ETOP Monthly Report

http://www.epa.gov/etop/

Monthly View: October 2006

October 1, 2006 12:00:00 AM – October 31, 2006 3:03:49 AM

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.

Pages
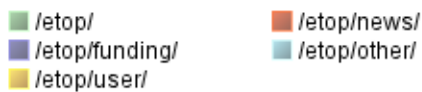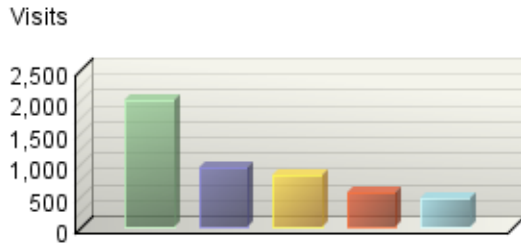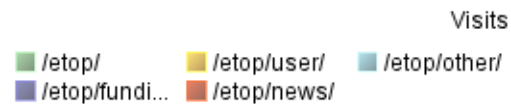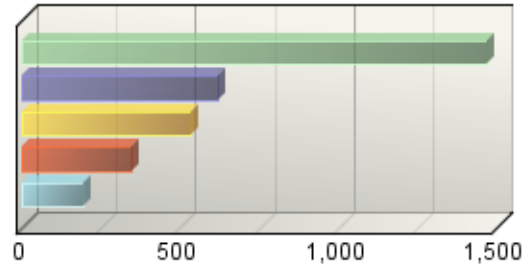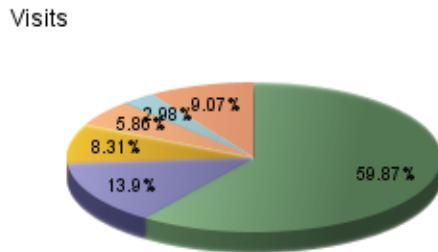
Visits

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

Exit Pages

Visits

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

Referring Site

Visits

59.87%
13.9%
8.31%
5.86%
2.98%
9.07%

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

Visit Summary

Visits	8,623
Average per Day	278
Average Visit Duration	00:17:04
Median Visit Duration	00:02:36
International Visits	8.06%
Visits of Unknown Origin	19.97%
Visits from Your Country: United States (US)	71.97%

New vs. Returning Visitors Trend

Visits
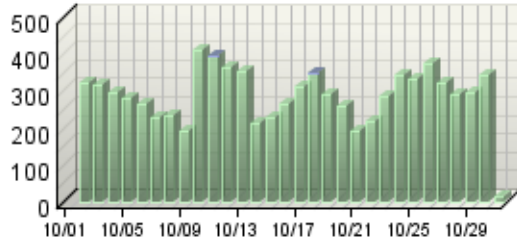
- Visitors Not Accepting Cookies
- Returning Visitors

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site
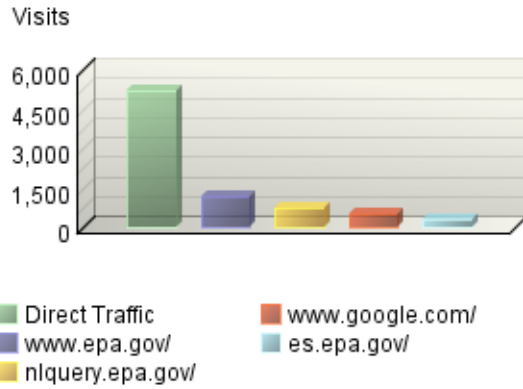
Active Visits Trend
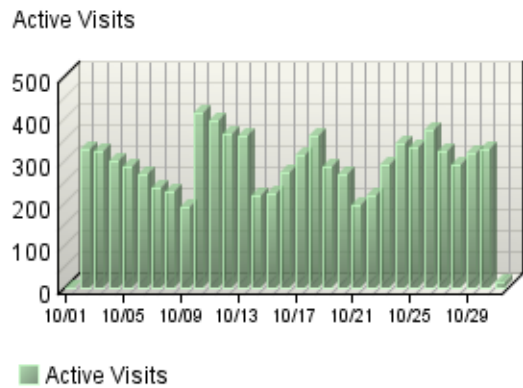
Referrers Dashboard

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

Referring Site

Visits

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

Referring Domain

Visits

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

Referring Page

Visits

- Direct Traffic
- /ebtpages/environm...
- /epasearch/epasear...
- /search
- /search

Active Visits Trend

Active Visits

- Active Visits

Referring Site

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

Referring Site
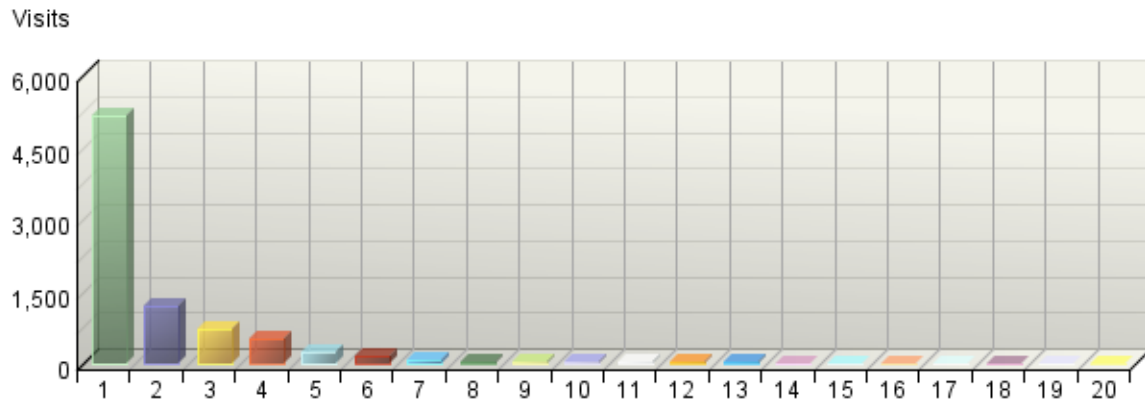
Referring Site

	Site	Visits	% Visits
1.	Direct Traffic	5,163	59.87%
2.	http://www.epa.gov/	1,199	13.90%
3.	http://nlquery.epa.gov/	717	8.31%
4.	http://www.google.com/	505	5.86%
5.	http://es.epa.gov/	257	2.98%
6.	http://search.yahoo.com/	165	1.91%
7.	http://www.google.co.in/	71	0.82%
8.	http://epa.gov/	45	0.52%
9.	http://www.google.ca/	36	0.42%
10.	http://www.google.co.uk/	34	0.39%
11.	http://www.emeryenergy.com/	32	0.37%
12.	http://search.msn.com/	25	0.29%
13.	http://images.google.com/	25	0.29%
14.	http://www.google.com.my/	12	0.14%
15.	http://www.google.fr/	11	0.13%
16.	http://www.google.com.au/	10	0.12%
17.	http://www.ask.com/	10	0.12%
18.	http://cfpub.epa.gov/	9	0.10%

Site	Visits	% Visits
■ 19. http://www.google.it/	9	0.10%
■ 20. http://www.google.com.ph/	9	0.10%
Subtotal for rows: 1 - 20	**8,344**	**96.76%**
Other	**279**	**3.24%**
Total	**8,623**	**100.00%**

items 1-20 of 172

Referring Site - Help Card

Column Definitions

Referring Sites

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

Site

The specific referring site being analyzed.

