ETOP Web Site Statistics

Monthly View: November 2005

November 1, 2005 12:00:00 AM – November 30, 2005 11:59:59 PM

Table of Contents

Overview Dashboard

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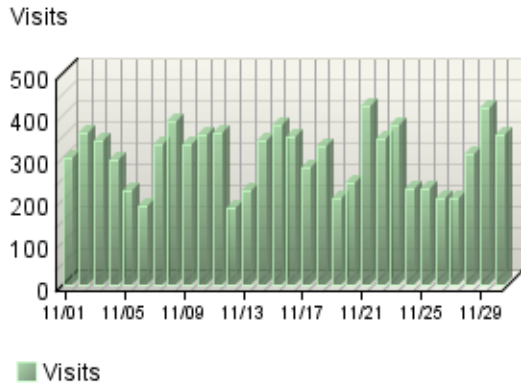
Visits Trend
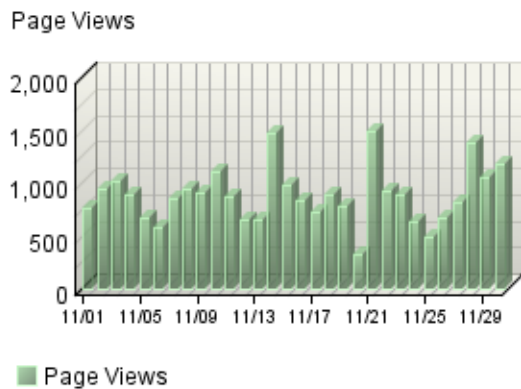
Visit Summary

Visits	9,075
Average per Day	302
Average Visit Duration	00:12:39
Median Visit Duration	00:01:17
International Visits	11.31%
Visits of Unknown Origin	21.32%
Visits from Your Country: United States (US)	67.37%

Page View Summary

Page Views	26,452
Average per Day	881
Average Page Views per Visit	2.91

Page Views Trend
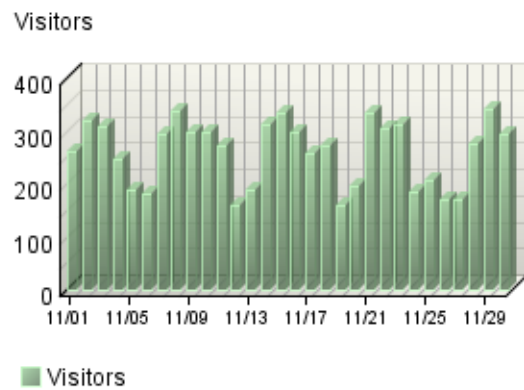
Visitors Trend

Visitor Summary

Visitors	5,532
Visitors Who Visited Once	4,717
Visitors Who Visited More Than Once	815
Average Visits per Visitor	1.64

Hits Trend

Hits
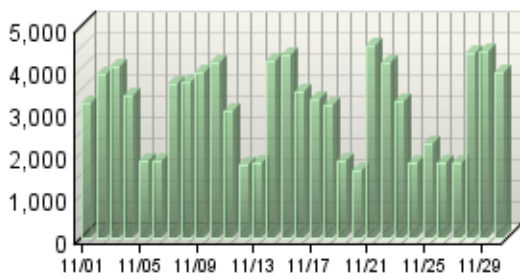
■ Hits

Hit Summary

Successful Hits for Entire Site	93,786
Average Hits per Day	3,126
Home Page Hits	4,045

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site

Visitors Trend
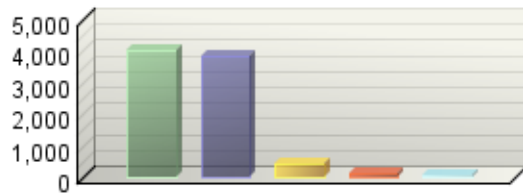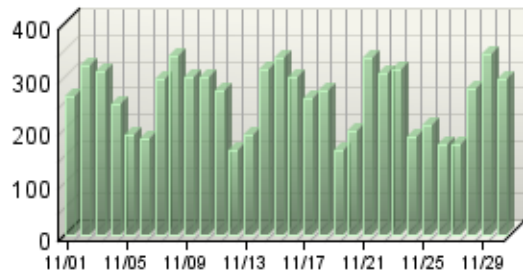
Referrers Dashboard

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

Referring Domain

Visits

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

Referring Page

Visits

- Direct Traffic
- www.epa.gov/
- /etop/index.html
- /search
- /ebtpages/environm...
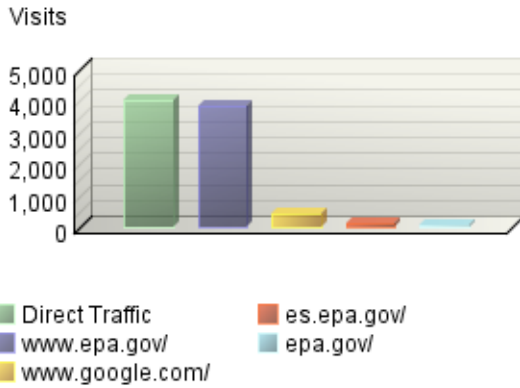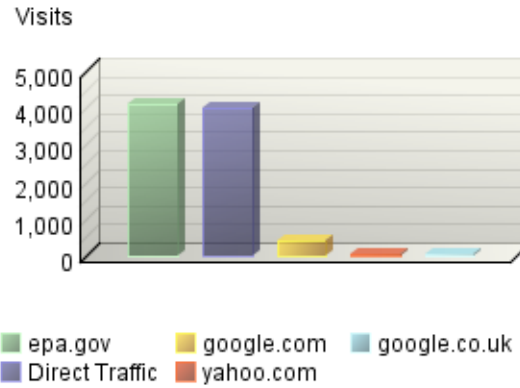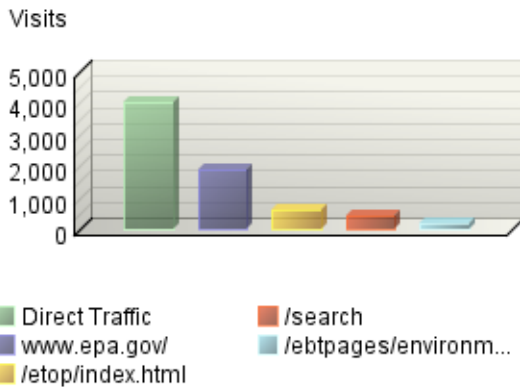
Visitors Trend
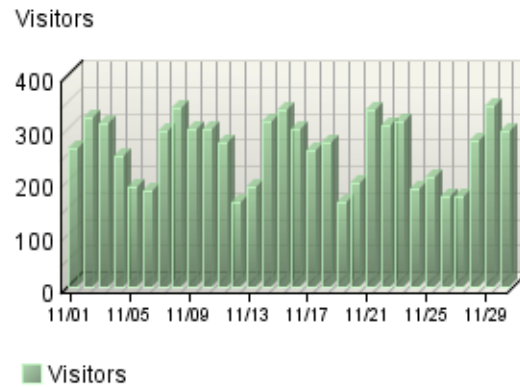
Visitors

- Visitors

Referring Site

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

Referring Site
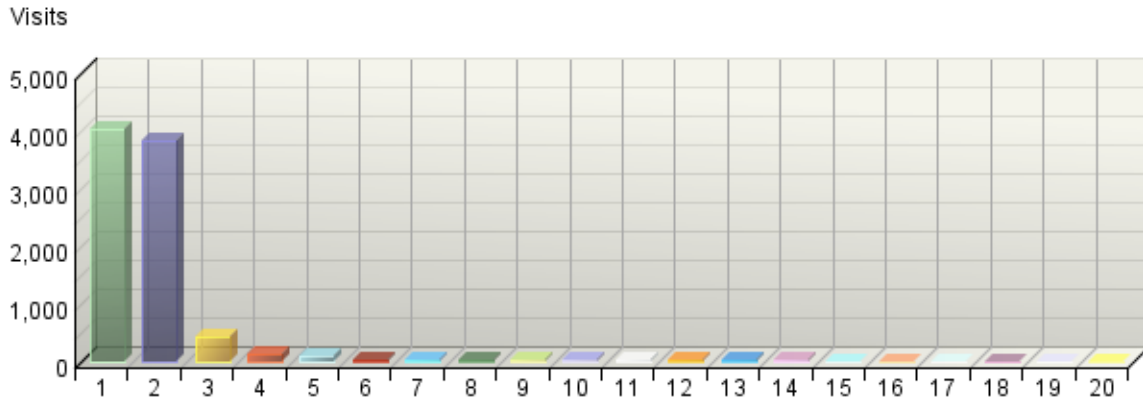
Visits

Referring Site

	Site	Visits	% Visits
1.	Direct Traffic	4,023	44.33%
2.	http://www.epa.gov/	3,826	42.16%
3.	http://www.google.com/	421	4.64%
4.	http://es.epa.gov/	133	1.47%
5.	http://epa.gov/	89	0.98%
6.	http://search.yahoo.com/	45	0.50%
7.	http://www.google.co.uk/	37	0.41%
8.	http://oaspub.epa.gov/	34	0.37%
9.	http://216.239.37.104/	31	0.34%
10.	http://www.google.co.in/	30	0.33%
11.	http://www.google.ca/	28	0.31%
12.	http://www.emeryenergy.com/	27	0.30%
13.	http://216.239.39.104/	25	0.28%
14.	http://search.epa.gov/	22	0.24%
15.	http://search.msn.com/	16	0.18%
16.	http://www.google.com.au/	13	0.14%
17.	http://babelfish.altavista.com/	12	0.13%
18.	http://64.233.161.104/	8	0.09%

	Site	Visits	% Visits
■ 19.	http://www.google.com.ph/	8	0.09%
■ 20.	http://66.218.71.231/	8	0.09%
	Subtotal for rows: 1 - 20	**8,836**	**97.37%**
	Other	**239**	**2.63%**
	Total	**9,075**	**100.00%**

items 1-20 of 141

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
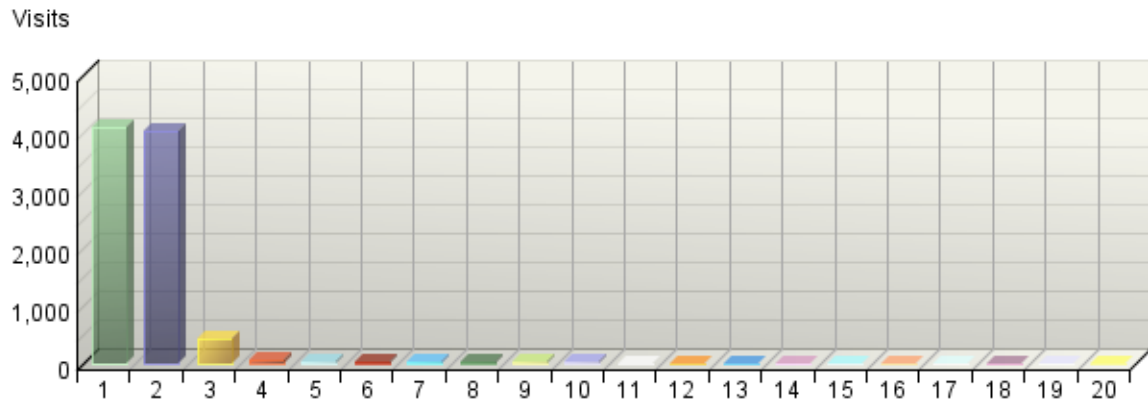
Referring Domain

