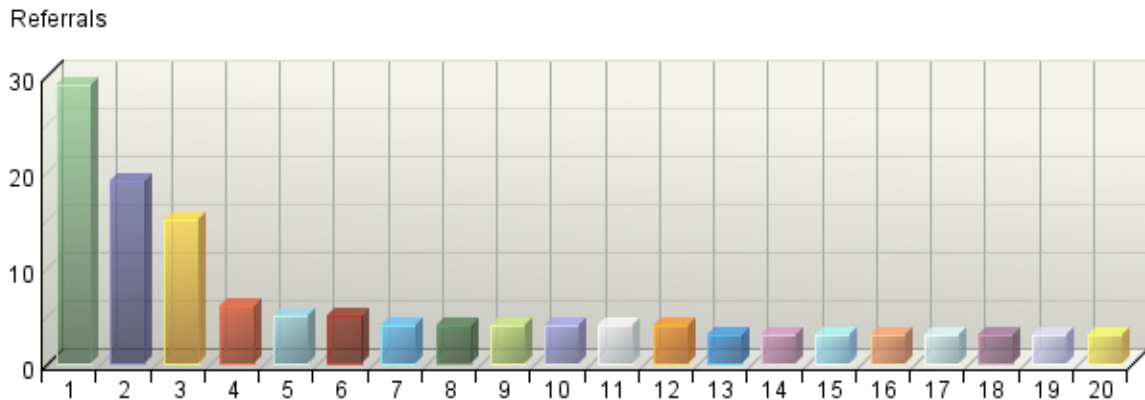
Referrals

Search Phrases

Phrases Engines	Referrals	% Referrals
1. etop	29	3.02%
Google India	11	1.15%
Google	9	0.94%
Yahoo	5	0.52%
Google New Zealand	2	0.21%
XtraMSN New Zealand	1	0.10%
2. environmental technologies	19	1.98%
Google	14	1.46%
Yahoo	5	0.52%
3. environmental technology	15	1.56%
Google	7	0.73%
Yahoo	2	0.21%
Google Hong Kong	2	0.21%
MSN	2	0.21%
Google Mexico	1	0.10%
4. environmental technology council	6	0.62%
Yahoo	3	0.31%
Google	2	0.21%

Phrases Engines	Referrals	% Referrals
MSN	1	0.10%
5. proof of concept	5	0.52%
Google	3	0.31%
Google Australia	2	0.21%
6. epa-oppt-06-008	5	0.52%
Google	5	0.52%
7. epa etop	4	0.42%
Google	3	0.31%
MSN	1	0.10%
8. new environmental technology	4	0.42%
Google	4	0.42%
9. portal	4	0.42%
Google	2	0.21%
Google Romania	1	0.10%
Google Poland	1	0.10%
10. technology project plan	4	0.42%
Google UK	2	0.21%
Google	2	0.21%
11. *.pdf	4	0.42%
Google	3	0.31%
Google Germany	1	0.10%
12. problems with coal	4	0.42%
Google	2	0.21%
Google UK	1	0.10%
Earthlink	1	0.10%
13. interstate map of new england	3	0.31%
Google	3	0.31%
14. description of technology	3	0.31%
Google	3	0.31%
15. arsenic mcl	3	0.31%
Google	3	0.31%
16. envirotech news	3	0.31%
Google	3	0.31%
17. etop aircraft	3	0.31%
Google	3	0.31%
18. new environmental technologies	3	0.31%
Google Korea	1	0.10%
Google UK	1	0.10%
Google	1	0.10%
19. application of microarray	3	0.31%

		Phrases Engines	Referrals	% Referrals
		Google	2	0.21%
		Google India	1	0.10%
▨	20.	etop epa	3	0.31%
		Google	3	0.31%
		Subtotal for rows: 1 - 20	**127**	**13.23%**
		Other	**833**	**86.77%**
		Total	**960**	**100.00%**

items 1-20 of 200

Search Phrases - Help Card

Column Definitions

Phrase

The search phrase a visitor used to find your site.

Engines

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

Referrals

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

%

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

Report Descriptions

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

Search Keywords

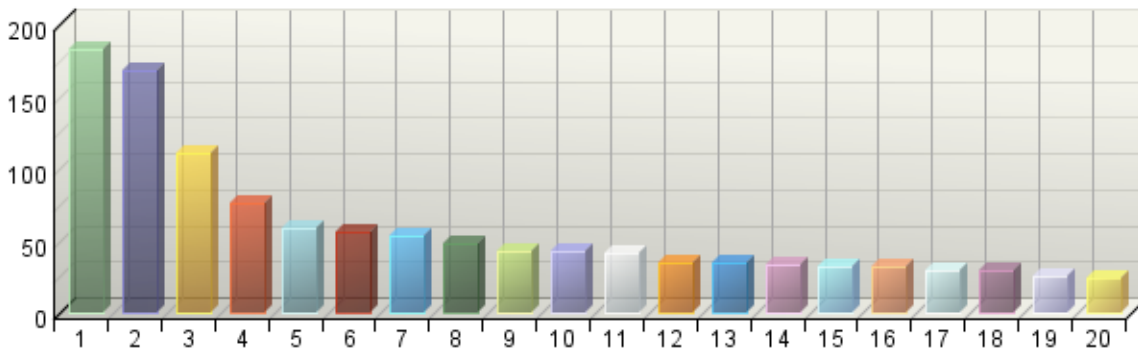This report identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

Search Keywords

Search Keywords

	Keywords Engines	Referrals	% Referrals
■ 1.	technology	182	4.76%
	Google	104	2.72%
	Yahoo	20	0.52%
	Google UK	10	0.26%
	MSN	9	0.24%
	Google India	7	0.18%
■ 2.	environmental	168	4.39%
	Google	101	2.64%
	Yahoo	26	0.68%
	Google UK	9	0.24%
	Google Canada	5	0.13%
	MSN	5	0.13%
■ 3.	of	111	2.90%
	Google	61	1.60%
	Google India	11	0.29%
	Google UK	9	0.24%
	Yahoo	8	0.21%
	Google Australia	6	0.16%

	Keywords Engines	Referrals	% Referrals
■ 4.	epa	76	1.99%
	Google	57	1.49%
	Yahoo	5	0.13%
	AltaVista	4	0.10%
	Google Italy	3	0.08%
	MSN	2	0.05%
■ 5.	etop	58	1.52%
	Google	26	0.68%
	Google India	13	0.34%
	Yahoo	6	0.16%
	Google UK	3	0.08%
	MSN	3	0.08%
■ 6.	technologies	56	1.46%
	Google	34	0.89%
	Yahoo	12	0.31%
	Google UK	3	0.08%
	Google Canada	3	0.08%
	Google India	2	0.05%
■ 7.	in	53	1.39%
	Google	16	0.42%
	Google India	10	0.26%
	Yahoo	6	0.16%
	Google Canada	6	0.16%
	Google UK	4	0.10%
■ 8.	for	48	1.26%
	Google	28	0.73%
	Yahoo	8	0.21%
	Google India	4	0.10%
	Google Australia	2	0.05%
	Google UK	2	0.05%
■ 9.	funding	43	1.12%
	Google	28	0.73%
	Yahoo	8	0.21%
	Google India	3	0.08%
	All The Web	2	0.05%
	Google Australia	1	0.03%
■ 10.	to	43	1.12%
	Google	25	0.65%
	Google UK	6	0.16%
	Yahoo	4	0.10%

	Keywords Engines	Referrals	% Referrals
	Google Canada	3	0.08%
	Google India	2	0.05%
▪ 11.	2006	42	1.10%
	Google	22	0.58%
	Yahoo	7	0.18%
	Google India	3	0.08%
	Google Australia	1	0.03%
	Google Belgium	1	0.03%
▪ 12.	opportunities	34	0.89%
	Google	21	0.55%
	Yahoo	4	0.10%
	Google India	2	0.05%
	Google UK	2	0.05%
	All The Web	2	0.05%
▪ 13.	the	34	0.89%
	Google	15	0.39%
	Google UK	8	0.21%
	MSN	3	0.08%
	Google Canada	2	0.05%
	Google Australia	2	0.05%
▪ 14.	new	33	0.86%
	Google	17	0.44%
	Yahoo	6	0.16%
	Google Canada	3	0.08%
	Google UK	2	0.05%
	Yahoo Spain	2	0.05%
▪ 15.	water	32	0.84%
	Google	20	0.52%
	Yahoo	6	0.16%
	Google Canada	2	0.05%
	MSN	1	0.03%
	dogpile	1	0.03%
▪ 16.	research	32	0.84%
	Google	23	0.60%
	Yahoo	3	0.08%
	Google France	1	0.03%
	Google Australia	1	0.03%
	Google India	1	0.03%
▪ 17.	energy	29	0.76%
	Google	21	0.55%

		Keywords Engines	Referrals	% Referrals
		Google UK	3	0.08%
		Google Thailand	1	0.03%
		Yahoo	1	0.03%
		Google Italy	1	0.03%
■	18.	problems	29	0.76%
		Google	17	0.44%
		Google UK	5	0.13%
		Yahoo	2	0.05%
		Google Hong Kong	1	0.03%
		Earthlink	1	0.03%
■	19.	concept	25	0.65%
		Google	15	0.39%
		Google Australia	4	0.10%
		Google India	2	0.05%
		Yahoo	2	0.05%
		Google South Africa	1	0.03%
■	20.	development	24	0.63%
		Google	17	0.44%
		Yahoo	2	0.05%
		Google India	2	0.05%
		Google South Africa	1	0.03%
		Google Australia	1	0.03%
		Subtotal for rows: 1 - 20	**1,152**	**30.13%**
		Other	**2,671**	**69.87%**
		Total	**3,823**	**100.00%**

items 1-20 of 200

Search Keywords - Help Card

Column Definitions

Keywords

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

Engines

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

Referrals

The number of hits from visitors referred to your site with the specified keywords.

