

ETOP Monthly Report

Monthly View: March 2006

March 1, 2006 12:00:00 AM – March 31, 2006 11:59:59 PM

This report was generated by WebTrends 7 - Small Business, Version: 7.5b, Build: 18303 .
Monday, April 3, 2006 9:50:07 AM
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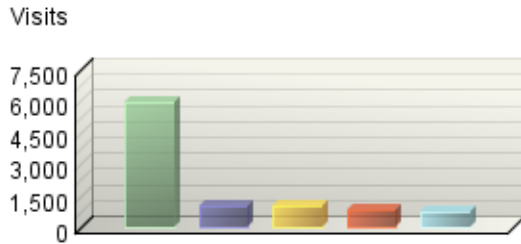
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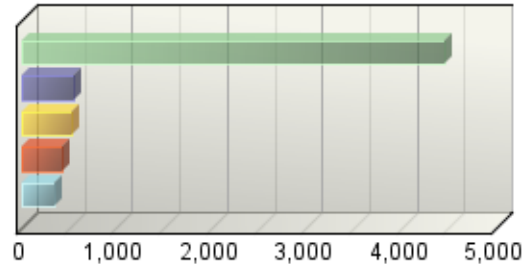
Overview Dashboard

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.

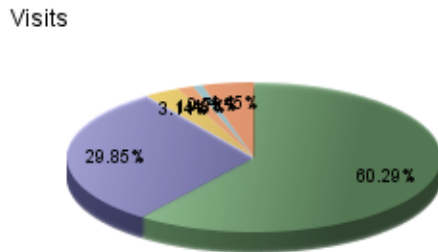
Pages



Exit Pages



Referring Site

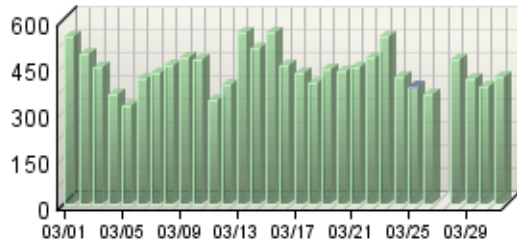


Visit Summary

Visits	13,134
Average per Day	423
Average Visit Duration	00:15:11
Median Visit Duration	00:01:39
International Visits	7.73%
Visits of Unknown Origin	17.74%
Visits from Your Country: United States (US)	74.53%

New vs. Returning Visitors Trend

Visits

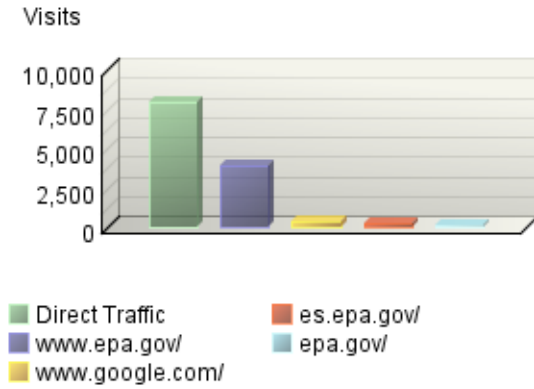


- Visitors Not Accepting Cookies
- Returning Visitors

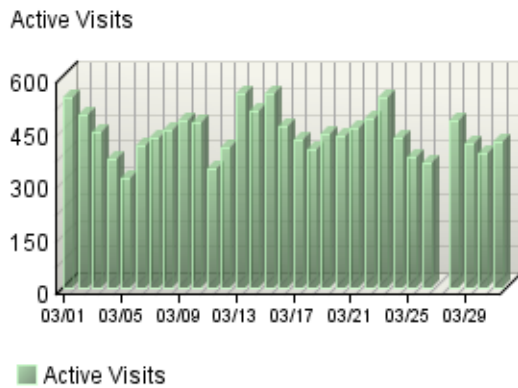
Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site



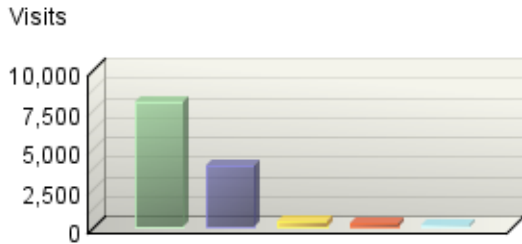
Active Visits Trend



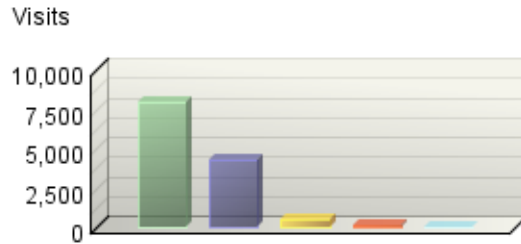
Referrers Dashboard

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.

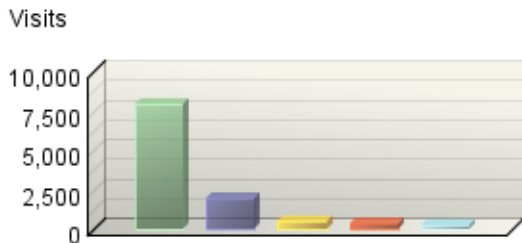
Referring Site



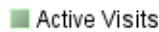
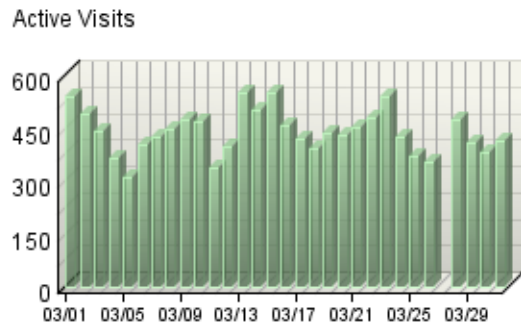
Referring Domain



Referring Page



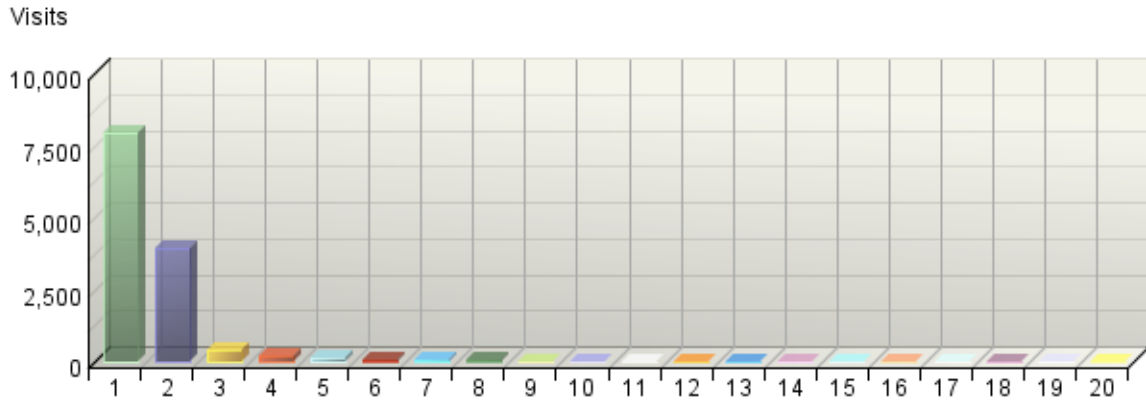
Active Visits Trend



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	7,918	60.29%
2. http://www.epa.gov/	3,920	29.85%
3. http://www.google.com/	413	3.14%
4. http://es.epa.gov/	195	1.48%
5. http://epa.gov/	104	0.79%
6. http://search.yahoo.com/	65	0.49%
7. http://www.emeryenergy.com/	42	0.32%
8. http://www.google.co.in/	36	0.27%
9. http://64.233.179.104/	33	0.25%
10. http://nlquery.epa.gov/	29	0.22%
11. http://search.msn.com/	28	0.21%
12. http://www.google.ca/	24	0.18%
13. http://www.google.co.uk/	18	0.14%
14. http://oaspub.epa.gov/	17	0.13%
15. http://www.nmar.com:8080/	13	0.10%
16. http://newsag.com/	12	0.09%
17. http://firstgovsearch.gov/	9	0.07%
18. http://www.google.it/	9	0.07%

	Site	Visits	% Visits
19.	http://www.weblinkvalidator.com/	9	0.07%
20.	http://www.google.de/	8	0.06%
Subtotal for rows: 1 - 20		12,902	98.23%
Other		232	1.77%
Total		13,134	100.00%

items 1-20 of 154

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.



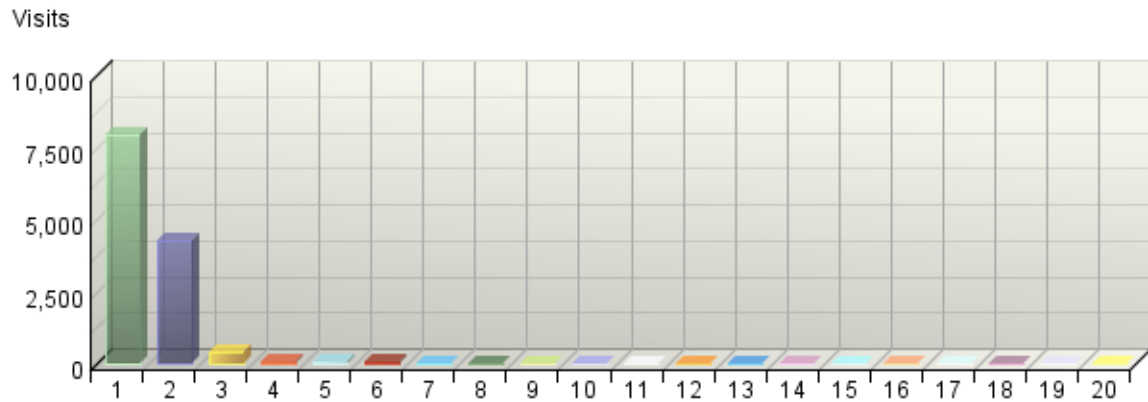
Report Descriptions

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	7,918	60.29%
2.	epa.gov	4,271	32.52%
3.	google.com	428	3.26%
4.	yahoo.com	76	0.58%
5.	emeryenergy.com	42	0.32%
6.	google.co.in	36	0.27%
7.	64.233.179.104	33	0.25%
8.	msn.com	29	0.22%
9.	google.ca	25	0.19%
10.	google.co.uk	19	0.14%
11.	nmar.com	13	0.10%
12.	newsag.com	12	0.09%
13.	firstgovsearch.gov	9	0.07%
14.	google.it	9	0.07%
15.	weblinkvalidator.com	9	0.07%
16.	google.com.my	8	0.06%
17.	htfwo.org	8	0.06%
18.	jaja-jak-globusy.com	8	0.06%

	Domain	Visits	% Visits
■	19. http	8	0.06%
■	20. google.de	8	0.06%
Subtotal for rows: 1 - 20		12,969	98.74%
	Other	165	1.26%
	Total	13,134	100.00%

items 1-20 of 128

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.



