

ETOP Web Site Statistics

Monthly View: October 2005

October 1, 2005 12:00:00 AM – October 31, 2005 11:46:35 PM

This report was generated by WebTrends 7 - Small Business, Version: 7.5, Build: 16366 .
Tuesday, November 1, 2005 8:18:08 AM
Final report conversion by WebTrends Report Exporter, Version 7.5 (build 16363)

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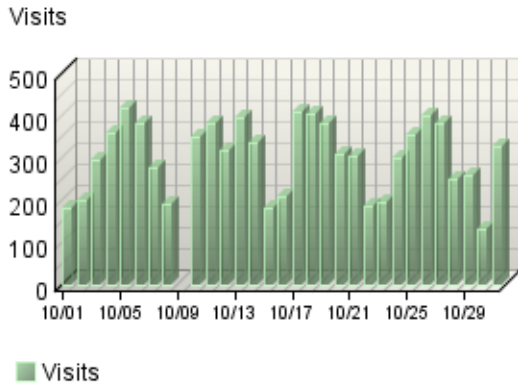
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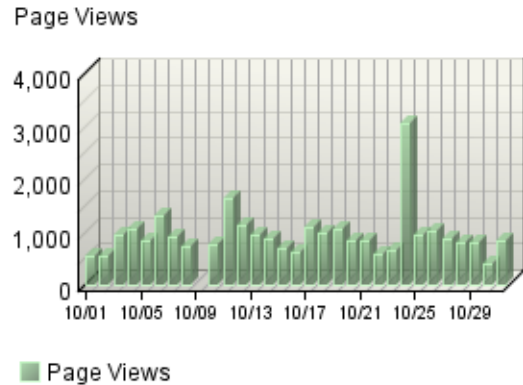
Overview Dashboard

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

Visits Trend



Page Views Trend



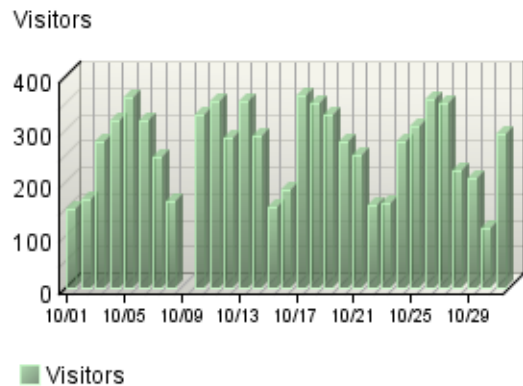
Visit Summary

Visits	9,065
Average per Day	292
Average Visit Duration	00:11:30
Median Visit Duration	00:01:00
International Visits	10.95%
Visits of Unknown Origin	21.24%
Visits from Your Country: United States (US)	67.81%

Page View Summary

Page Views	28,347
Average per Day	914
Average Page Views per Visit	3.13

Visitors Trend

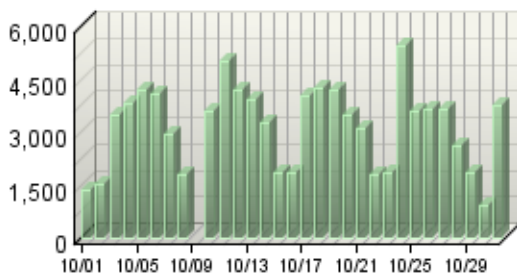


Visitor Summary

Visitors	5,823
Visitors Who Visited Once	4,940
Visitors Who Visited More Than Once	883
Average Visits per Visitor	1.56

Hits Trend

Hits



■ Hits

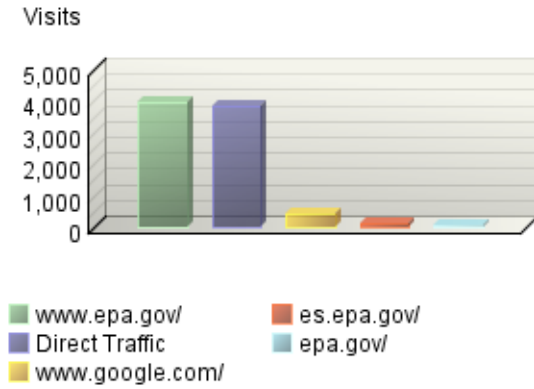
Hit Summary

Successful Hits for Entire Site	95,275
Average Hits per Day	3,073
Home Page Hits	1,620

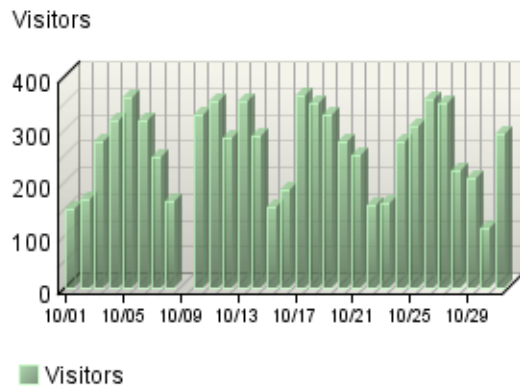
Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site



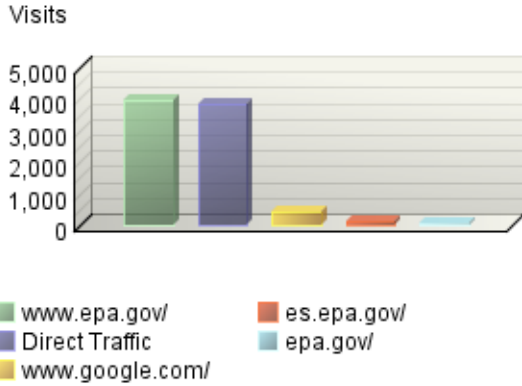
Visitors Trend



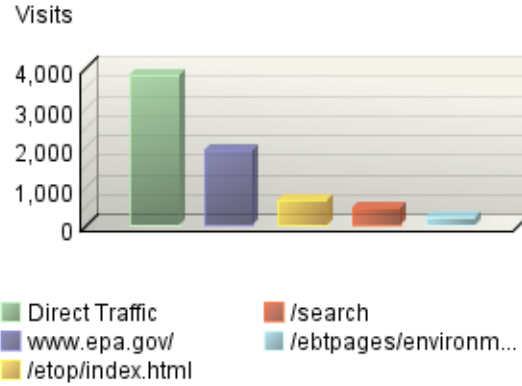
Referrers Dashboard

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.

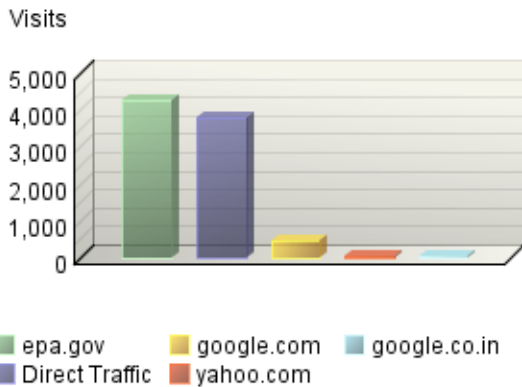
Referring Site



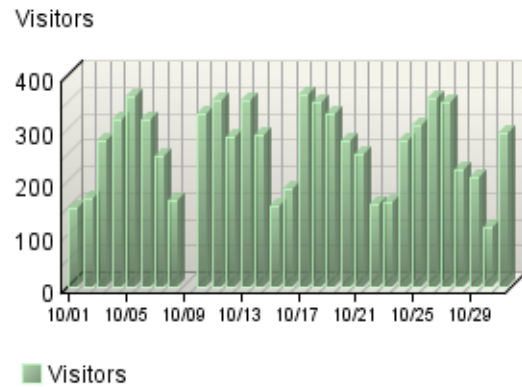
Referring Page



Referring Domain



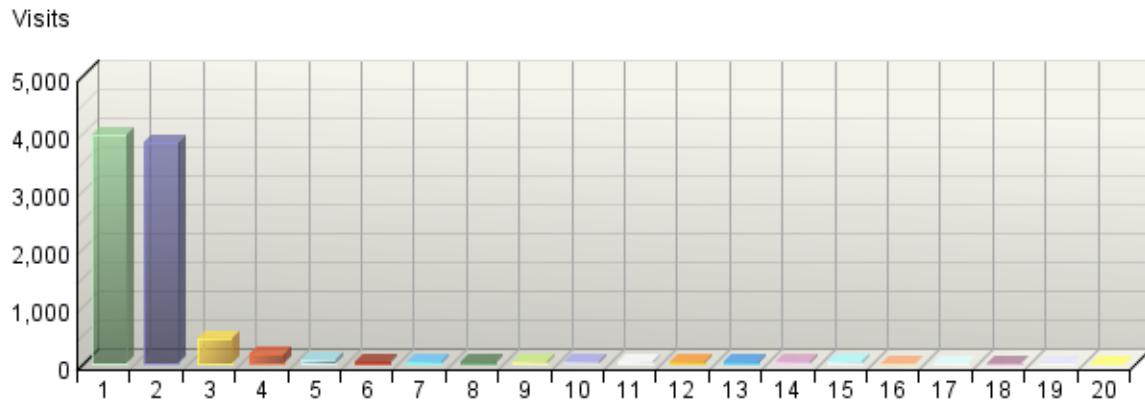
Visitors Trend



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. http://www.epa.gov/	3,971	43.81%
2. Direct Traffic	3,828	42.23%
3. http://www.google.com/	434	4.79%
4. http://es.epa.gov/	152	1.68%
5. http://epa.gov/	80	0.88%
6. http://oaspub.epa.gov/	40	0.44%
7. http://search.yahoo.com/	35	0.39%
8. http://www.google.co.in/	33	0.36%
9. http://www.emeryenergy.com/	28	0.31%
10. http://www.google.ca/	27	0.30%
11. http://www.google.co.uk/	27	0.30%
12. http://search.epa.gov/	26	0.29%
13. http://216.239.39.104/	26	0.29%
14. http://216.239.37.104/	24	0.26%
15. http://search.msn.com/	22	0.24%
16. http://images.google.com/	15	0.17%
17. http://www.google.com.au/	12	0.13%
18. www.av.com/	12	0.13%

Site	Visits	% Visits
19. http://202.43.196.230/	10	0.11%
20. http://babelfish.altavista.com/	9	0.10%
Subtotal for rows: 1 - 20	8,811	97.20%
Other	254	2.80%
Total	9,065	100.00%

items 1-20 of 153

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.