% Percentage of referred visitors who used the specified search engine and keyword.

Report Descriptions

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

Visitors Dashboard

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

Active Visits Trend
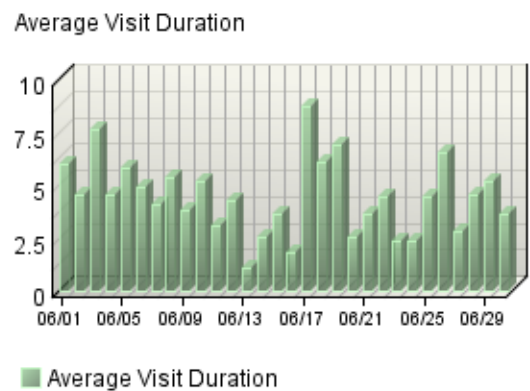

Visitor Minutes Trend
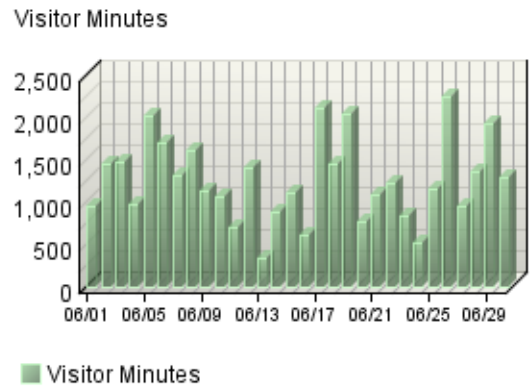
Visitor Summary

Visitors	4,014
Visitors Who Visited Once	3,107
Visitors Who Visited More Than Once	907
Average Visits per Visitor	2.18

Average Length of Visit Trend

Visit Summary

Visits	8,742
Average per Day	291
Average Visit Duration	00:13:48
Median Visit Duration	00:01:33
International Visits	6.71%
Visits of Unknown Origin	19.85%
Visits from Your Country: United States (US)	73.44%

New Visitors Trend

New Visitors

- New Visitors

Visitors by Number of Visits

Visitors

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

New vs. Returning Visitors

Visits

0.03%

99.97%
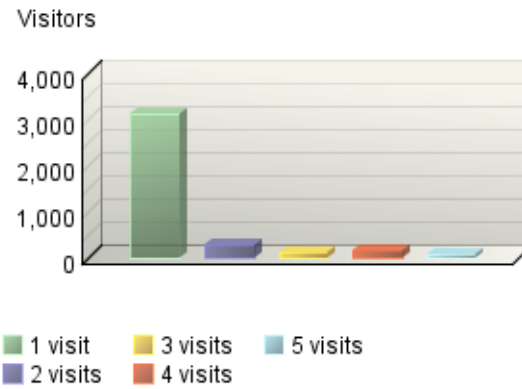
- Visitors Not Accepting Cookies
- Returning Visitors

Top Visitors

Visits

- 209.241.144.34_Mo...
- 207.68.146.68_msn...
- msnbot.msn.com_...
- mail.sitagroup.com...
- kcrw101.hj.scd.yaho...

Countries

Visits

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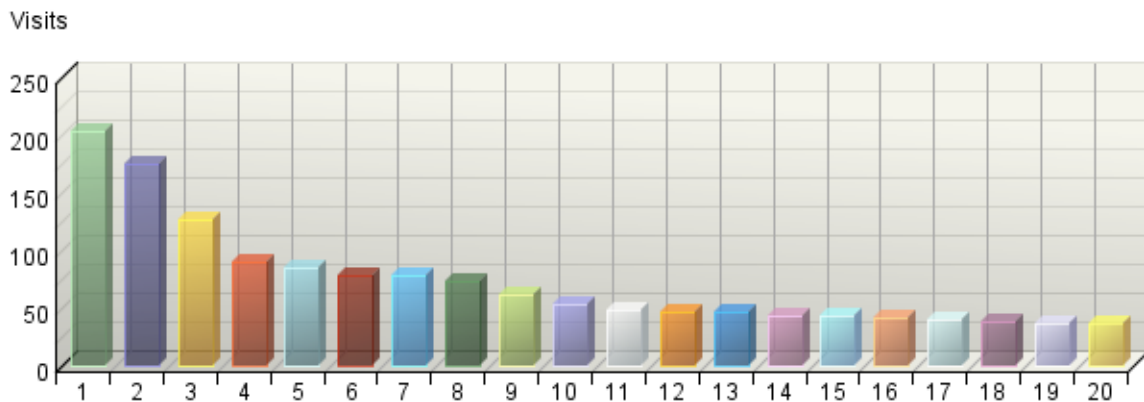- Netherlands (NL)
- Canada (CA)
- Brazil (BR)
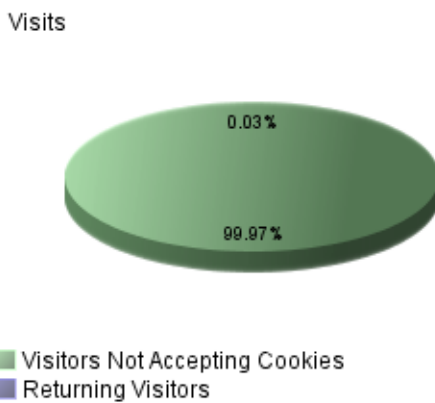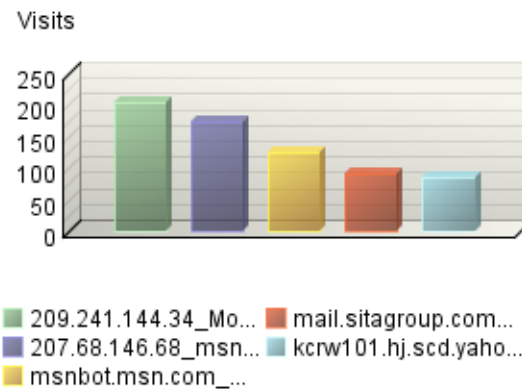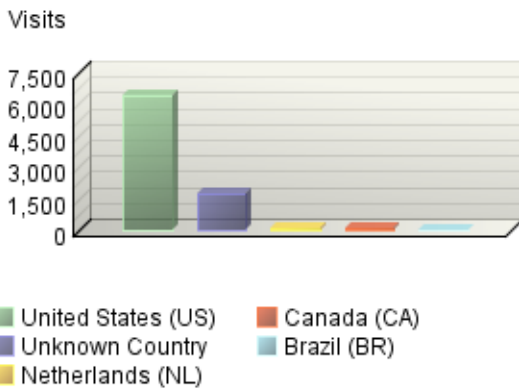
Top Visitors

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
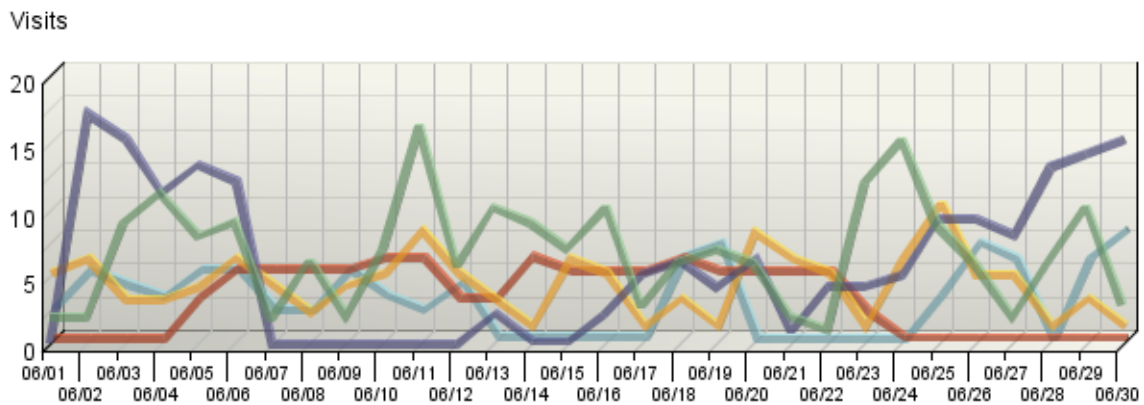
Top Visitors

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)	204	2.33%	6,333

	Visitor	Visits	% Visits	Hits
2.	207.68.146.68_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	175	2.00%	386
3.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	126	1.44%	238
4.	mail.sitagroup.com_Mozilla/4.0 (compatible; MSIE 5.01; Windows NT 5.0)	90	1.03%	179
5.	kcrw101.hj.scd.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	85	0.97%	648
6.	crawl-66-249-66-207.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	79	0.90%	663
7.	crawl-66-249-66-18.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	79	0.90%	710
8.	wfp2.almaden.ibm.com_http://www.almaden.ibm.com/cs/crawler [172.30.228.64]	73	0.84%	80
9.	kcrw305.hj.mud.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	61	0.70%	153
10.	crawl-66-249-66-209.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	53	0.61%	456
11.	sp1.allresearch.com_Mozilla/4.0 (compatible; MSIE 5.5; Windows 98)	48	0.55%	116
12.	egspd42147.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	47	0.54%	154
13.	airband-69-26-215-70.airband.net_Mozilla/4.0 (compatible; MSIE 5.5; Win32)	46	0.53%	414
14.	egspd42212.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	44	0.50%	62
15.	crawl-66-249-66-203.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	43	0.49%	469
16.	crawl105.exabot.com_Exabot-Images/1.0	42	0.48%	95
17.	bl1sch2043808.phx.gbl_msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)	40	0.46%	110
18.	s43.cyberalert.com_Mozilla/2.0 (compatible; T-H-U-N-D-E-R-S-T-O-N-E)	39	0.45%	108
19.	crawl-66-249-65-39.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	37	0.42%	285
20.	64.241.25.247_National Park Service Dan Buan (410) 263-2707	37	0.42%	209