Visits

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

%

Percentage of referrals that came from the specified site.

Direct Traffic

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

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

Hidden-Referrer

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

Report Descriptions

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

Referring Domain

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

Referring Domain
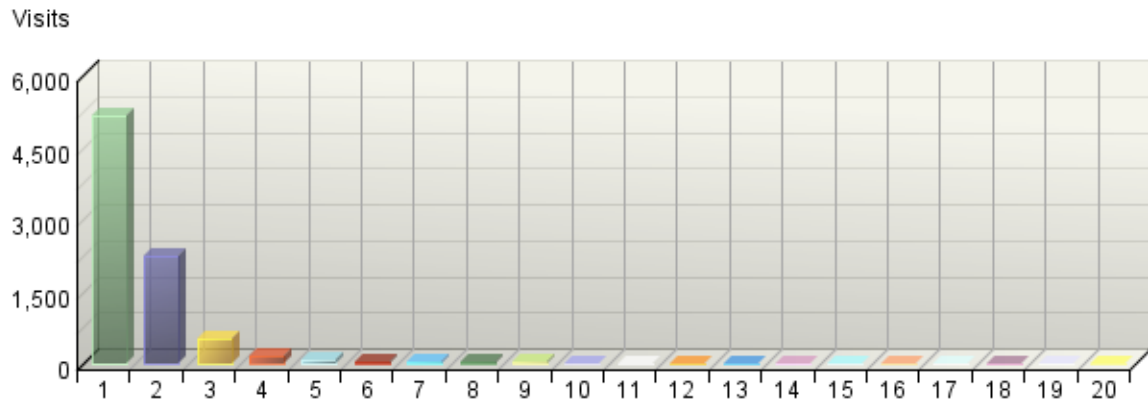
Visits

Referring Domain

	Domain	Visits	% Visits
1.	Direct Traffic	5,163	59.87%
2.	epa.gov	2,237	25.94%
3.	google.com	537	6.23%
4.	yahoo.com	177	2.05%
5.	google.co.in	72	0.83%
6.	google.ca	38	0.44%
7.	google.co.uk	36	0.42%
8.	emeryenergy.com	32	0.37%
9.	msn.com	25	0.29%
10.	google.com.my	12	0.14%
11.	google.fr	11	0.13%
12.	ask.com	10	0.12%
13.	google.com.au	10	0.12%
14.	google.it	10	0.12%
15.	google.com.ph	9	0.10%
16.	aol.com	8	0.09%
17.	google.co.za	8	0.09%
18.	google.de	7	0.08%

Domain	Visits	% Visits
19. overture.com	7	0.08%
20. 64.233.179.104	6	0.07%
Subtotal for rows: 1 - 20	**8,415**	**97.59%**
Other	**208**	**2.41%**
Total	**8,623**	**100.00%**

items 1-20 of 133

Referring Domain - Help Card

Column Definitions

Referring Domain

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

Domain

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

Visits

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

%

Percentage of referrals that came from the specified domain.

Direct Traffic

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

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

Hidden-Referrer

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


Report Descriptions

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

Referring Page

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

Referring Page
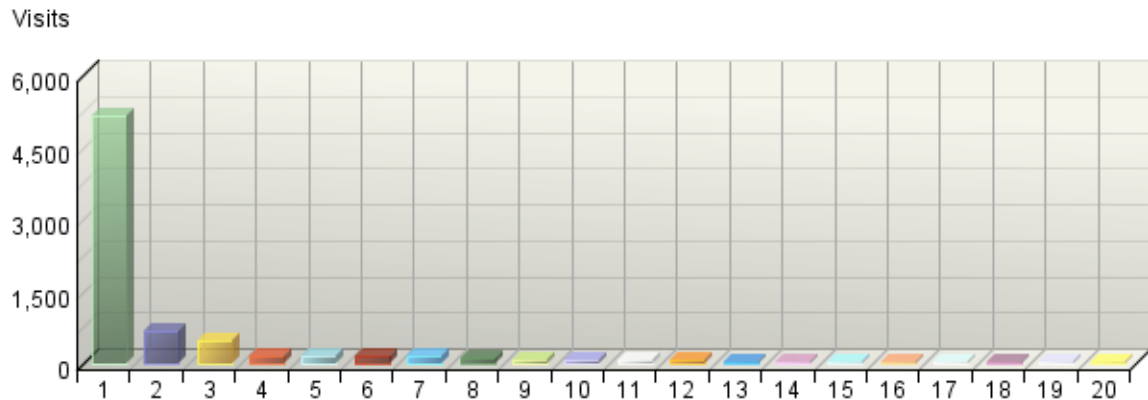
Referring Page

	Page	Visits	% Visits
1.	Direct Traffic	5,163	59.87%
2.	http://nlquery.epa.gov/epasearch/epasearch	687	7.97%
3.	http://www.google.com/search	496	5.75%
4.	http://www.epa.gov/ebtpages/environmentaltechnology.html	177	2.05%
5.	http://search.yahoo.com/search	161	1.87%
6.	http://www.epa.gov/epahome/quickfinder.htm	158	1.83%
7.	http://www.epa.gov/etop/user/	140	1.62%
8.	http://www.epa.gov/etop/index.html	103	1.19%
9.	http://www.epa.gov/etv/	73	0.85%
10.	http://www.google.co.in/search	71	0.82%
11.	http://www.epa.gov/etop/	68	0.79%
12.	http://es.epa.gov/ncer/other/	62	0.72%
13.	http://www.epa.gov/etop/developer/financial.html	55	0.64%
14.	http://es.epa.gov/ncer/sbir/	50	0.58%
15.	http://www.google.ca/search	36	0.42%
16.	http://es.epa.gov/ncer/biodiversity/links.html	35	0.41%
17.	http://www.epa.gov/etop/epa/	34	0.39%
18.	http://www.google.co.uk/search	34	0.39%

	Page	Visits	% Visits
■ 19.	http://www.epa.gov/etop/continuum/programs.html	32	0.37%
■ 20.	http://www.emeryenergy.com/gasification.html	32	0.37%
	Subtotal for rows: 1 - 20	**7,667**	**88.91%**
	Other	**956**	**11.09%**
	Total	**8,623**	**100.00%**

items 1-20 of 321

Referring Page - Help Card

Column Definitions

Pages

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

Visits

Number of visitors referred from the specified URL.