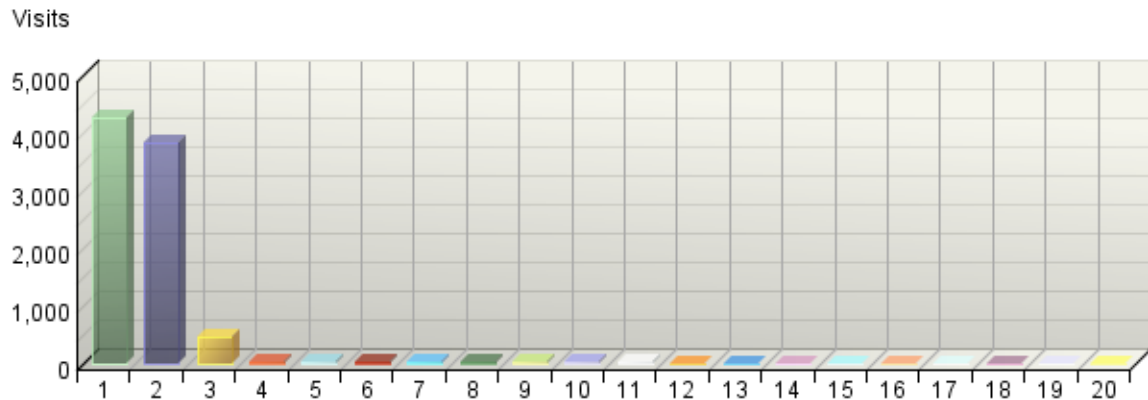
Report Descriptions

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	4,267	47.07%
2.	Direct Traffic	3,828	42.23%
3.	google.com	452	4.99%
4.	yahoo.com	40	0.44%
5.	google.co.in	34	0.38%
6.	emeryenergy.com	28	0.31%
7.	google.co.uk	28	0.31%
8.	google.ca	27	0.30%
9.	216.239.39.104	26	0.29%
10.	216.239.37.104	24	0.26%
11.	msn.com	23	0.25%
12.	google.com.au	12	0.13%
13.	av.com	12	0.13%
14.	altavista.com	12	0.13%
15.	aol.com	10	0.11%
16.	202.43.196.230	10	0.11%
17.	http	10	0.11%
18.	google.co.za	8	0.09%

	Domain	Visits	% Visits
19.	seochat.com	8	0.09%
20.	google.de	7	0.08%
Subtotal for rows: 1 - 20		8,866	97.80%
Other		199	2.20%
Total		9,065	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.



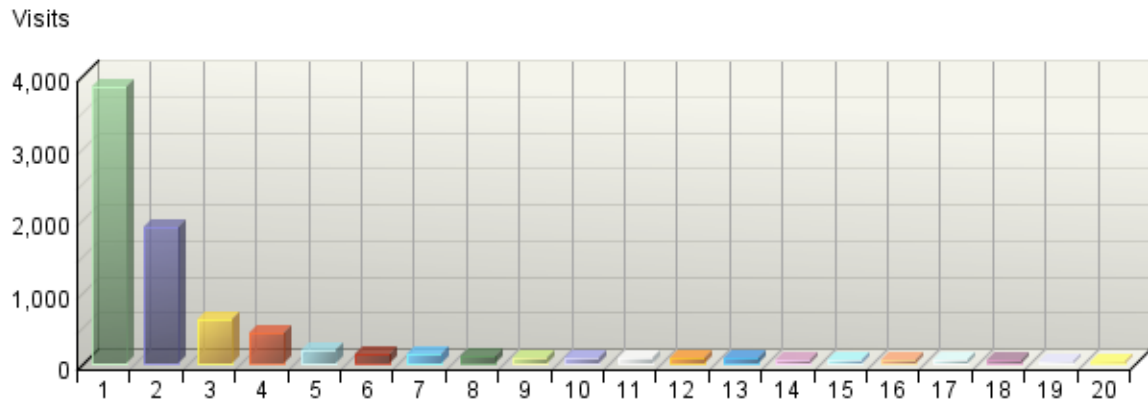
Report Descriptions

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	3,828	42.23%
2.	http://www.epa.gov/	1,881	20.75%
3.	http://www.epa.gov/etop/index.html	623	6.87%
4.	http://www.google.com/search	429	4.73%
5.	http://www.epa.gov/ebtpages/environmentaltechnology.html	198	2.18%
6.	http://www.epa.gov/etop/	141	1.56%
7.	http://www.epa.gov	132	1.46%
8.	http://www.epa.gov/epahome/quickfinder.htm	114	1.26%
9.	http://www.epa.gov/etop/developer/financial.html	92	1.01%
10.	http://www.epa.gov/etv/	81	0.89%
11.	http://www.epa.gov/etop/user/	78	0.86%
12.	http://www.epa.gov/cgi-bin/epalink	70	0.77%
13.	http://epa.gov/	70	0.77%
14.	http://es.epa.gov/ncer/other/	56	0.62%
15.	http://es.epa.gov/ncer/sbir/	49	0.54%
16.	http://www.epa.gov/etop/developer/index.html	47	0.52%
17.	http://www.epa.gov/etop/developer/marketing.html	44	0.49%
18.	http://www.epa.gov/etop/epa/	40	0.44%

	Page	Visits	% Visits
19.	http://www.epa.gov/etop/epa/index.html	37	0.41%
20.	http://search.yahoo.com/search	35	0.39%
Subtotal for rows: 1 - 20		8,045	88.75%
Other		1,020	11.25%
Total		9,065	100.00%

items 1-20 of 318

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.



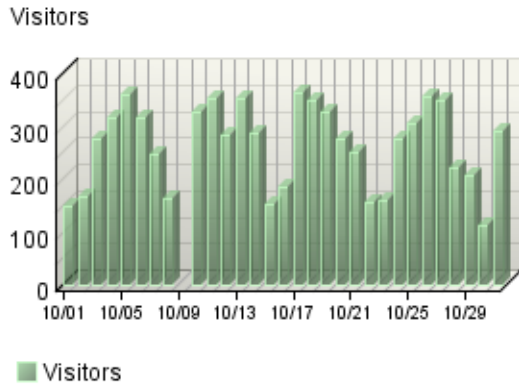
Report Descriptions

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.

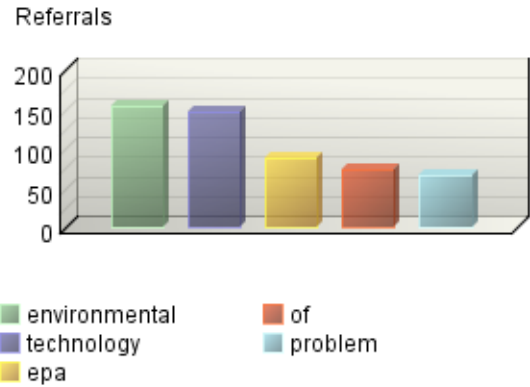
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

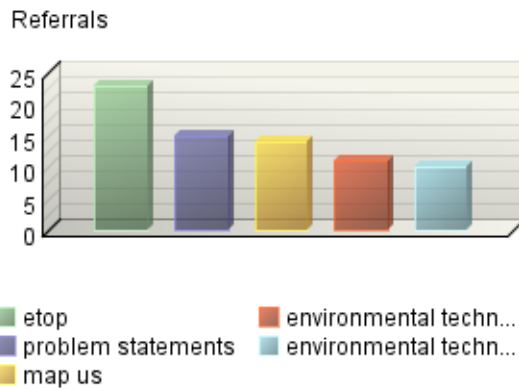
Visitors Trend



Search Keywords



Search Phrases

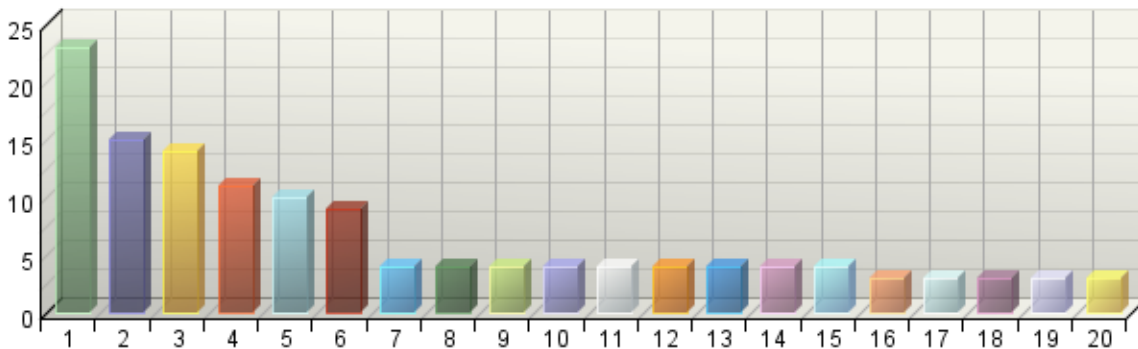


Search Phrases

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

Search Phrases

Referrals



Search Phrases

Phrases	Engines	Referrals	% Referrals
1. etop	Google India	11	1.25%
	MSN	4	0.46%
	Google	3	0.34%
	Yahoo Taiwan	2	0.23%
	Google Canada	1	0.11%
	2. problem statements	Google	11
	Google Canada	2	0.23%
	Google South Africa	1	0.11%
	Google UK	1	0.11%
3. map us	Google	14	1.59%
	Google	14	1.59%
4. environmental technology	Yahoo	2	0.23%
	MSN	2	0.23%
	Google Thailand	2	0.23%
	AOL NetFind	2	0.23%

	Phrases Engines	Referrals	% Referrals
	Google Canada	1	0.11%
■ 5.	environmental technology council	10	1.14%
	Google	6	0.68%
	Yahoo	4	0.46%
■ 6.	environmental technologies	9	1.02%
	Google	5	0.57%
	MSN	3	0.34%
	Google Brazil	1	0.11%
■ 7.	steve lingle	4	0.46%
	Yahoo	2	0.23%
	Google	2	0.23%
■ 8.	epa quality assurance	4	0.46%
	AltaVista	2	0.23%
	Yahoo	2	0.23%
■ 9.	problems with converting waste to energy	4	0.46%
	Google	4	0.46%
■ 10.	coal gasification	4	0.46%
	Google	3	0.34%
	Google India	1	0.11%
■ 11.	technology thesaurus	4	0.46%
	Yahoo	3	0.34%
	Google France	1	0.11%
■ 12.	keya sen	4	0.46%
	Google	4	0.46%
■ 13.	etop technology	4	0.46%
	Yahoo Taiwan	3	0.34%
	Google Japan	1	0.11%
■ 14.	envirotech news	4	0.46%
	Google	4	0.46%
■ 15.	science problem statements	4	0.46%
	Google	4	0.46%
■ 16.	ionic exchange and inorganic adsorption technologies	3	0.34%
	Yahoo	3	0.34%
■ 17.	technology drive lowell ma	3	0.34%
	Google	3	0.34%
■ 18.	epa crada	3	0.34%
	Google	2	0.23%
	MSN	1	0.11%
■ 19.	arsenic mcl	3	0.34%
	Google	3	0.34%

	Phrases Engines	Referrals	% Referrals
■ 20.	problem statements for science projects	3	0.34%
	Google	3	0.34%
Subtotal for rows: 1 - 20		133	15.13%
Other		746	84.87%
Total		879	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.