	Domain	Visits	% Visits
1.	epa.gov	4,104	45.22%
2.	Direct Traffic	4,023	44.33%
3.	google.com	432	4.76%
4.	yahoo.com	51	0.56%
5.	google.co.uk	37	0.41%
6.	216.239.37.104	31	0.34%
7.	google.co.in	30	0.33%
8.	google.ca	28	0.31%
9.	emeryenergy.com	27	0.30%
10.	216.239.39.104	25	0.28%
11.	msn.com	16	0.18%
12.	google.com.au	13	0.14%
13.	altavista.com	13	0.14%
14.	http	9	0.10%
15.	google.com.ph	8	0.09%
16.	google.de	8	0.09%
17.	64.233.161.104	8	0.09%
18.	66.218.71.231	8	0.09%

	Domain	Visits	% Visits
▪ 19.	google.com.hk	7	0.08%
▪ 20.	google.com.br	7	0.08%
	Subtotal for rows: 1 - 20	**8,885**	**97.91%**
	Other	**190**	**2.09%**
	Total	**9,075**	**100.00%**

items 1-20 of 121

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
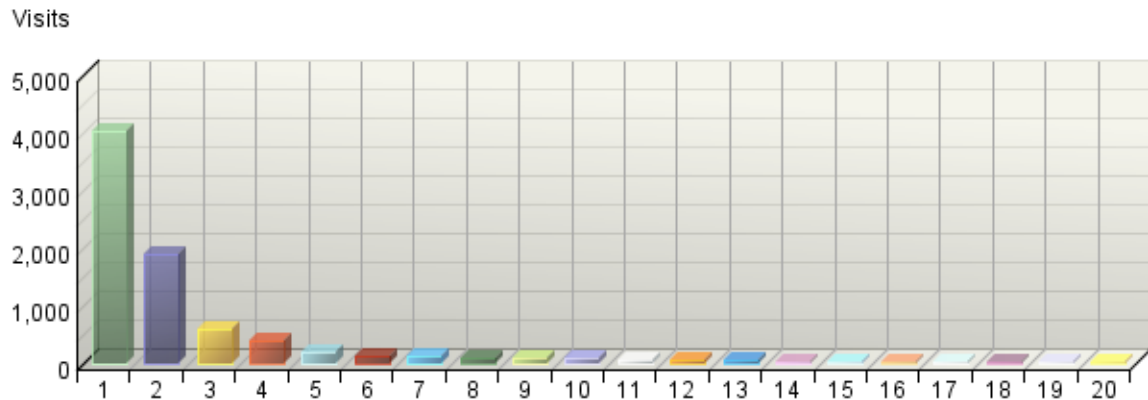
Referring Page

		Page	Visits	% Visits
■	1.	Direct Traffic	4,023	44.33%
■	2.	http://www.epa.gov/	1,899	20.93%
■	3.	http://www.epa.gov/etop/index.html	585	6.45%
■	4.	http://www.google.com/search	412	4.54%
■	5.	http://www.epa.gov/ebtpages/environmentaltechnology. html	212	2.34%
■	6.	http://www.epa.gov	132	1.45%
■	7.	http://www.epa.gov/etop/	125	1.38%
■	8.	http://www.epa.gov/epahome/quickfinder.htm	110	1.21%
■	9.	http://www.epa.gov/etop/developer/financial.html	96	1.06%
■	10.	http://www.epa.gov/etv/	88	0.97%
■	11.	http://epa.gov/	76	0.84%
■	12.	http://www.epa.gov/cgi-bin/epalink	59	0.65%
■	13.	http://es.epa.gov/ncer/sbir/	52	0.57%
■	14.	http://search.yahoo.com/search	45	0.50%
■	15.	http://www.epa.gov/etop/user/	44	0.48%
■	16.	http://www.google.co.uk/search	37	0.41%
■	17.	http://es.epa.gov/ncer/other/	37	0.41%
■	18.	http://www.epa.gov/epahome/	37	0.41%

	Page	Visits	% Visits
■ 19.	http://www.epa.gov/etop/developer/index.html	34	0.37%
■ 20.	http://216.239.37.104/translate_c	31	0.34%
	Subtotal for rows: 1 - 20	**8,134**	**89.63%**
	Other	**941**	**10.37%**
	Total	**9,075**	**100.00%**

items 1-20 of 313

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.

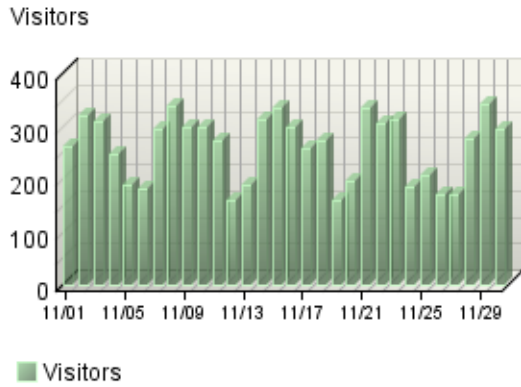**Report Descriptions**

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 Engines Dashboard

This dashboard summarizes important information related to specific search engines.

Visitors Trend

Visitors

Search Phrases

Referrals
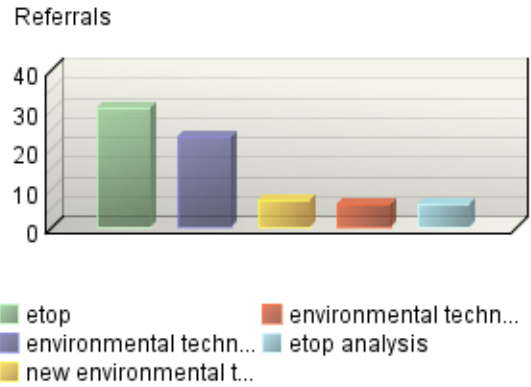
Search Keywords
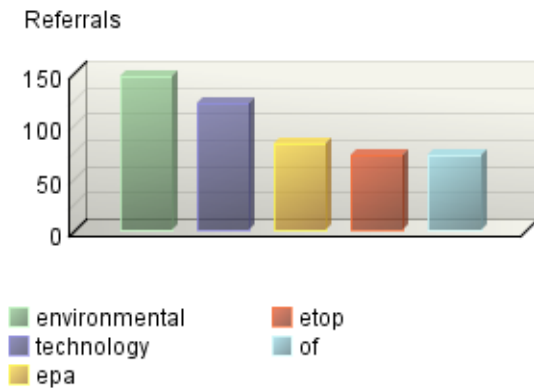
Referrals

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.
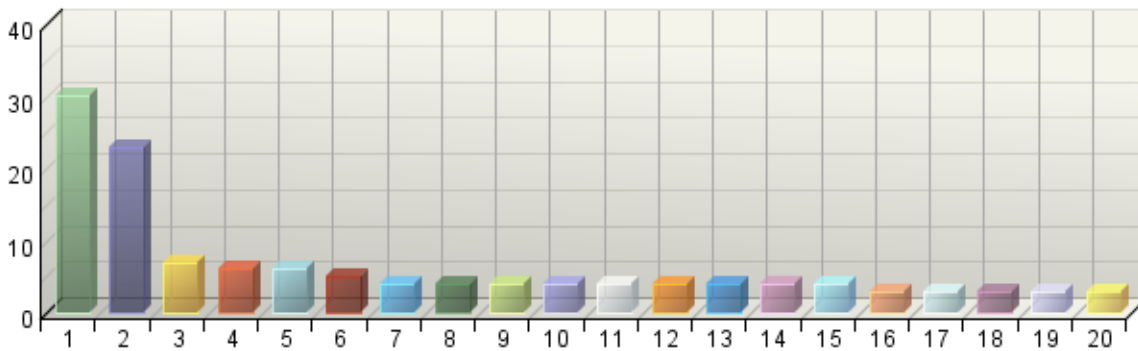
Search Phrases

Search Phrases

	Phrases Engines	Referrals	% Referrals
1.	etop	30	3.34%
	Google India	8	0.89%
	MSN	7	0.78%
	Google	7	0.78%
	Yahoo Taiwan	2	0.22%
	Google Thailand	1	0.11%
2.	environmental technology	23	2.56%
	Google	8	0.89%
	Yahoo	7	0.78%
	Google UK	2	0.22%
	Google Mexico	1	0.11%
	Google Israel	1	0.11%
3.	new environmental technology	7	0.78%
	Google	4	0.44%
	Google Poland	1	0.11%
	Google Canada	1	0.11%
	MSN	1	0.11%
4.	environmental technology council	6	0.67%

		Phrases Engines	Referrals	% Referrals
		Google	6	0.67%
■	5.	etop analysis	6	0.67%
		Google India	2	0.22%
		Google	1	0.11%
		Google UK	1	0.11%
		Google Hong Kong	1	0.11%
		Google Thailand	1	0.11%
■	6.	new environmental technologies	5	0.56%
		Google	3	0.33%
		Yahoo	2	0.22%
■	7.	epa etop	4	0.44%
		Google	4	0.44%
■	8.	etop analysis of shipping and oil	4	0.44%
		Google India	4	0.44%
■	9.	application of microarray	4	0.44%
		Google	3	0.33%
		Google India	1	0.11%
■	10.	map us	4	0.44%
		Google	4	0.44%
■	11.	environmental issue of energy problems	4	0.44%
		Google	4	0.44%
■	12.	financial support for research	4	0.44%
		Yahoo Argentina	2	0.22%
		Google	2	0.22%
■	13.	environmental technologies	4	0.44%
		Google	2	0.22%
		MSN	1	0.11%
		Yahoo	1	0.11%
■	14.	arsenic mcl	4	0.44%
		Google	4	0.44%
■	15.	seeking funding for environmental education	4	0.44%
		Google	4	0.44%
■	16.	discussion group topics	3	0.33%
		Google	2	0.22%
		Google Australia	1	0.11%
■	17.	eric stern epa	3	0.33%
		Google Italy	1	0.11%
		AOL NetFind	1	0.11%
		Google	1	0.11%
■	18.	example of project plan and problem statement	3	0.33%