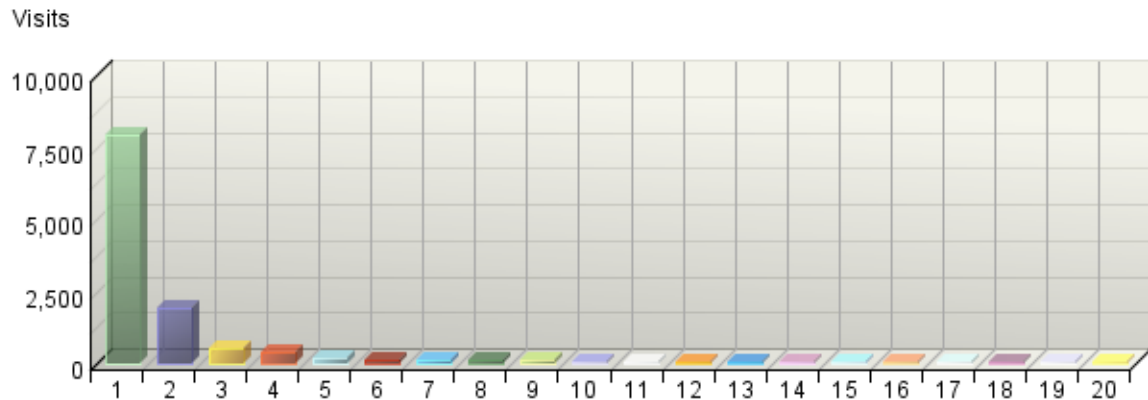
Report Descriptions

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	7,918	60.29%
2.	http://www.epa.gov/	1,900	14.47%
3.	http://www.epa.gov/etop/index.html	519	3.95%
4.	http://www.google.com/search	407	3.10%
5.	http://www.epa.gov/ebtpages/environmentaltechnology.html	216	1.64%
6.	http://www.epa.gov/etop/user/	139	1.06%
7.	http://www.epa.gov	127	0.97%
8.	http://www.epa.gov/epahome/quickfinder.htm	108	0.82%
9.	http://www.epa.gov/etop/	105	0.80%
10.	http://www.epa.gov/cgi-bin/epalink	96	0.73%
11.	http://www.epa.gov/etop/epa/index.html	91	0.69%
12.	http://www.epa.gov/etv/	84	0.64%
13.	http://epa.gov/	83	0.63%
14.	http://www.epa.gov/etop/developer/financial.html	75	0.57%
15.	http://es.epa.gov/ncer/sbir/	67	0.51%
16.	http://www.epa.gov/etop/funding/	66	0.50%
17.	http://search.yahoo.com/search	62	0.47%
18.	http://es.epa.gov/ncer/other/	60	0.46%

	Page	Visits	% Visits
■	19. http://www.emeryenergy.com/gasification.html	42	0.32%
■	20. http://www.epa.gov/etop/developer/index.html	40	0.30%
	Subtotal for rows: 1 - 20	12,205	92.93%
	Other	929	7.07%
	Total	13,134	100.00%

items 1-20 of 336

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.



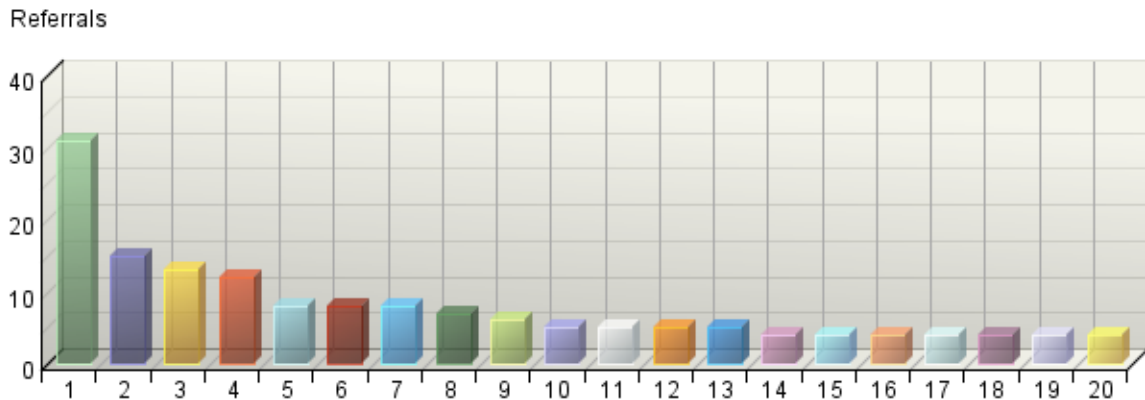
Report Descriptions

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	31	3.31%
	Google	19	2.03%
	MSN	4	0.43%
	Google Israel	2	0.21%
	Google India	1	0.11%
	Yahoo Hong Kong	1	0.11%
2. environmental technology	Yahoo	15	1.60%
	Google	6	0.64%
	MSN	5	0.53%
	MSN	3	0.32%
	Google India	1	0.11%
3. arsenic mcl	Google	13	1.39%
	Google	12	1.28%
	Google Puerto Rico	1	0.11%
4. environmental technology council	Google India	12	1.28%
	Google	5	0.53%
	Google	4	0.43%
	Yahoo	2	0.21%

	Phrases Engines	Referrals	% Referrals
	Google UK	1	0.11%
■ 5.	application of microarray	8	0.85%
	Google	8	0.85%
■ 6.	new environmental technology	8	0.85%
	Google	4	0.43%
	Google Canada	2	0.21%
	Google Poland	1	0.11%
	Google Italy	1	0.11%
■ 7.	environment technology	8	0.85%
	Google	5	0.53%
	Google India	1	0.11%
	Google Chile	1	0.11%
	Google Italy	1	0.11%
■ 8.	map us	7	0.75%
	Google	5	0.53%
	Google Canada	2	0.21%
■ 9.	technology opportunities	6	0.64%
	Google	4	0.43%
	Yahoo	1	0.11%
	MSN	1	0.11%
■ 10.	david holst-grubbe	5	0.53%
	Google	4	0.43%
	Yahoo	1	0.11%
■ 11.	map u.s.	5	0.53%
	Google	5	0.53%
■ 12.	coal gasification problems	5	0.53%
	Google	4	0.43%
	Yahoo	1	0.11%
■ 13.	harc emissions conference us	5	0.53%
	MSN	5	0.53%
■ 14.	ion exchange and renovation secondary effluent	4	0.43%
	Yahoo	4	0.43%
■ 15.	environmental technologies	4	0.43%
	Google	3	0.32%
	Google Canada	1	0.11%
■ 16.	top	4	0.43%
	dogpile	4	0.43%
■ 17.	cafo pollution	4	0.43%
	Google	4	0.43%
■ 18.	e-top	4	0.43%

	Phrases	Engines	Referrals	% Referrals
	Google	Germany	2	0.21%
	Google	Australia	1	0.11%
	Google		1	0.11%
■ 19.	new environmental technologies		4	0.43%
	Google		2	0.21%
	Google	UK	1	0.11%
	MSN		1	0.11%
■ 20.	crada		4	0.43%
	Google		2	0.21%
	MSN		2	0.21%
Subtotal for rows: 1 - 20			156	16.65%
Other			781	83.35%
Total			937	100.00%

items 1-20 of 200

Search Phrases - Help Card



Column Definitions

Phrase

The search phrase a visitor used to find your site.

Engines

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

Referrals

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

%

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



Report Descriptions

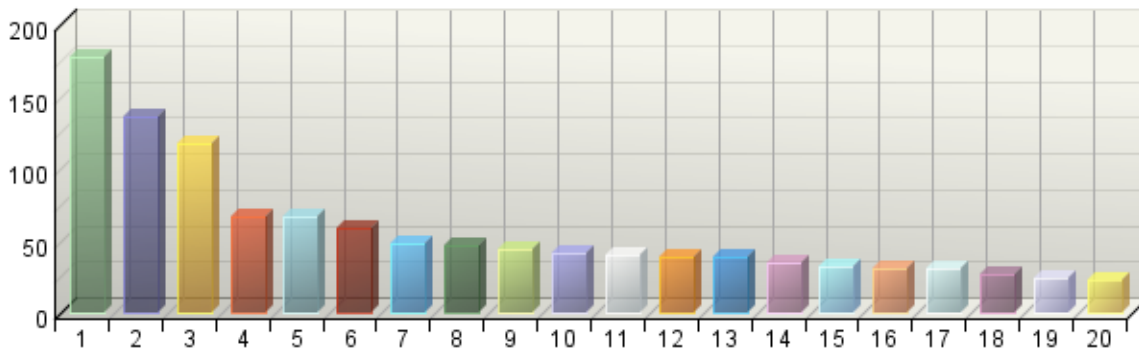
How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?

Search Keywords

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

Search Keywords

Referrals



Search Keywords

Keywords	Engines	Referrals	% Referrals
1. technology	Google	94	2.54%
	Yahoo	29	0.78%
	Google Canada	13	0.35%
	Google India	10	0.27%
	MSN	7	0.19%
	Google	177	4.78%
2. environmental	Google	65	1.75%
	Yahoo	25	0.67%
	Google Canada	13	0.35%
	MSN	8	0.22%
	Google India	8	0.22%
	Google	136	3.67%
3. epa	Google	100	2.70%
	MSN	6	0.16%
	Yahoo	6	0.16%
	Google Italy	2	0.05%
	Google Canada	1	0.03%
	Google	118	3.19%

	Keywords Engines	Referrals	% Referrals
■ 4.	for	67	1.81%
	Google	41	1.11%
	Google India	6	0.16%
	Yahoo	5	0.13%
	MSN	5	0.13%
	Google UK	3	0.08%
■ 5.	of	67	1.81%
	Google	40	1.08%
	MSN	7	0.19%
	Google Canada	5	0.13%
	Yahoo	5	0.13%
	Google UK	3	0.08%
■ 6.	etop	58	1.57%
	Google India	24	0.65%
	Google	16	0.43%
	Yahoo	6	0.16%
	Google Brazil	2	0.05%
	MSN	2	0.05%
■ 7.	in	48	1.30%
	Google	25	0.67%
	Yahoo	13	0.35%
	Google India	5	0.13%
	Google UK	2	0.05%
	Google Brazil	1	0.03%
■ 8.	funding	46	1.24%
	Google	27	0.73%
	Yahoo	6	0.16%
	MSN	6	0.16%
	Google India	3	0.08%
	Google Taiwan	1	0.03%
■ 9.	2006	44	1.19%
	Google	27	0.73%
	Yahoo	8	0.22%
	Google Spain	3	0.08%
	Google Japan	2	0.05%
	Google India	2	0.05%
■ 10.	new	41	1.11%
	Google	22	0.59%
	Yahoo	5	0.13%
	Google Canada	3	0.08%

	Keywords Engines	Referrals	% Referrals
	Google UK	3	0.08%
	Google Italy	2	0.05%
■ 11.	environment	40	1.08%
	Google	24	0.65%
	Google India	6	0.16%
	Google Canada	3	0.08%
	Yahoo	2	0.05%
	Google Columbia	1	0.03%
■ 12.	technologies	38	1.03%
	Google	27	0.73%
	MSN	4	0.11%
	Google UK	3	0.08%
	Google Canada	1	0.03%
	Google Sweden	1	0.03%
■ 13.	opportunities	38	1.03%
	Google	23	0.62%
	Yahoo	7	0.19%
	MSN	4	0.11%
	Google Canada	2	0.05%
	Google Finland	2	0.05%
■ 14.	to	34	0.92%
	Google	23	0.62%
	Google UK	3	0.08%
	Google Australia	3	0.08%
	Yahoo	3	0.08%
	Google Canada	1	0.03%
■ 15.	water	32	0.86%
	Google	17	0.46%
	Google Australia	4	0.11%
	Google Spain	3	0.08%
	MSN	2	0.05%
	Google UK	2	0.05%
■ 16.	energy	31	0.84%
	Google	22	0.59%
	Yahoo	4	0.11%
	Google UK	2	0.05%
	MSN Spain	1	0.03%
	Google Belgium	1	0.03%
■ 17.	problem	31	0.84%
	Google	17	0.46%

Keywords Engines	Referrals	% Referrals
Yahoo	6	0.16%
Google India	3	0.08%
MSN	3	0.08%
Google Canada	1	0.03%
■ 18. waste	26	0.70%
Google	15	0.40%
Google Canada	2	0.05%
Yahoo	2	0.05%
Google India	2	0.05%
Google Australia	1	0.03%
■ 19. gasification	24	0.65%
Google	17	0.46%
Google Canada	2	0.05%
Google Turkey	1	0.03%
Yahoo	1	0.03%
Google Australia	1	0.03%
■ 20. arsenic	23	0.62%
Google	19	0.51%
Google UK	1	0.03%
Google Spain	1	0.03%
Google Puerto Rico	1	0.03%
Google India	1	0.03%
Subtotal for rows: 1 - 20	1,119	30.21%
Other	2,585	69.79%
Total	3,704	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.