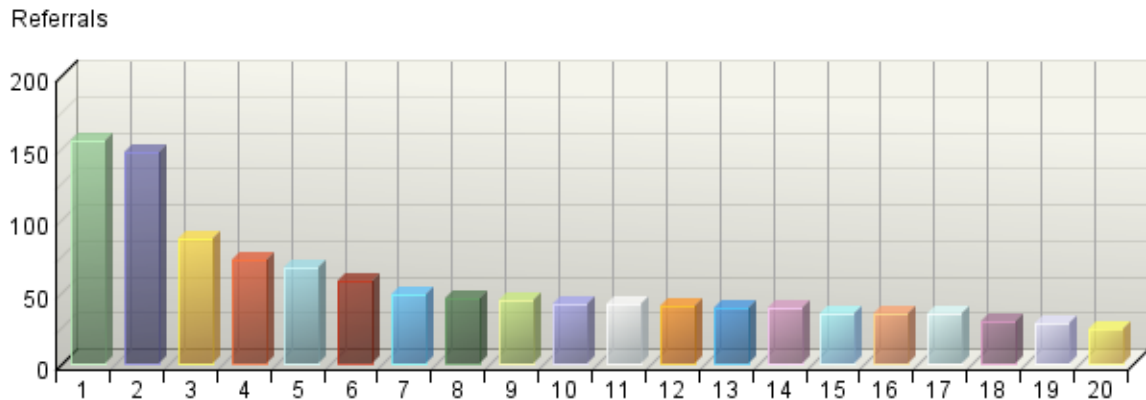
Report Descriptions

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	154	4.72%
Google	90	2.76%
Yahoo	15	0.46%
MSN	10	0.31%
Google Canada	7	0.21%
Google UK	6	0.18%
2. technology	146	4.47%
Google	71	2.18%
Yahoo	25	0.77%
Google UK	7	0.21%
Google Canada	6	0.18%
MSN	5	0.15%
3. epa	87	2.67%
Google	71	2.18%
MSN	6	0.18%
AltaVista	2	0.06%
Yahoo	2	0.06%
Netscape	1	0.03%


	Keywords Engines	Referrals	% Referrals
■ 4.	of	72	2.21%
	Google	43	1.32%
	Google Canada	6	0.18%
	Yahoo	6	0.18%
	Google India	4	0.12%
	Google Spain	3	0.09%
■ 5.	problem	67	2.05%
	Google	51	1.56%
	Google Canada	5	0.15%
	Google South Africa	3	0.09%
	Google UK	2	0.06%
	Google Turkey	1	0.03%
■ 6.	etop	57	1.75%
	Google India	29	0.89%
	Google	12	0.37%
	Yahoo Taiwan	5	0.15%
	MSN	4	0.12%
	Google Greece	1	0.03%
■ 7.	in	48	1.47%
	Google	26	0.80%
	Yahoo	7	0.21%
	Google India	4	0.12%
	AOL NetFind	2	0.06%
	MSN	2	0.06%
■ 8.	problems	45	1.38%
	Google	27	0.83%
	Google Australia	4	0.12%
	Google UK	4	0.12%
	Google Canada	3	0.09%
	Yahoo	3	0.09%
■ 9.	technologies	44	1.35%
	Google	27	0.83%
	Yahoo	5	0.15%
	MSN	3	0.09%
	Google Belgium	1	0.03%
	Google UK	1	0.03%
■ 10.	to	42	1.29%
	Google	26	0.80%
	Google UK	3	0.09%
	Go	2	0.06%

	Keywords Engines	Referrals	% Referrals
	Google Australia	2	0.06%
	Google Puerto Rico	2	0.06%
■ 11.	for	41	1.26%
	Google	27	0.83%
	Google Canada	3	0.09%
	Google UK	2	0.06%
	Google India	2	0.06%
	Mamma	1	0.03%
■ 12.	water	40	1.23%
	Google	26	0.80%
	Google Italy	2	0.06%
	Google Canada	2	0.06%
	Google Spain	2	0.06%
	Google India	2	0.06%
■ 13.	coal	39	1.19%
	Google	26	0.80%
	Google UK	4	0.12%
	Google Australia	2	0.06%
	Google Canada	2	0.06%
	Google India	2	0.06%
■ 14.	statements	38	1.16%
	Google	31	0.95%
	Google Canada	3	0.09%
	Google South Africa	1	0.03%
	AOL NetFind	1	0.03%
	Google UK	1	0.03%
■ 15.	energy	34	1.04%
	Google	22	0.67%
	Google Australia	4	0.12%
	Google UK	3	0.09%
	Google Chile	1	0.03%
	Google India	1	0.03%
■ 16.	waste	34	1.04%
	Google	19	0.58%
	Google Australia	3	0.09%
	Google UK	3	0.09%
	Google Israel	2	0.06%
	Google India	2	0.06%
■ 17.	gasification	34	1.04%
	Google	26	0.80%

	Keywords Engines	Referrals	% Referrals
	Google Canada	4	0.12%
	Google India	2	0.06%
	Google Italy	1	0.03%
	Yahoo	1	0.03%
■ 18.	funding	29	0.89%
	Google	20	0.61%
	MSN	3	0.09%
	Yahoo	2	0.06%
	Google Canada	2	0.06%
	Mamma	1	0.03%
■ 19.	with	28	0.86%
	Google	22	0.67%
	Google UK	2	0.06%
	Google Australia	2	0.06%
	Google Canada	1	0.03%
	Yahoo	1	0.03%
■ 20.	information	24	0.74%
	Google	17	0.52%
	Yahoo	5	0.15%
	AltaVista	2	0.06%
Subtotal for rows: 1 - 20		1,103	33.79%
Other		2,161	66.21%
Total		3,264	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

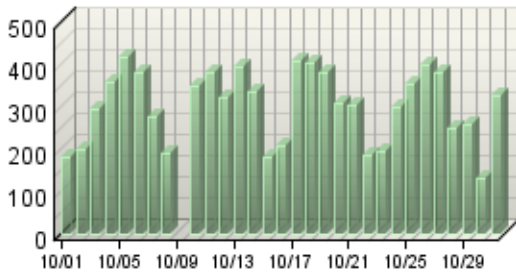
At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

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

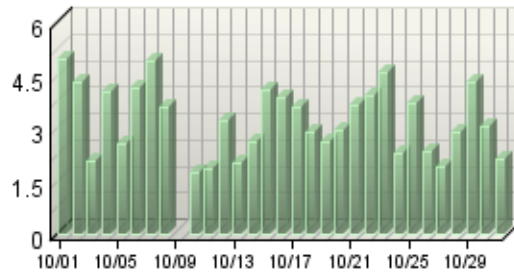
Active Visits



Active Visits

Average Length of Visit Trend

Average Visit Duration



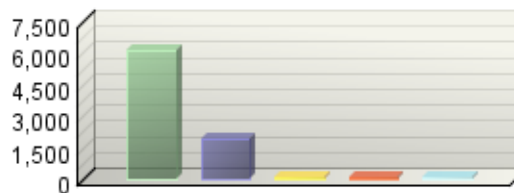
Average Visit Duration

Visit Summary

Visits	9,065
Average per Day	292
Average Visit Duration	00:11:30
Median Visit Duration	00:01:00
International Visits	10.95%
Visits of Unknown Origin	21.24%
Visits from Your Country: United States (US)	67.81%

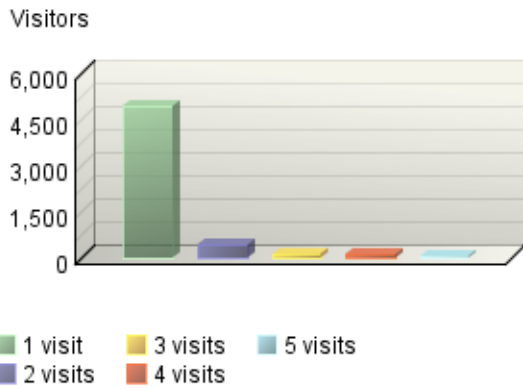
Countries

Visits

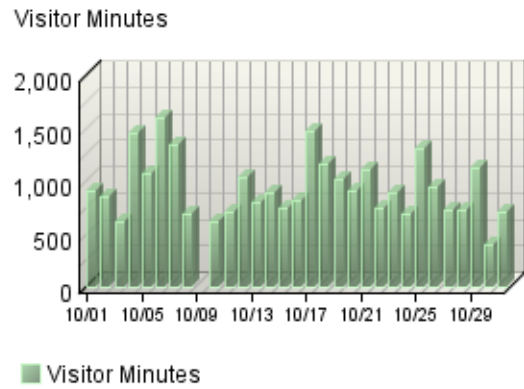


United States (US) Italy (IT)
Unknown Country Brazil (BR)
Canada (CA)

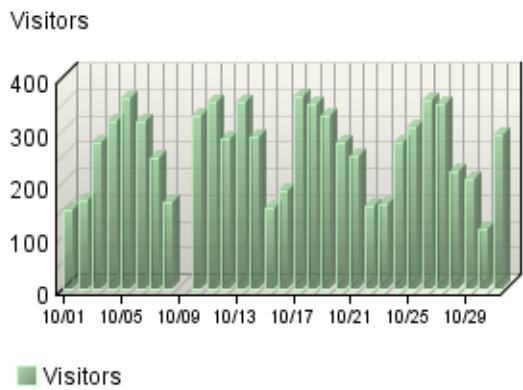
Visitors by Number of Visits



Visitor Minutes Trend



Visitors Trend



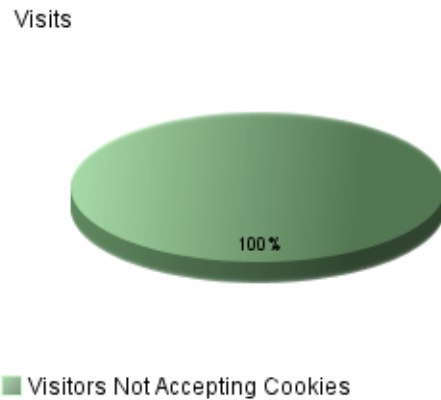
New Visitors Trend



Visitor Summary

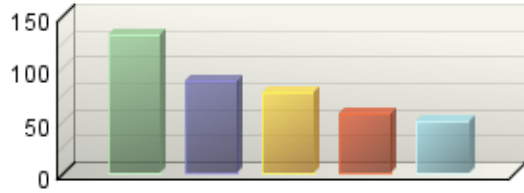
Visitors	5,823
Visitors Who Visited Once	4,940
Visitors Who Visited More Than Once	883
Average Visits per Visitor	1.56

New vs. Returning Visitors



Top Visitors

Visits

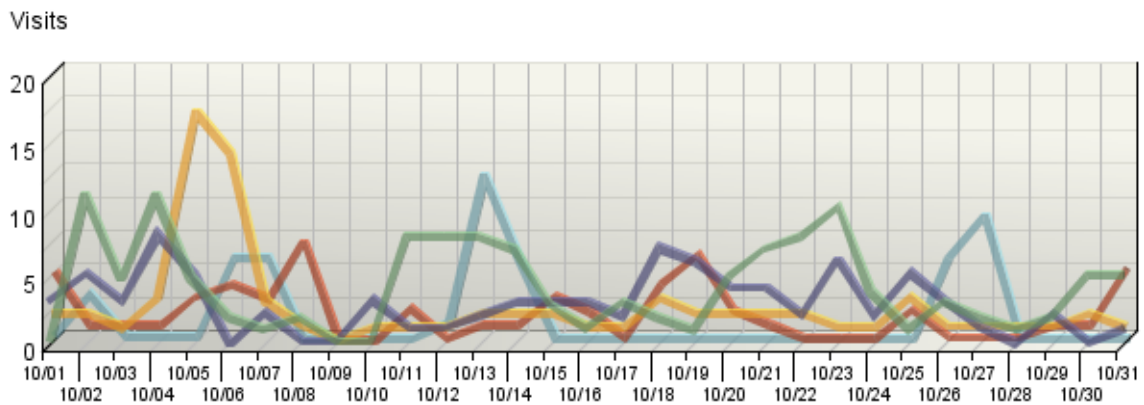


kcrw305.hj.mud.yah... 64.241.25.247_Nati...
msnbot.msn.com_... c24.177.134.6.static...
209.241.144.34_Mo...