%

Percentage of referred visitors who came from the specified site.

Direct Traffic

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

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

Hidden-Referrer

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

Report Descriptions

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

Search Phrases

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

Search Phrases
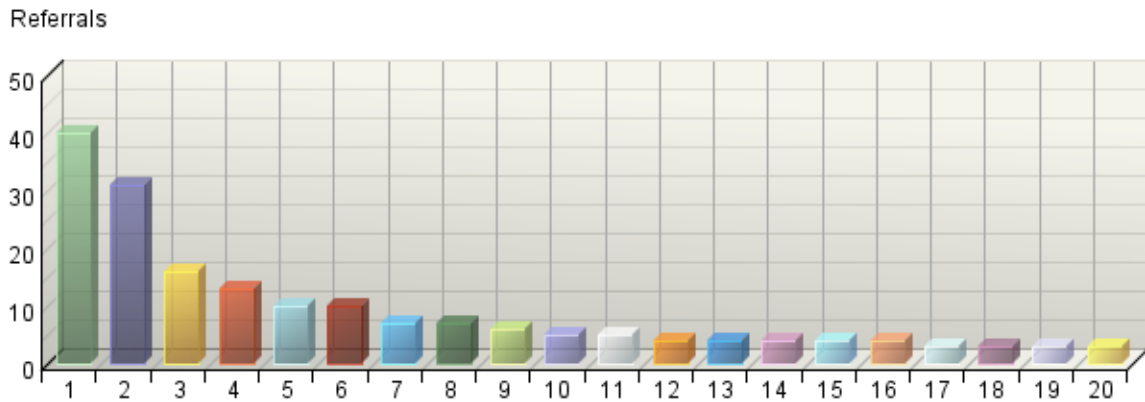
Referrals

Search Phrases

Phrases Engines	Referrals	% Referrals
1. etop	40	3.66%
Google India	20	1.83%
Google	12	1.10%
Google Belgium	2	0.18%
Google Germany	1	0.09%
MSN	1	0.09%
2. environmental technology	31	2.84%
Google	18	1.65%
Yahoo	9	0.82%
Google Puerto Rico	1	0.09%
AOL NetFind	1	0.09%
MSN Singapore	1	0.09%
3. environmental technologies	16	1.47%
Google	9	0.82%
Yahoo	4	0.37%
Google India	1	0.09%
MSN	1	0.09%
Google Romania	1	0.09%

	Phrases Engines	Referrals	% Referrals
■ 4.	automotive technology	13	1.19%
	Google	10	0.92%
	Google Canada	3	0.27%
■ 5.	environmental technology council	10	0.92%
	MSN	4	0.37%
	Yahoo	3	0.27%
	Google	2	0.18%
	Google Canada	1	0.09%
■ 6.	technology	10	0.92%
	Google	7	0.64%
	Google Canada	2	0.18%
	Yahoo	1	0.09%
■ 7.	http	7	0.64%
	Yahoo	7	0.64%
■ 8.	map us	7	0.64%
	Google	6	0.55%
	Google UK	1	0.09%
■ 9.	etop analysis	6	0.55%
	Google India	4	0.37%
	Yahoo	1	0.09%
	Lycos	1	0.09%
■ 10.	technology description	5	0.46%
	Google	3	0.27%
	MSN	1	0.09%
	Google India	1	0.09%
■ 11.	epa crada	5	0.46%
	Google	4	0.37%
	Yahoo	1	0.09%
■ 12.	usaid training opportunities in environment in 2007	4	0.37%
	Yahoo France	4	0.37%
■ 13.	arsenic mcl	4	0.37%
	Google	4	0.37%
■ 14.	kerry bullock	4	0.37%
	Google UK	3	0.27%
	Google	1	0.09%
■ 15.	new environmental technology	4	0.37%
	Google	2	0.18%
	Yahoo	1	0.09%
	Google Canada	1	0.09%
■ 16.	epa etop	4	0.37%

		Phrases Engines	Referrals	% Referrals
		Google	4	0.37%
	17.	green munitions research	3	0.27%
		Google Australia	3	0.27%
	18.	postdoc position polymer electrolyte 2007	3	0.27%
		Google	3	0.27%
	19.	new environmental technologies	3	0.27%
		Google Canada	2	0.18%
		Google	1	0.09%
	20.	municipal solid waste and animal waste to energy production	3	0.27%
		Google	3	0.27%
		Subtotal for rows: 1 - 20	**182**	**16.67%**
		Other	**910**	**83.33%**
		Total	**1,092**	**100.00%**

items 1-20 of 200

Search Phrases - Help Card

Column Definitions

Phrase

The search phrase a visitor used to find your site.

Engines

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

Referrals

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

%

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

Report Descriptions

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

Search Keywords

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

Search Keywords

Referrals
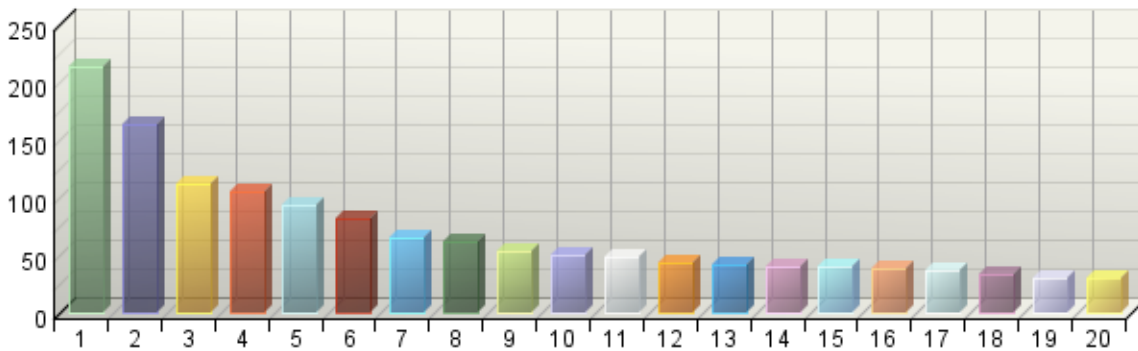
Search Keywords

	Keywords Engines	Referrals	% Referrals
1.	technology	214	4.82%
	Google	122	2.75%
	Yahoo	45	1.01%
	Google Canada	12	0.27%
	MSN	8	0.18%
	Google India	8	0.18%
2.	environmental	163	3.67%
	Google	84	1.89%
	Yahoo	31	0.70%
	MSN	11	0.25%
	Google Canada	9	0.20%
	Google India	5	0.11%
3.	of	112	2.52%
	Google	53	1.19%
	Google India	18	0.41%
	Yahoo	17	0.38%
	Google Canada	4	0.09%
	MSN	4	0.09%