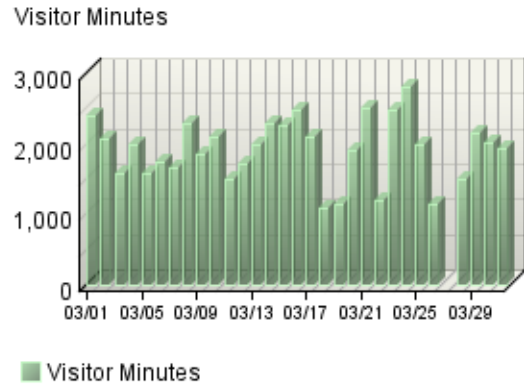
Visitors Dashboard

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



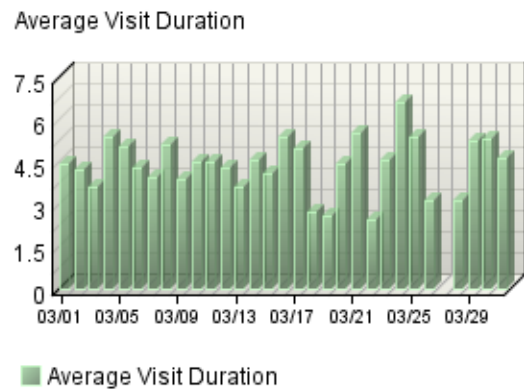
Visitor Summary

Visitors	6,047
Visitors Who Visited Once	4,974
Visitors Who Visited More Than Once	1,073
Average Visits per Visitor	2.17

Visit Summary

Visits	13,134
Average per Day	423
Average Visit Duration	00:15:11
Median Visit Duration	00:01:39
International Visits	7.73%
Visits of Unknown Origin	17.74%
Visits from Your Country: United States (US)	74.53%

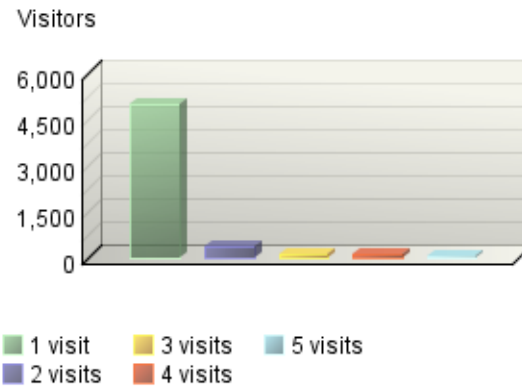
Average Length of Visit Trend



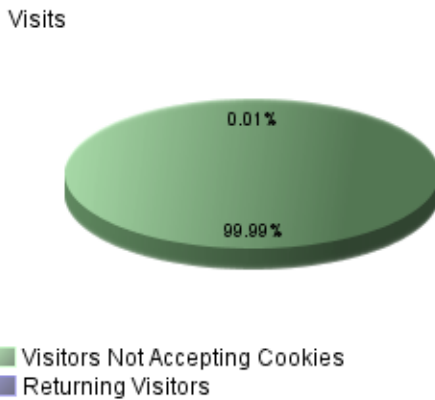
New Visitors Trend



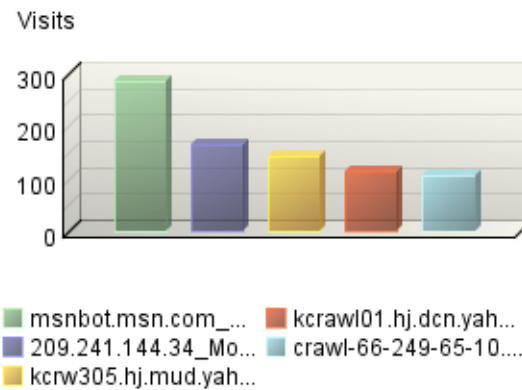
Visitors by Number of Visits



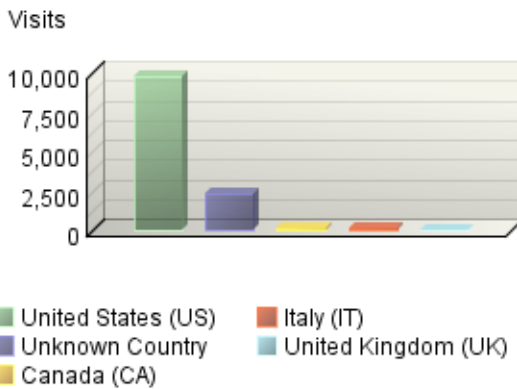
New vs. Returning Visitors



Top Visitors



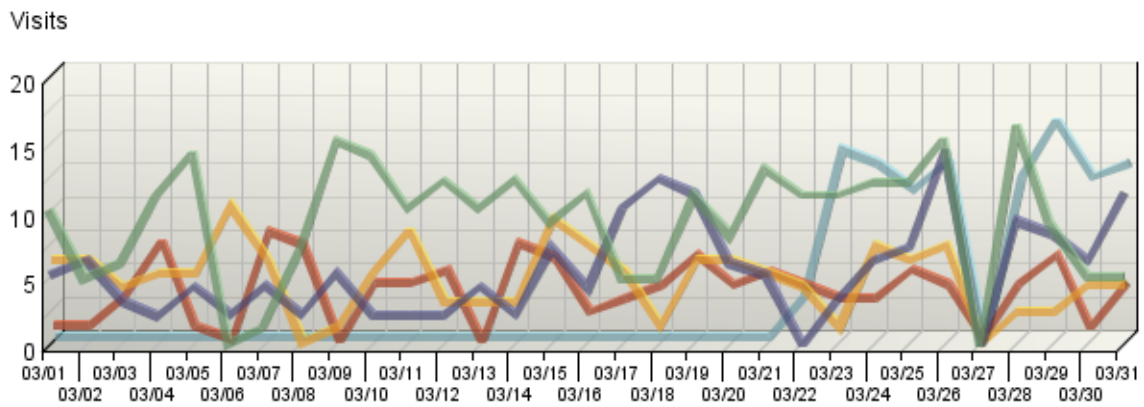
Countries



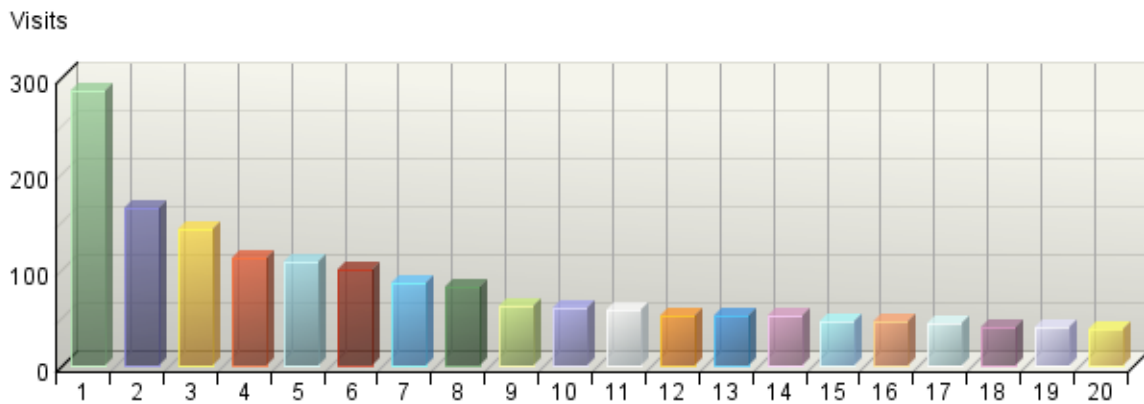
Top Visitors

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.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	285	2.17%	923

	Visitor	Visits	% Visits	Hits
2.	209.241.144.34_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	164	1.25%	8,386
3.	kcrw305.hj.mud.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	141	1.07%	327
4.	kcrawl01.hj.dcn.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	112	0.85%	837
5.	crawl-66-249-65-10.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	107	0.81%	998
6.	crawl-66-249-65-71.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	99	0.75%	1,152
7.	64.241.25.247_National Park Service Dan Buan (301) 213-4549	85	0.65%	352
8.	kcrw101.hj.scd.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	82	0.62%	764
9.	search-d-02.internal.wavefire.ca_Wavefire/0.8-dev (Wavefire; http://www.wavefire.com; info@wavefire.com)	62	0.47%	110
10.	69-160-82-203.chvlva.adelphia.net_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; MSIECrawler)	60	0.46%	608
11.	by1sch4041912.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	58	0.44%	100
12.	egspd42212.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://sp.ask.com/docs/about/tech_crawling.html)	52	0.40%	101
13.	c-68-61-52-198.hsd1.mi.comcast.net_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; FunWebProducts; .NET CLR 1.1.4322; MSIECrawler)	51	0.39%	1,077
14.	207.68.146.68_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	51	0.39%	92
15.	p1.almaden.ibm.com_http://www.almaden.ibm.com/cs/crawler [9.1.64.98]	46	0.35%	70
16.	connemara.epa.gov_NLESE USEPA	45	0.34%	3,033
17.	crawl-66-249-66-203.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	43	0.33%	375
18.	msnbot.msn.com_msnbot/0.9 (+http://search.msn.com/msnbot.htm)	39	0.30%	43

	Visitor	Visits	% Visits	Hits
■ 19.	cpe-69-201-207-13.hvc.res.rr.com_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; FunWebProducts; .NET CLR 1.1.4322; .NET CLR 2.0.50727; MSIECrawler)	39	0.30%	391
■ 20.	crawl-66-249-64-50.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	38	0.29%	53
Subtotal for rows: 1 - 20		1,659	12.63%	19,792
Other		11,477	87.37%	83,597
Total		13,136	100.00%	103,389

items 1-20 of 5000

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

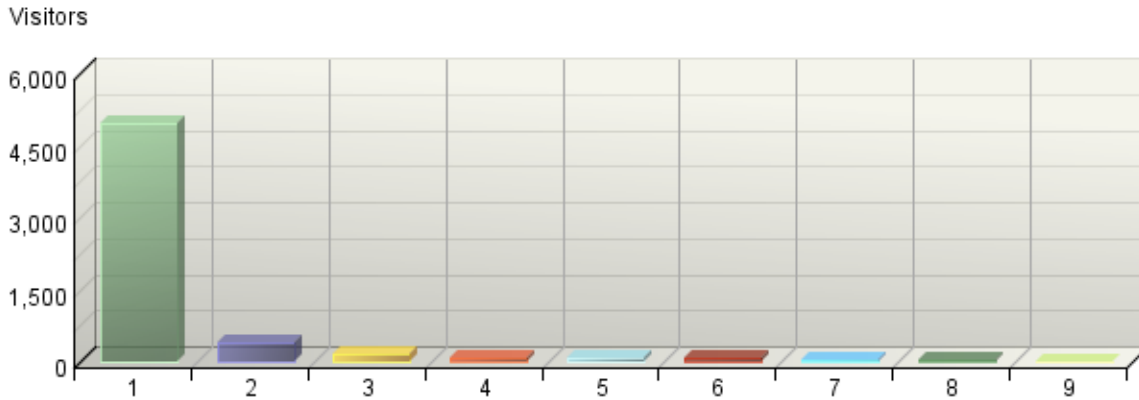
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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	4,974	82.26%
2 visits	390	6.45%
3 visits	148	2.45%
4 visits	96	1.59%
5 visits	71	1.17%
6 visits	60	0.99%
7 visits	30	0.50%
8 visits	24	0.40%
9 visits	17	0.28%
Other	237	3.92%
Total	6,047	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