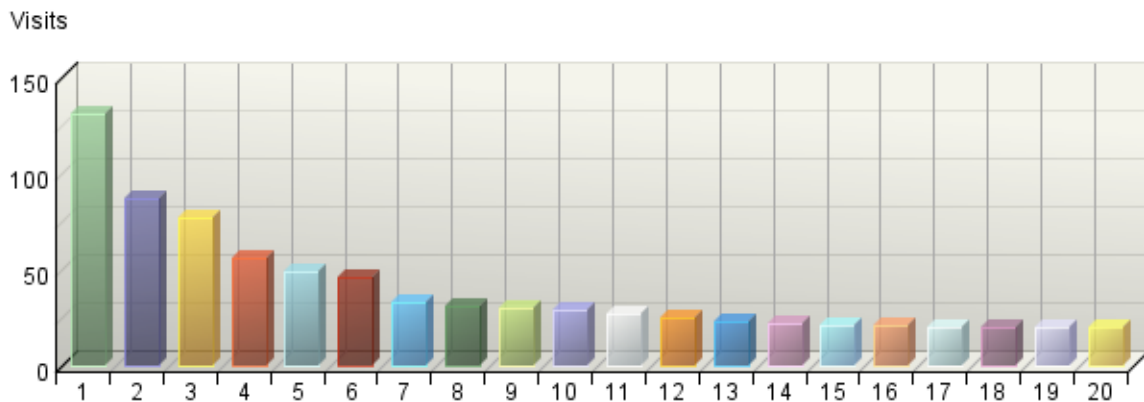
Top Visitors

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)	131	1.45%	313

	Visitor	Visits	% Visits	Hits
2.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	87	0.96%	140
3.	209.241.144.34_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	77	0.85%	8,480
4.	64.241.25.247_National Park Service Dan Buan (301) 213-4549	56	0.62%	370
5.	c24.177.134.6.static.ncr.charter.com_aipbot/1.0 (aipbot; http://www.aipbot.com; aipbot@aipbot.com)	49	0.54%	83
6.	sv-crawlfw3.looksmart.com_Mozilla/4.0 compatible ZyBorg/1.0 Dead Link Checker (wn.dlc@looksmart.net; http://www.WISEnutbot.com)	46	0.51%	52
7.	netblock-72-25-124-187.dslextreme.com_NutchCVS/0.06-dev (Nutch; http://www.nutch.org/docs/en/bot.html; nutch-agent@lists.sourceforge.net)	33	0.36%	44
8.	crawl-66-249-66-106.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	31	0.34%	165
9.	65.89.233.74_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; MSIECrawler)	30	0.33%	263
10.	egspd42113.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://sp.ask.com/docs/about/tech_crawling.html)	29	0.32%	73
11.	crawl-66-249-72-132.googlebot.com_Googlebot-Image/1.0	27	0.30%	37
12.	fellpony.epa.gov_NLESE USEPA	25	0.28%	444
13.	64.69.51.161_Mozilla/4.0 (compatible; MSIE 5.5; Win32)	23	0.25%	23
14.	65.89.233.17_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; MSIECrawler)	22	0.24%	197
15.	crawl-66-249-64-35.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	21	0.23%	24
16.	134.186.81.8_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; MSIECrawler)	21	0.23%	294
17.	crawl-66-249-71-9.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	20	0.22%	23
18.	connemara.epa.gov_NLESE USEPA	20	0.22%	366
19.	sp1.allresearch.com_Mozilla/4.0 (compatible; MSIE 5.5; Windows 98)	20	0.22%	20
20.	crawl-66-249-64-13.googlebot.com_Googlebot/2.1 (+http://www.google.com/bot.html)	20	0.22%	24
Subtotal for rows: 1 - 20		788	8.69%	11,435
Other		8,276	91.31%	83,837

Visitor	Visits	% Visits	Hits
Total	9,064	100.00%	95,272

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

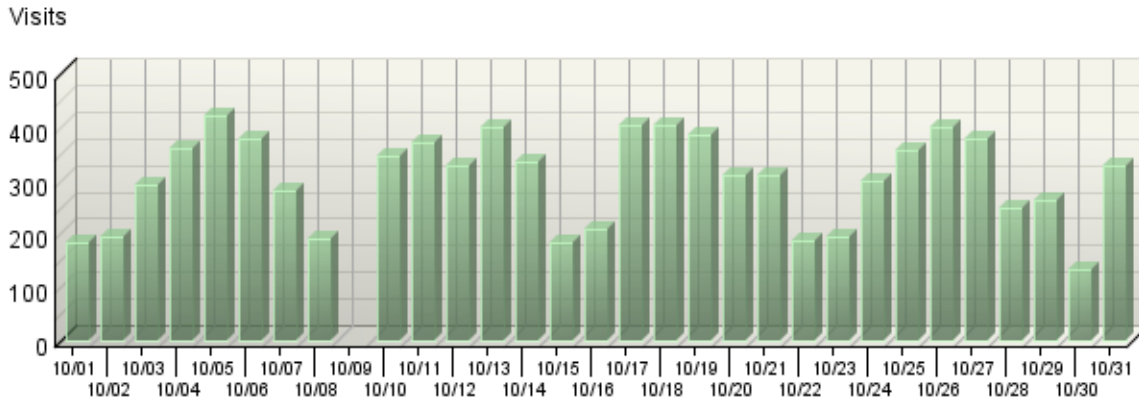
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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.

New vs. Returning Visitors

This report identifies new vs. returning visitors and statistically describes each segment over the report time period. Visitors whose browsers did not accept cookies are counted under Visitors Not Accepting Cookies.

New vs. Returning Visitors Trend



New vs. Returning Visitors

New vs. Returning Visitors	Visits	% Visits	Page Views
1. Visitors Not Accepting Cookies	9,064	100.00%	28,344
Total	9,064	100.00%	28,344

items 1-1 of 1

New vs. Returning Visitors

New vs. Returning Visitors	Average Visit Duration (Minutes)	Dynamic Visitors (Monthly)	% of All Visits
1. Visitors Not Accepting Cookies	3	0	99.99%
Total	-	0	-

items 1-1 of 1

New vs. Returning Visitors

New vs. Returning Visitors	Average Visit Page Views
1. Visitors Not Accepting Cookies	3

New vs. Returning Visitors	Average Visit Page Views
Total	-

items 1-1 of 1

New vs. Returning Visitors - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the monetary amount generated from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Daily Visitors

The number of visitors in each day for the reporting period.

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.

Monthly Visitors

The number of visitors in each month for the reporting period.

New vs. Returning Visitors

Number of new and returning visitors to your site. Only visitors identified by cookies are counted.

New Visitors

Visitors whose visit starts without any cookie information but acquires a cookie (or multiple cookies) during the visit. For single-page visits there is no way (without the use of SmartSource Data Collection) to distinguish a new visitor from a visitor that does not accept cookies. As a result these visits are categorized as Visitors Not Accepting Cookies.

Returning Visitors

Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies

Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning. Note that Express Analysis does not report on this information.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Visitors

The number of visitors in each quarter for the reporting period.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

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.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Visitors

The number of visitors in each week for the reporting period.

Yearly Visitors

The number of visitors in each year for the reporting period.



Report Descriptions

Briefly:

This report examines the activities of new vs. returning visitors over the report time period. Returning visitors are identified as such using persistent cookies. If a visitor has no cookie for the site upon entry but is able to accept a cookie, then they are a new visitor. Visitors whose browsers did not accept cookies are counted under Visitors Not Accepting Cookies. Unique visitors are counted once for each measure. For instance, if the same person visited each day for 7 days, a report period of 7 days would show the same returning visitor in the Daily Unique Visitors for a count of 7, while the Weekly Unique Visitors count would be 1 (he/she was a single unique visitor for the week).

Uses and Interpretation:

Use this report to examine the behavior and actions of new vs. returning visitors. As you make changes to site content and marketing efforts carefully monitor the change in new vs. returning visitors, as well as the change in activity or revenue metrics for these different segments. Are you getting more new visitors to become returning visitors? Are critical metrics for each segment continuing to increase from report period to report period. Use a comparative version of this report to compare results from two different time periods in order to understand whether your efforts to improve your site or better target your marketing efforts are growing these segments as expected.

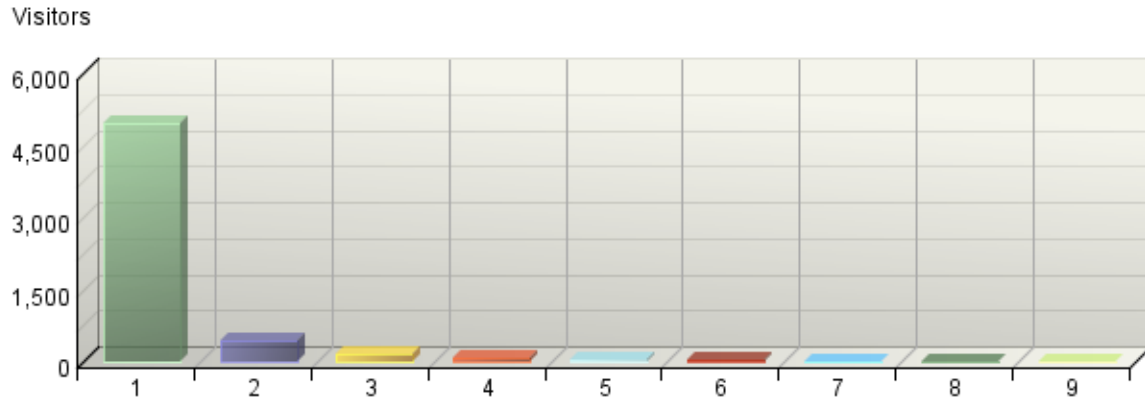
Other relevant reports and analyses:

Additional perspective on the source of this traffic with Campaigns by New vs. Returning Visitors.

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	4,940	84.84%
2 visits	428	7.35%
3 visits	143	2.46%
4 visits	99	1.70%
5 visits	56	0.96%
6 visits	33	0.57%
7 visits	15	0.26%
8 visits	17	0.29%
9 visits	12	0.21%
Other	80	1.37%
Total	5,823	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

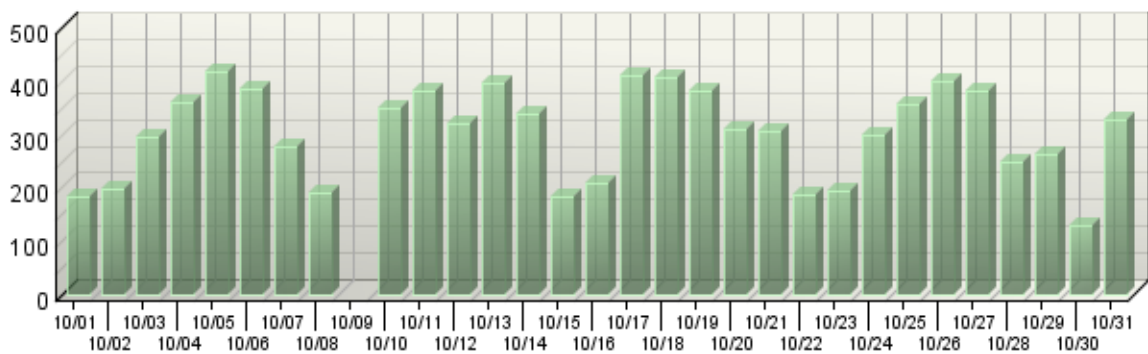
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

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.