		Keywords Engines	Referrals	% Referrals
■	4.	epa	105	2.36%
		Google	72	1.62%
		Yahoo	20	0.45%
		Google Canada	5	0.11%
		Google Japan	1	0.02%
		MSN	1	0.02%
■	5.	in	93	2.09%
		Google	34	0.77%
		Yahoo	20	0.45%
		Yahoo France	8	0.18%
		MSN	7	0.16%
		Google India	6	0.14%
■	6.	etop	82	1.85%
		Google India	34	0.77%
		Google	25	0.56%
		Yahoo	4	0.09%
		Google Canada	4	0.09%
		Google Germany	3	0.07%
■	7.	for	65	1.46%
		Yahoo	22	0.50%
		Google	21	0.47%
		Google India	4	0.09%
		Google Canada	4	0.09%
		MSN	3	0.07%
■	8.	funding	61	1.37%
		Google	27	0.61%
		Yahoo	20	0.45%
		Google UK	3	0.07%
		Google India	2	0.05%
		AltaVista	2	0.05%
■	9.	opportunities	53	1.19%
		Google	28	0.63%
		Yahoo	13	0.29%
		Yahoo France	4	0.09%
		Google France	3	0.07%
		MSN	2	0.05%
■	10.	waste	50	1.13%
		Google	33	0.74%
		Yahoo	6	0.14%
		Google India	4	0.09%

Keywords Engines	Referrals	% Referrals
Google Switzerland	2	0.05%
Google UK	2	0.05%
11. water	48	1.08%
Google	24	0.54%
Yahoo	10	0.23%
Google India	3	0.07%
Google South Africa	2	0.05%
AltaVista	2	0.05%
12. technologies	43	0.97%
Google	21	0.47%
Google Canada	5	0.11%
Yahoo	4	0.09%
Google Sweden	3	0.07%
Earthlink	2	0.05%
13. energy	42	0.95%
Google	25	0.56%
Yahoo	5	0.11%
Google UK	4	0.09%
Google Ireland	2	0.05%
Google Australia	2	0.05%
14. 2007	40	0.90%
Google	21	0.47%
Google Italy	6	0.14%
Yahoo France	4	0.09%
Yahoo	4	0.09%
Google UK	2	0.05%
15. the	40	0.90%
Google	15	0.34%
Yahoo	10	0.23%
Google Australia	8	0.18%
Google UK	2	0.05%
Netscape	2	0.05%
16. new	38	0.86%
Google	15	0.34%
Yahoo	10	0.23%
Google Canada	3	0.07%
MSN	2	0.05%
Google Romania	2	0.05%
17. to	37	0.83%
Google	16	0.36%

		Keywords Engines	Referrals	% Referrals
		Yahoo	6	0.14%
		Google UK	5	0.11%
		Google Chile	2	0.05%
		Google India	2	0.05%
■	18.	2006	33	0.74%
		Google	19	0.43%
		Yahoo	8	0.18%
		Google Brazil	2	0.05%
		MSN	1	0.02%
		Google France	1	0.02%
■	19.	development	30	0.68%
		Google	14	0.32%
		Yahoo	6	0.14%
		Google India	4	0.09%
		Google Australia	2	0.05%
		Google Canada	1	0.02%
■	20.	research	30	0.68%
		Google	20	0.45%
		Google Australia	4	0.09%
		Yahoo	3	0.07%
		Google UK	1	0.02%
		MSN	1	0.02%
		Subtotal for rows: 1 - 20	**1,379**	**31.04%**
		Other	**3,063**	**68.96%**
		Total	**4,442**	**100.00%**

items 1-20 of 200

Search Keywords - Help Card

Column Definitions

Keywords

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

Engines

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

Referrals

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

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

Report Descriptions

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

Visitors Dashboard

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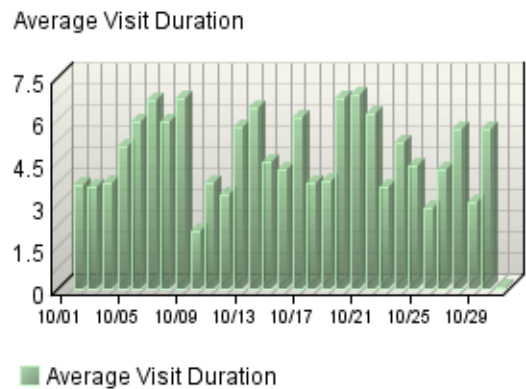
Active Visits Trend
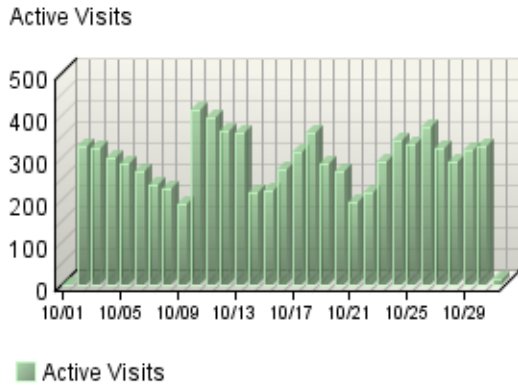
Visitor Minutes Trend
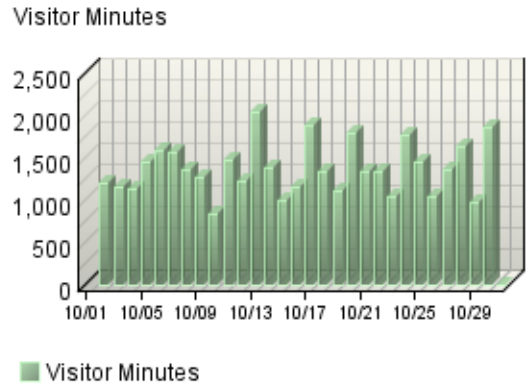
Visitor Summary