Phrases Engines	Referrals	% Referrals
Earthlink	3	0.33%
19. what is etop	3	0.33%
Google India	2	0.22%
Google	1	0.11%
20. problem statements	3	0.33%
Google	3	0.33%
Subtotal for rows: 1 - 20	**128**	**14.24%**
Other	**771**	**85.76%**
Total	**899**	**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
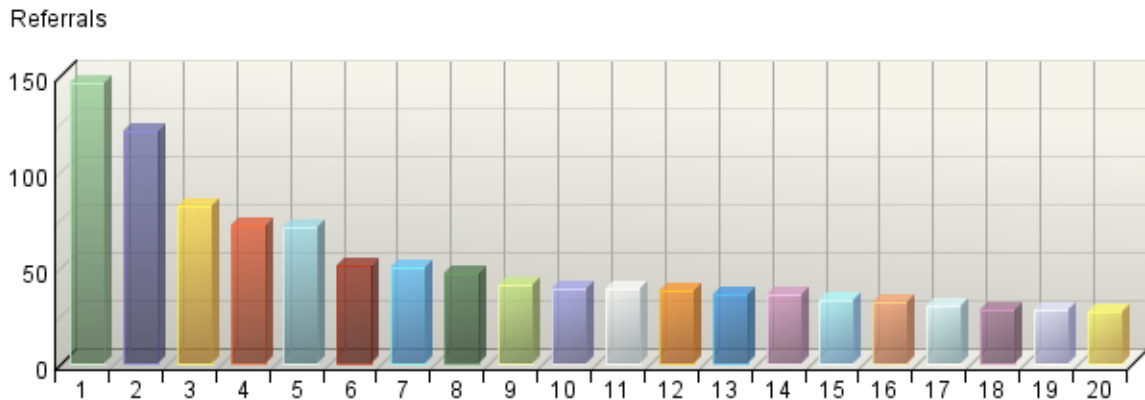
Search Keywords

	Keywords Engines	Referrals	% Referrals
1.	environmental	146	4.29%
	Google	88	2.59%
	Yahoo	23	0.68%
	Google UK	9	0.26%
	Google Canada	8	0.24%
	MSN	6	0.18%
2.	technology	121	3.56%
	Google	74	2.17%
	Yahoo	17	0.50%
	Google India	5	0.15%
	Google Canada	5	0.15%
	MSN	3	0.09%
3.	epa	82	2.41%
	Google	73	2.15%
	Google Brazil	1	0.03%
	Google Australia	1	0.03%
	Google Italy	1	0.03%
	MSN	1	0.03%

	Keywords Engines	Referrals	% Referrals
4.	etop	72	2.12%
	Google India	25	0.73%
	Google	22	0.65%
	MSN	8	0.24%
	Google UK	2	0.06%
	Google Ireland	2	0.06%
5.	of	71	2.09%
	Google	38	1.12%
	Google India	8	0.24%
	Google UK	4	0.12%
	Google Australia	3	0.09%
	Yahoo	3	0.09%
6.	water	51	1.50%
	Google	31	0.91%
	Yahoo	5	0.15%
	Google India	4	0.12%
	Google Romania	3	0.09%
	Google Germany	1	0.03%
7.	for	50	1.47%
	Google	26	0.76%
	Google India	6	0.18%
	Google Canada	4	0.12%
	Google UK	2	0.06%
	Google Romania	2	0.06%
8.	technologies	47	1.38%
	Google	21	0.62%
	Yahoo	11	0.32%
	Google Canada	5	0.15%
	Google India	2	0.06%
	Google UK	1	0.03%
9.	energy	41	1.20%
	Google	24	0.71%
	Yahoo	6	0.18%
	Google Canada	2	0.06%
	Google Australia	2	0.06%
	Google UK	2	0.06%
10.	waste	39	1.15%
	Google	19	0.56%
	Yahoo	7	0.21%
	Google UK	4	0.12%

		Keywords Engines	Referrals	% Referrals
		Google Australia	3	0.09%
		Google Ireland	1	0.03%
	11.	funding	39	1.15%
		Google	24	0.71%
		Yahoo	5	0.15%
		Google India	4	0.12%
		Google Canada	3	0.09%
		MSN	1	0.03%
	12.	in	38	1.12%
		Google	22	0.65%
		Google Hong Kong	4	0.12%
		Google India	3	0.09%
		Yahoo	2	0.06%
		MSN	2	0.06%
	13.	opportunities	36	1.06%
		Google	16	0.47%
		Yahoo	9	0.26%
		Google UK	3	0.09%
		Google Canada	3	0.09%
		MSN	2	0.06%
	14.	to	36	1.06%
		Google	22	0.65%
		Google UK	5	0.15%
		Yahoo	4	0.12%
		Google Canada	3	0.09%
		Google Korea	1	0.03%
	15.	problem	33	0.97%
		Google	21	0.62%
		Yahoo	4	0.12%
		Earthlink	3	0.09%
		Google Thailand	2	0.06%
		Google Israel	1	0.03%
	16.	new	32	0.94%
		Google	19	0.56%
		Yahoo	5	0.15%
		Google UK	2	0.06%
		Google Switzerland	1	0.03%
		Google Canada	1	0.03%
	17.	gasification	30	0.88%
		Google	21	0.62%

		Keywords Engines	Referrals	% Referrals
		Google UK	4	0.12%
		Google Canada	2	0.06%
		Google India	1	0.03%
		Google Poland	1	0.03%
■	18.	problems	28	0.82%
		Google	19	0.56%
		Google UK	4	0.12%
		AOL NetFind	1	0.03%
		Google Canada	1	0.03%
		Google Poland	1	0.03%
■	19.	the	28	0.82%
		Google	14	0.41%
		Yahoo	3	0.09%
		Google Canada	2	0.06%
		Google Israel	2	0.06%
		Google UK	2	0.06%
■	20.	marketing	27	0.79%
		Google	10	0.29%
		Google UK	4	0.12%
		Google India	3	0.09%
		Google Ireland	3	0.09%
		Yahoo	2	0.06%
		Subtotal for rows: 1 - 20	**1,047**	**30.77%**
		Other	**2,356**	**69.23%**
		Total	**3,403**	**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.

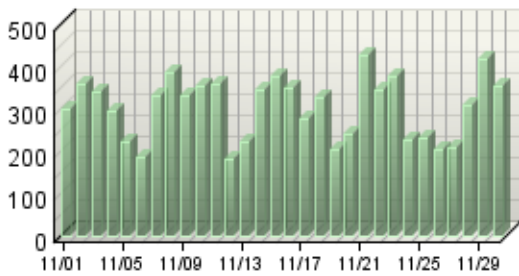**%** Percentage of referred visitors who used the specified search engine and keyword.

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

Average Length of Visit Trend

Visit Summary

Visits	9,075
Average per Day	302
Average Visit Duration	00:12:39
Median Visit Duration	00:01:17
International Visits	11.31%
Visits of Unknown Origin	21.32%
Visits from Your Country: United States (US)	67.37%

Countries

Visitors by Number of Visits

Visitors

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

New Visitors Trend

New Visitors

- New Visitors

Visitor Minutes Trend

Visitor Minutes

- Visitor Minutes

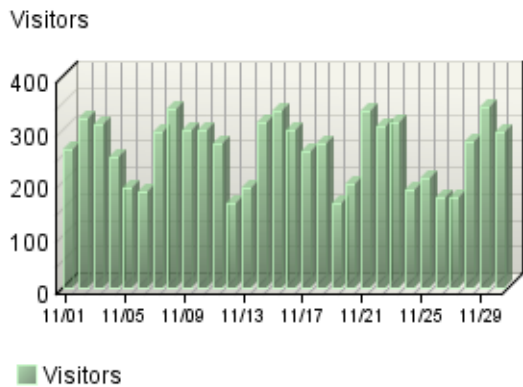**Visitor Summary**

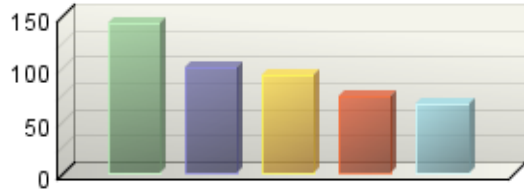|	
Visitors	5,532
Visitors Who Visited Once	4,717
Visitors Who Visited More Than Once	815
Average Visits per Visitor	1.64

New vs. Returning Visitors

Visits

0.09%

99.91%

- Visitors Not Accepting Cookies
- Returning Visitors

Visitors Trend
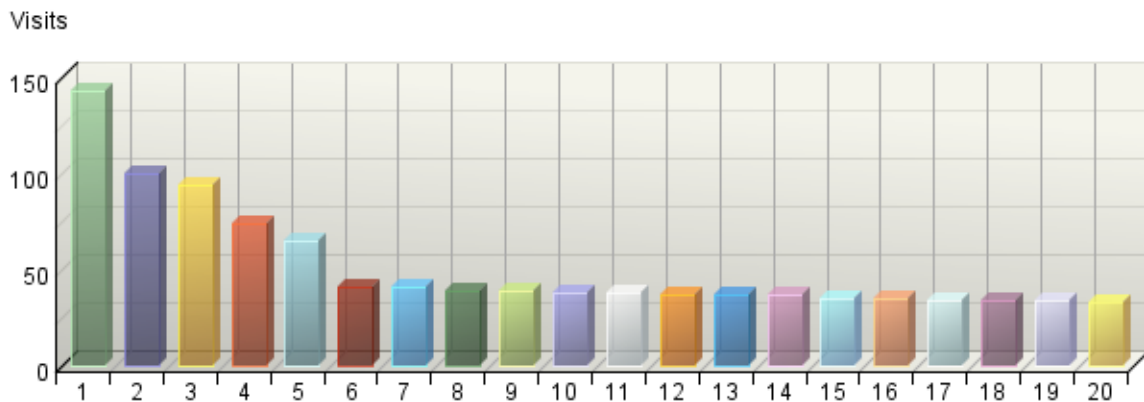
Visitors

- Visitors

Top Visitors

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
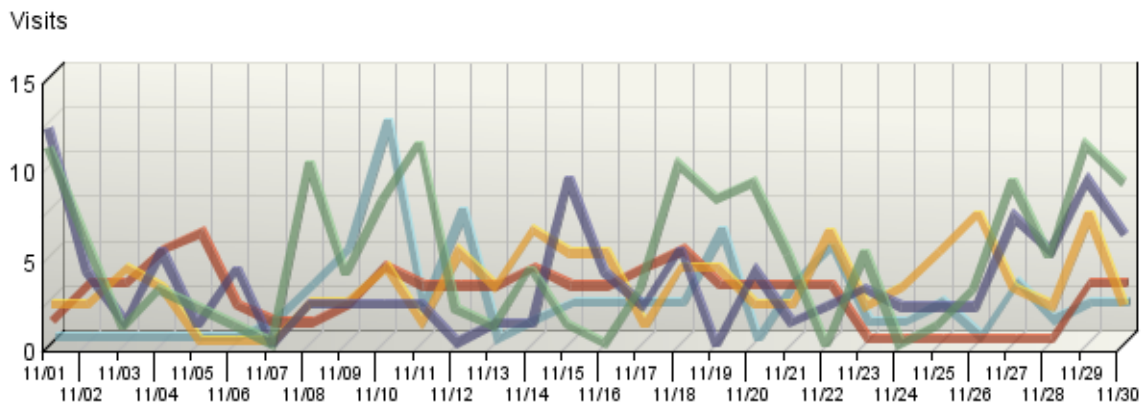
Top Visitors

Top Visitors

	Visitor	Visits	% Visits	Hits
■ 1.	kcrw305.hj.mud.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	143	1.58%	367