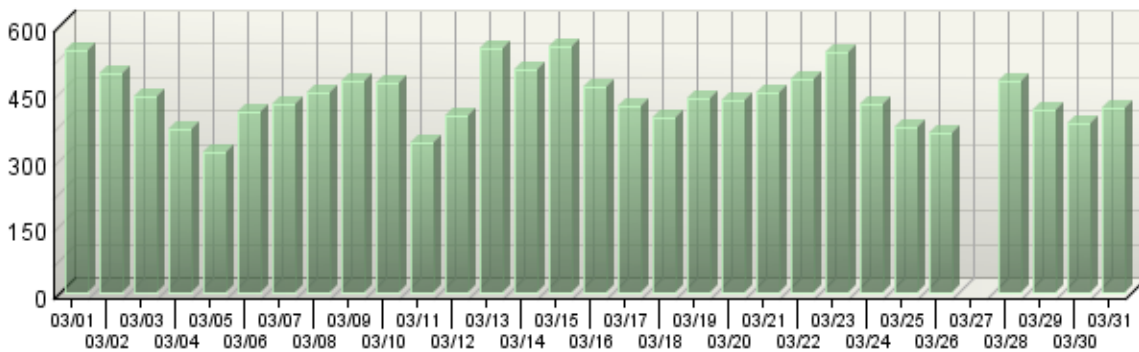
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

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.

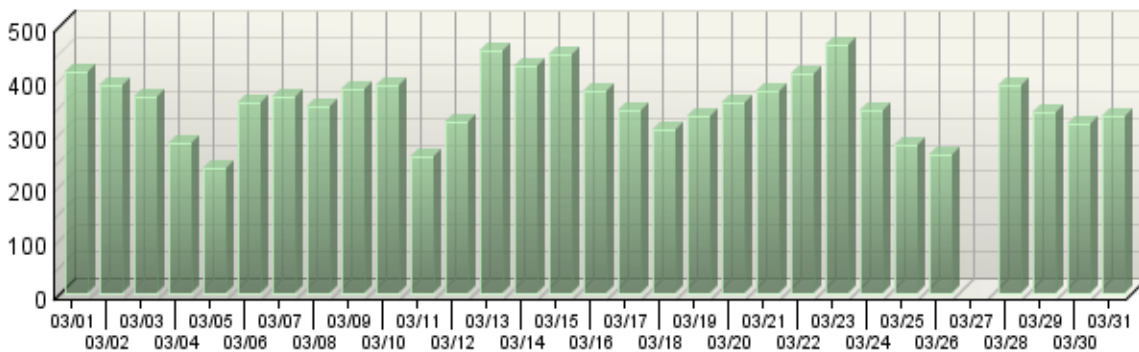
Active Visits Trend

Active Visits



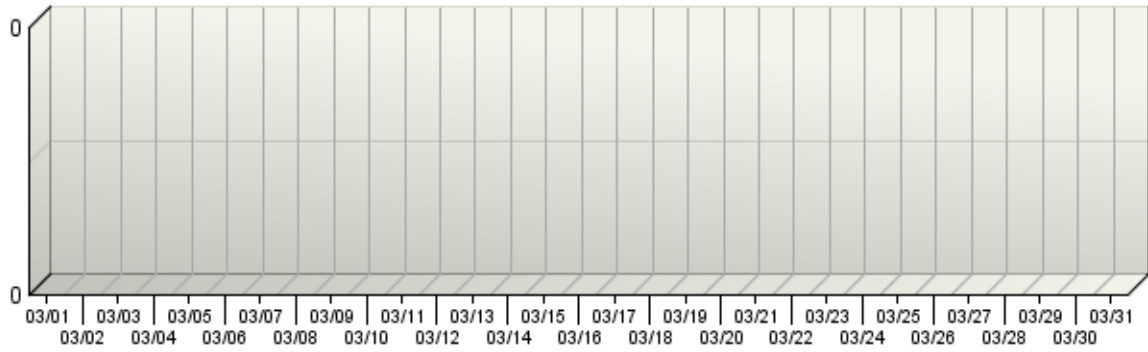
Visitors Trend

Visitors



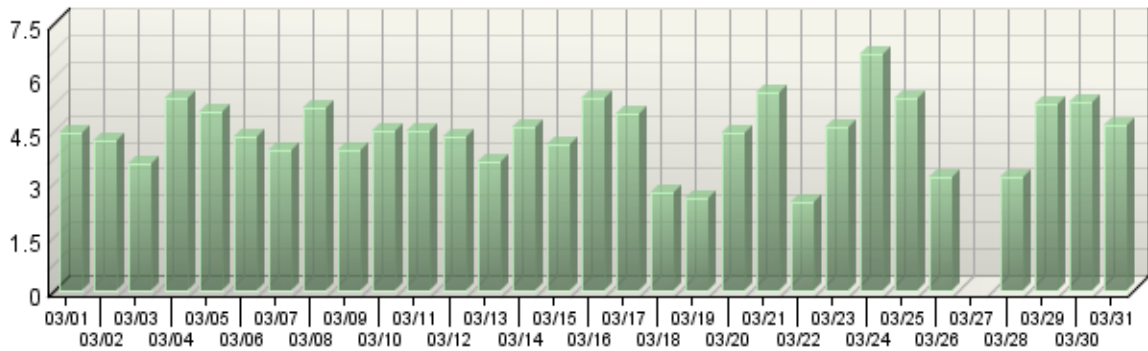
New Visitors Trend

New Visitors



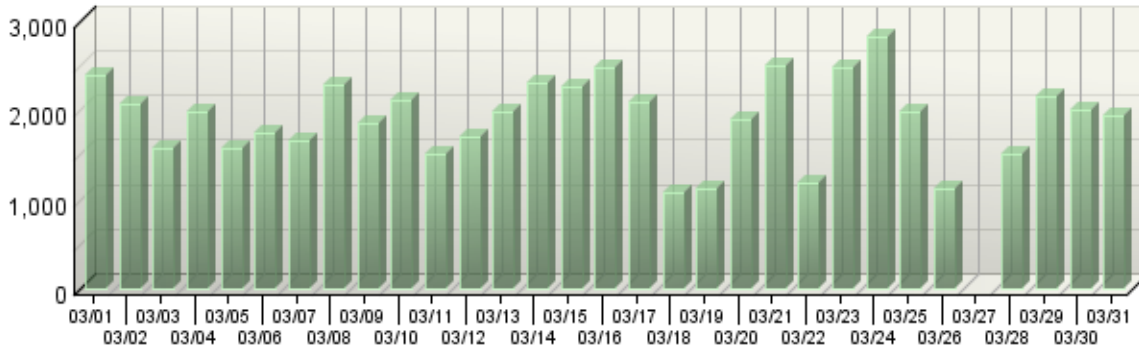
Average Length of Visit Trend

Average Visit Duration



Visitor Minutes Trend

Visitor Minutes



Visitors Trend

Day	Active Visits	Visitors	New Visitors
03/01	542	415	0
03/02	490	387	0
03/03	441	367	0
03/04	366	281	0
03/05	313	235	0
03/06	406	355	0
03/07	423	367	0
03/08	449	348	0
03/09	476	381	0
03/10	470	388	0
03/11	336	257	0
03/12	396	319	0
03/13	550	452	0
03/14	501	426	0
03/15	551	445	0
03/16	460	377	0
03/17	420	341	0
03/18	394	306	0
03/19	435	331	0
03/20	432	355	0
03/21	450	376	0
03/22	480	410	0
03/23	541	463	0
03/24	425	341	0

Day	Active Visits	Visitors	New Visitors
03/25	370	276	0
03/26	357	258	0
03/27	0	0	0
03/28	474	388	0
03/29	411	337	0
03/30	380	318	0
03/31	416	331	0
Average	424	342	0
Total	-	-	0

items 1-20 of 31

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
03/01	00:04:24	2,388.95
03/02	00:04:13	2,069.95
03/03	00:03:35	1,585.87
03/04	00:05:25	1,987.45
03/05	00:05:01	1,571.4
03/06	00:04:18	1,748.28
03/07	00:03:56	1,668.23
03/08	00:05:06	2,291.22
03/09	00:03:55	1,865.5
03/10	00:04:29	2,109.15
03/11	00:04:29	1,510.13
03/12	00:04:18	1,705.68
03/13	00:03:37	1,991.62
03/14	00:04:35	2,299.38
03/15	00:04:06	2,265.83
03/16	00:05:23	2,478.32
03/17	00:04:59	2,098.43
03/18	00:02:44	1,081.47
03/19	00:02:36	1,133.02
03/20	00:04:25	1,908.2
03/21	00:05:33	2,504.07
03/22	00:02:28	1,189.98
03/23	00:04:35	2,484.8
03/24	00:06:38	2,820.15
03/25	00:05:23	1,995.85
03/26	00:03:10	1,132.35

Day	Average Visit Duration	Visitor Minutes
03/27	00:00:00	0
03/28	00:03:10	1,502.8
03/29	00:05:14	2,155.8
03/30	00:05:18	2,016.63
03/31	00:04:40	1,947.65
Average	-	1,855.1
Total	-	57,508.17

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.

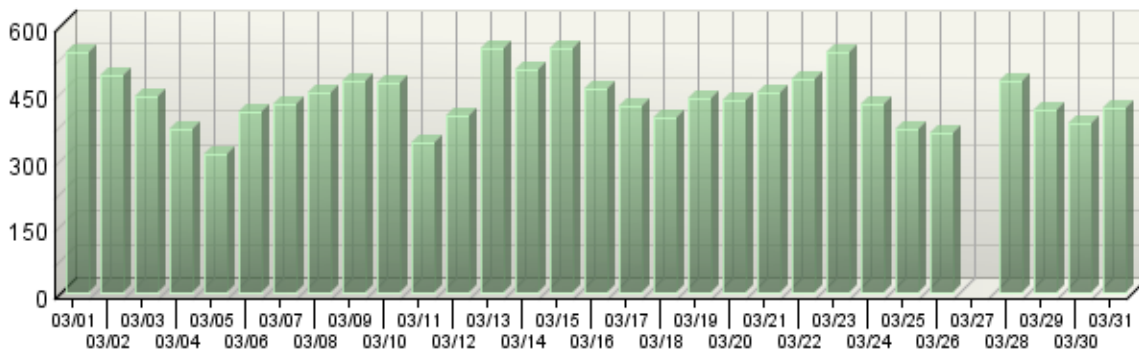
Average - This row gives the average for each column.