Visitor	Visits	% Visits	Hits
Subtotal for rows: 1 - 20	**1,448**	**16.57%**	**11,868**
Other	**7,289**	**83.43%**	**60,265**
Total	**8,737**	**100.00%**	**72,133**

items 1-20 of 4014

Top Visitors - Help Card

Column Definitions

Visitor

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

Visits

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

Hits

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

Report Descriptions

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

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

Visitors by Number of Visits

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

Visitors by Number of Visits
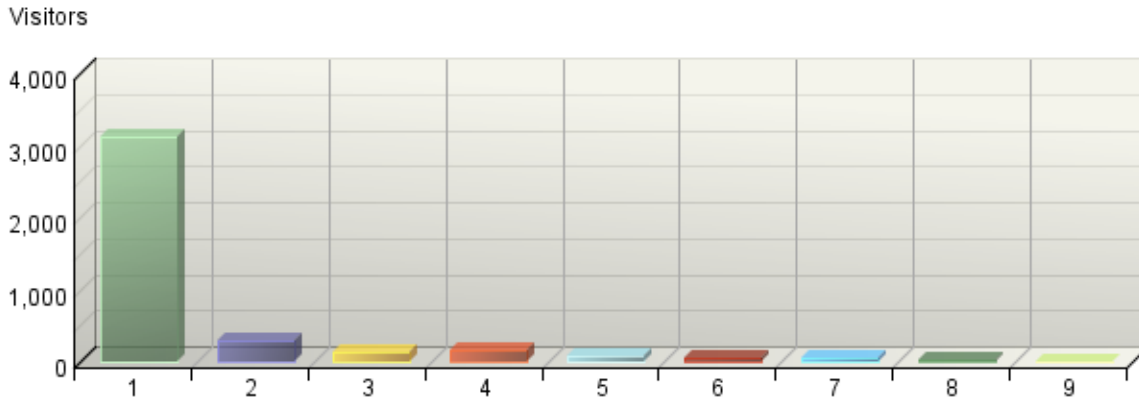
Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	3,107	77.40%
2 visits	303	7.55%
3 visits	129	3.21%
4 visits	160	3.99%
5 visits	87	2.17%
6 visits	59	1.47%
7 visits	40	1.00%
8 visits	29	0.72%
9 visits	13	0.32%
Other	**87**	**2.17%**
Total	**4,014**	**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.
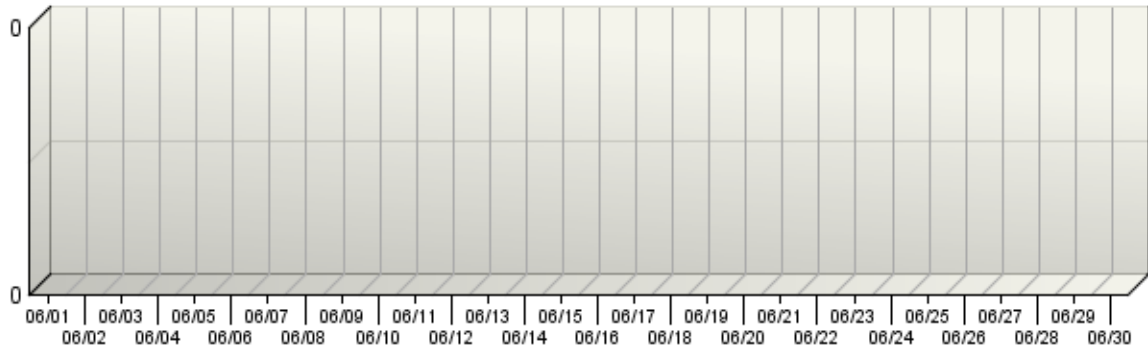
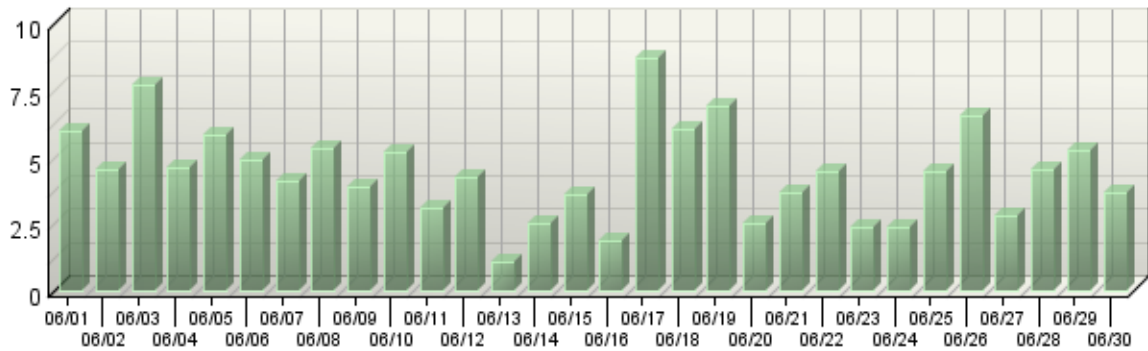**Active Visits Trend**
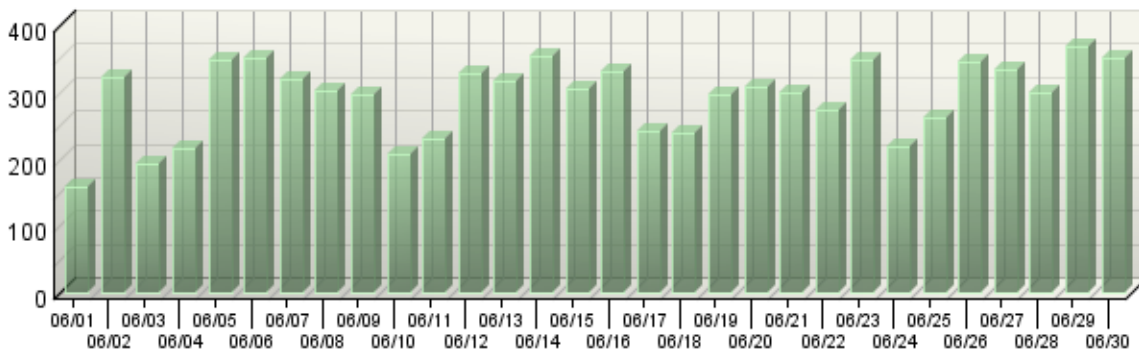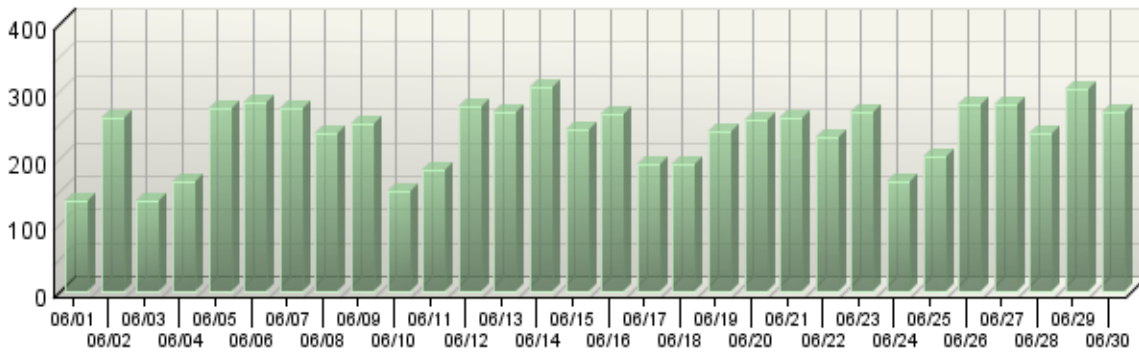
Visitors Trend