	Visitor	Visits	% Visits	Hits
2.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	100	1.10%	152
3.	64.241.25.247_National Park Service Dan Buan (301) 213-4549	94	1.04%	363
4.	sv-crawlfw3.looksmart.com_Mozilla/4.0 compatible ZyBorg/1.0 Dead Link Checker (wn.dlc@looksmart.net; http://www.WISEnutbot.com)	74	0.82%	88
5.	connemara.epa.gov_NLESE USEPA	65	0.72%	1,263
6.	crawl-66-249-71-3.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	41	0.45%	51
7.	aafesgw2.aafes.com_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	41	0.45%	55
8.	crawl-66-249-64-50.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	39	0.43%	48
9.	crawl-66-249-64-15.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	39	0.43%	48
10.	by1sch4041912.phx.gbl_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	38	0.42%	65
11.	65.89.233.74_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; MSIECrawler)	38	0.42%	528
12.	crawl-66-249-64-14.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	37	0.41%	49
13.	crawl-66-249-64-77.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	37	0.41%	44
14.	crawl-66-249-71-1.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	37	0.41%	48
15.	crawl-66-249-64-7.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	35	0.39%	44
16.	crawl-66-249-64-25.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	35	0.39%	47
17.	crawl-66-249-64-35.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	34	0.37%	40
18.	209.241.144.34_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	34	0.37%	6,515
19.	crawl-66-249-71-7.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	34	0.37%	40
20.	crawl-66-249-64-49.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	33	0.36%	46
	Subtotal for rows: 1 - 20	**1,028**	**11.33%**	**9,901**
	Other	**8,042**	**88.67%**	**83,565**
	Total	**9,070**	**100.00%**	**93,466**

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
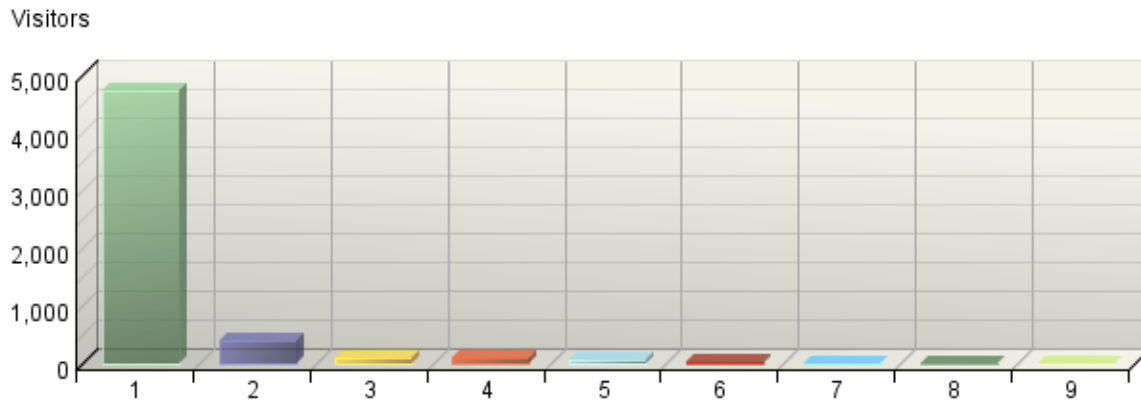
Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
■ 1 visit	4,717	85.27%
■ 2 visits	396	7.16%
■ 3 visits	112	2.02%
■ 4 visits	105	1.90%
■ 5 visits	61	1.10%
■ 6 visits	22	0.40%
■ 7 visits	15	0.27%
■ 8 visits	15	0.27%
■ 9 visits	7	0.13%
Other	**82**	**1.48%**
Total	**5,532**	**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.

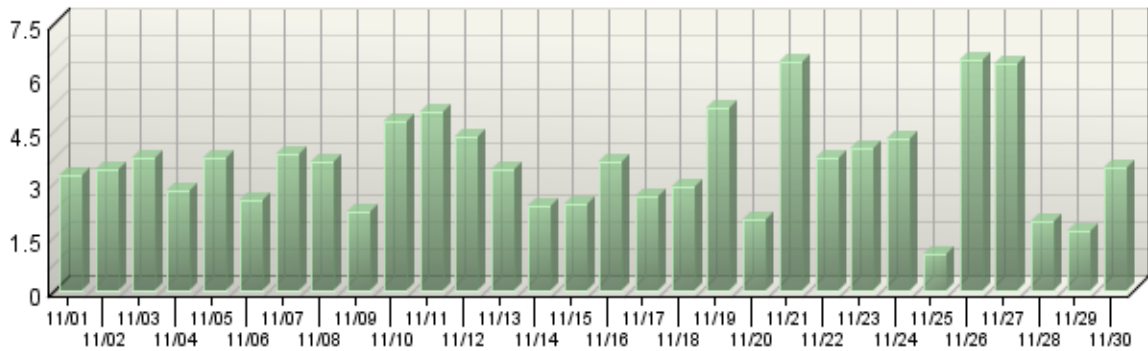**Active Visits Trend**
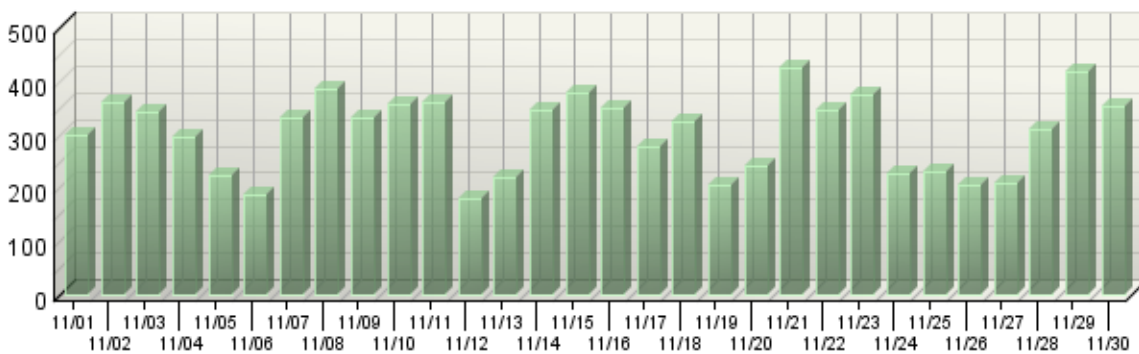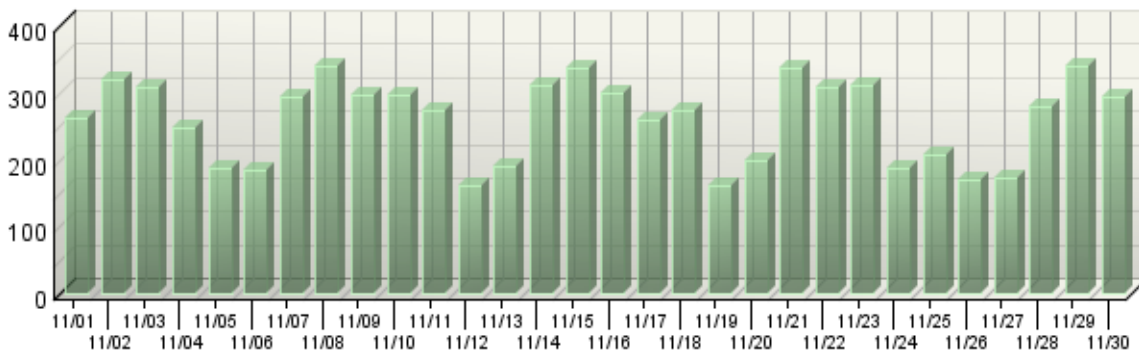
Visitors Trend

New Visitors Trend
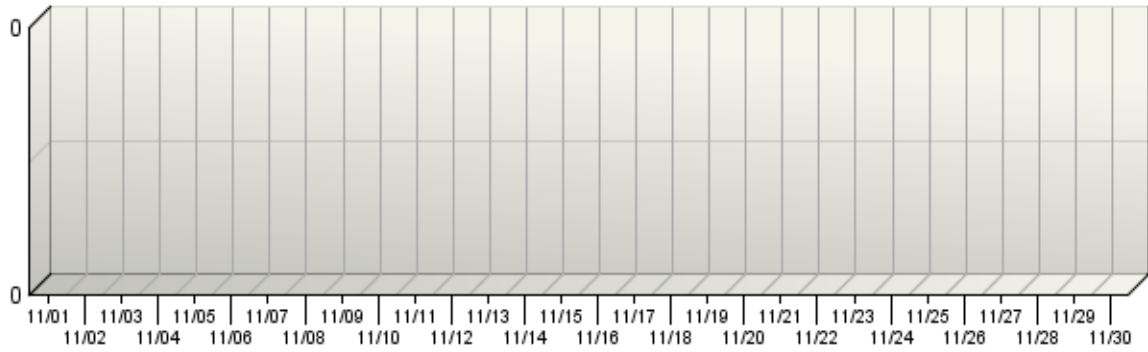
New Visitors

Average Length of Visit Trend

Average Visit Duration

Visitor Minutes Trend

Visitor Minutes
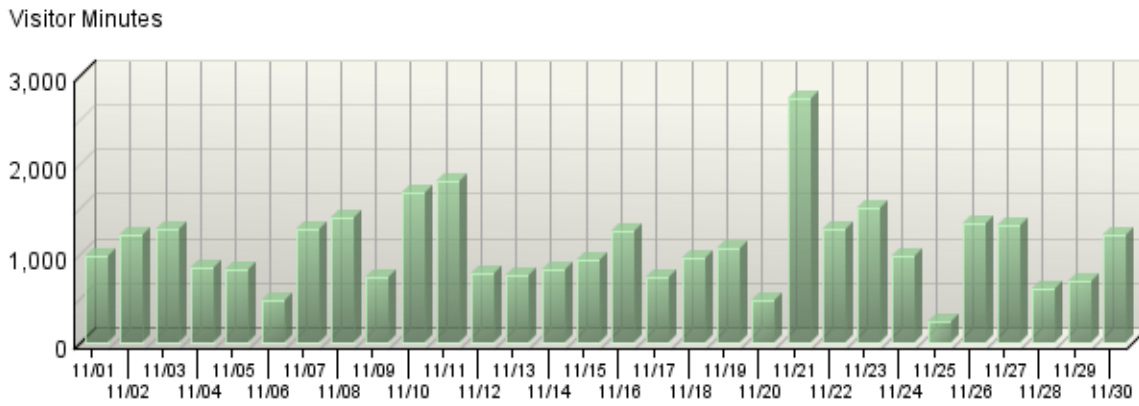
Visitors Trend

Day	Active Visits	Visitors	New Visitors
11/01	299	262	0
11/02	360	320	0
11/03	342	309	0
11/04	295	248	0
11/05	224	188	0
11/06	187	183	0
11/07	331	294	0
11/08	386	339	0
11/09	331	297	0
11/10	356	297	0
11/11	360	272	0
11/12	181	160	0
11/13	221	189	0
11/14	344	312	0
11/15	379	336	0
11/16	350	298	0
11/17	277	259	0
11/18	325	273	0
11/19	204	160	0
11/20	240	198	0
11/21	426	336	0
11/22	345	307	0
11/23	375	312	0
11/24	227	186	0

Day	Active Visits	Visitors	New Visitors
11/25	230	206	0
11/26	206	170	0
11/27	207	172	0
11/28	310	278	0
11/29	416	341	0
11/30	353	293	0
Average	**302**	**259**	**0**
Total	**-**	**-**	**0**

items 1-20 of 30

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
11/01	00:03:15	972.95
11/02	00:03:23	1,219.08
11/03	00:03:44	1,282.05
11/04	00:02:49	835.65
11/05	00:03:42	829.28
11/06	00:02:32	474
11/07	00:03:49	1,267.97
11/08	00:03:38	1,408.43
11/09	00:02:12	731.68
11/10	00:04:44	1,685.35
11/11	00:05:01	1,807.5
11/12	00:04:18	781.17
11/13	00:03:25	757
11/14	00:02:24	827.82
11/15	00:02:25	919.15
11/16	00:03:36	1,262.38
11/17	00:02:39	734.97
11/18	00:02:56	956.12
11/19	00:05:07	1,047.05
11/20	00:02:00	482.33
11/21	00:06:26	2,746.23
11/22	00:03:43	1,282.62
11/23	00:04:01	1,509.85
11/24	00:04:17	974.37
11/25	00:01:03	243.85
11/26	00:06:28	1,332.65
11/27	00:06:23	1,321.73

Day	Average Visit Duration	Visitor Minutes
11/28	00:01:58	613.28
11/29	00:01:41	701.15
11/30	00:03:26	1,214.37
Average	**-**	**1,074.07**
Total	**-**	**32,222.03**

<div align="center">items 1-20 of 30</div>

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.