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
03/01	541	4.12%
03/02	489	3.72%
03/03	440	3.35%
03/04	366	2.79%
03/05	309	2.35%
03/06	406	3.09%
03/07	423	3.22%
03/08	448	3.41%
03/09	476	3.62%
03/10	470	3.58%
03/11	336	2.56%
03/12	396	3.02%
03/13	550	4.19%
03/14	501	3.81%
03/15	550	4.19%
03/16	458	3.49%
03/17	419	3.19%
03/18	394	3.00%
03/19	435	3.31%

Day	Visits	% Visits
03/20	432	3.29%
03/21	449	3.42%
03/22	479	3.65%
03/23	541	4.12%
03/24	422	3.21%
03/25	368	2.80%
03/26	357	2.72%
03/27	0	0.00%
03/28	474	3.61%
03/29	410	3.12%
03/30	380	2.89%
03/31	415	3.16%
Total	13,134	100.00%

items 1-20 of 31

Visits Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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

Visits

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

%

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



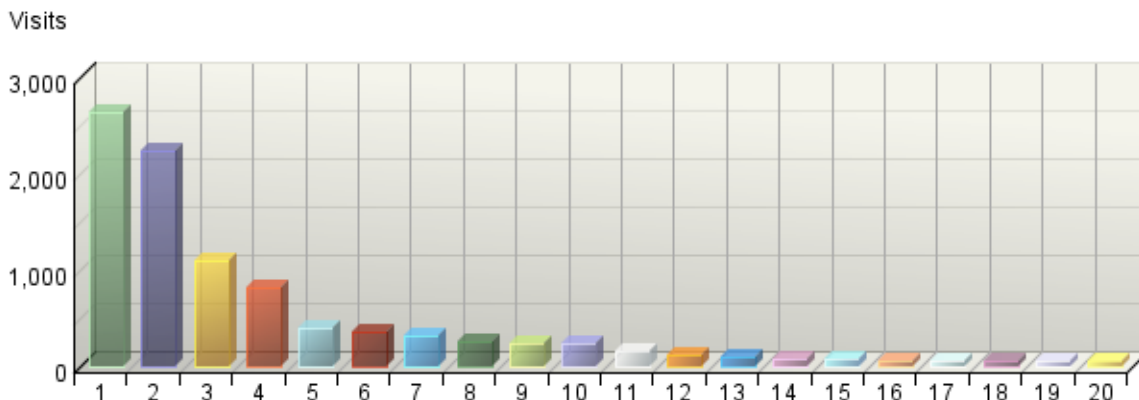
Report Descriptions

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

Domain Names

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

Domain Names



Domain Names

	Domain Name	Visits	% Visits	Hits
1.	inktomisearch.com	2,637	20.08%	3,017
2.	Unresolved IP Address	2,231	16.99%	27,034
3.	googlebot.com	1,102	8.39%	4,207
4.	aol.com	813	6.19%	1,257
5.	yahoo.com	398	3.03%	2,240
6.	epa.gov	361	2.75%	10,384
7.	msn.com	324	2.47%	976
8.	rr.com	262	1.99%	3,385
9.	comcast.net	246	1.87%	3,687
10.	live-servers.net	231	1.76%	374
11.	verizon.net	157	1.20%	1,691
12.	ask.com	110	0.84%	215
13.	adelphia.net	102	0.78%	1,155
14.	cox.net	85	0.65%	1,226
15.	phx.gbl	74	0.56%	124
16.	ibm.com	63	0.48%	151
17.	internal.wavefire.ca	62	0.47%	110
18.	swbell.net	53	0.40%	932

	Domain Name	Visits	% Visits	Hits
19.	pacbell.net	52	0.40%	705
20.	ucr.edu	50	0.38%	151
Subtotal for rows: 1 - 20		9,413	71.67%	63,021
Other		3,721	28.33%	40,246
Total		13,134	100.00%	103,267

items 1-20 of 1413

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.



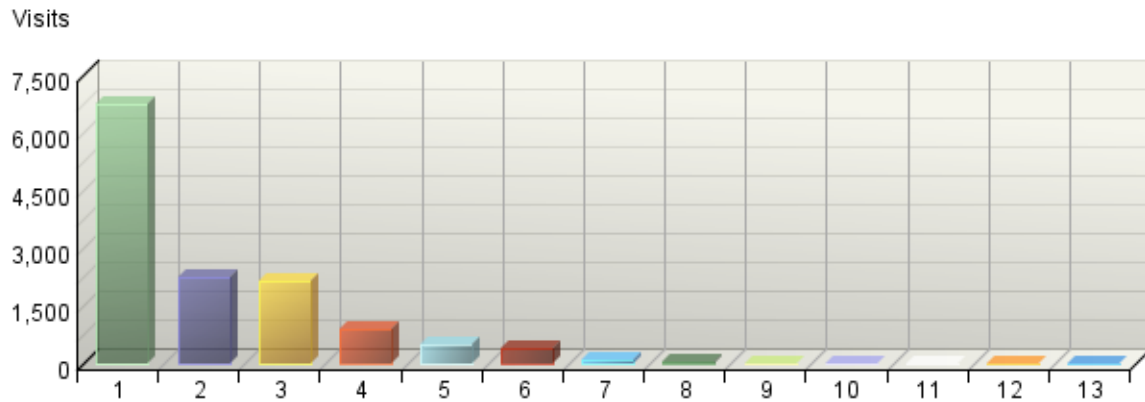
Report Descriptions

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	6,767	51.52%	25,480
Unresolved IP Address	2,231	16.99%	27,034
Network	2,140	16.29%	24,267
Unknown	893	6.80%	9,266
Government	496	3.78%	11,387
Education	420	3.20%	3,995
Military	113	0.86%	985
Organization	60	0.46%	701
International	5	0.04%	56
ARPANET	4	0.03%	72
Informational	3	0.02%	9
Reserved IP Address	1	0.01%	11
Business	1	0.01%	4
Total	13,134	100.00%	103,267

items 1-13 of 13

Top-Level Domain Types - Help Card



Column Definitions

Reserved IP Address

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

Unresolved IP Address

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

Unknown

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

Top-Level Domain

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

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

Visits

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

Hits

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



Report Descriptions

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

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

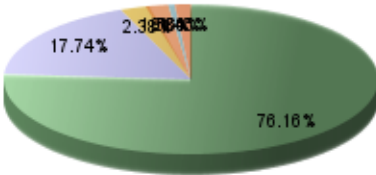
Total - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

Geography Dashboard

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

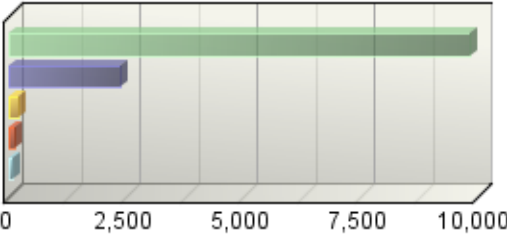
Regions

Visits



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

Countries



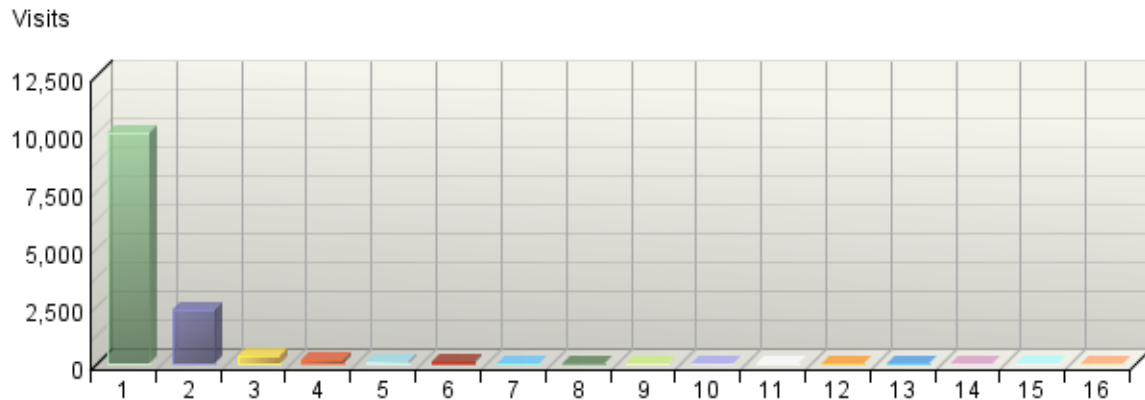
Visits

- United States (US)
- Unknown Country
- Canada (CA)
- Italy (IT)
- United Kingdom (UK)

Regions

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

Regions



Regions

Regions	Visits	% Visits
1. North America	10,003	76.16%
2. Unspecified Region	2,330	17.74%
3. Western Europe	312	2.38%
4. Asia	208	1.58%
5. South America	90	0.69%
6. Eastern Europe	76	0.58%
7. Middle East	36	0.27%
8. Northern Europe	24	0.18%
9. Australia	24	0.18%
10. Pacific Islands	10	0.08%
11. Western Africa	6	0.05%
12. Southern Africa	6	0.05%
13. Caribbean Islands	5	0.04%
14. Northern Africa	2	0.02%
15. Central America	1	0.01%
16. Eastern Africa	1	0.01%
Total	13,134	100.00%

items 1-16 of 16

Regions - Help Card



Column Definitions

Regions

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

Visits

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

%

Percentage of total visits that were from this geographic region.



Report Descriptions

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

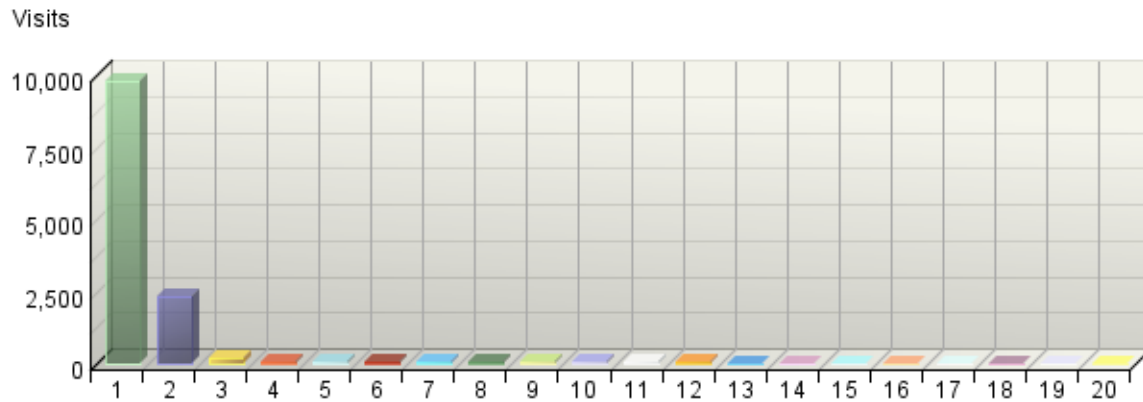
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for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

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

Countries

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

Countries



Countries

	Countries	Visits	% Visits
1.	United States (US)	9,789	74.53%
2.	Unknown Country	2,330	17.74%
3.	Canada (CA)	170	1.29%
4.	Italy (IT)	87	0.66%
5.	United Kingdom (UK)	59	0.45%
6.	Mexico (MX)	44	0.34%
7.	Netherlands (NL)	42	0.32%
8.	Japan (JP)	42	0.32%
9.	India (IN)	41	0.31%
10.	Brazil (BR)	40	0.30%
11.	France (FR)	34	0.26%
12.	Singapore (SG)	34	0.26%
13.	Argentina (AR)	26	0.20%
14.	Spain (ES)	26	0.20%
15.	Australia (AU)	24	0.18%
16.	Germany (DE)	23	0.18%
17.	Hong Kong (HK)	18	0.14%
18.	Russian Federation (RU)	17	0.13%
19.	Thailand (TH)	17	0.13%

	Countries	Visits	% Visits
■ 20.	Poland (PL)	16	0.12%
Subtotal for rows: 1 - 20		12,879	98.06%
	Other	255	1.94%
	Total	13,134	100.00%

items 1-20 of 76

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

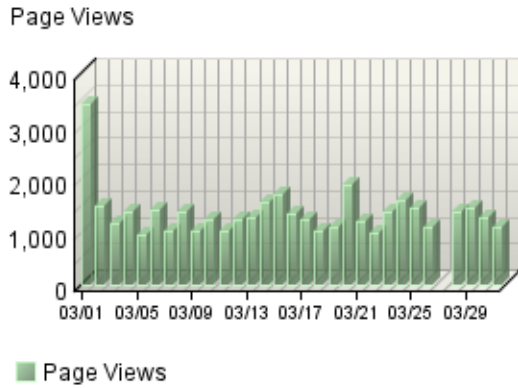
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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.