Visitors	4,394
Visitors Who Visited Once	3,656
Visitors Who Visited More Than Once	738
Average Visits per Visitor	1.96

Average Length of Visit Trend

Visit Summary

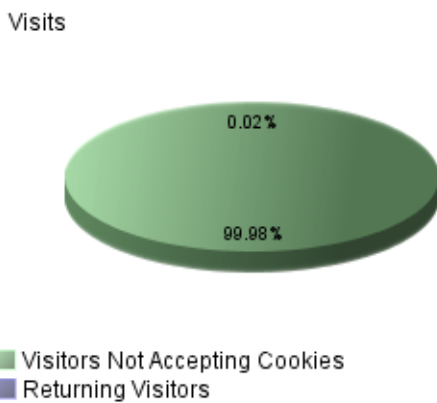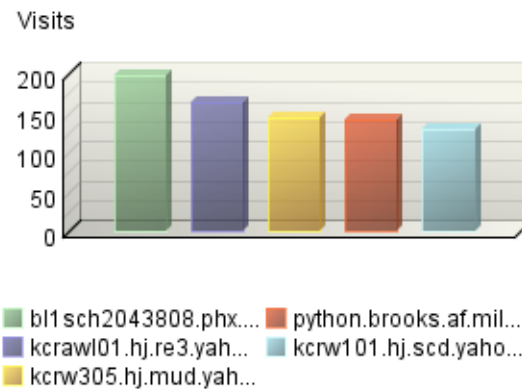| Visits	8,623
Average per Day	278
Average Visit Duration	00:17:04
Median Visit Duration	00:02:36
International Visits	8.06%
Visits of Unknown Origin	19.97%
Visits from Your Country: United States (US)	71.97%

New Visitors Trend
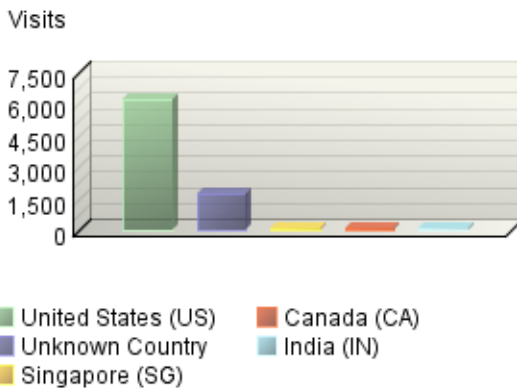
New Visitors

- New Visitors

Visitors by Number of Visits

Visitors

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

New vs. Returning Visitors

Visits

0.02%

99.98%
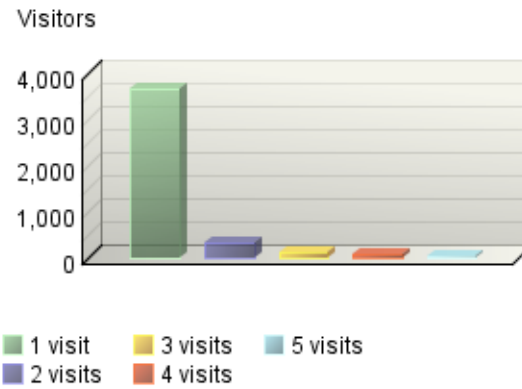
- Visitors Not Accepting Cookies
- Returning Visitors

Top Visitors

Visits

- bl1sch2043808.phx....
- kcrawl01.hj.re3.yah...
- kcrw305.hj.mud.yah...
- python.brooks.af.mil...
- kcrw101.hj.scd.yaho...

Countries

Visits

- United States (US)
- Unknown Country
- Singapore (SG)
- Canada (CA)
- India (IN)

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
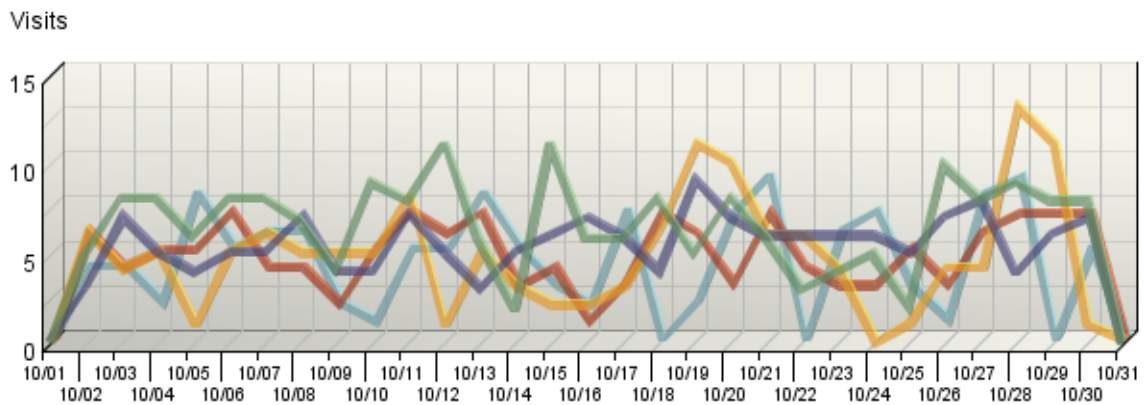
Top Visitors
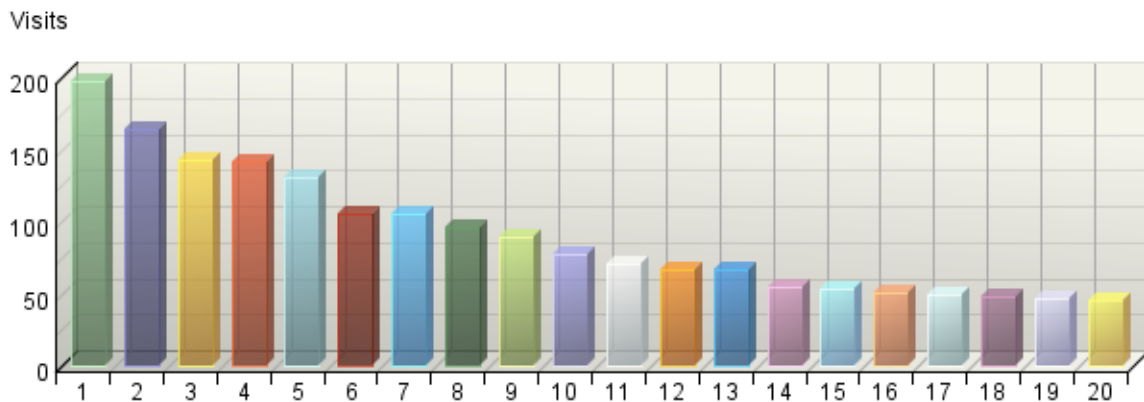
Top Visitors