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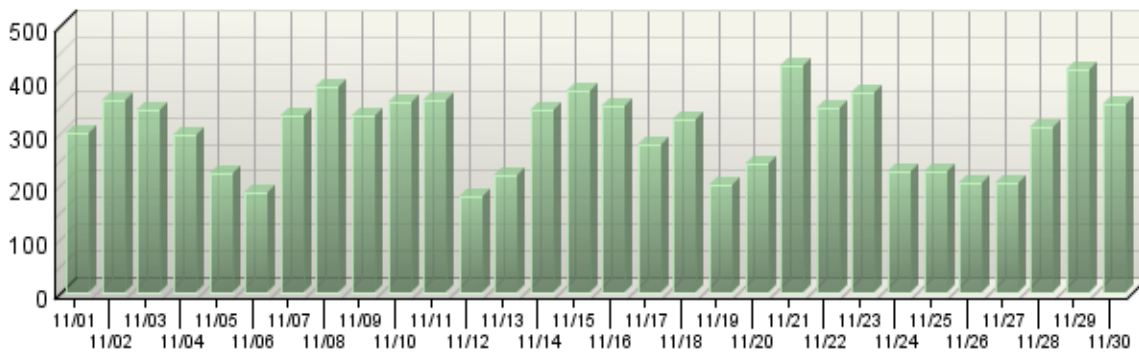
Average - This row gives the average for each column.

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
11/01	299	3.29%
11/02	360	3.97%
11/03	342	3.77%
11/04	295	3.25%
11/05	224	2.47%
11/06	187	2.06%
11/07	331	3.65%
11/08	385	4.24%
11/09	331	3.65%
11/10	355	3.91%
11/11	360	3.97%
11/12	181	1.99%
11/13	221	2.44%
11/14	343	3.78%
11/15	379	4.18%
11/16	349	3.85%
11/17	277	3.05%
11/18	325	3.58%
11/19	203	2.24%

Day	Visits	% Visits
11/20	240	2.64%
11/21	423	4.66%
11/22	345	3.80%
11/23	375	4.13%
11/24	226	2.49%
11/25	228	2.51%
11/26	206	2.27%
11/27	206	2.27%
11/28	310	3.42%
11/29	416	4.58%
11/30	353	3.89%
Total	**9,075**	**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
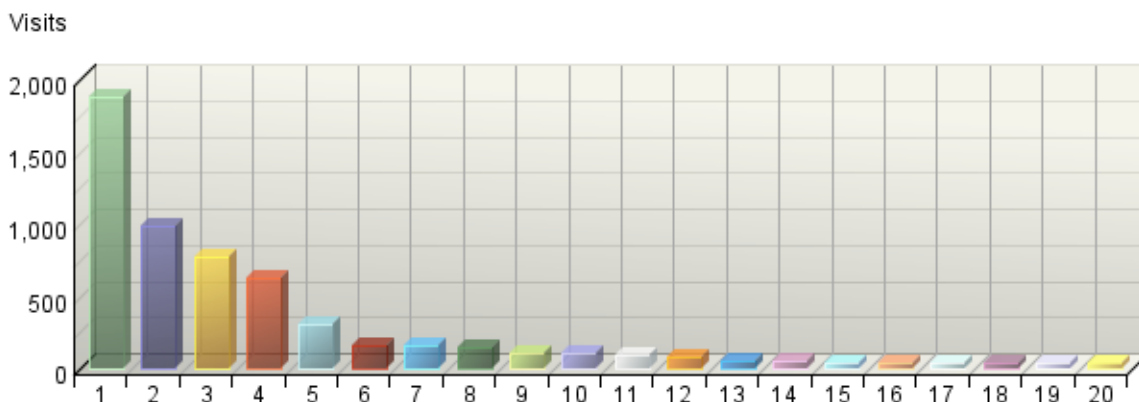
Domain Names

		Domain Name	Visits	% Visits	Hits
■	1.	Unresolved IP Address	1,874	20.65%	28,700
■	2.	googlebot.com	980	10.80%	1,582
■	3.	aol.com	773	8.52%	1,063
■	4.	inktomisearch.com	624	6.88%	828
■	5.	epa.gov	300	3.31%	6,960
■	6.	rr.com	165	1.82%	2,286
■	7.	comcast.net	160	1.76%	2,747
■	8.	yahoo.com	148	1.63%	378
■	9.	msn.com	107	1.18%	164
■	10.	verizon.net	103	1.13%	1,830
■	11.	cox.net	92	1.01%	1,555
■	12.	looksmart.com	74	0.82%	88
■	13.	pacbell.net	54	0.60%	690
■	14.	unl.edu	47	0.52%	129
■	15.	charter.com	44	0.48%	604
■	16.	adelphia.net	43	0.47%	713
■	17.	aafes.com	41	0.45%	55
■	18.	hinet.net	41	0.45%	452

		Domain Name	Visits	% Visits	Hits
■	19.	phx.gbl	38	0.42%	65
■	20.	bellsouth.net	37	0.41%	555
		Subtotal for rows: 1 - 20	**5,745**	**63.31%**	**51,444**
		Other	**3,330**	**36.69%**	**42,342**
		Total	**9,075**	**100.00%**	**93,786**

items 1-20 of 1436

Domain Names - Help Card

Column Definitions

Domain Name

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

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

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

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

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

Visits

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

Hits

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

Report Descriptions

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

Top-Level Domain Types

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

Top-Level Domain Types
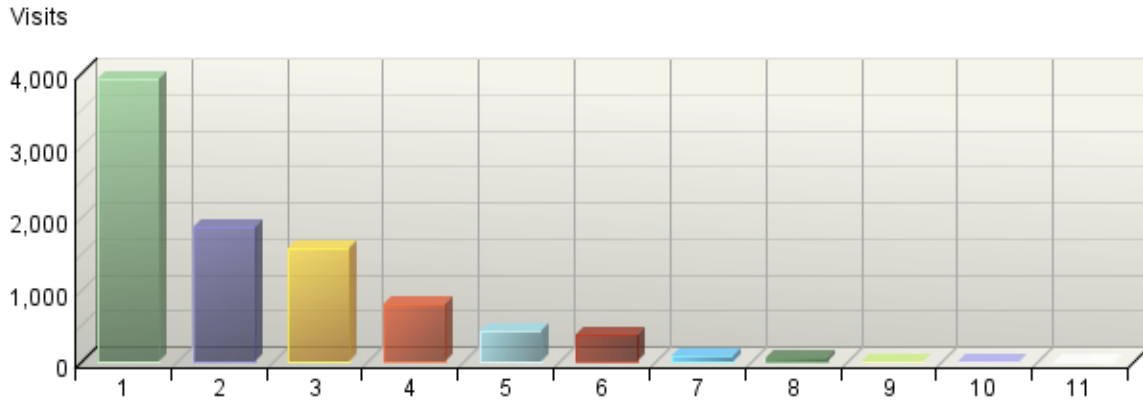
Top-Level Domain Types

Top-Level Domain Types	Visits	% Visits	Hits
Commercial	3,925	43.25%	18,356
Unresolved IP Address	1,876	20.67%	28,704
Network	1,564	17.23%	22,148
Unknown	787	8.67%	9,649
Education	426	4.69%	5,355
Government	360	3.97%	7,663
Military	72	0.79%	783
Organization	57	0.63%	1,036
ARPANET	4	0.04%	29
Informational	3	0.03%	29
Business	1	0.01%	34
Total	**9,075**	**100.00%**	**93,786**

items 1-11 of 11

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
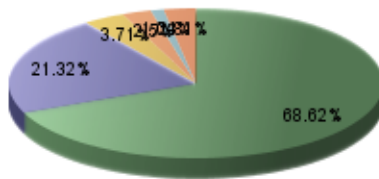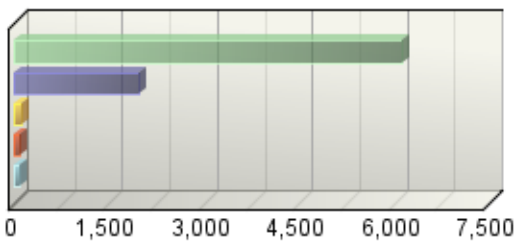
Countries
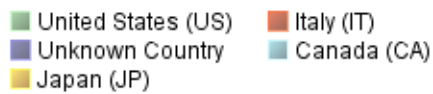
Regions