New Visitors Trend

New Visitors

Average Length of Visit Trend

Average Visit Duration

Visitor Minutes Trend

Visitor Minutes
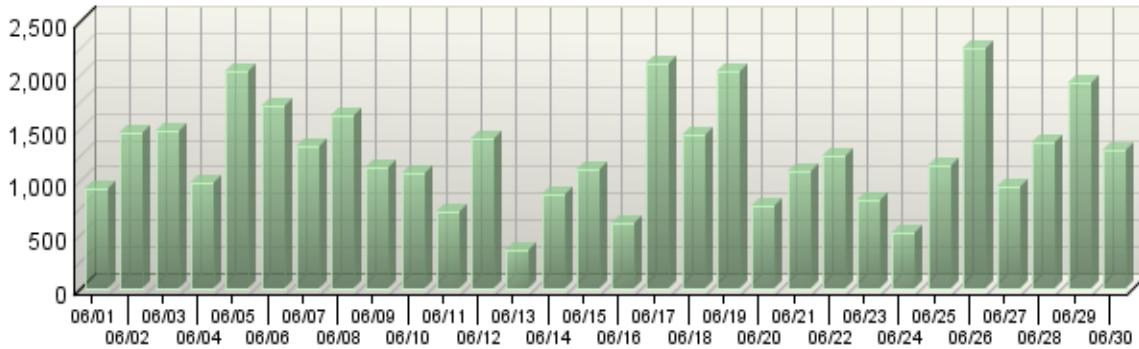
Visitors Trend

Day	Active Visits	Visitors	New Visitors
06/01	158	134	0
06/02	322	260	0
06/03	193	135	0
06/04	215	163	0
06/05	348	273	0
06/06	350	281	0
06/07	320	274	0
06/08	303	236	0
06/09	296	251	0
06/10	207	149	0
06/11	229	182	0
06/12	329	277	0
06/13	317	269	0
06/14	355	305	0
06/15	306	241	0
06/16	331	265	0
06/17	242	190	0
06/18	238	191	0
06/19	295	238	0
06/20	307	256	0
06/21	300	260	0
06/22	274	231	0
06/23	349	269	0
06/24	220	163	0

Day	Active Visits	Visitors	New Visitors
06/25	261	200	0
06/26	344	278	0
06/27	334	278	0
06/28	298	237	0
06/29	368	301	0
06/30	350	267	0
Average	**291**	**235**	**0**
Total	**-**	**-**	**0**

items 1-20 of 30

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
06/01	00:05:58	943.63
06/02	00:04:31	1,455.78
06/03	00:07:40	1,482.05
06/04	00:04:35	987.78
06/05	00:05:49	2,027.7
06/06	00:04:53	1,714.42
06/07	00:04:08	1,324.5
06/08	00:05:21	1,624.8
06/09	00:03:51	1,140.27
06/10	00:05:11	1,076.07
06/11	00:03:06	710.47
06/12	00:04:15	1,402.08
06/13	00:01:06	351.82
06/14	00:02:30	890.18
06/15	00:03:37	1,107.52
06/16	00:01:51	617.07
06/17	00:08:42	2,106.8
06/18	00:06:04	1,444.83
06/19	00:06:54	2,036.18
06/20	00:02:32	780.08
06/21	00:03:40	1,100.5
06/22	00:04:29	1,232.17
06/23	00:02:22	831.15
06/24	00:02:21	518.82
06/25	00:04:26	1,158.67
06/26	00:06:32	2,248.03
06/27	00:02:50	947.43

Day	Average Visit Duration	Visitor Minutes
06/28	00:04:33	1,358.68
06/29	00:05:13	1,921.3
06/30	00:03:40	1,286.93
Average	**-**	**1,260.92**
Total	**-**	**37,827.72**

items 1-20 of 30

Visitors Trend - Help Card

Column Definitions

Time Interval (hour, day, etc.)

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

Active Visits

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

Visitors

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

New Visitors

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

Average Visit Duration

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

Visitor Minutes

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

Report Descriptions

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

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

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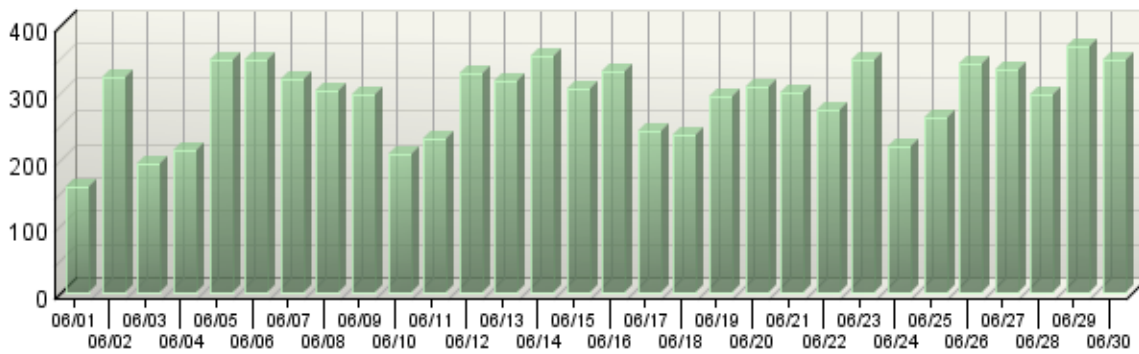
Average - This row gives the average for each column.

Visits Trend

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

Visits Trend

Visits Trend

Day	Visits	% Visits
06/01	158	1.81%
06/02	322	3.68%
06/03	192	2.20%
06/04	214	2.45%
06/05	347	3.97%
06/06	349	3.99%
06/07	319	3.65%
06/08	302	3.45%
06/09	296	3.39%
06/10	207	2.37%
06/11	229	2.62%
06/12	328	3.75%
06/13	317	3.63%
06/14	355	4.06%
06/15	306	3.50%
06/16	330	3.77%
06/17	241	2.76%
06/18	237	2.71%
06/19	294	3.36%

Day	Visits	% Visits
06/20	307	3.51%
06/21	300	3.43%
06/22	274	3.13%
06/23	349	3.99%
06/24	220	2.52%
06/25	261	2.99%
06/26	342	3.91%
06/27	333	3.81%
06/28	297	3.40%
06/29	367	4.20%
06/30	349	3.99%
Total	**8,742**	**100.00%**

items 1-20 of 30

Visits Trend - Help Card

Column Definitions

Time Interval (hour, day, etc.)

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

Visits

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

%

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

Report Descriptions

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

Domain Names

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

Domain Names
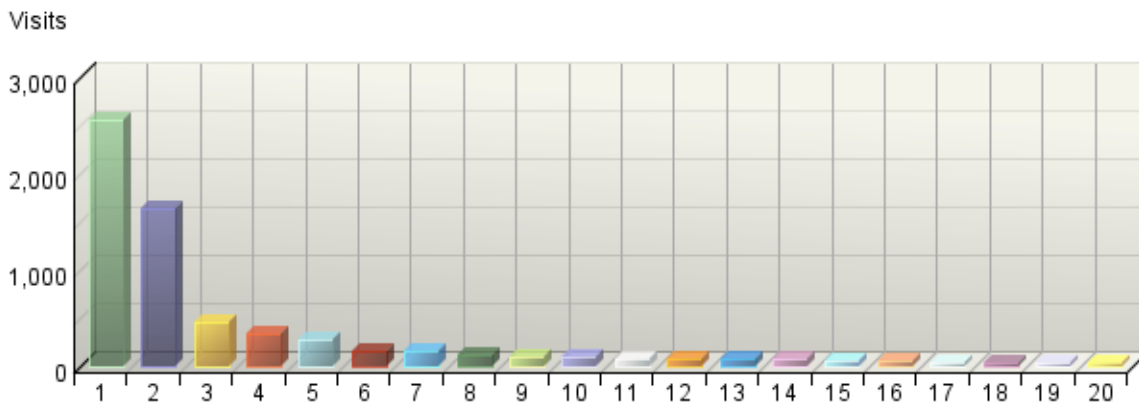
Domain Names

	Domain Name	Visits	% Visits	Hits
1.	inktomisearch.com	2,566	29.35%	3,248
2.	Unresolved IP Address	1,641	18.77%	21,544
3.	aol.com	464	5.31%	632
4.	googlebot.com	331	3.79%	3,024
5.	epa.gov	270	3.09%	7,361
6.	yahoo.com	161	1.84%	964
7.	msn.com	161	1.84%	328
8.	ask.com	126	1.44%	293
9.	comcast.net	108	1.24%	1,792
10.	sitagroup.com	90	1.03%	179
11.	rr.com	88	1.01%	1,006
12.	phx.gbl	86	0.98%	211
13.	ibm.com	81	0.93%	151
14.	verizon.net	76	0.87%	1,132
15.	cyberalert.com	52	0.59%	387
16.	bellsouth.net	50	0.57%	1,282
17.	cox.net	48	0.55%	855
18.	allresearch.com	48	0.55%	116

	Domain Name	Visits	% Visits	Hits
■ 19.	airband.net	48	0.55%	443
■ 20.	exabot.com	45	0.51%	98
	Subtotal for rows: 1 - 20	**6,540**	**74.81%**	**45,046**
	Other	**2,202**	**25.19%**	**27,130**
	Total	**8,742**	**100.00%**	**72,176**

items 1-20 of 894

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	4,891	55.95%	18,334
■ Unresolved IP Address	1,641	18.77%	21,544
■ Network	1,018	11.64%	15,166
■ Unknown	555	6.35%	5,759
■ Government	351	4.02%	8,231
■ Education	195	2.23%	2,094
■ Military	51	0.58%	583
■ Organization	38	0.43%	420
■ ARPANET	2	0.02%	45
Total	**8,742**	**100.00%**	**72,176**

items 1-9 of 9

Top-Level Domain Types - Help Card

Column Definitions

Reserved IP Address

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

Unresolved IP Address

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

Unknown

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

Top-Level Domain

The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

- ARPANET: .arpa
- Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz
- Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn
- International: .int .int.co .int.ve .intl.tn
- Government: .gov .gov.[country code] .gove.[country code] .go.[country code]
- Military: .mil .mil.[country code]
- Network: .net .ad.jp .ne.kr .net.[country code]
- Organization: .org .or .org.[country code] .or.[country code]
- Personal: .name

Visits

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

Hits

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

Report Descriptions

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

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

Geography Dashboard

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

Regions

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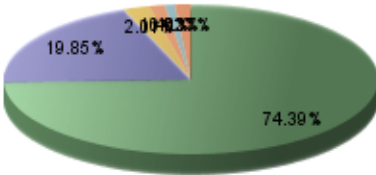
- North America
- Unspecified Region
- Western Europe
- Asia
- South America
- Other