	Visitor	Visits	% Visits	Hits
1.	bl1sch2043808.phx.gbl_msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)	197	2.29%	544

	Visitor	Visits	% Visits	Hits
2.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	164	1.90%	3,137
3.	kcrw305.hj.mud.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	143	1.66%	403
4.	python.brooks.af.mil_Mozilla/4.0 (compatible; MSIE 5.5; Win32)	141	1.64%	1,697
5.	kcrw101.hj.scd.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/help/hotjobs/webmaster) (KHTML, like Gecko)	130	1.51%	3,577
6.	msnbot.msn.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	106	1.23%	150
7.	bl1sch2044116.phx.gbl_msnbot-media/1.0 (+http://search.msn.com/msnbot.htm)	106	1.23%	299
8.	crawl-66-249-65-180.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	96	1.11%	405
9.	fj5027.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	89	1.03%	89
10.	lm502002.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	77	0.89%	86
11.	crawl-66-249-65-18.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	71	0.82%	380
12.	fj301005.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	66	0.77%	66
13.	egspd42212.ask.com_Mozilla/2.0 (compatible; Ask Jeeves/Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	66	0.77%	174
14.	crawl-66-249-65-200.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	54	0.63%	247
15.	kcrawl01.hj.re3.yahoo.com_YahooSeeker/CafeKelsa (compatible; Konqueror/3.2; FreeBSD ; http://help.yahoo.com/ help/hotjobs/webmaster) (KHTML, like Gecko)	53	0.61%	907
16.	ssl.adem.state.al.us_Mozilla/4.0 (compatible;)	50	0.58%	62
17.	crawl-66-249-65-180.googlebot.com_Googlebot-Image/1.0	49	0.57%	66
18.	d134-067-034-102.dhcp.epa.gov_Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.7.12) Gecko/20050915 Firefox/1.0.7	48	0.56%	1,028

	Visitor	Visits	% Visits	Hits
19.	crawl-66-249-65-138.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	46	0.53%	201
20.	lt100016.inktomisearch.com_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	45	0.52%	45
	Subtotal for rows: 1 - 20	**1,797**	**20.85%**	**13,563**
	Other	**6,822**	**79.15%**	**71,067**
	Total	**8,619**	**100.00%**	**84,630**

items 1-20 of 4394

Top Visitors - Help Card

Column Definitions

Visitor

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

Visits

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

Hits

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

Report Descriptions

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

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

Visitors by Number of Visits

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

Visitors by Number of Visits
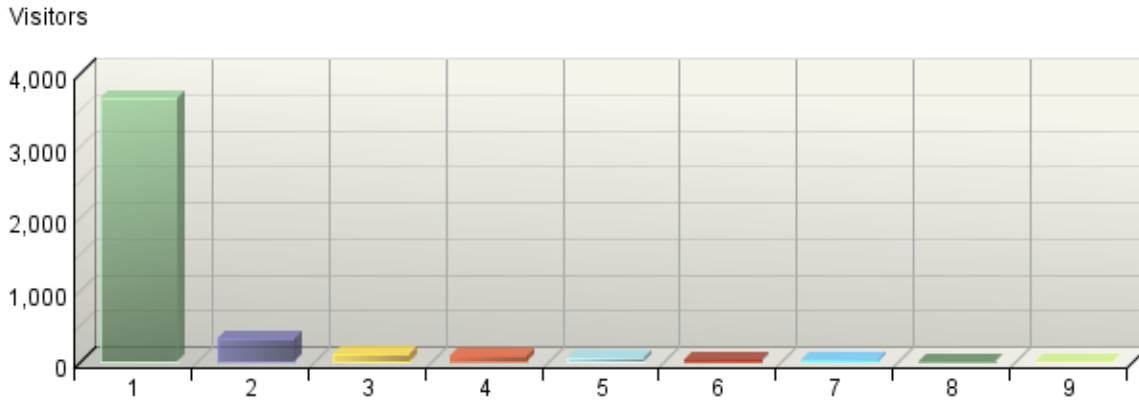
Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	3,656	83.20%
2 visits	327	7.44%
3 visits	118	2.69%
4 visits	85	1.93%
5 visits	59	1.34%
6 visits	31	0.71%
7 visits	20	0.46%
8 visits	10	0.23%
9 visits	10	0.23%
Other	**78**	**1.78%**
Total	**4,394**	**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
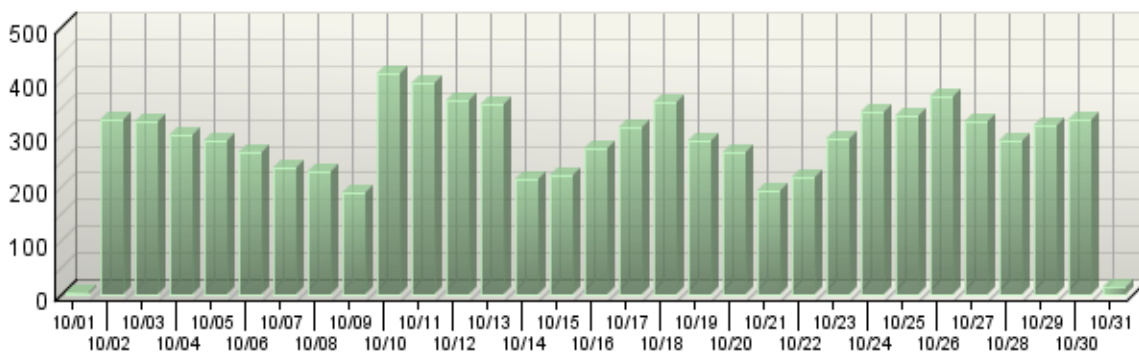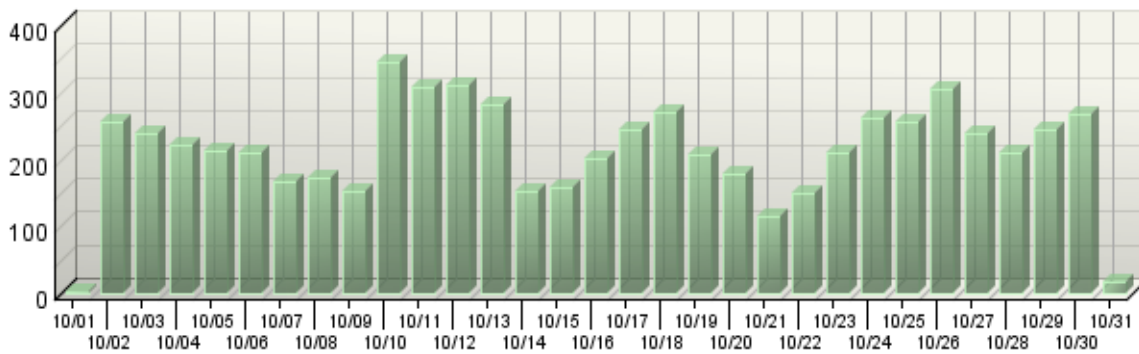
Visitors Trend