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

Regions
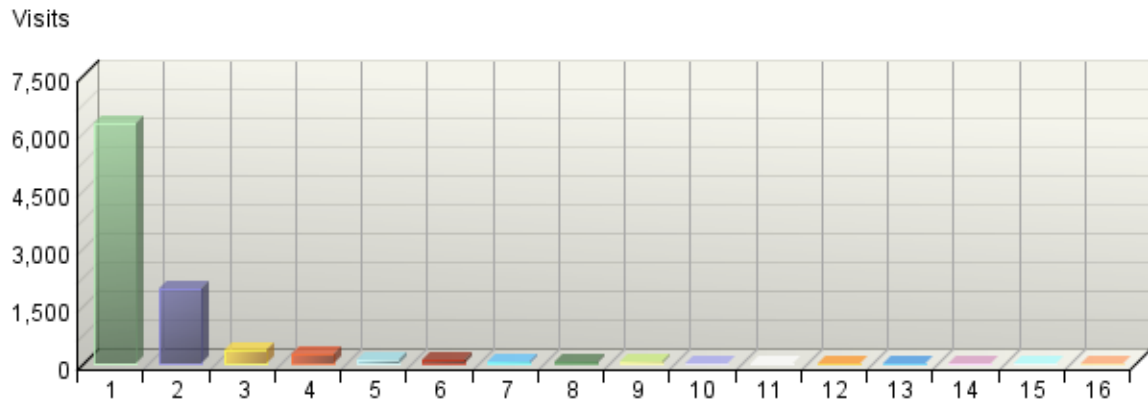
Regions

	Regions	Visits	% Visits
1.	North America	6,227	68.62%
2.	Unspecified Region	1,935	21.32%
3.	Western Europe	337	3.71%
4.	Asia	227	2.50%
5.	South America	94	1.04%
6.	Eastern Europe	83	0.91%
7.	Middle East	59	0.65%
8.	Australia	40	0.44%
9.	Northern Europe	31	0.34%
10.	Southern Africa	14	0.15%
11.	Pacific Islands	11	0.12%
12.	Western Africa	5	0.06%
13.	Eastern Africa	5	0.06%
14.	Caribbean Islands	3	0.03%
15.	Northern Africa	3	0.03%
16.	Central America	1	0.01%
	Total	**9,075**	**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
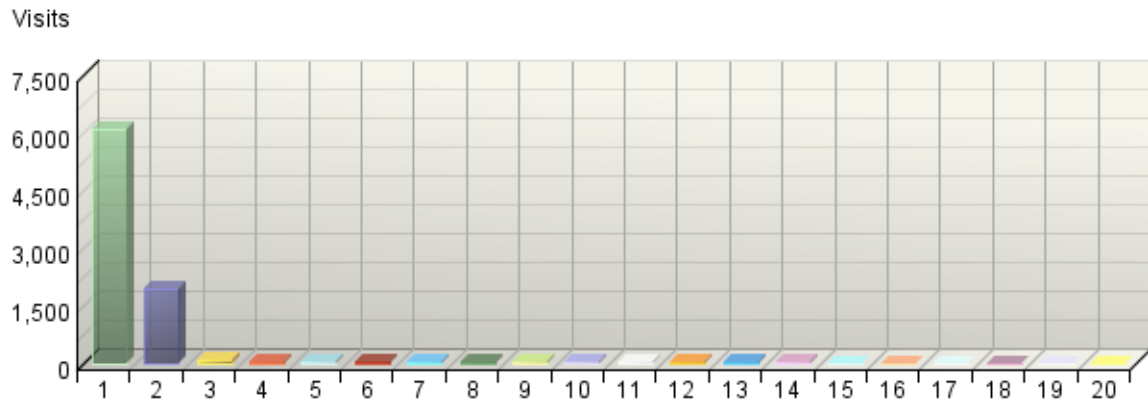
Countries

	Countries	Visits	% Visits
1.	United States (US)	6,114	67.37%
2.	Unknown Country	1,935	21.32%
3.	Japan (JP)	104	1.15%
4.	Italy (IT)	72	0.79%
5.	Canada (CA)	67	0.74%
6.	United Kingdom (UK)	63	0.69%
7.	Mexico (MX)	46	0.51%
8.	Brazil (BR)	46	0.51%
9.	Netherlands (NL)	43	0.47%
10.	Australia (AU)	40	0.44%
11.	Germany (DE)	37	0.41%
12.	France (FR)	36	0.40%
13.	Spain (ES)	27	0.30%
14.	Hong Kong (HK)	25	0.28%
15.	Taiwan (TW)	23	0.25%
16.	Portugal (PT)	21	0.23%
17.	Romania (RO)	21	0.23%
18.	Peru (PE)	20	0.22%
19.	Thailand (TH)	19	0.21%

	Countries	Visits	% Visits
■ 20.	Israel (IL)	19	0.21%
	Subtotal for rows: 1 - 20	**8,778**	**96.73%**
	Other	**297**	**3.27%**
	Total	**9,075**	**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
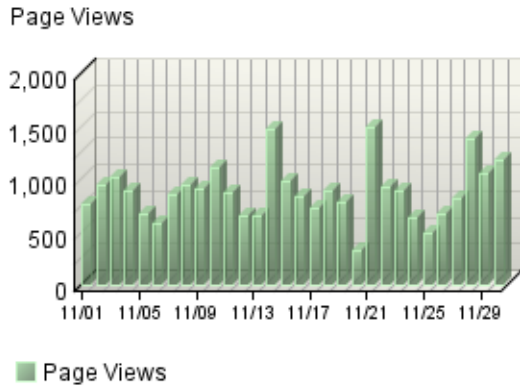
Pages Trend
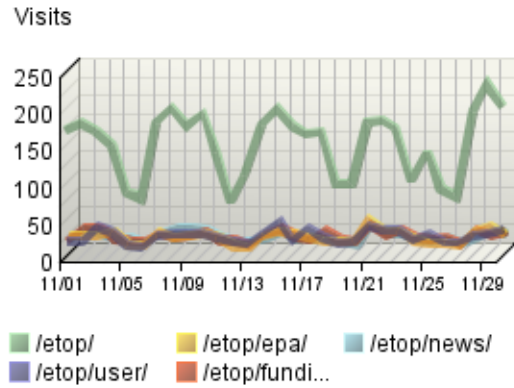
Content Groups

No data is available for this graph.

Entry Pages

Page View Summary

Page Views	26,452
Average per Day	881
Average Page Views per Visit	2.91

Pages

Visits

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

Exit Pages

Visits

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

Directories

Visits

- /etop/images
- /etop/
- /etop/index_files
- /etop/styles
- /etop/forum
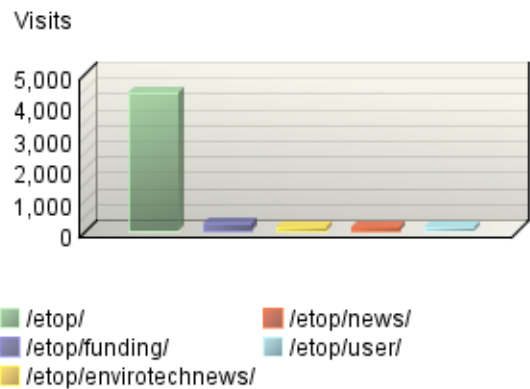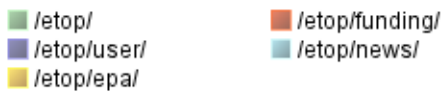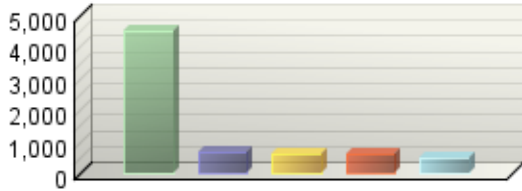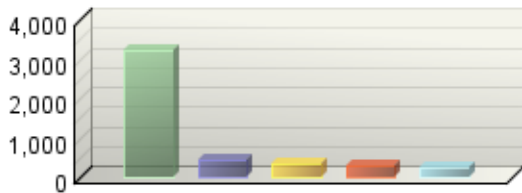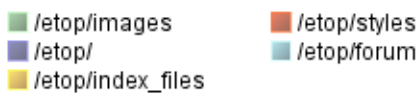
Pages

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
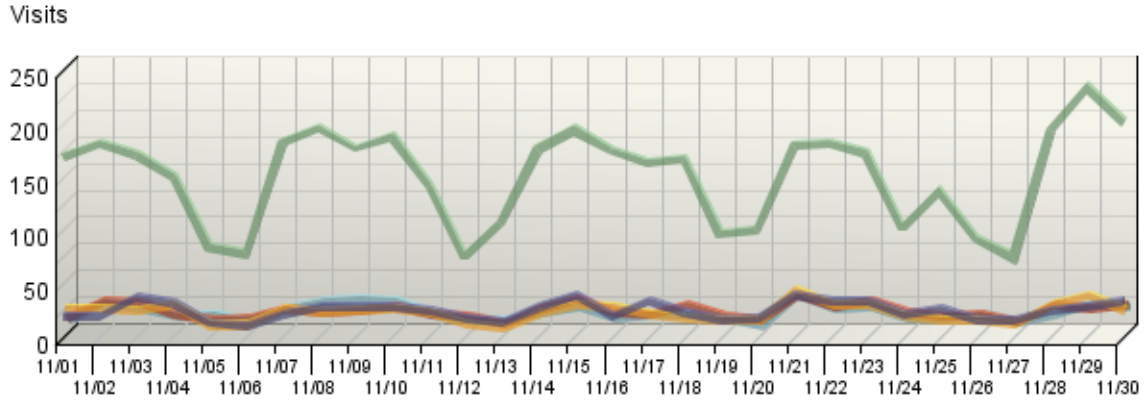
Pages
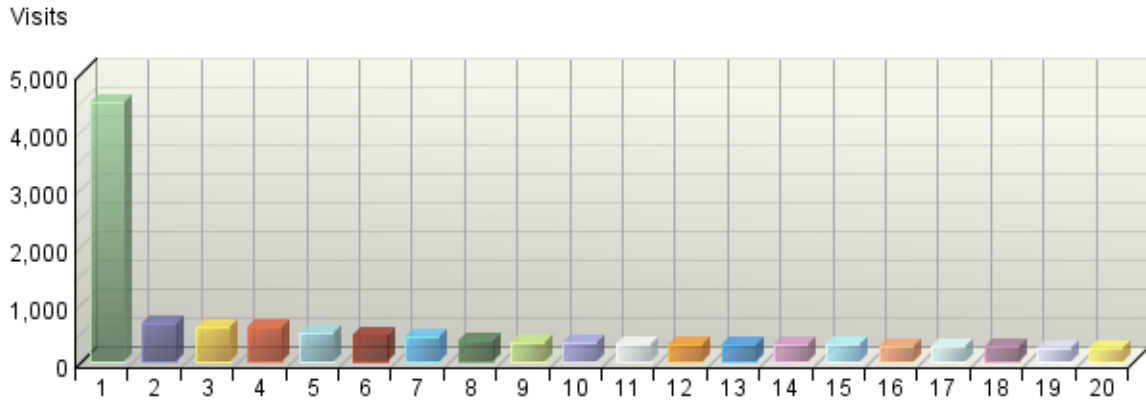
Pages

	Pages	Visits	Views	Average Time Viewed
■ 1.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/	4,515	5,645	00:02:17

	Pages	Visits	Views	Average Time Viewed
■ 2.	**EPA: ETOP: Technology Users: Technology Description Information** http://www.epa.gov/etop/user/	683	817	00:03:28
■ 3.	**EPA: ETOP: EPA Programs** http://www.epa.gov/etop/epa/	587	798	00:01:49
■ 4.	**EPA: ETOP: Current Funding Opportunities** http://www.epa.gov/etop/funding/	585	845	00:02:13
■ 5.	**EPA: ETOP: News** http://www.epa.gov/etop/news/	508	609	00:02:56
■ 6.	http://www.epa.gov/etop/developer/	461	676	00:01:17
■ 7.	**EPA: ETOP: Environmental Technology Resources** http://www.epa.gov/etop/other/	423	489	00:01:39
■ 8.	**EPA: ETOP: Financial Support/Development Funding** http://www.epa.gov/etop/developer/financial.html	382	423	00:02:20
■ 9.	**EPA: ETOP: Subscribe to EnvirotechNews** http://www.epa.gov/etop/envirotechnews/	328	408	00:02:09
■ 10.	**EPA: ETOP: Marketing** http://www.epa.gov/etop/developer/marketing.html	321	357	00:01:37
■ 11.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	309	442	00:01:26
■ 12.	**EPA: ETOP: Demonstration and Verification Assistance** http://www.epa.gov/etop/developer/demo.html	304	355	00:01:34
■ 13.	**EPA: ETOP: About ETOP** http://www.epa.gov/etop/about_etop/	296	412	00:01:06
■ 14.	**EPA: ETOP: If you're saying "If only I had a technology that could solve** http://www.epa.gov/etop/techconnection/techconnection.html	293	344	00:02:09
■ 15.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/	289	396	00:01:11
■ 16.	http://www.epa.gov/etop/whereyoulive/	283	331	00:01:50
■ 17.	**EPA: ETOP: Integrated Database Search** http://www.epa.gov/etop/search/	282	345	00:01:28
■ 18.	**EPA: ETOP: Information, Partnership & Advocacy Programs** http://www.epa.gov/etop/developer/advocacy.html	251	289	00:02:10
■ 19.	**EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/contact/	249	306	00:01:41