Countries
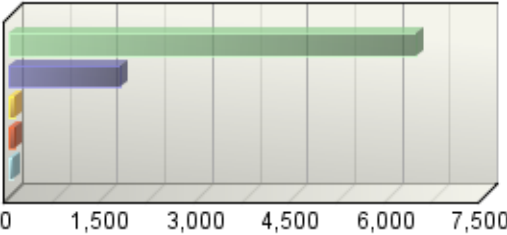
Visits

- 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
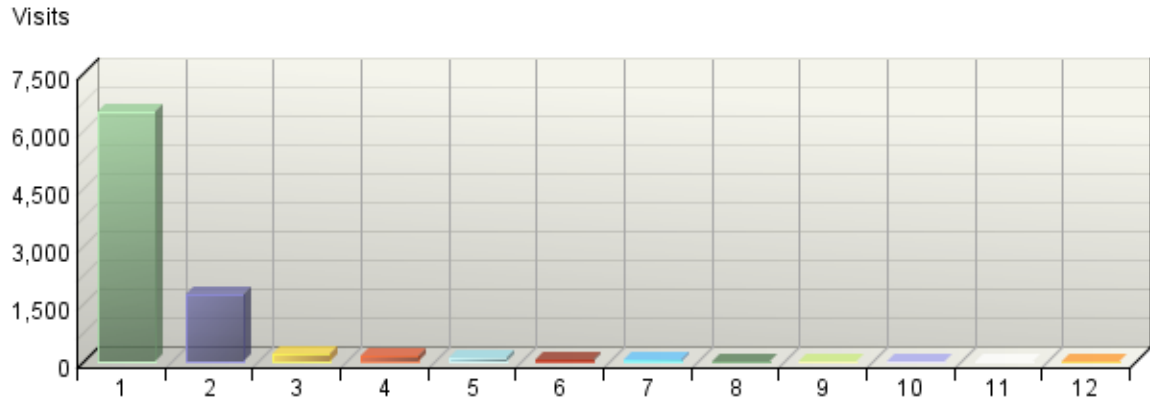
Regions

	Regions	Visits	% Visits
1.	North America	6,503	74.39%
2.	Unspecified Region	1,735	19.85%
3.	Western Europe	176	2.01%
4.	Asia	128	1.46%
5.	South America	80	0.92%
6.	Middle East	44	0.50%
7.	Eastern Europe	31	0.35%
8.	Australia	19	0.22%
9.	Northern Europe	12	0.14%
10.	Southern Africa	9	0.10%
11.	Pacific Islands	4	0.05%
12.	Western Africa	1	0.01%
	Total	**8,742**	**100.00%**

items 1-12 of 12

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
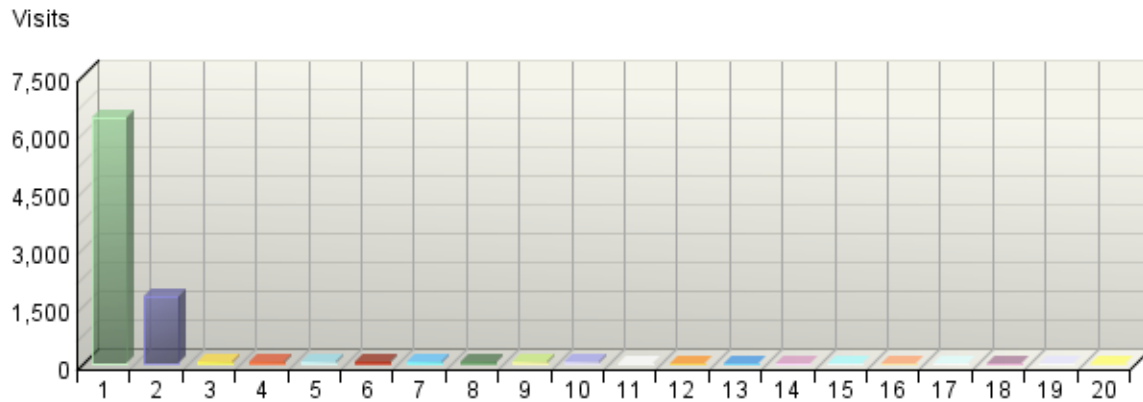
Visits

Countries

	Countries	Visits	% Visits
1.	United States (US)	6,420	73.44%
2.	Unknown Country	1,735	19.85%
3.	Netherlands (NL)	73	0.84%
4.	Canada (CA)	67	0.77%
5.	Brazil (BR)	42	0.48%
6.	Saudi Arabia (SA)	29	0.33%
7.	United Kingdom (UK)	27	0.31%
8.	Japan (JP)	26	0.30%
9.	Italy (IT)	26	0.30%
10.	India (IN)	25	0.29%
11.	Singapore (SG)	23	0.26%
12.	Germany (DE)	20	0.23%
13.	Australia (AU)	19	0.22%
14.	Peru (PE)	17	0.19%
15.	Mexico (MX)	16	0.18%
16.	Spain (ES)	13	0.15%
17.	Argentina (AR)	12	0.14%
18.	Thailand (TH)	9	0.10%
19.	Taiwan (TW)	9	0.10%

	Countries	Visits	% Visits
☐ 20.	Korea (South) (KR)	8	0.09%
	Subtotal for rows: 1 - 20	**8,616**	**98.56%**
	Other	**126**	**1.44%**
	Total	**8,742**	**100.00%**

items 1-20 of 60

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
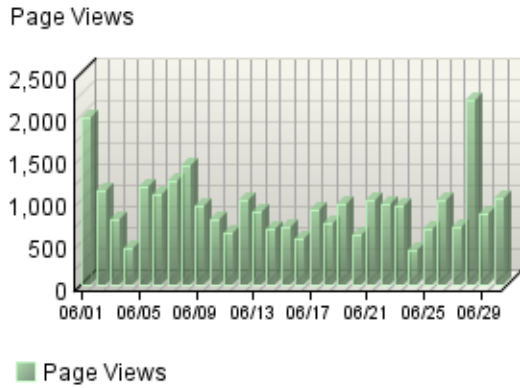
Entry Pages
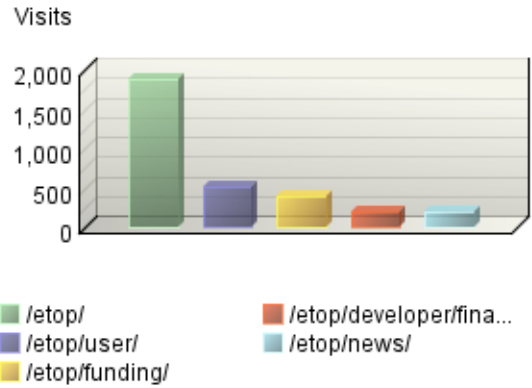
Pages Trend
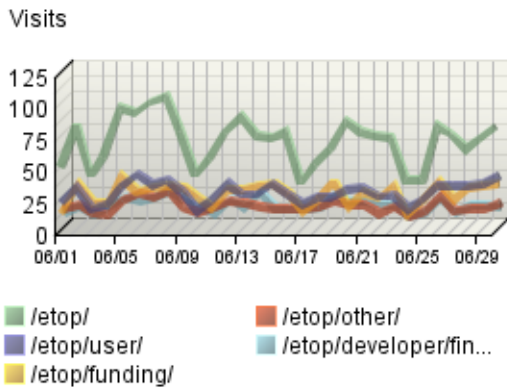
Pages
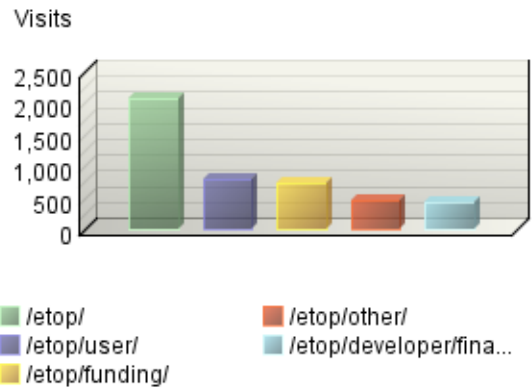
Exit Pages

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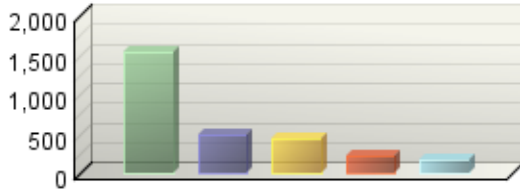
- /etop/
- /etop/news/
- /etop/user/
- /etop/other/
- /etop/funding/

Directories

Visits
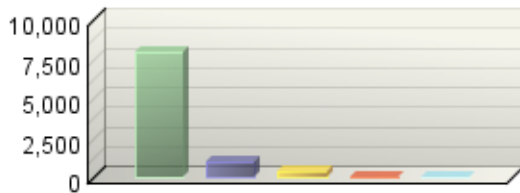
- /etop
- /etopetop
- /environmentaltechn...
- /technology
- /etop/epa/