New Visitors Trend
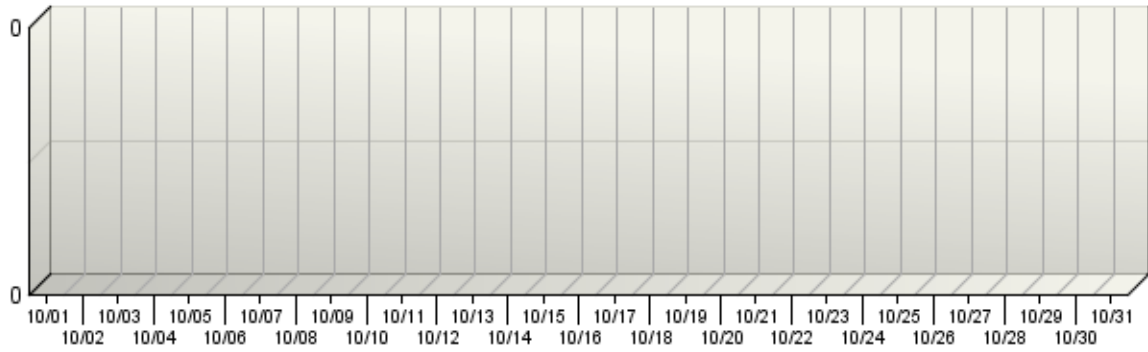
New Visitors

Average Length of Visit Trend

Average Visit Duration
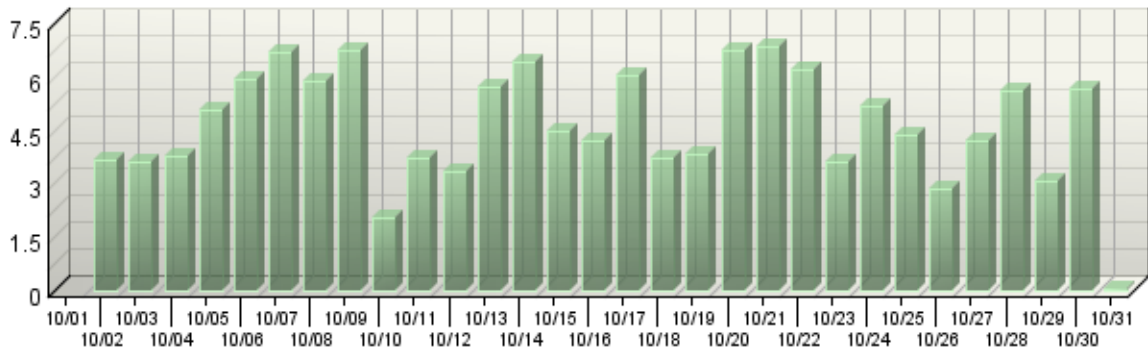
Visitor Minutes Trend

Visitor Minutes
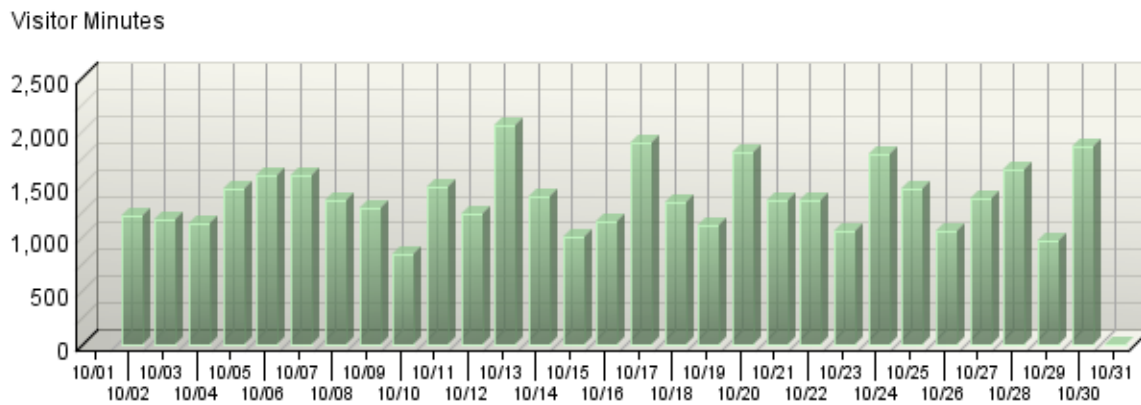
Visitors Trend

Day	Active Visits	Visitors	New Visitors
10/01	2	2	0
10/02	329	255	0
10/03	324	239	0
10/04	298	221	0
10/05	287	214	0
10/06	267	209	0
10/07	236	167	0
10/08	229	173	0
10/09	189	153	0
10/10	415	345	0
10/11	397	308	0
10/12	364	310	0
10/13	357	283	0
10/14	216	153	0
10/15	223	159	0
10/16	274	201	0
10/17	312	246	0
10/18	359	270	0
10/19	287	207	0
10/20	266	179	0
10/21	195	116	0
10/22	218	150	0
10/23	291	211	0
10/24	343	262	0