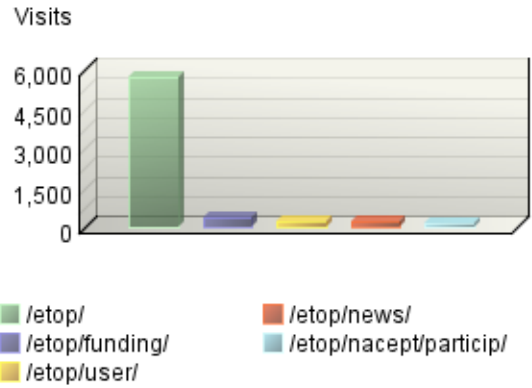
Pages Dashboard

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.

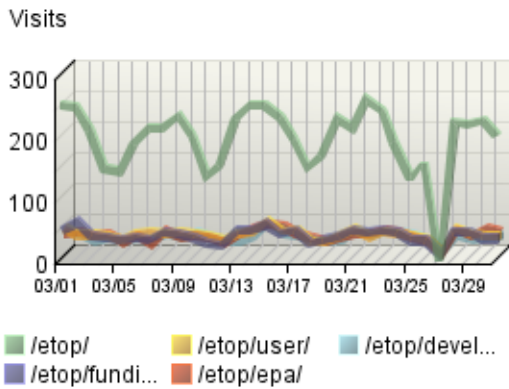
Page Views Trend



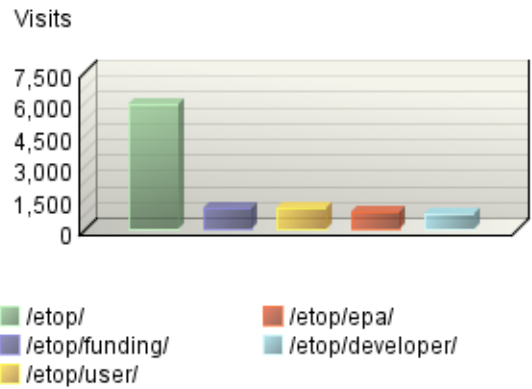
Entry Pages



Pages Trend

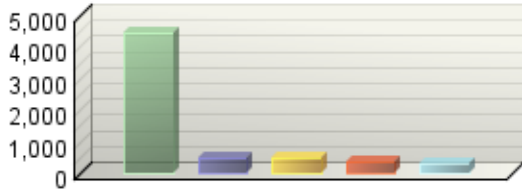


Pages



Exit Pages

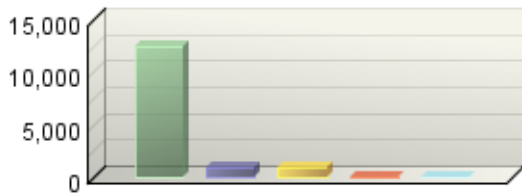
Visits



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

Directories

Visits

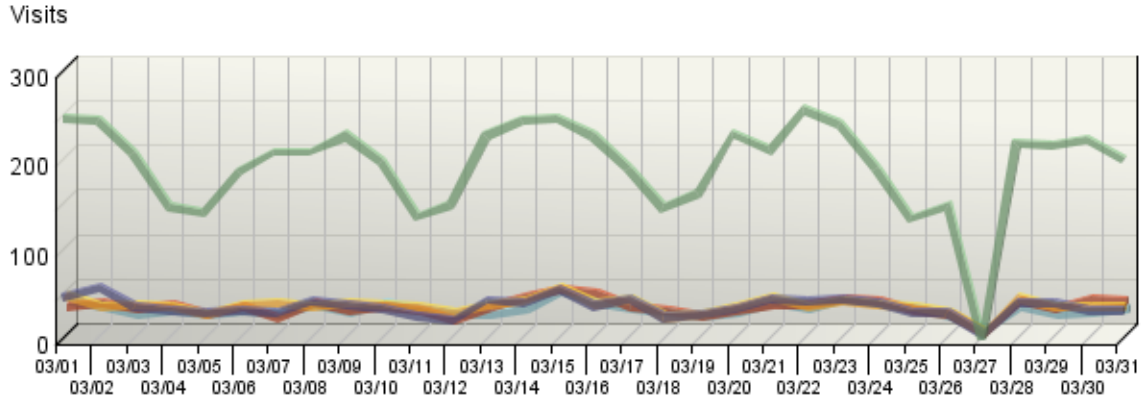


- /etop
- /environmentaltechn...
- /etop/epa/
- /etoppetop
- /technology

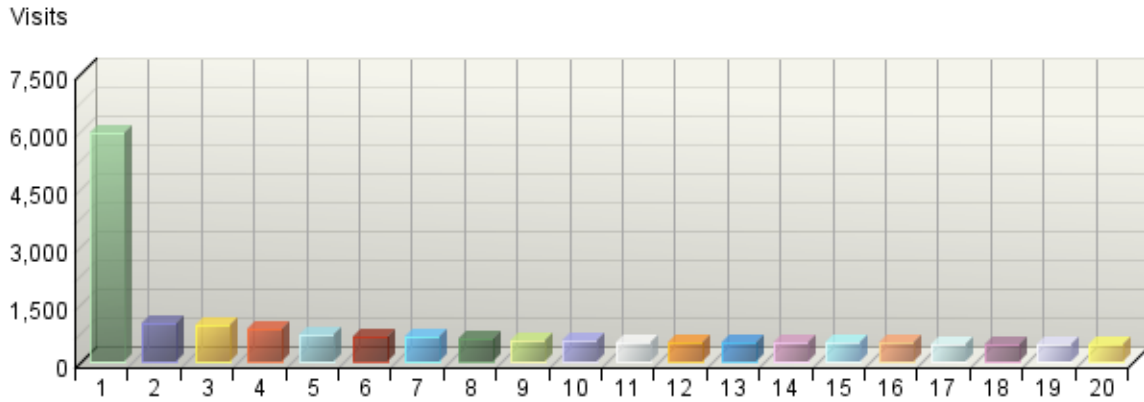
Pages

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/	5,954	7,602	00:02:35

	Pages	Visits	Views	Average Time Viewed
2.	EPA: ETOP: Current Funding Opportunities http://www.epa.gov/etop/funding/	976	1,374	00:02:14
3.	EPA: ETOP: Technology Users: Technology Description Information http://www.epa.gov/etop/user/	963	1,211	00:02:08
4.	EPA: ETOP: EPA Programs http://www.epa.gov/etop/epa/	860	1,088	00:01:34
5.	EPA: ETOP: For Technology Developers http://www.epa.gov/etop/developer/	719	1,002	00:01:23
6.	EPA: ETOP: News http://www.epa.gov/etop/news/	668	866	00:02:27
7.	EPA: ETOP: Environmental Technology Resources http://www.epa.gov/etop/other/	641	692	00:01:27
8.	EPA: ETOP: Financial Support/Development Funding http://www.epa.gov/etop/developer/financial.html	602	639	00:02:34
9.	EPA: ETOP: Integrated Database Search http://www.epa.gov/etop/search/	530	585	00:01:57
10.	EPA: ETOP: Environmental Technology Council http://www.epa.gov/etop/forum/	528	653	00:01:57
11.	EPA: ETOP: About ETOP http://www.epa.gov/etop/about_etop/	523	631	00:01:25
12.	EPA: ETOP: Marketing http://www.epa.gov/etop/developer/marketing.html	515	555	00:01:17
13.	EPA: Environmental Technology Opportunities Portal (ETOP) http://www.epa.gov/etop/nacept/	504	640	00:02:03
14.	EPA: ETOP: Information, Partnership & Advocacy Programs http://www.epa.gov/etop/developer/advocacy.html	492	510	00:01:50
15.	EPA: ETOP: Subscribe to EnvirotechNews http://www.epa.gov/etop/envirotechnews/	491	544	00:02:09
16.	EPA: ETOP: Demonstration and Verification Assistance http://www.epa.gov/etop/developer/demo.html	484	516	00:01:48
17.	EPA: ETOP: Where You Live http://www.epa.gov/etop/wherelive/	474	534	00:02:11
18.	EPA: ETOP: Quality Assurance http://www.epa.gov/etop/contact/	448	513	00:01:18
19.	EPA: ETOP: If you're saying "If only I had a technology that could solve http://www.epa.gov/etop/techconnection/techconnection.html	445	486	00:01:49

	Pages	Visits	Views	Average Time Viewed
20.	EPA: ETOP: Quality Assurance http://www.epa.gov/etop/qa/	441	507	00:01:35
Subtotal for rows: 1 - 20		-	21,148	-
Other		-	19,552	-
Total		-	40,700	-

items 1-20 of 630

Pages

	Pages	Average Time to Serve (ms)
1.	EPA: Environmental Technology Opportunities Portal (ETOP) http://www.epa.gov/etop/	0
2.	EPA: ETOP: Current Funding Opportunities http://www.epa.gov/etop/funding/	0
3.	EPA: ETOP: Technology Users: Technology Description Information http://www.epa.gov/etop/user/	0
4.	EPA: ETOP: EPA Programs http://www.epa.gov/etop/epa/	0
5.	EPA: ETOP: For Technology Developers http://www.epa.gov/etop/developer/	0
6.	EPA: ETOP: News http://www.epa.gov/etop/news/	0
7.	EPA: ETOP: Environmental Technology Resources http://www.epa.gov/etop/other/	0
8.	EPA: ETOP: Financial Support/Development Funding http://www.epa.gov/etop/developer/financial.html	0
9.	EPA: ETOP: Integrated Database Search http://www.epa.gov/etop/search/	0
10.	EPA: ETOP: Environmental Technology Council http://www.epa.gov/etop/forum/	0
11.	EPA: ETOP: About ETOP http://www.epa.gov/etop/about_etop/	0
12.	EPA: ETOP: Marketing http://www.epa.gov/etop/developer/marketing.html	0
13.	EPA: Environmental Technology Opportunities Portal (ETOP) http://www.epa.gov/etop/naccept/	0

Pages		Average Time to Serve (ms)
14.	EPA: ETOP: Information, Partnership & Advocacy Programs http://www.epa.gov/etop/developer/advocacy.html	0
15.	EPA: ETOP: Subscribe to EnvirotechNews http://www.epa.gov/etop/envirotechnews/	0
16.	EPA: ETOP: Demonstration and Verification Assistance http://www.epa.gov/etop/developer/demo.html	0
17.	EPA: ETOP: Where You Live http://www.epa.gov/etop/whereyoulive/	0
18.	EPA: ETOP: Quality Assurance http://www.epa.gov/etop/contact/	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: Quality Assurance http://www.epa.gov/etop/qa/	0
Subtotal for rows: 1 - 20		-
Other		-
Total		-

items 1-20 of 630

Pages - Help Card



Column Definitions

Pages

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

Visits

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

Views

Number of times this page was viewed by visitors.