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
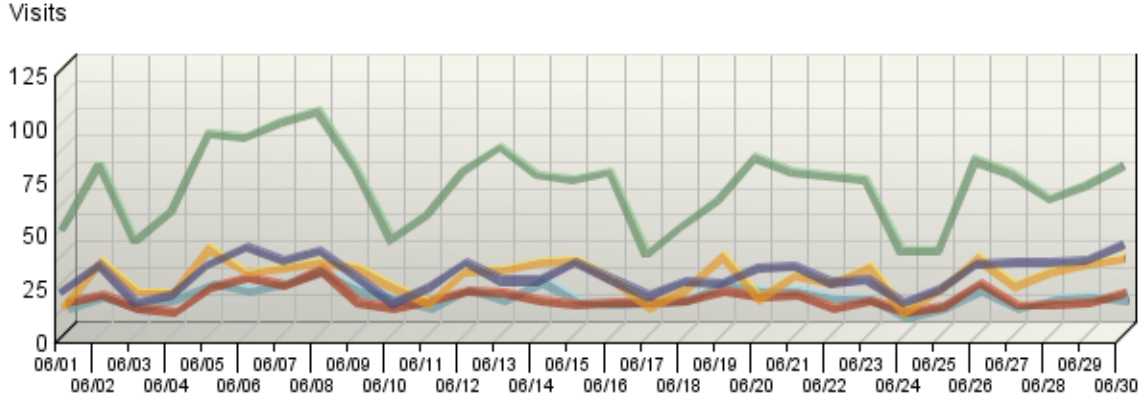
Pages
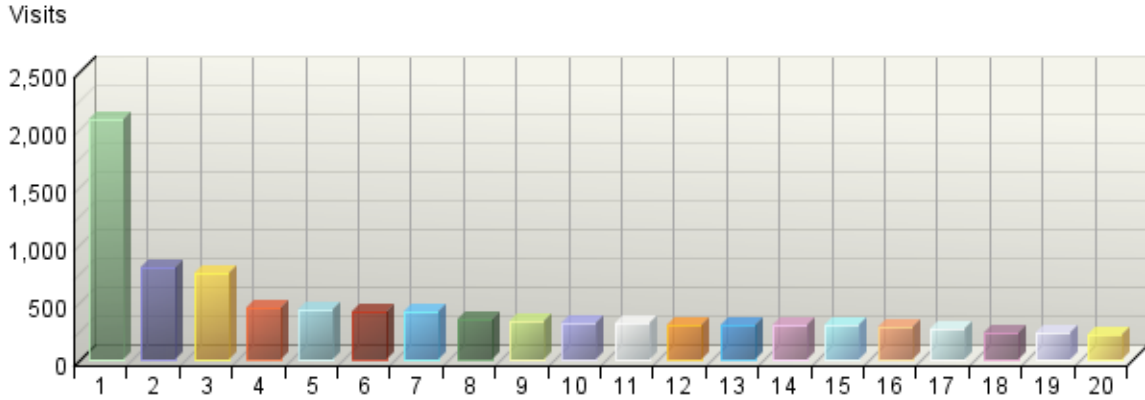
Pages

	Pages	Visits	Views	Average Time Viewed
■ 1.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/	2,083	3,151	00:02:12

	Pages	Visits	Views	Average Time Viewed
■ 2.	**EPA: ETOP: Technology Users: Technology Description Information** http://www.epa.gov/etop/user/	805	1,271	00:01:40
■ 3.	**EPA: ETOP: Current Funding Opportunities** http://www.epa.gov/etop/funding/	746	1,176	00:01:55
■ 4.	**EPA: ETOP: Environmental Technology Resources** http://www.epa.gov/etop/other/	443	554	00:01:02
■ 5.	**EPA: ETOP: Research/Proof of Concept/Development** http://www.epa.gov/etop/developer/financial. html	439	525	00:01:48
■ 6.	**EPA: ETOP: News** http://www.epa.gov/etop/news/	411	535	00:02:34
■ 7.	**EPA: ETOP: For Technology Developers** http://www.epa.gov/etop/developer/	410	608	00:01:48
■ 8.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/epa/	356	471	00:01:52
■ 9.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	329	436	00:02:29
■ 10.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/	318	437	00:02:11
■ 11.	**EPA: ETOP: Information Diffusion/Utilization** http://www.epa.gov/etop/developer/advocacy. html	309	352	00:02:45
■ 12.	**EPA: ETOP: EPA#s Environmental Technology Programs** http://www.epa.gov/etop/continuum/programs. html	305	340	00:03:43
■ 13.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/continuum/	304	381	00:01:21
■ 14.	**EPA: ETOP: Subscribe to EnvirotechNews** http://www.epa.gov/etop/envirotechnews/	302	364	00:03:09
■ 15.	**EPA: ETOP: Commercialization** http://www.epa.gov/etop/developer/marketing. html	293	362	00:01:20
■ 16.	**EPA: ETOP: About ETOP** http://www.epa.gov/etop/about_etop/	285	415	00:01:37
■ 17.	**EPA: ETOP: Demonstration/Verification** http://www.epa.gov/etop/developer/demo.html	263	350	00:01:52
■ 18.	**EPA: ETOP: Integrated Database Search** http://www.epa.gov/etop/search/	225	275	00:01:12

	Pages	Visits	Views	Average Time Viewed
■ 19.	**EPA: ETOP: If you're saying "If only I had a technology that could solve** http://www.epa.gov/etop/techconnection/techconnection.html	225	252	00:02:30
■ 20.	**EPA: ETOP: Where You Live** http://www.epa.gov/etop/whereyoulive/	219	301	00:01:39
	Subtotal for rows: 1 - 20	**-**	**12,556**	**-**
	Other	**-**	**15,505**	**-**
	Total	**-**	**28,061**	**-**

items 1-20 of 699

Pages

	Pages	Average Time to Serve (ms)
■ 1.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/	0
■ 2.	**EPA: ETOP: Technology Users: Technology Description Information** http://www.epa.gov/etop/user/	0
■ 3.	**EPA: ETOP: Current Funding Opportunities** http://www.epa.gov/etop/funding/	0
■ 4.	**EPA: ETOP: Environmental Technology Resources** http://www.epa.gov/etop/other/	0
■ 5.	**EPA: ETOP: Research/Proof of Concept/Development** http://www.epa.gov/etop/developer/financial.html	0
■ 6.	**EPA: ETOP: News** http://www.epa.gov/etop/news/	0
■ 7.	**EPA: ETOP: For Technology Developers** http://www.epa.gov/etop/developer/	0
■ 8.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/epa/	0
■ 9.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	0
■ 10.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/	0
■ 11.	**EPA: ETOP: Information Diffusion/Utilization** http://www.epa.gov/etop/developer/advocacy.html	0

	Pages	Average Time to Serve (ms)
■ 12.	**EPA: ETOP: EPA#s Environmental Technology Programs** http://www.epa.gov/etop/continuum/programs.html	0
■ 13.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/continuum/	0
■ 14.	**EPA: ETOP: Subscribe to EnvirotechNews** http://www.epa.gov/etop/envirotechnews/	0
■ 15.	**EPA: ETOP: Commercialization** http://www.epa.gov/etop/developer/marketing.html	0
■ 16.	**EPA: ETOP: About ETOP** http://www.epa.gov/etop/about_etop/	0
■ 17.	**EPA: ETOP: Demonstration/Verification** http://www.epa.gov/etop/developer/demo.html	0
■ 18.	**EPA: ETOP: Integrated Database Search** http://www.epa.gov/etop/search/	0
■ 19.	**EPA: ETOP: If you're saying "If only I had a technology that could solve** http://www.epa.gov/etop/techconnection/techconnection.html	0
■ 20.	**EPA: ETOP: Where You Live** http://www.epa.gov/etop/whereyoulive/	0
	Subtotal for rows: 1 - 20	-
	Other	-
	Total	-

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
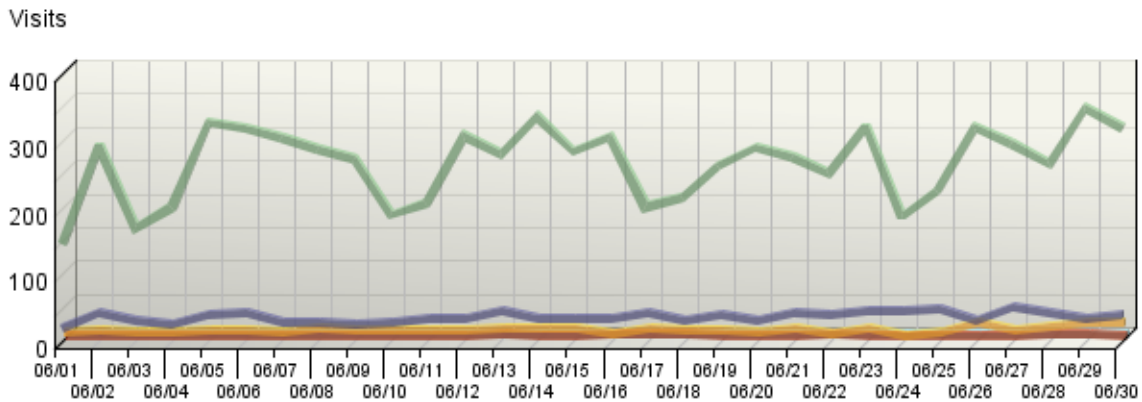
Directories
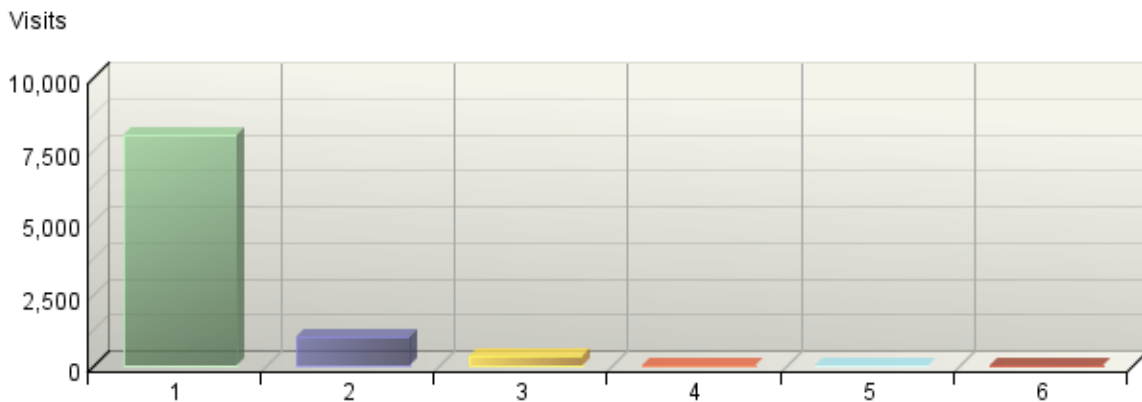
Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
1.	http://www.epa.gov/etop	7,972	66,279	1,139,857
2.	http://www.epa.gov/environmentaltechnology	997	4,552	70,613
3.	http://www.epa.gov/etop/epa/	356	471	13,409
4.	http://www.epa.gov/etopetop	24	779	30,493