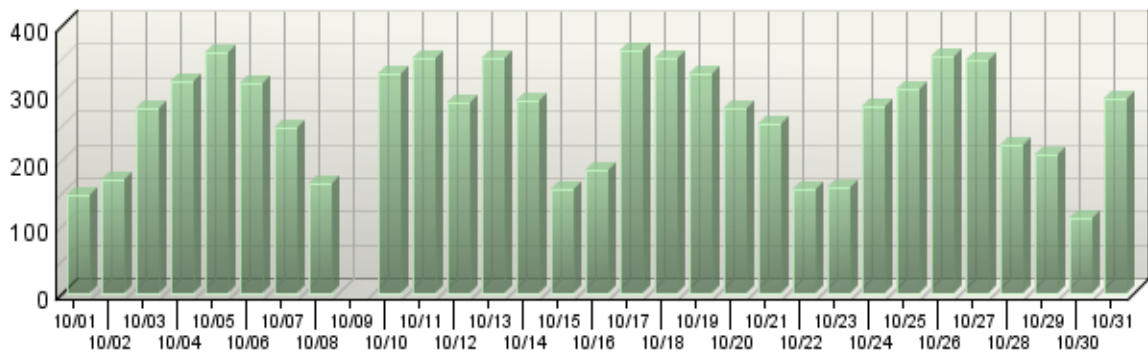
Active Visits Trend

Active Visits



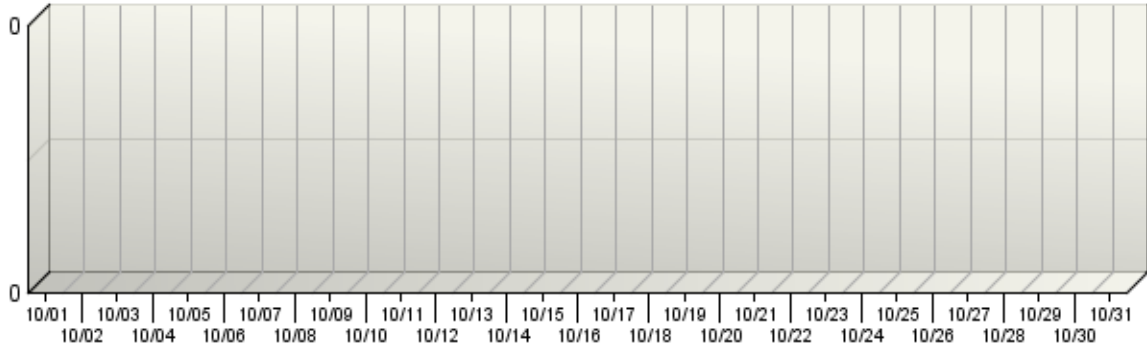
Visitors Trend

Visitors



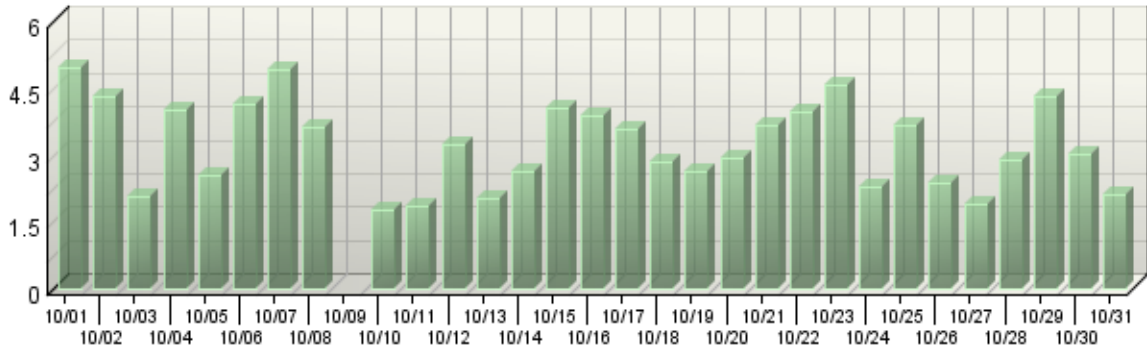
New Visitors Trend

New Visitors

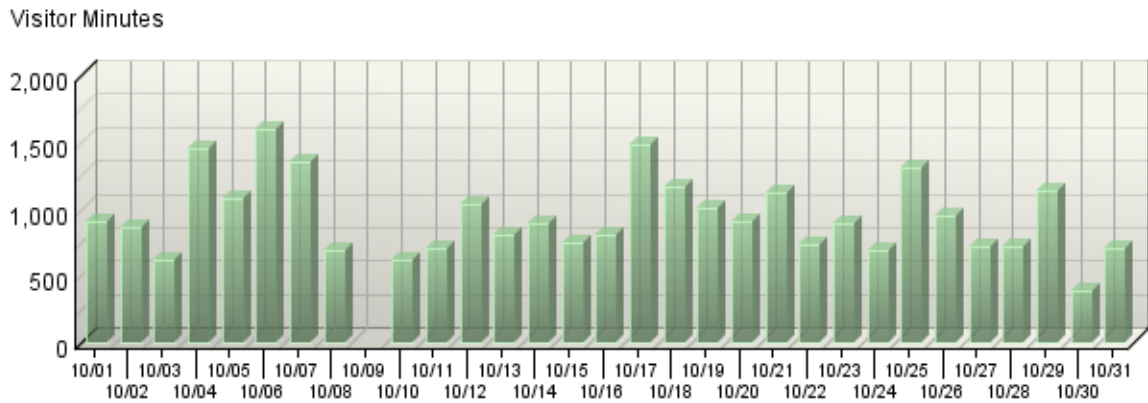


Average Length of Visit Trend

Average Visit Duration



Visitor Minutes Trend



Visitors Trend

Day	Active Visits	Visitors	New Visitors
10/01	183	148	0
10/02	198	169	0
10/03	294	276	0
10/04	359	317	0
10/05	419	360	0
10/06	384	315	0
10/07	276	248	0
10/08	189	164	0
10/09	0	0	0
10/10	348	327	0
10/11	380	351	0
10/12	321	285	0
10/13	395	351	0
10/14	338	288	0
10/15	182	154	0
10/16	208	184	0
10/17	409	363	0
10/18	405	350	0
10/19	383	328	0
10/20	310	276	0
10/21	305	252	0
10/22	187	156	0
10/23	195	159	0
10/24	300	278	0

Day	Active Visits	Visitors	New Visitors
10/25	355	305	0
10/26	398	355	0
10/27	380	348	0
10/28	249	222	0
10/29	261	208	0
10/30	130	111	0
10/31	328	292	0
Average	292	256	0
Total	-	-	0

items 1-20 of 31

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
10/01	00:04:58	909.88
10/02	00:04:20	860.25
10/03	00:02:05	615.07
10/04	00:04:02	1,448.63
10/05	00:02:34	1,080.32
10/06	00:04:09	1,599.63
10/07	00:04:54	1,353.37
10/08	00:03:37	684.88
10/09	00:00:00	0
10/10	00:01:46	618.55
10/11	00:01:52	709.8
10/12	00:03:13	1,036.15
10/13	00:02:01	801.4
10/14	00:02:38	892.8
10/15	00:04:04	742.58
10/16	00:03:53	810.52
10/17	00:03:36	1,479.18
10/18	00:02:52	1,161.77
10/19	00:02:38	1,010.13
10/20	00:02:56	912.8
10/21	00:03:39	1,115.7
10/22	00:03:57	740.63
10/23	00:04:35	895.4
10/24	00:02:17	686.3
10/25	00:03:41	1,309.12
10/26	00:02:22	944.05

Day	Average Visit Duration	Visitor Minutes
10/27	00:01:54	725.87
10/28	00:02:54	722.95
10/29	00:04:20	1,131.17
10/30	00:03:02	395.28
10/31	00:02:08	700.58
Average	-	906.28
Total	-	28,094.77

items 1-20 of 31

Visitors Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

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

Active Visits

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

Visitors

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

New Visitors

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

Average Visit Duration

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

Visitor Minutes

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



Report Descriptions

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

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

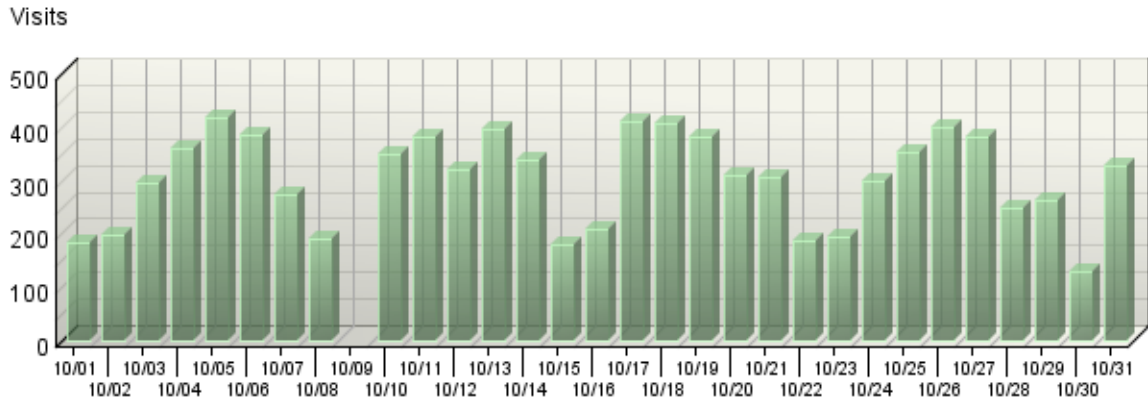
Total - The total for the column. Visits may span more than one time interval and are counted for each hour in this report. We therefore do not provide a total, which would be misleading.

Average - This row gives the average for each column.

Visits Trend

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

Visits Trend



Visits Trend

Day	Visits	% Visits
10/01	183	2.02%
10/02	198	2.18%
10/03	294	3.24%
10/04	359	3.96%
10/05	419	4.62%
10/06	384	4.24%
10/07	275	3.03%
10/08	189	2.08%
10/09	0	0.00%
10/10	348	3.84%
10/11	380	4.19%
10/12	320	3.53%
10/13	395	4.36%
10/14	338	3.73%
10/15	181	2.00%
10/16	208	2.29%
10/17	409	4.51%
10/18	405	4.47%
10/19	382	4.21%

Day	Visits	% Visits
10/20	310	3.42%
10/21	305	3.36%
10/22	187	2.06%
10/23	195	2.15%
10/24	300	3.31%
10/25	354	3.91%
10/26	398	4.39%
10/27	380	4.19%
10/28	249	2.75%
10/29	261	2.88%
10/30	130	1.43%
10/31	329	3.63%
Total	9,065	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.

Organizations

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

Organizations

No data is available for this graph.

Organizations

No data is available for this table.

Organizations - Help Card



Column Definitions

Organization

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

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

Unknown

The organization could not be determined.

Domain Name

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

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

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

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

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

Visits

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

Hits

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



Report Descriptions

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

Authenticated Usernames

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

Authenticated Usernames Trend

No data is available for this graph.

Authenticated Usernames

No data is available for this graph.

Authenticated Usernames

No data is available for this table.