	Pages	Visits	Views	Average Time Viewed
20.	**EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/qa/	225	283	00:01:58
	Subtotal for rows: 1 - 20	**-**	**14,570**	**-**
	Other	**-**	**11,882**	**-**
	Total	**-**	**26,452**	**-**

<div align="center">items 1-20 of 331</div>

<div align="center">

Pages

</div>

	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: EPA Programs** http://www.epa.gov/etop/epa/	0
4.	**EPA: ETOP: Current Funding Opportunities** http://www.epa.gov/etop/funding/	0
5.	**EPA: ETOP: News** http://www.epa.gov/etop/news/	0
6.	http://www.epa.gov/etop/developer/	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: Subscribe to EnvirotechNews** http://www.epa.gov/etop/envirotechnews/	0
10.	**EPA: ETOP: Marketing** http://www.epa.gov/etop/developer/marketing.html	0
11.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	0
12.	**EPA: ETOP: Demonstration and Verification Assistance** http://www.epa.gov/etop/developer/demo.html	0
13.	**EPA: ETOP: About ETOP** http://www.epa.gov/etop/about_etop/	0

	Pages	Average Time to Serve (ms)
■ 14.	**EPA: ETOP: If you're saying "If only I had a technology that could solve** http://www.epa.gov/etop/techconnection/techconnection.html	0
■ 15.	**EPA: Environmental Technology Opportunities Portal (ETOP)** http://www.epa.gov/etop/nacept/	0
■ 16.	http://www.epa.gov/etop/whereyoulive/	0
■ 17.	**EPA: ETOP: Integrated Database Search** http://www.epa.gov/etop/search/	0
■ 18.	**EPA: ETOP: Information, Partnership & Advocacy Programs** http://www.epa.gov/etop/developer/advocacy.html	0
■ 19.	**EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/contact/	0
■ 20.	**EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/qa/	0
	Subtotal for rows: 1 - 20	-
	Other	-
	Total	-

items 1-20 of 331

Pages - Help Card

Column Definitions

Pages

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

Visits

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

Views

Number of times this page was viewed by visitors.

Average Time Viewed

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

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

Report Descriptions

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

Directories

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

Directories Trend
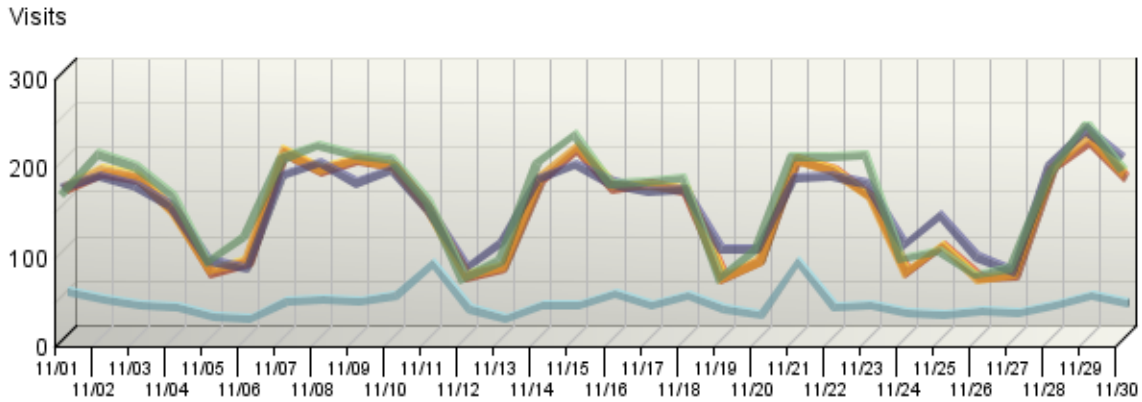
Directories
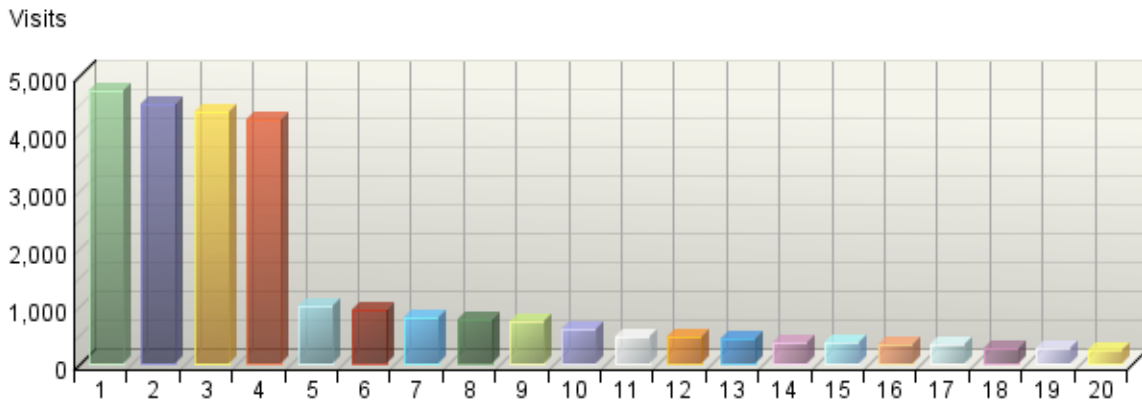
Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
1.	http://www.epa.gov/etop/images	4,741	51,749	101,565
2.	http://www.epa.gov/etop/	4,515	5,647	134,955
3.	http://www.epa.gov/etop/index_files	4,363	9,386	13,256
4.	http://www.epa.gov/etop/styles	4,249	5,341	10,855

	Path To Directory	Visits	Hits	Kbytes Transferred
■ 5.	http://www.epa.gov/etop/forum	1,001	3,816	43,201
■ 6.	http://www.epa.gov/etop/developer	936	2,100	65,375
■ 7.	http://www.epa.gov/etop/news	789	1,626	38,932
■ 8.	http://www.epa.gov/etop/funding	777	1,750	46,022
■ 9.	http://www.epa.gov/etop/user	722	939	82,750
■ 10.	http://www.epa.gov/etop/epa	587	798	25,658
■ 11.	http://www.epa.gov/etop/nacept	470	1,061	11,778
■ 12.	http://www.epa.gov/etop/envirotechnews	469	806	23,688
■ 13.	http://www.epa.gov/etop/other	423	489	12,499
■ 14.	http://www.epa.gov/etop/techconnection	371	635	7,802
■ 15.	http://www.epa.gov/etop/whereyoulive	369	593	13,508
■ 16.	http://www.epa.gov/environmentaltechnology	345	3,963	53,758
■ 17.	http://www.epa.gov/etop/about_etop	320	515	7,344
■ 18.	http://www.epa.gov/etop/search	282	345	4,772
■ 19.	http://www.epa.gov/etop/contact	250	331	4,536
■ 20.	http://www.epa.gov/etop/qa	225	283	3,094
	Subtotal for rows: 1 - 20	**-**	**92,173**	**705,340**
	Other	**-**	**1,613**	**23,636**
	Total	**-**	**93,786**	**728,976**

items 1-20 of 28

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.

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

Uploaded Files

No data is available for this graph.

Hit Summary

Successful Hits for Entire Site	93,786
Average Hits per Day	3,126
Home Page Hits	4,045

Hits Trend
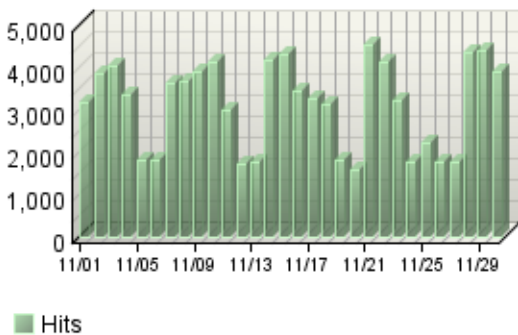
Downloaded Files

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

Downloaded Files Trend
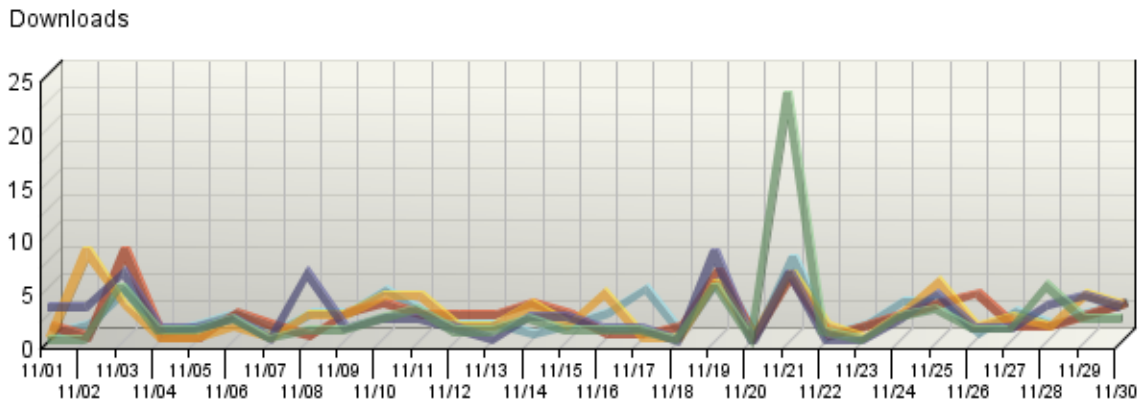
Downloaded Files
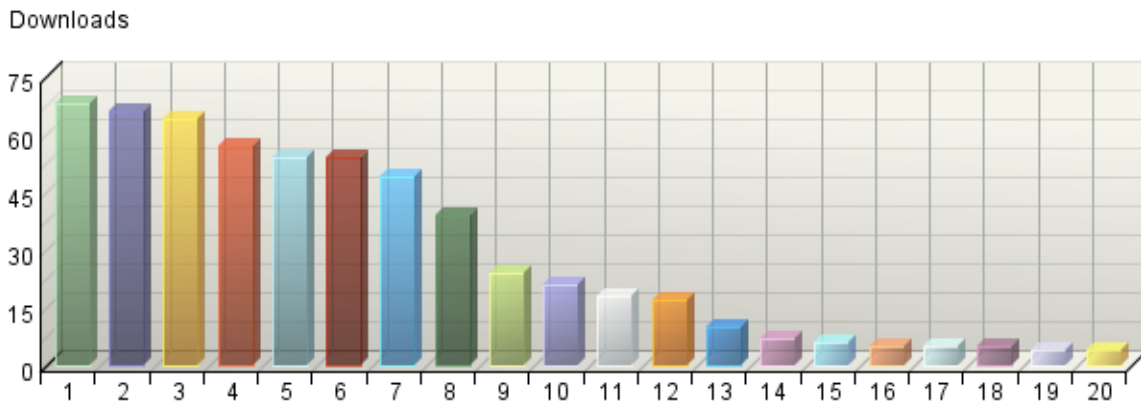
Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_7_05.pdf	68	11.45%	48
■ 2.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_10_05.pdf	66	11.11%	57
■ 3.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_11_05.pdf	64	10.77%	56