Path To Directory	Visits	Hits	Kbytes Transferred
▪ 5. http://www.epa.gov/technology	6	41	649
▪ 6. http://www.epa.gov/etop/epa/..	2	54	1,455
Total	**-**	**72,176**	**1,256,473**

items 1-6 of 6

Directories - Help Card

Column Definitions

Path to Directory

The full URL path to the directory being analyzed.

Visits

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

Hits

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

Kbytes Transferred

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

Report Descriptions

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

Files Dashboard

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

Accessed File Types by Files

Downloaded Files Trend

Hits Trend

Hit Summary

Successful Hits for Entire Site	72,176
Average Hits per Day	2,405
Home Page Hits	272

Downloaded Files

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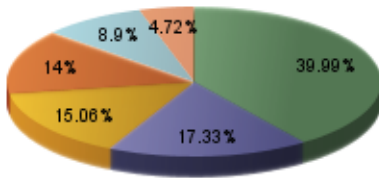
Downloaded Files Trend

Downloaded Files
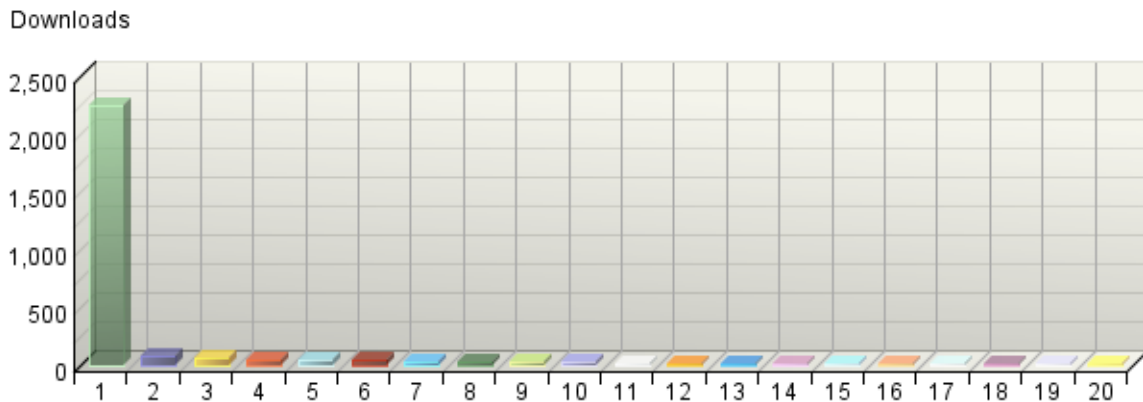
Downloaded Files

		Downloaded Files	Downloads	% Downloads	Visits
■	1.	http://www.epa.gov/etop/nacept/NACEPT Report FINAL_May 9 06.pdf	2,245	75.59%	312
■	2.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_5_06.pdf	76	2.56%	47
■	3.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_0606.pdf	65	2.19%	35

	Downloaded Files	Downloads	% Downloads	Visits
4.	http://www.epa.gov/etop/envirotechnews/envirotechnews_12_05.pdf	49	1.65%	40
5.	http://www.epa.gov/etop/envirotechnews/envirotechnews_4_06.pdf	47	1.58%	43
6.	http://www.epa.gov/etop/forum/etc_memo.pdf	43	1.45%	33
7.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1_06.pdf	40	1.35%	39
8.	http://www.epa.gov/etop/envirotechnews/envirotechnews_2_06.pdf	40	1.35%	35
9.	http://www.epa.gov/etop/envirotechnews/envirotechnews_3_06.pdf	29	0.98%	28
10.	http://www.epa.gov/etop/forum/etc_charter_2-5-04.pdf	29	0.98%	21
11.	http://www.epa.gov/etop/envirotechnews/envirotechnews_6_05.pdf	23	0.77%	22
12.	http://www.epa.gov/etop/envirotechnews/envirotechnews_7_05.pdf	22	0.74%	21
13.	http://www.epa.gov/etop/envirotechnews/envirotechnews_11_05.pdf	19	0.64%	18
14.	http://www.epa.gov/etop/envirotechnews/envirotechnews_8_05.pdf	19	0.64%	19
15.	http://www.epa.gov/etop/envirotechnews/envirotechnews_10_05.pdf	17	0.57%	17
16.	http://www.epa.gov/etop/envirotechnews/envirotechnews_9_05.pdf	16	0.54%	14
17.	http://www.epa.gov/etop/envirotechnews/envirotechnews_5_05.pdf	16	0.54%	15
18.	http://www.epa.gov/etop/envirotechnews/envirotechnews_4_05.pdf	15	0.51%	15
19.	http://www.epa.gov/etop/etc/etc_memo.pdf	15	0.51%	15
20.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1_05.pdf	13	0.44%	13
	Subtotal for rows: 1 - 20	**2,838**	**95.56%**	**802**
	Other	**132**	**4.44%**	**128**
	Total	**2,970**	**100.00%**	**930**

items 1-20 of 44

Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

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

Visits

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

Report Descriptions

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

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Activity Dashboard

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

Hits by Hour of the Day

Hits by Day of the Week

Least Active Summary

Least Active Date	6/24/06
Number of Hits on Least Active Date	703
Least Active Day of the Week	Sunday
Least Active Hour of the Day	00:00-00:59

Activity on Weekdays Summary

Total Hits Weekdays	61,621
Total Visits Weekdays	6,941
Average Number of Visits per day on Weekdays	315
Average Number of Hits per day on Weekdays	2,800

Activity on Weekends Summary

Total Hits Weekend	10,555
Total Visits Weekend	1,801
Average Number of Visits per Weekend	450
Average Number of Hits per Weekend	2,638

Most Active Summary

| Most Active Date	6/8/06
Number of Hits on Most Active Date	3,846
Most Active Day of the Week	Thursday
Most Active Hour of the Day	11:00-11:59

Bandwidth: Kbytes Transferred Trend
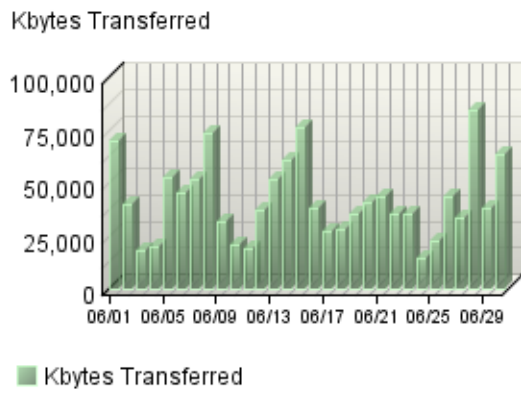
Browsers and Platforms Dashboard