Authenticated Usernames - Help Card



Column Definitions

Authenticated Username

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

Visits

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

Hits

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

%

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



Report Descriptions

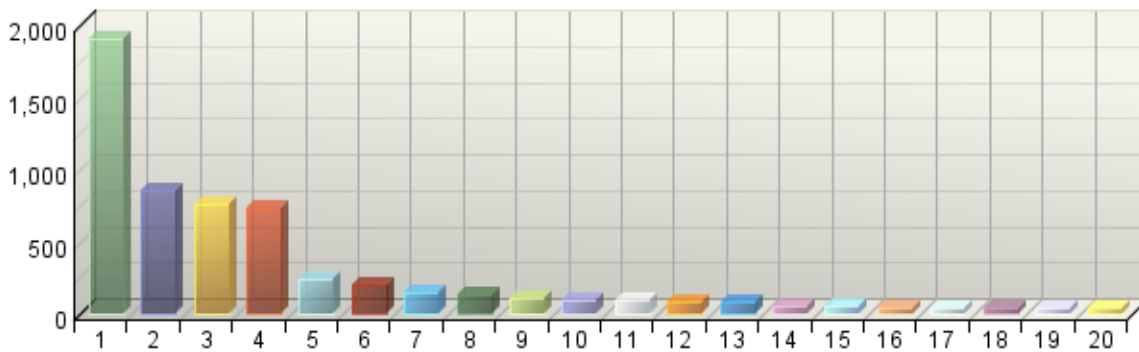
You may use this information for your marketing efforts, such as special promotions or newsletters.

Domain Names

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

Domain Names

Visits



Domain Names

	Domain Name	Visits	% Visits	Hits
1.	Unresolved IP Address	1,907	21.04%	29,032
2.	aol.com	857	9.45%	1,208
3.	inktomisearch.com	760	8.38%	1,005
4.	googlebot.com	735	8.11%	1,447
5.	epa.gov	237	2.61%	7,012
6.	comcast.net	200	2.21%	2,656
7.	yahoo.com	140	1.54%	330
8.	rr.com	131	1.45%	2,113
9.	cox.net	104	1.15%	1,522
10.	verizon.net	94	1.04%	1,913
11.	msn.com	87	0.96%	140
12.	pacbell.net	85	0.94%	1,123
13.	charter.com	78	0.86%	558
14.	bellsouth.net	58	0.64%	1,107
15.	looksmart.com	47	0.52%	53
16.	ameritech.net	45	0.50%	771
17.	rima-tde.net	42	0.46%	402
18.	optonline.net	41	0.45%	752
19.	adelphia.net	37	0.41%	701

	Domain Name	Visits	% Visits	Hits
■ 20.	af.mil	37	0.41%	359
Subtotal for rows: 1 - 20		5,722	63.12%	54,204
Other		3,343	36.88%	41,071
Total		9,065	100.00%	95,275

items 1-20 of 1465

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.



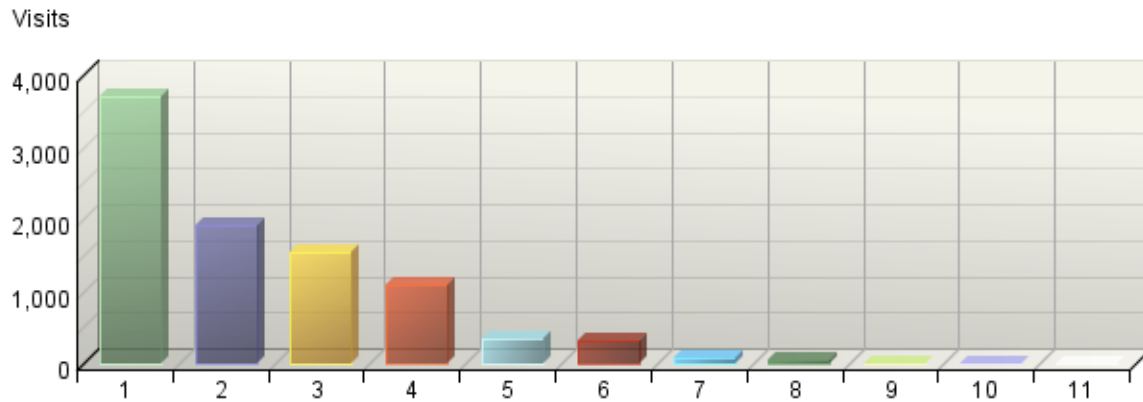
Report Descriptions

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	3,703	40.85%	17,113
Unresolved IP Address	1,907	21.04%	29,032
Network	1,547	17.07%	21,758
Unknown	1,092	12.05%	13,503
Government	336	3.71%	8,323
Education	333	3.67%	3,945
Military	79	0.87%	710
Organization	56	0.62%	786
ARPANET	8	0.09%	59
Informational	2	0.02%	20
International	2	0.02%	26
Total	9,065	100.00%	95,275

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.

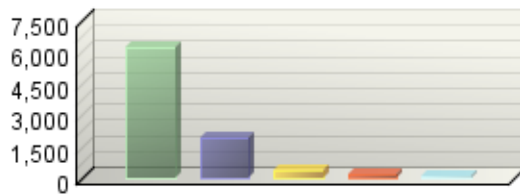
Total - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

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.

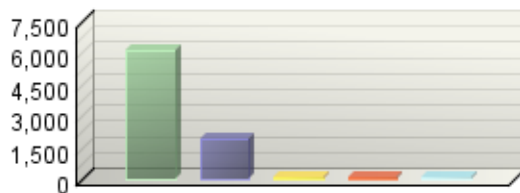
Regions

Visits



Countries

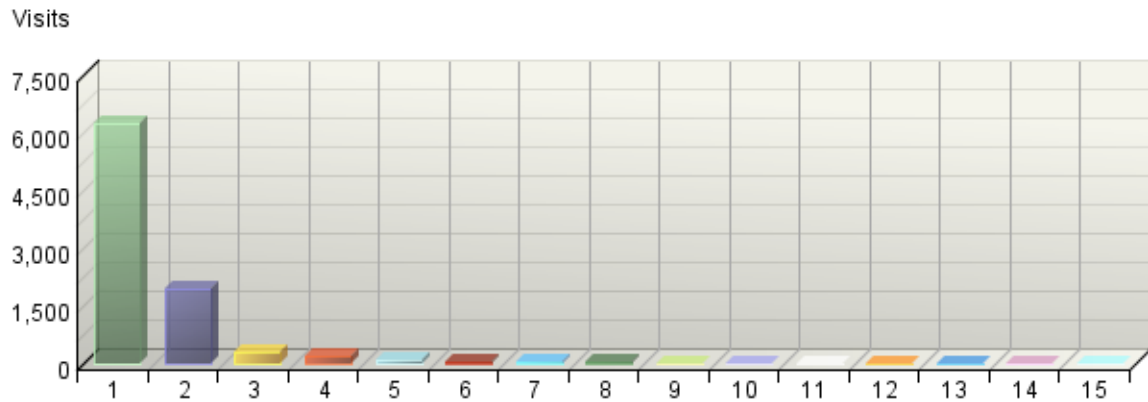
Visits



Regions

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

Regions



Regions

Regions	Visits	% Visits
1. North America	6,258	69.03%
2. Unspecified Region	1,925	21.24%
3. Western Europe	321	3.54%
4. Asia	193	2.13%
5. South America	119	1.31%
6. Middle East	69	0.76%
7. Eastern Europe	66	0.73%
8. Australia	50	0.55%
9. Northern Europe	24	0.26%
10. Southern Africa	18	0.20%
11. Western Africa	8	0.09%
12. Pacific Islands	6	0.07%
13. Caribbean Islands	5	0.06%
14. Northern Africa	2	0.02%
15. Central America	1	0.01%
Total	9,065	100.00%

items 1-15 of 15

Regions - Help Card



Column Definitions

Regions

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

Visits

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

%

Percentage of total visits that were from this geographic region.



Report Descriptions

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

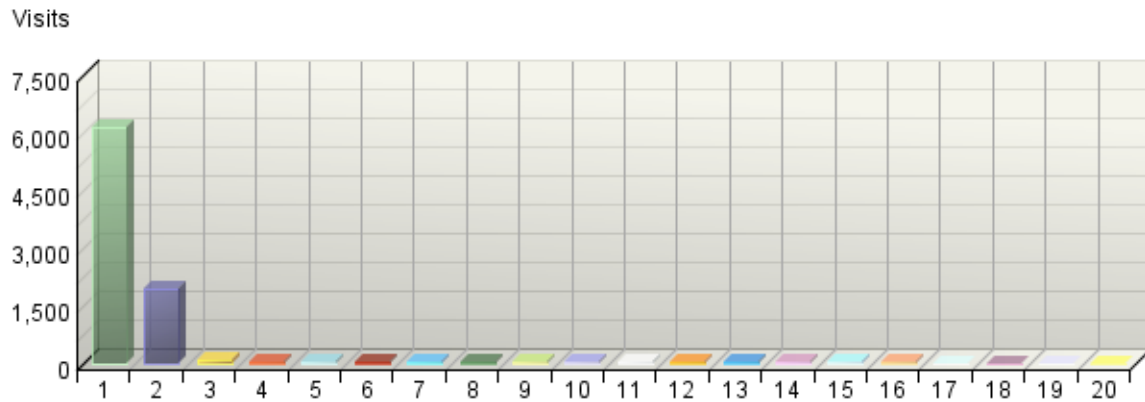
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for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

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

Countries

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

Countries



Countries

	Countries	Visits	% Visits
1.	United States (US)	6,147	67.81%
2.	Unknown Country	1,925	21.24%
3.	Canada (CA)	76	0.84%
4.	Italy (IT)	64	0.71%
5.	Brazil (BR)	59	0.65%
6.	Japan (JP)	58	0.64%
7.	Netherlands (NL)	54	0.60%
8.	United Kingdom (UK)	54	0.60%
9.	Australia (AU)	50	0.55%
10.	Germany (DE)	37	0.41%
11.	Mexico (MX)	35	0.39%
12.	Argentina (AR)	32	0.35%
13.	Saudi Arabia (SA)	31	0.34%
14.	France (FR)	28	0.31%
15.	Singapore (SG)	26	0.29%
16.	Thailand (TH)	25	0.28%
17.	Spain (ES)	20	0.22%
18.	Greece (GR)	20	0.22%
19.	Turkey (TR)	19	0.21%

	Countries	Visits	% Visits
■ 20.	Romania (RO)	17	0.19%
Subtotal for rows: 1 - 20		8,777	96.82%
	Other	288	3.18%
	Total	9,065	100.00%

items 1-20 of 74

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.

North American States and Provinces

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the states and provinces of North America with your most active visitors.

North American States and Provinces

No data is available for this graph.

North American States and Provinces

No data is available for this table.

North American States and Provinces - Help Card



Column Definitions

States and Provinces

If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Visits

Number of visits from this state or province. 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 this state or province.



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.

Cities

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the cities with your most active visitors.

Cities

No data is available for this graph.

Cities

No data is available for this table.

Cities - Help Card



Column Definitions

City

If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Visits

Number of visits from this city. 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 this city.



Report Descriptions

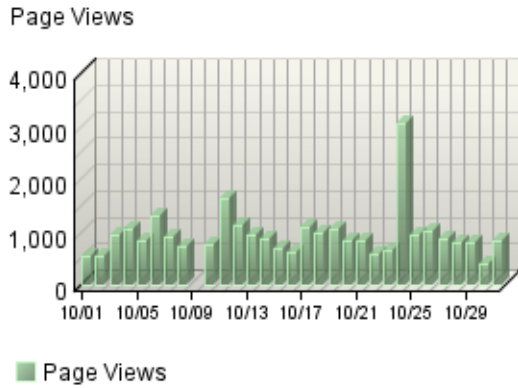
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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.