	Downloaded Files	Downloads	% Downloads	Visits
■ 4.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_6_05.pdf	57	9.60%	51
■ 5.	http://www.epa.gov/etop/forum/etc_memo.pdf	54	9.09%	50
■ 6.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_9_05.pdf	54	9.09%	49
■ 7.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_8_05.pdf	49	8.25%	45
■ 8.	http://www.epa.gov/etop/forum/etc_charter_2-5-04.pdf	39	6.57%	32
■ 9.	http://www.epa.gov/etop/tc/etc_memo.pdf	24	4.04%	18
■ 10.	http://www.epa.gov/etop/etc/etc_charter_2-5-04.pdf	21	3.54%	11
■ 11.	http://www.epa.gov/etop/tc/etc_charter_2-5-04.pdf	18	3.03%	15
■ 12.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_5_05.pdf	17	2.86%	15
■ 13.	http://www.epa.gov/etop/news/archive/2004/ wanted_flyer_05.pdf	10	1.68%	9
■ 14.	http://www.epa.gov/environmentaltechnology/ envirotechnews/envirotechnews_10_05.pdf	7	1.18%	4
■ 15.	http://www.epa.gov/etop/news/archive/2004/ ord_product_expo_flyer.pdf	6	1.01%	6
■ 16.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_12_04.pdf	5	0.84%	5
■ 17.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_1_05.pdf	5	0.84%	5
■ 18.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_3_05.pdf	5	0.84%	5
■ 19.	http://www.epa.gov/environmentaltechnology/ envirotechnews/envirotechnews_3_05.pdf	4	0.67%	4
■ 20.	http://www.epa.gov/environmentaltechnology/ news/archive/2004/wanted_flyer_05.pdf	4	0.67%	4
	Subtotal for rows: 1 - 20	**577**	**97.14%**	**489**
	Other	**17**	**2.86%**	**17**
	Total	**594**	**100.00%**	**506**

items 1-20 of 28

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
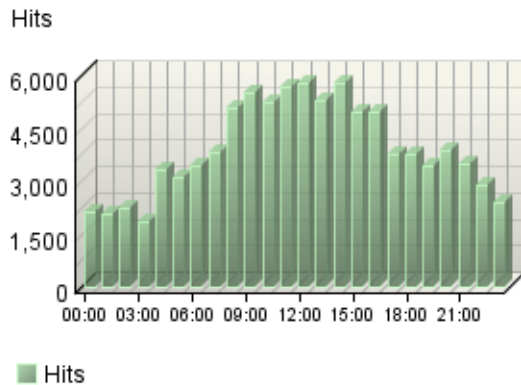
Least Active Summary

Least Active Date	11/20/05
Number of Hits on Least Active Date	1,589
Least Active Day of the Week	Sunday
Least Active Hour of the Day	03:00-03:59

Activity on Weekdays Summary

Total Hits Weekdays	79,722
Total Visits Weekdays	7,407
Average Number of Visits per day on Weekdays	336
Average Number of Hits per day on Weekdays	3,623

Hits by Day of the Week
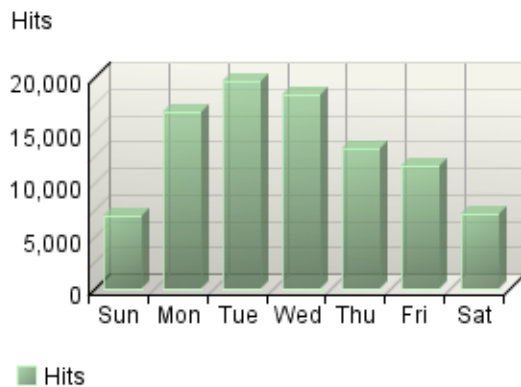
Activity on Weekends Summary

Total Hits Weekend	14,064
Total Visits Weekend	1,668
Average Number of Visits per Weekend	417
Average Number of Hits per Weekend	3,516

Most Active Summary

Most Active Date	11/21/05
Number of Hits on Most Active Date	4,523
Most Active Day of the Week	Tuesday
Most Active Hour of the Day	14:00-14:59

Bandwidth: Kbytes Transferred Trend

Kbytes Transferred
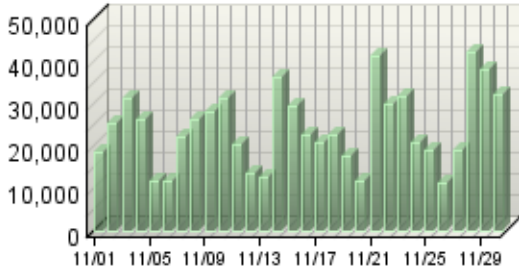
Kbytes Transferred

Browsers and Platforms Dashboard

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

Browsers
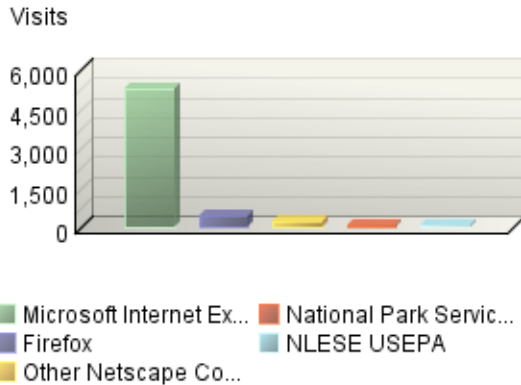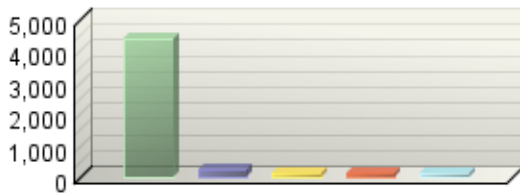

Spiders
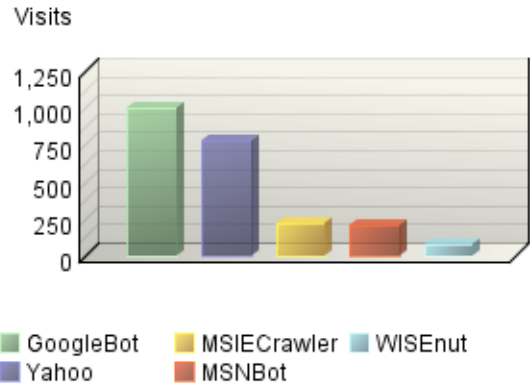
Browsers Trend
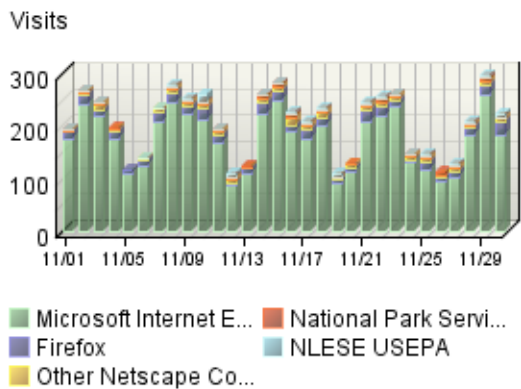
Platforms Trend
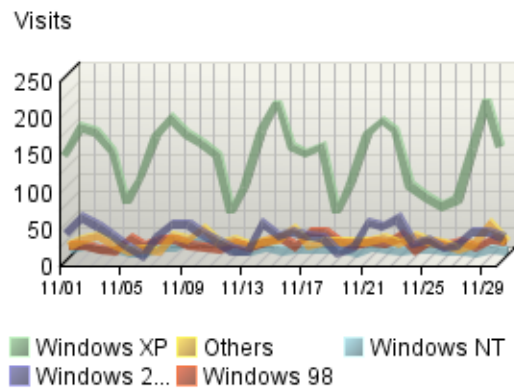
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

Entry Pages

Single-Page Visits
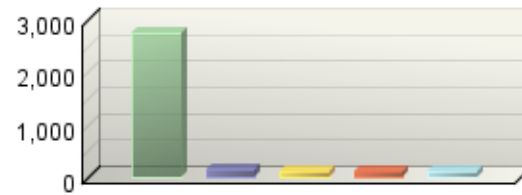
Exit Pages
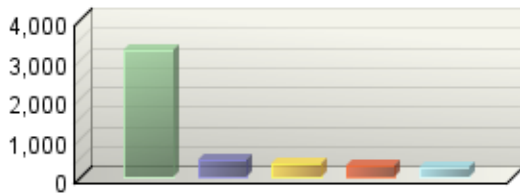
Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages

Browsers by Version

Bandwidth: Kbytes Transferred Trend

Technical Summary

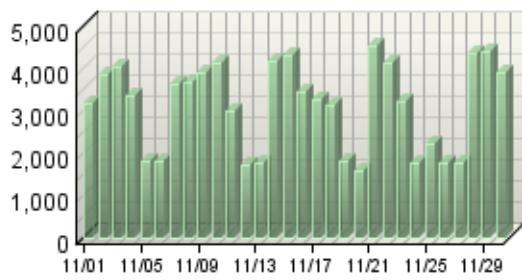|	
Total Hits	96,486
Successful Hits	93,786
Successful Hits (as Percent)	97.20%
Failed Hits	2,700
Failed Hits (as Percent)	2.80%
Cached Hits	16,487
Cached Hits (as Percent)	17.09%

Browsing Hours

Visits
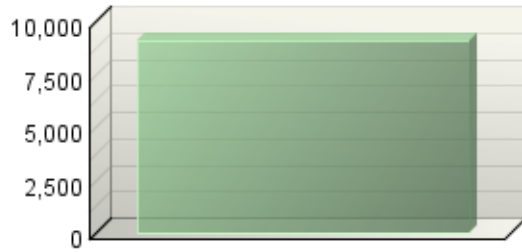
- Unknown browsing hour

**Hits Trend**

Hits

- Hits

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.
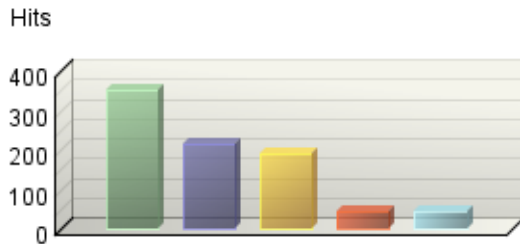
Technical Summary

Total Hits	96,486
Successful Hits	93,786
Successful Hits (as Percent)	97.20%
Failed Hits	2,700
Failed Hits (as Percent)	2.80%
Cached Hits	16,487
Cached Hits (as Percent)	17.09%

Client Errors
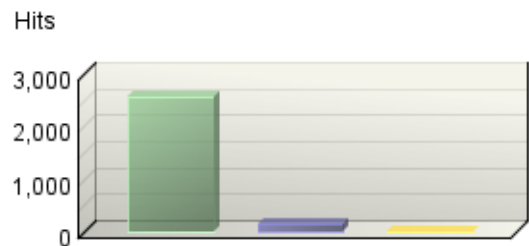
File Not Found Errors

Server Errors Trend

No data is available for this graph.