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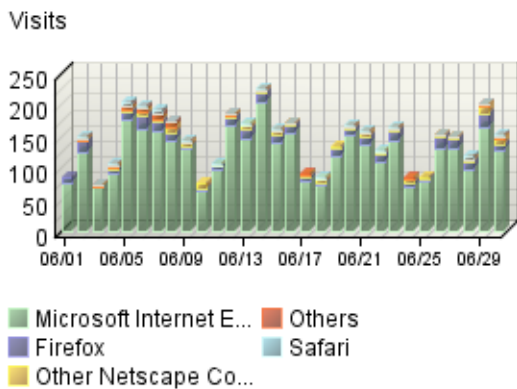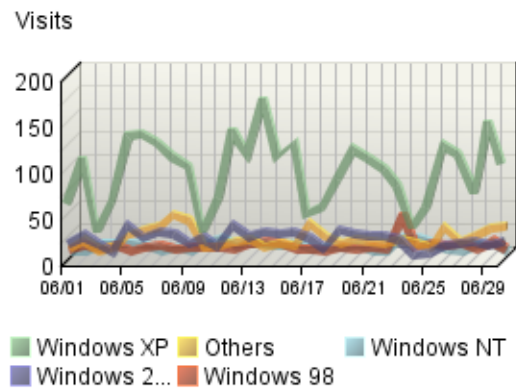
Browsers
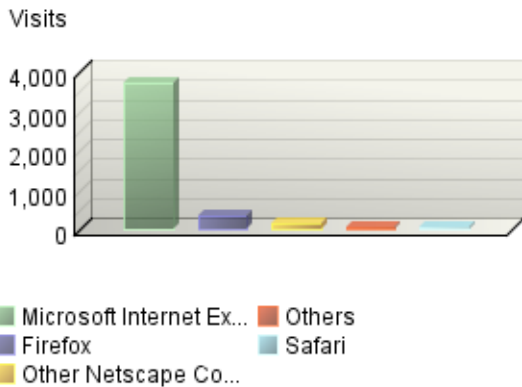
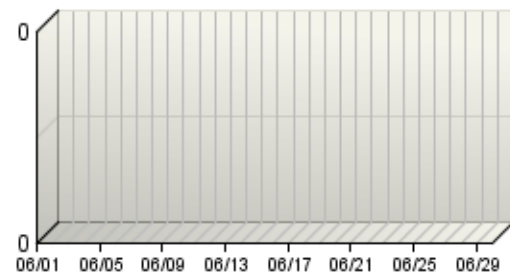**Spiders**
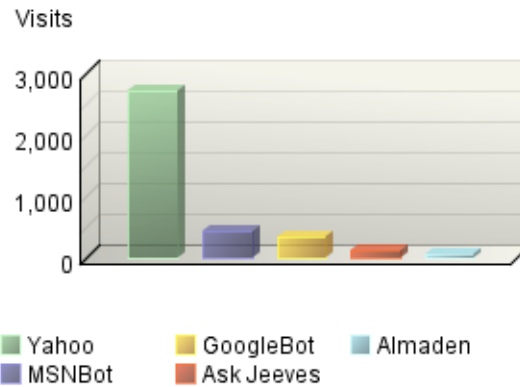
Browsers Trend

Platforms Trend

Technical Dashboard

This dashboard summarizes important information related to online technical activity.
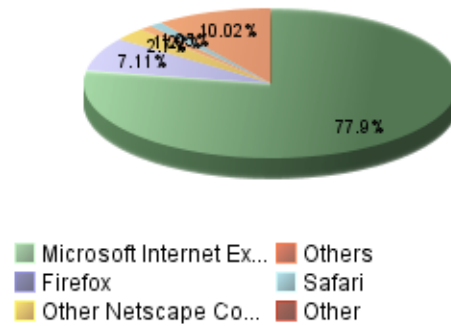
Average Time to Serve Pages

Browsers by Version
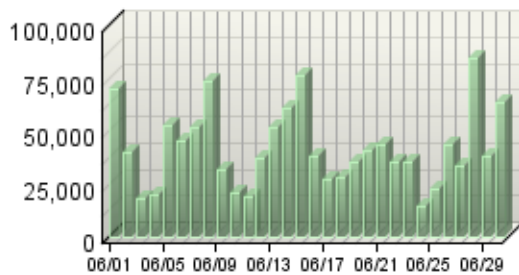
Bandwidth: Kbytes Transferred Trend

Technical Summary

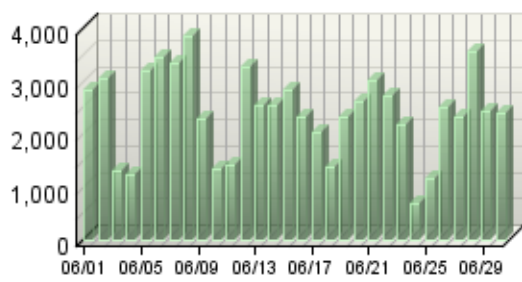| Total Hits	74,180
Successful Hits	72,176
Successful Hits (as Percent)	97.30%
Failed Hits	2,004
Failed Hits (as Percent)	2.70%
Cached Hits	14,716
Cached Hits (as Percent)	19.84%

Browsing Hours
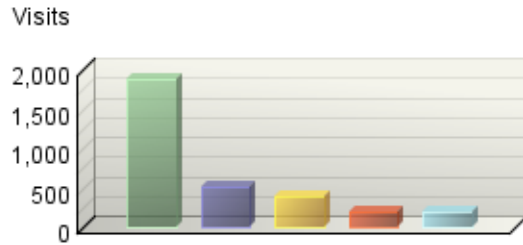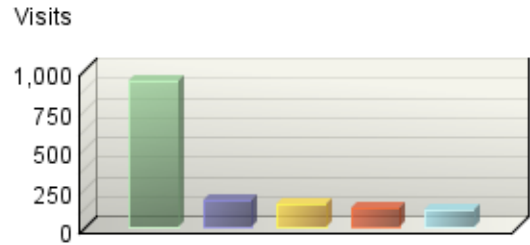
Visits
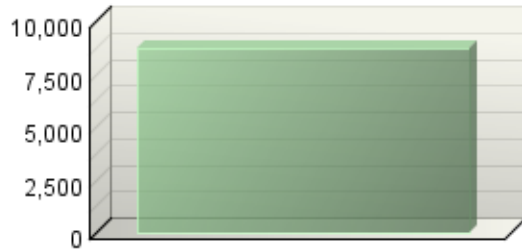
Unknown browsing hour

Hits Trend

Hits

Hits

Navigation Dashboard

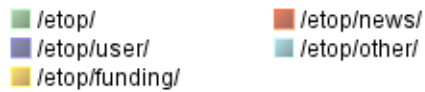This dashboard summarizes important information related to online navigation.

Entry Pages

Visits

- /etop/
- /etop/user/
- /etop/funding/
- /etop/developer/fina...
- /etop/news/

Single-Page Visits

Visits

- /etop/
- /etop/funding/
- /etop/user/
- /etop/developer/fina...
- /etop/news/

Exit Pages

Visits

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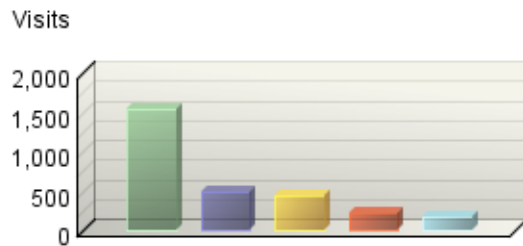
Errors Dashboard

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

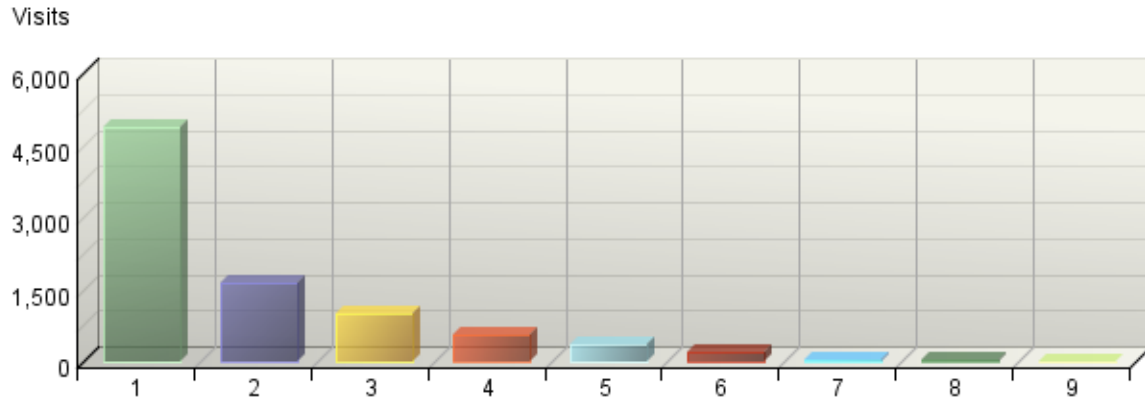|	
Total Hits	74,180
Successful Hits	72,176
Successful Hits (as Percent)	97.30%
Failed Hits	2,004
Failed Hits (as Percent)	2.70%
Cached Hits	14,716
Cached Hits (as Percent)	19.84%

Client Errors
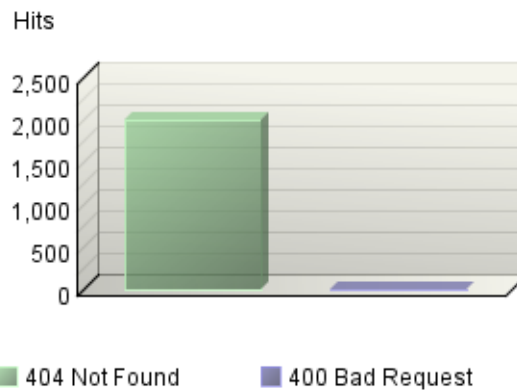
File Not Found Errors

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	4,891	55.95%	18,334
Unresolved IP Address	1,641	18.77%	21,544
Network	1,018	11.64%	15,166
Unknown	555	6.35%	5,759
Government	351	4.02%	8,231
Education	195	2.23%	2,094
Military	51	0.58%	583
Organization	38	0.43%	420
ARPANET	2	0.02%	45
Total	**8,742**	**100.00%**	**72,176**

items 1-9 of 9

Top-Level Domain Types - Help Card

Column Definitions

Reserved IP Address

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

Unresolved IP Address

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

Unknown

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

Top-Level Domain

The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

- ARPANET: .arpa
- Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz
- Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn
- International: .int .int.co .int.ve .intl.tn
- Government: .gov .gov.[country code] .gove.[country code] .go.[country code]
- Military: .mil .mil.[country code]
- Network: .net .ad.jp .ne.kr .net.[country code]
- Organization: .org .or .org.[country code] .or.[country code]
- Personal: .name

Visits

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

Hits

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

Report Descriptions

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

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