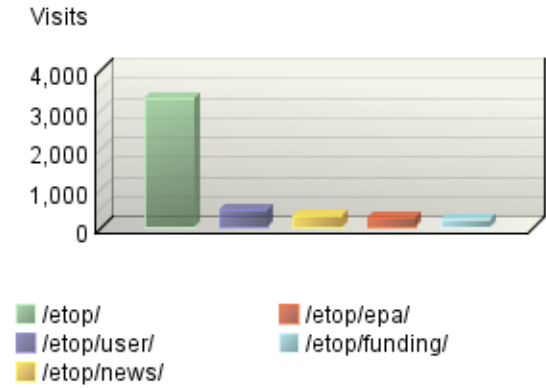
Pages Dashboard

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



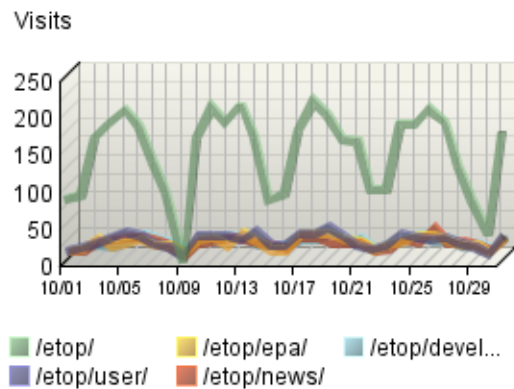
Exit Pages



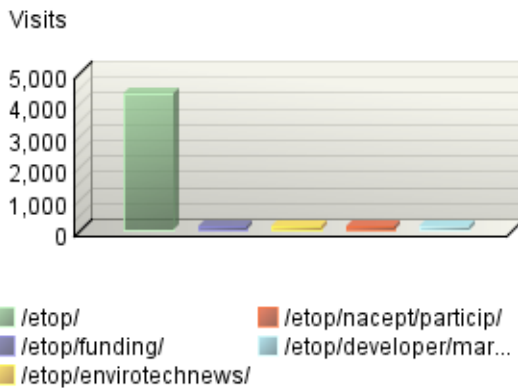
Page View Summary

Page Views	28,347
Average per Day	914
Average Page Views per Visit	3.13

Pages Trend

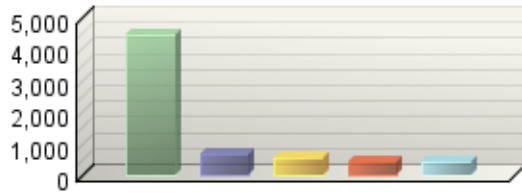


Entry Pages



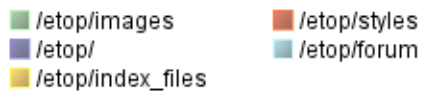
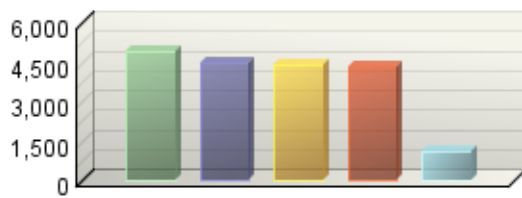
Pages

Visits



Directories

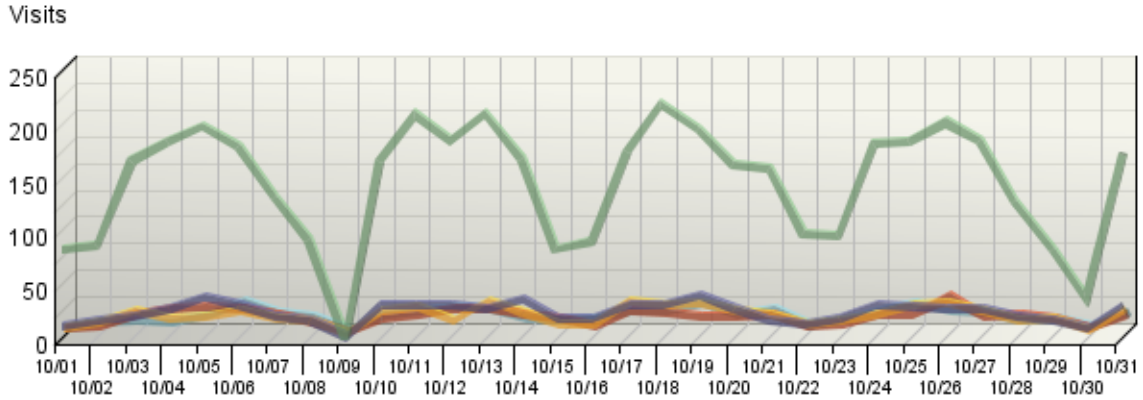
Visits



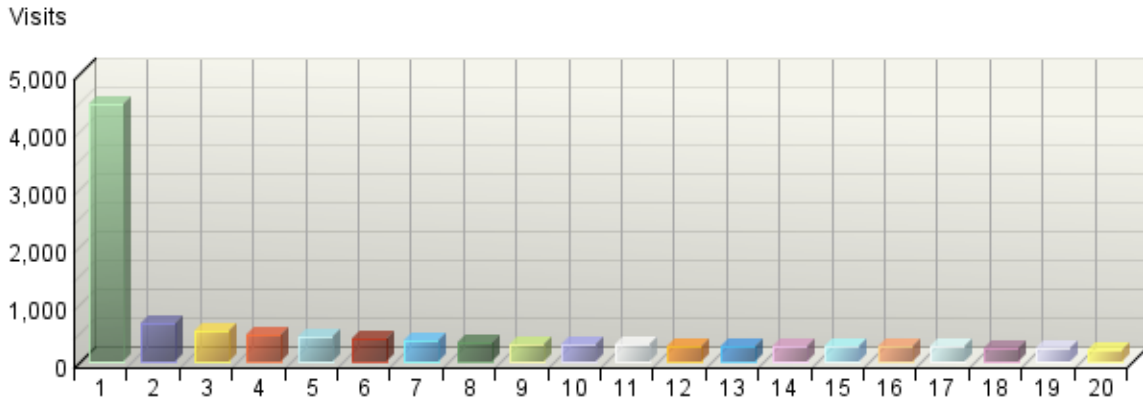
Pages

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/	4,455	5,380	00:01:25

	Pages	Visits	Views	Average Time Viewed
2.	EPA: ETOP: Technology Users: Technology Description Information http://www.epa.gov/etop/user/	655	814	00:02:37
3.	EPA: ETOP: EPA Programs http://www.epa.gov/etop/epa/	533	761	00:01:44
4.	EPA: ETOP: News http://www.epa.gov/etop/news/	451	536	00:01:49
5.	EPA: ETOP: For Technology Developers http://www.epa.gov/etop/developer/	443	658	00:00:38
6.	EPA: ETOP: Current Funding Opportunities http://www.epa.gov/etop/funding/	415	555	00:02:01
7.	EPA: ETOP: Environmental Technology Resources http://www.epa.gov/etop/other/	383	451	00:01:39
8.	EPA: ETOP: Financial Support/ Development Funding http://www.epa.gov/etop/developer/financial.html	345	389	00:01:48
9.	EPA: ETOP: Environmental Technology Council http://www.epa.gov/etop/forum/	296	421	00:01:23
10.	EPA: ETOP: Marketing http://www.epa.gov/etop/developer/marketing.html	296	331	00:00:57
11.	EPA: ETOP: Subscribe to EnvirotechNews http://www.epa.gov/etop/envirotechnews/	285	347	00:00:55
12.	EPA: Environmental Technology Opportunities Portal (ETOP) http://www.epa.gov/etop/naccept/	276	367	00:01:03
13.	EPA: ETOP: About ETOP http://www.epa.gov/etop/about_etop/	275	388	00:01:02
14.	EPA: ETOP: If you're saying &quot;If only I had a technology that could solve http://www.epa.gov/etop/techconnection/techconnection.html	267	297	00:02:04
15.	EPA: ETOP: Demonstration and Verification Assistance http://www.epa.gov/etop/developer/demo.html	266	313	00:01:32
16.	EPA: ETOP: Integrated Database Search http://www.epa.gov/etop/search/	255	311	00:01:20
17.	EPA: ETOP: Where You Live http://www.epa.gov/etop/wherelive/	252	310	00:01:34
18.	EPA: ETOP: Information, Partnership & Advocacy Programs http://www.epa.gov/etop/developer/advocacy.html	244	280	00:01:47
19.	EPA: ETOP: Quality Assurance http://www.epa.gov/etop/contact/	242	306	00:00:56

	Pages	Visits	Views	Average Time Viewed
20.	EPA: ETOP: Quality Assurance http://www.epa.gov/etop/qa/	210	267	00:01:01
Subtotal for rows: 1 - 20		-	13,482	-
Other		-	14,865	-
Total		-	28,347	-

items 1-20 of 439

Pages

	Pages	Average Time to Serve (ms)
1.	EPA: Environmental Technology Opportunities Portal (ETOP) http://www.epa.gov/etop/	0
2.	EPA: ETOP: Technology Users: Technology Description Information http://www.epa.gov/etop/user/	0
3.	EPA: ETOP: EPA Programs http://www.epa.gov/etop/epa/	0
4.	EPA: ETOP: News http://www.epa.gov/etop/news/	0
5.	EPA: ETOP: For Technology Developers http://www.epa.gov/etop/developer/	0
6.	EPA: ETOP: Current Funding Opportunities http://www.epa.gov/etop/funding/	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: Environmental Technology Council http://www.epa.gov/etop/forum/	0
10.	EPA: ETOP: Marketing http://www.epa.gov/etop/developer/marketing.html	0
11.	EPA: ETOP: Subscribe to EnvirotechNews http://www.epa.gov/etop/envirotechnews/	0
12.	EPA: Environmental Technology Opportunities Portal (ETOP) http://www.epa.gov/etop/naccept/	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 &quot;If only I had a technology that could solve http://www.epa.gov/etop/techconnection/techconnection.html	0
15.	EPA: ETOP: Demonstration and Verification Assistance http://www.epa.gov/etop/developer/demo.html	0
16.	EPA: ETOP: Integrated Database Search http://www.epa.gov/etop/search/	0
17.	EPA: ETOP: Where You Live http://www.epa.gov/etop/whereyoulive/	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 439

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.

Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

Content Groups Trend

No data is available for this graph.

Content Groups

No data is available for this graph.

Content Groups

No data is available for this table.

Content Groups - Help Card



Column Definitions

Content Group

A defined group of web pages with specific things in common, such as the same types of products, services, or information.

Visits

Number of visits where the visitor viewed at least one page in the specified content group. 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.