Average Time Viewed

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

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.



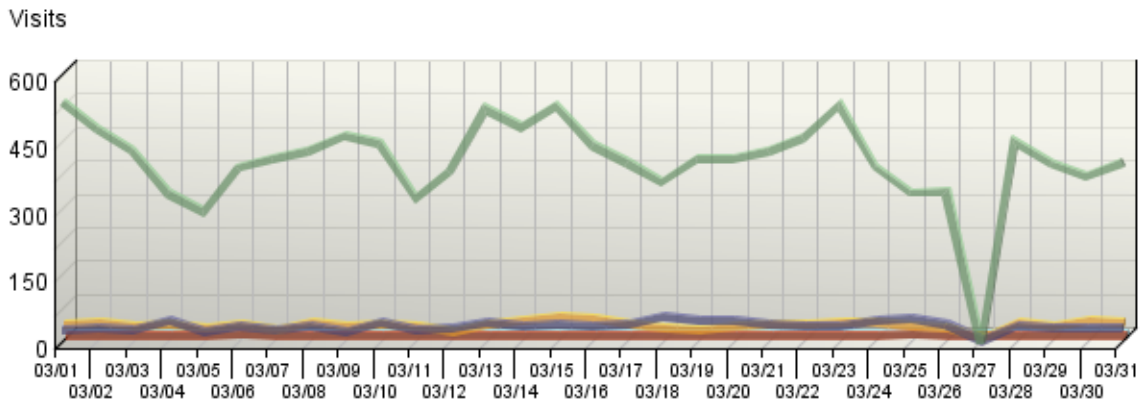
Report Descriptions

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

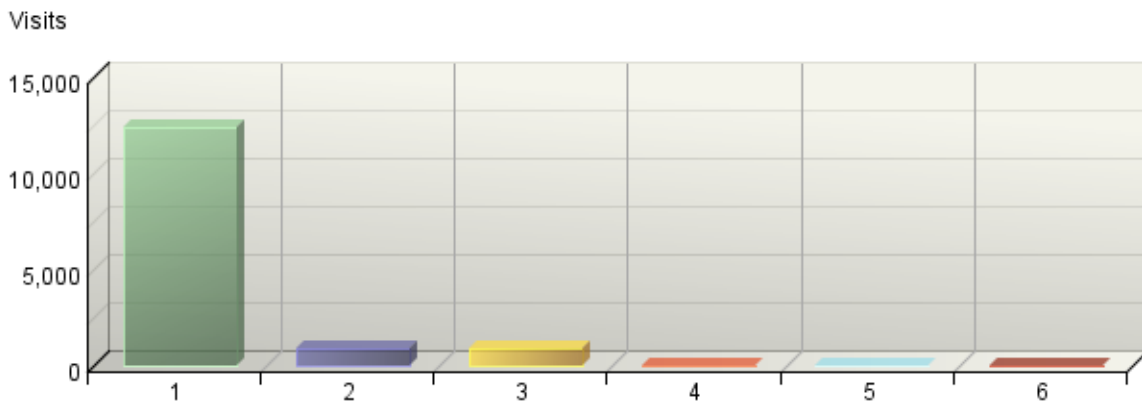
Directories

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

Directories Trend



Directories



Directories

Path To Directory	Visits	Hits	Kbytes Transferred
1. http://www.epa.gov/etop	12,441	94,181	1,026,264
2. http://www.epa.gov/environmentaltechnology	901	7,185	134,504
3. http://www.epa.gov/etop/epa/	860	1,088	31,794
4. http://www.epa.gov/etopetop	17	675	15,491

Path To Directory	Visits	Hits	Kbytes Transferred
5. http://www.epa.gov/technology	9	38	743
6. http://www.epa.gov/etop/epa/..	3	100	2,661
Total	-	103,267	1,211,454

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

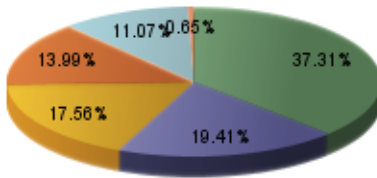
This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals 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

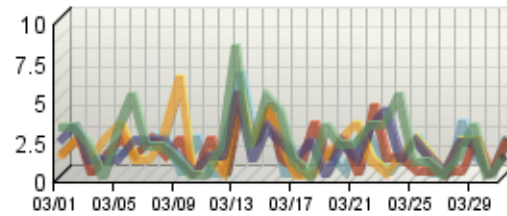
Files



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

Downloaded Files Trend

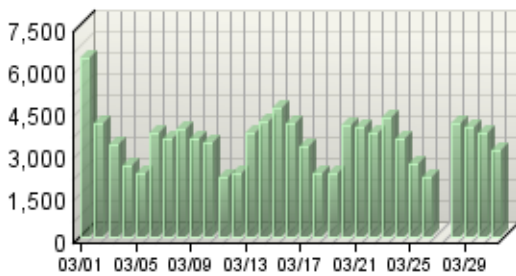
Downloads



- /etop/envirotechn...
- /etop/envirotechn...
- /etop/forum/etc_m...
- /etop/envirotechn...
- /etop/envirotechn...

Hits Trend

Hits



- Hits

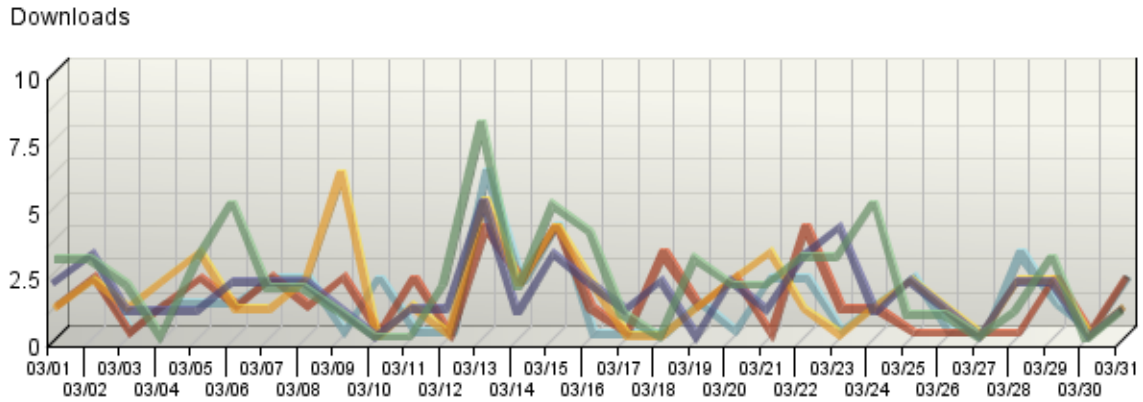
Hit Summary

Successful Hits for Entire Site	103,267
Average Hits per Day	3,331
Home Page Hits	515

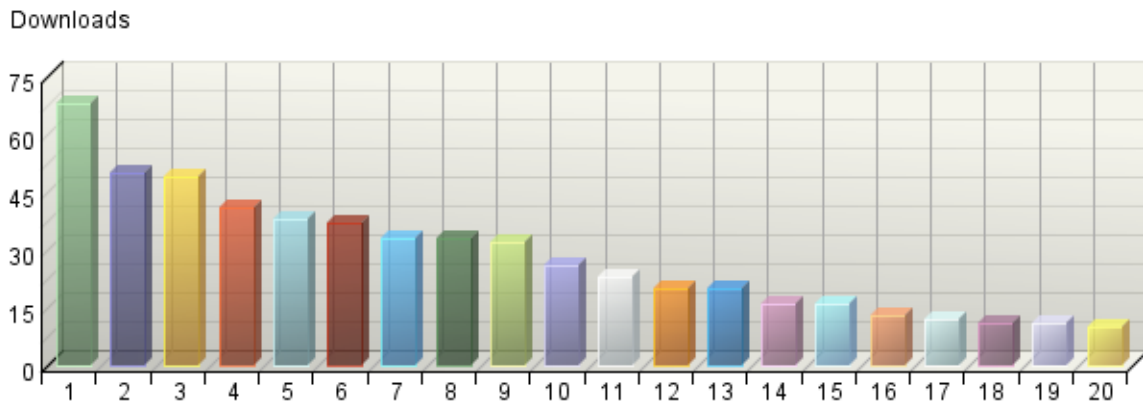
Downloaded Files

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/envirotechnews/ envirotechnews_2_06.pdf	68	9.60%	61
2.	http://www.epa.gov/etop/forum/etc_memo.pdf	50	7.06%	47
3.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_9_05.pdf	49	6.92%	47

	Downloaded Files	Downloads	% Downloads	Visits
4.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_10_05.pdf	41	5.79%	39
5.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_1_06.pdf	38	5.37%	36
6.	http://www.epa.gov/etop/tc/etc_memo.pdf	37	5.23%	33
7.	http://www.epa.gov/etop/forum/etc_charter_2- 5-04.pdf	33	4.66%	26
8.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_11_05.pdf	33	4.66%	27
9.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_12_05.pdf	32	4.52%	31
10.	http://www.epa.gov/environmentaltechnology/ news/archive/2004/wanted_flyer_05.pdf	26	3.67%	26
11.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_8_05.pdf	23	3.25%	21
12.	http://www.epa.gov/environmentaltechnology/ news/archive/2004/ord_product_expo_flyer.pdf	20	2.82%	20
13.	http://www.epa.gov/etop/etc/etc_charter_2-5- 04.pdf	20	2.82%	17
14.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_5_05.pdf	16	2.26%	13
15.	http://www.epa.gov/etop/tc/etc_charter_2-5-04. pdf	16	2.26%	14
16.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_7_05.pdf	13	1.84%	11
17.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_12_04.pdf	12	1.69%	12
18.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_3_05.pdf	11	1.55%	11
19.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_4_05.pdf	11	1.55%	11
20.	http://www.epa.gov/etop/etc/etc_memo.pdf	10	1.41%	10
Subtotal for rows: 1 - 20		559	78.95%	513
Other		149	21.05%	146
Total		708	100.00%	659

items 1-20 of 46

Downloaded Files - Help Card



Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

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

Visits

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



Report Descriptions

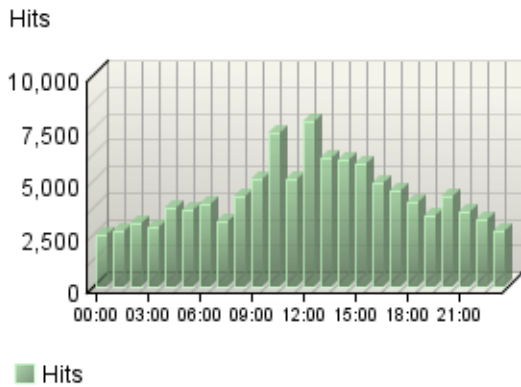
If you are using an SDC data source, then this report is not applicable.