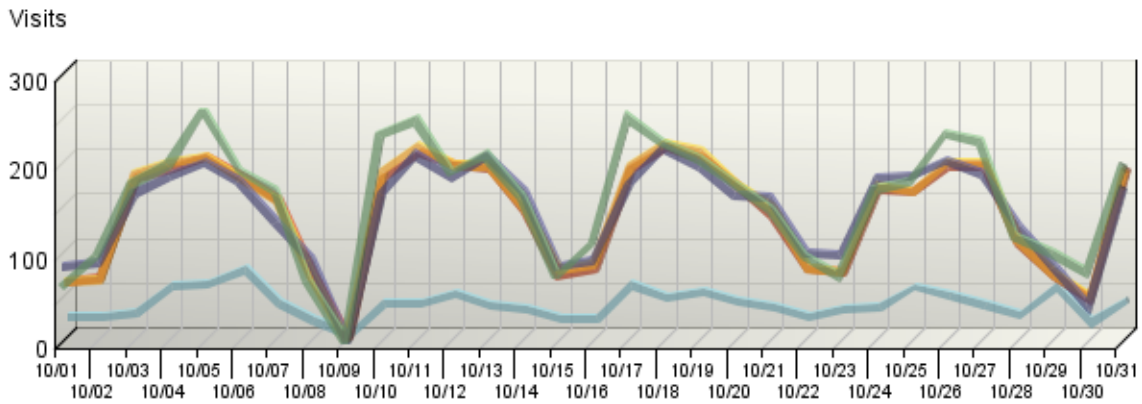
Report Descriptions

The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

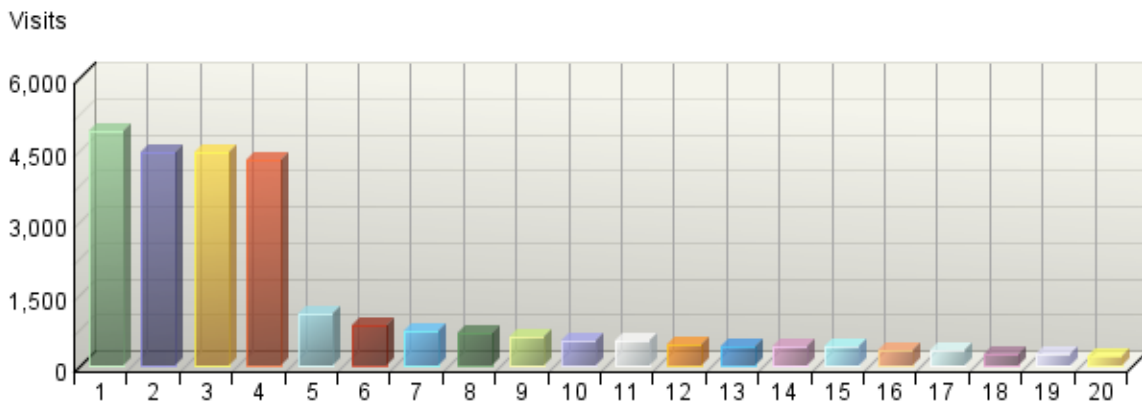
Directories

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	4,872	51,600	99,475
2.	http://www.epa.gov/etop/	4,455	5,380	128,781
3.	http://www.epa.gov/etop/index_files	4,423	9,321	13,107
4.	http://www.epa.gov/etop/styles	4,286	5,114	10,622

	Path To Directory	Visits	Hits	Kbytes Transferred
5.	http://www.epa.gov/etop/forum	1,063	4,329	47,982
6.	http://www.epa.gov/etop/developer	838	1,998	62,797
7.	http://www.epa.gov/etop/news	709	1,676	46,024
8.	http://www.epa.gov/etop/user	695	969	79,682
9.	http://www.epa.gov/etop/funding	594	1,509	26,916
10.	http://www.epa.gov/etop/epa	536	856	26,338
11.	http://www.epa.gov/etop/nacept	516	1,224	14,394
12.	http://www.epa.gov/etop/envirotechnews	432	717	27,575
13.	http://www.epa.gov/environmentaltechnology	396	4,595	52,865
14.	http://www.epa.gov/etop/wherelive	391	734	16,606
15.	http://www.epa.gov/etop/other	383	451	11,681
16.	http://www.epa.gov/etop/techconnection	330	612	6,818
17.	http://www.epa.gov/etop/about_etop	310	511	7,596
18.	http://www.epa.gov/etop/search	255	311	4,148
19.	http://www.epa.gov/etop/contact	244	339	4,703
20.	http://www.epa.gov/etop/tc	211	1,010	23,469
Subtotal for rows: 1 - 20		-	93,256	711,569
Other		-	2,019	30,354
Total		-	95,275	741,923

items 1-20 of 32

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

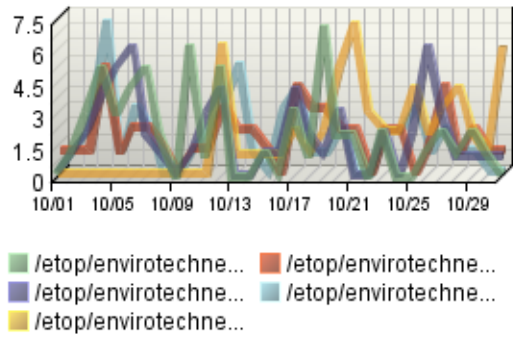
This displays key graphs and tables that provide an overview of the Files chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Hit Summary

Successful Hits for Entire Site	95,275
Average Hits per Day	3,073
Home Page Hits	1,620

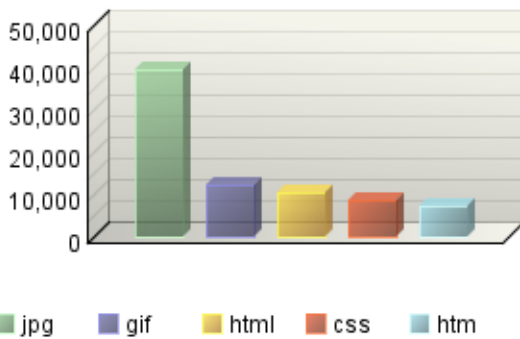
Downloaded Files Trend

Downloads



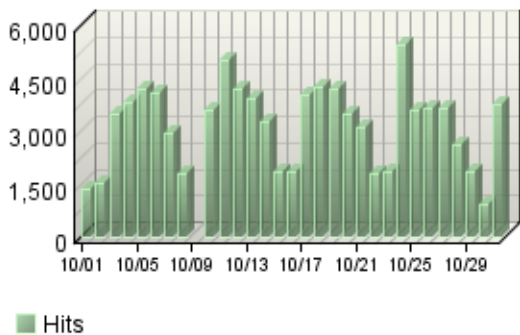
Accessed File Types by Files

Files



Hits Trend

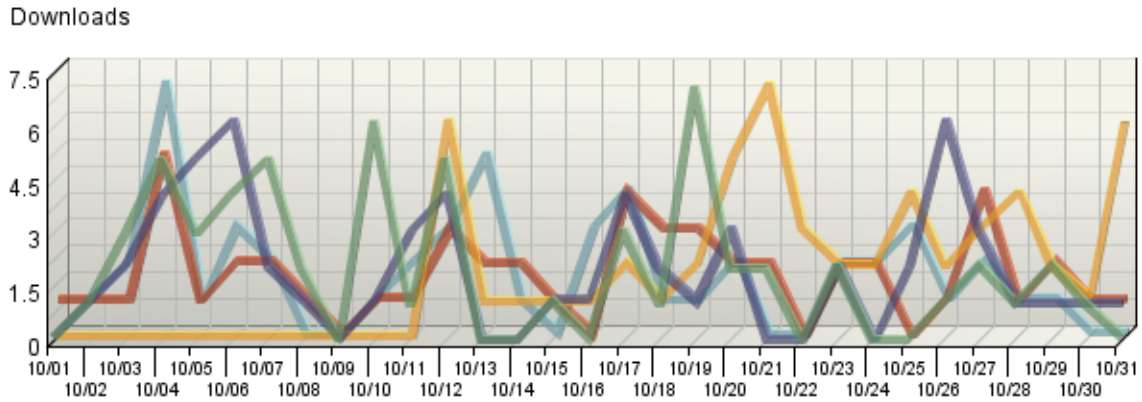
Hits



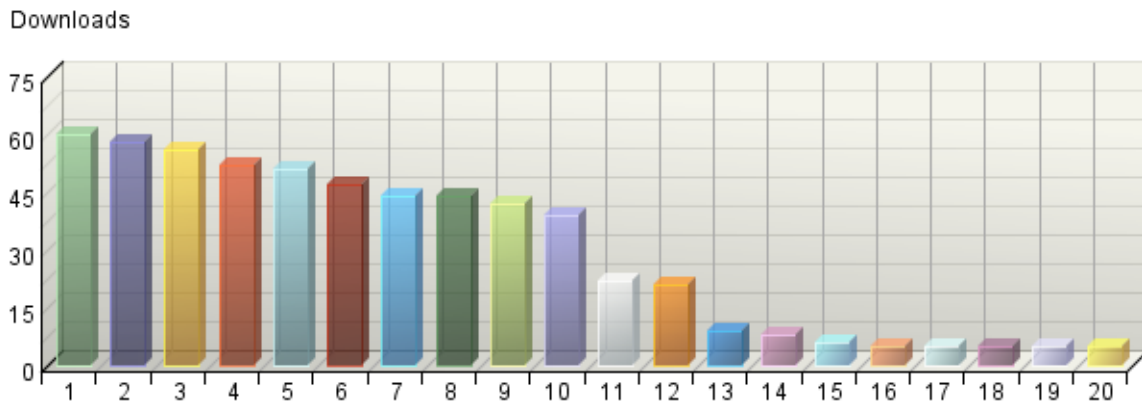
Downloaded Files

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_9_05.pdf	60	9.22%	49
2.	http://www.epa.gov/etop/envirotechnews/envirotechnews_6_05.pdf	58	8.91%	48
3.	http://www.epa.gov/etop/envirotechnews/envirotechnews_10_05.pdf	56	8.60%	39

	Downloaded Files	Downloads	% Downloads	Visits
4.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_8_05.pdf	52	7.99%	45
5.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_4_05.pdf	51	7.83%	42
6.	http://www.epa.gov/etop/news/archive/2004/ wanted_flyer_05.pdf	47	7.22%	39
7.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_5_05.pdf	44	6.76%	39
8.	http://www.epa.gov/etop/forum/etc_memo.pdf	44	6.76%	38
9.	http://www.epa.gov/etop/forum/etc_charter_ 2-5-04.pdf	42	6.45%	34
10.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_7_05.pdf	39	5.99%	37
11.	http://www.epa.gov/etop/tc/etc_memo.pdf	22	3.38%	16
12.	http://www.epa.gov/etop/tc/etc_charter_2-5-04. pdf	21	3.23%	18
13.	http://www.epa.gov/environmentaltechnology/ envirotechnews/envirotechnews_10_05.pdf	9	1.38%	5
14.	http://www.epa.gov/environmentaltechnology/ envirotechnews/envirotechnews_7_05.pdf	8	1.23%	5
15.	http://www.epa.gov/environmentaltechnology/ news/archive/2004/wanted_flyer_05.pdf	6	0.92%	6
16.	http://www.epa.gov/environmentaltechnology/ envirotechnews/envirotechnews_3_05.pdf	5	0.77%	4
17.	http://www.epa.gov/etop/etc/etc_charter_ 2-5-04.pdf	5	0.77%	5
18.	http://www.epa.gov/etop/news/archive/2004/ ord_product_expo_flyer.pdf	5	0.77%	5
19.	http://www.epa.gov/environmentaltechnology/ news/archive/2004/ord_product_expo_flyer.pdf	5	0.77%	5
20.	http://www.epa.gov/etop/etc/etc_memo.pdf	5	0.77%	5
Subtotal for rows: 1 - 20		584	89.71%	484
Other		67	10.29%	54
Total		651	100.00%	538

items 1-20 of 57

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.