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

Activity Dashboard

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

Hits by Hour of the Day



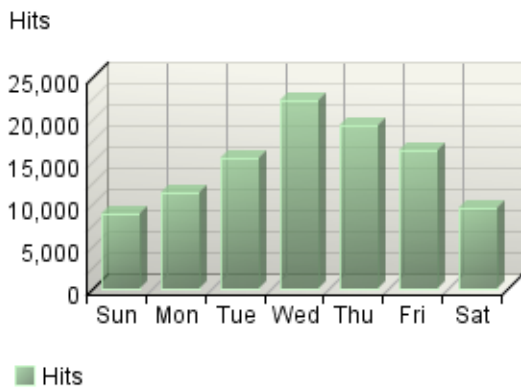
Least Active Summary

Least Active Date	3/26/06
Number of Hits on Least Active Date	2,128
Least Active Day of the Week	Sunday
Least Active Hour of the Day	00:00-00:59

Activity on Weekdays Summary

Total Hits Weekdays	84,831
Total Visits Weekdays	10,173
Average Number of Visits per day on Weekdays	462
Average Number of Hits per day on Weekdays	3,855

Hits by Day of the Week



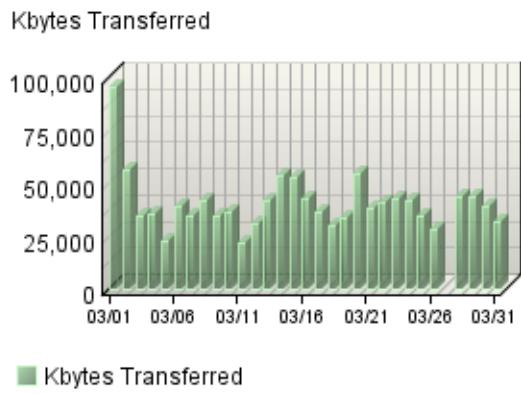
Activity on Weekends Summary

Total Hits Weekend	18,436
Total Visits Weekend	2,961
Average Number of Visits per Weekend	740
Average Number of Hits per Weekend	4,609

Most Active Summary

Most Active Date	3/1/06
Number of Hits on Most Active Date	6,334
Most Active Day of the Week	Wednesday
Most Active Hour of the Day	12:00-12:59

Bandwidth: Kbytes Transferred Trend

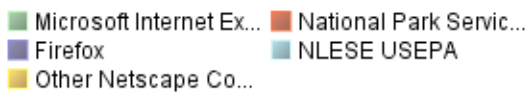
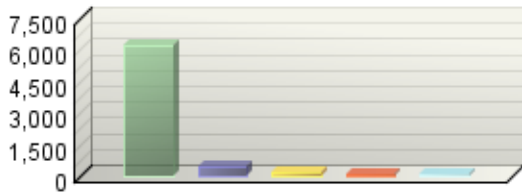


Browsers and Platforms Dashboard

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.

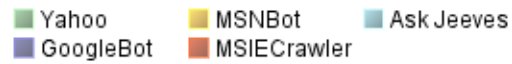
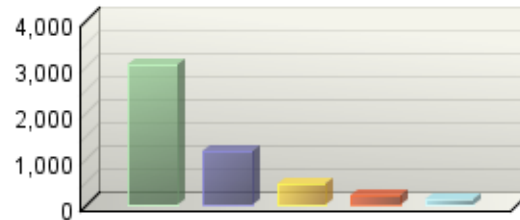
Browsers

Visits



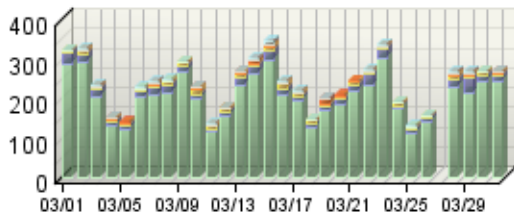
Spiders

Visits



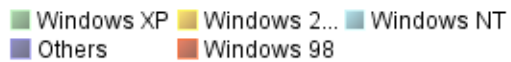
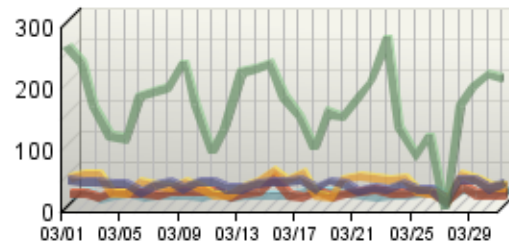
Browsers Trend

Visits



Platforms Trend

Visits

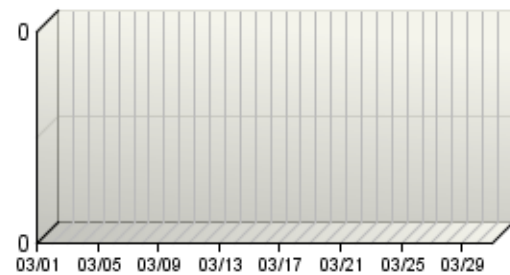


Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages

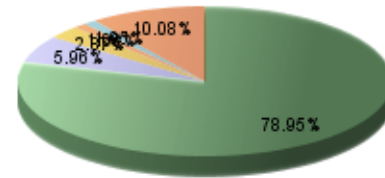
Average Time to Serve



■ Average Time to Serve

Browsers by Version

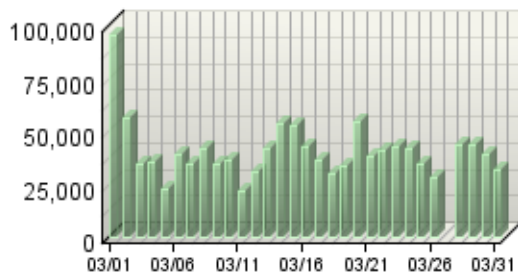
Visits



■ Microsoft Internet Ex... ■ National Park Servic...
 ■ Firefox ■ NLESE USEPA
 ■ Other Netscape Co... ■ Other

Bandwidth: Kbytes Transferred Trend

Kbytes Transferred



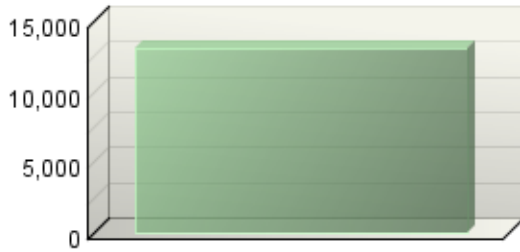
■ Kbytes Transferred

Technical Summary

Total Hits	106,686
Successful Hits	103,267
Successful Hits (as Percent)	96.80%
Failed Hits	3,419
Failed Hits (as Percent)	3.20%
Cached Hits	22,927
Cached Hits (as Percent)	21.49%

Browsing Hours

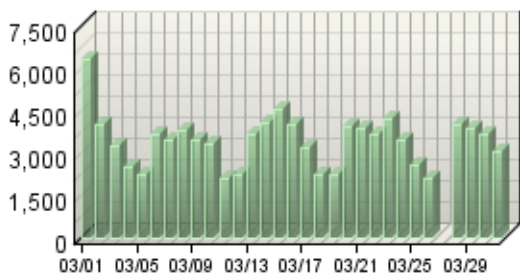
Visits



■ Unknown browsing hour

Hits Trend

Hits

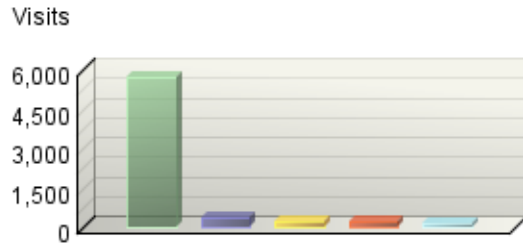


■ Hits

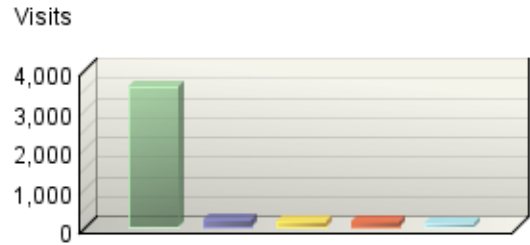
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

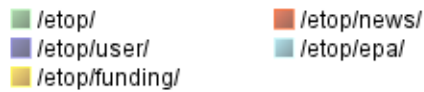
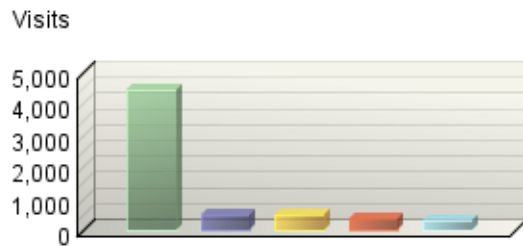
Entry Pages



Single-Page Visits



Exit Pages



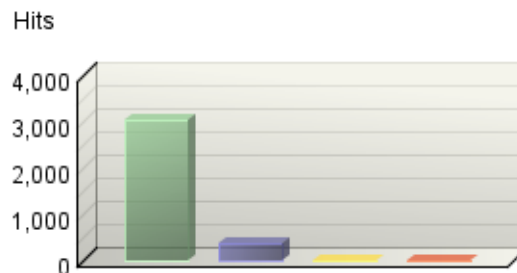
Errors Dashboard

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.

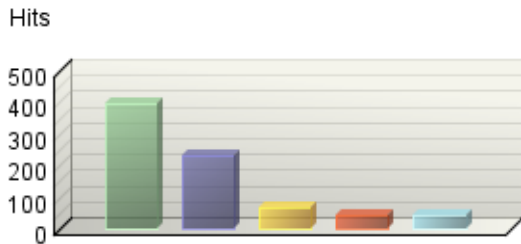
Technical Summary

Total Hits	106,686
Successful Hits	103,267
Successful Hits (as Percent)	96.80%
Failed Hits	3,419
Failed Hits (as Percent)	3.20%
Cached Hits	22,927
Cached Hits (as Percent)	21.49%

Client Errors



File Not Found Errors



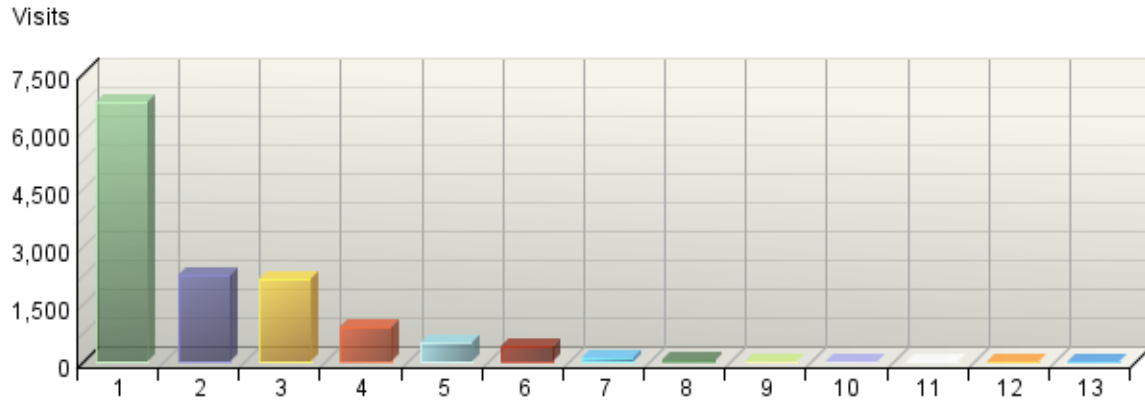
- 404 Not Found
- 405 Method Not Allowed
- 403 Forbidden
- 000 Incomplete / Unavailable

- http://www.epa.gov/...
- http://www.epa.gov/...
- http://www.epa.gov/...
- http://www.epa.gov/...
- http://www.epa.gov/...

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	6,767	51.52%	25,480
Unresolved IP Address	2,231	16.99%	27,034
Network	2,140	16.29%	24,267
Unknown	893	6.80%	9,266
Government	496	3.78%	11,387
Education	420	3.20%	3,995
Military	113	0.86%	985
Organization	60	0.46%	701
International	5	0.04%	56
ARPANET	4	0.03%	72
Informational	3	0.02%	9
Reserved IP Address	1	0.01%	11
Business	1	0.01%	4
Total	13,134	100.00%	103,267

items 1-13 of 13

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.