Day	Active Visits	Visitors	New Visitors
10/25	333	257	0
10/26	372	306	0
10/27	324	240	0
10/28	289	211	0
10/29	316	244	0
10/30	327	268	0
10/31	13	17	0
Average	**279**	**212**	**0**
Total	**-**	**-**	**0**

items 1-20 of 31

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
10/01	00:00:00	0
10/02	00:03:40	1,206.57
10/03	00:03:36	1,167.38
10/04	00:03:47	1,128.28
10/05	00:05:04	1,458.27
10/06	00:05:56	1,584.33
10/07	00:06:41	1,577.73
10/08	00:05:54	1,353.82
10/09	00:06:46	1,279.33
10/10	00:02:02	847.67
10/11	00:03:43	1,477.02
10/12	00:03:21	1,224.82
10/13	00:05:44	2,049
10/14	00:06:26	1,390.87
10/15	00:04:30	1,004.3
10/16	00:04:13	1,157.77
10/17	00:06:03	1,887.82
10/18	00:03:43	1,336.1
10/19	00:03:51	1,108.23
10/20	00:06:44	1,791.68
10/21	00:06:52	1,341.5
10/22	00:06:11	1,348.58
10/23	00:03:37	1,053.9
10/24	00:05:10	1,776.02
10/25	00:04:21	1,452.18
10/26	00:02:50	1,055.45

Day	Average Visit Duration	Visitor Minutes
10/27	00:04:12	1,363.72
10/28	00:05:38	1,632.25
10/29	00:03:04	972.57
10/30	00:05:40	1,855.98
10/31	00:00:03	0.78
Average	**-**	**1,286.58**
Total	**-**	**39,883.92**

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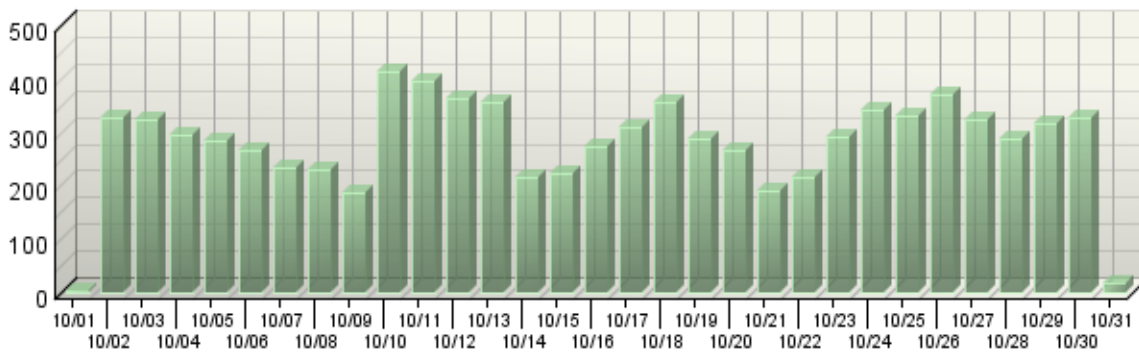
Average - This row gives the average for each column.

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	2	0.02%
10/02	327	3.79%
10/03	324	3.76%
10/04	295	3.42%
10/05	284	3.29%
10/06	266	3.08%
10/07	233	2.70%
10/08	229	2.66%
10/09	188	2.18%
10/10	413	4.79%
10/11	396	4.59%
10/12	364	4.22%
10/13	357	4.14%
10/14	215	2.49%
10/15	223	2.59%
10/16	274	3.18%
10/17	309	3.58%
10/18	357	4.14%
10/19	286	3.32%

Day	Visits	% Visits
10/20	266	3.08%
10/21	192	2.23%
10/22	217	2.52%
10/23	291	3.37%
10/24	342	3.97%
10/25	331	3.84%
10/26	372	4.31%
10/27	323	3.75%
10/28	289	3.35%
10/29	315	3.65%
10/30	326	3.78%
10/31	17	0.20%
Total	**8,623**	**100.00%**

items 1-20 of 31

Visits Trend - Help Card

Column Definitions

Time Interval (hour, day, etc.)

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

Visits

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

%

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

Report Descriptions

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

Domain Names

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

Domain Names
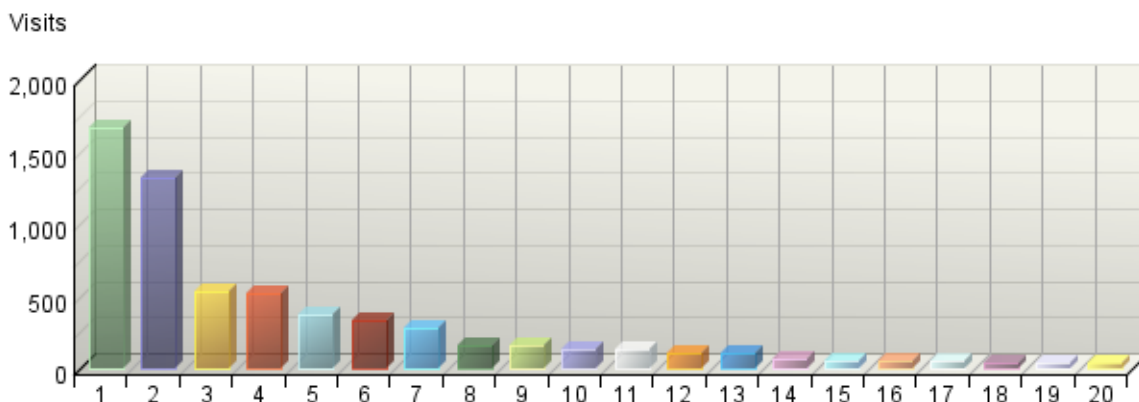
Domain Names

		Domain Name	Visits	% Visits	Hits
■	1.	inktomisearch.com	1,661	19.26%	1,833
■	2.	Unresolved IP Address	1,323	15.34%	24,725
■	3.	yahoo.com	534	6.19%	8,394
■	4.	aol.com	522	6.05%	761
■	5.	phx.gbl	375	4.35%	989
■	6.	googlebot.com	337	3.91%	1,374
■	7.	epa.gov	274	3.18%	6,583
■	8.	comcast.net	163	1.89%	2,105
■	9.	af.mil	162	1.88%	1,786
■	10.	rr.com	134	1.55%	1,853
■	11.	verizon.net	132	1.53%	1,979
■	12.	ask.com	107	1.24%	237
■	13.	msn.com	106	1.23%	150
■	14.	army.mil	63	0.73%	439
■	15.	cox.net	55	0.64%	676
■	16.	state.al.us	51	0.59%	63
■	17.	sbcglobal.net	47	0.55%	597
■	18.	pacbell.net	44	0.51%	780

	Domain Name	Visits	% Visits	Hits
19.	singnet.com.sg	44	0.51%	156
20.	attens.net	43	0.50%	52
	Subtotal for rows: 1 - 20	**6,177**	**71.63%**	**55,532**
	Other	**2,446**	**28.37%**	**29,115**
	Total	**8,623**	**100.00%**	**84,647**

items 1-20 of 1056

	Domain Names - Help Card

Column Definitions

Domain Name

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

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

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

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

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

Visits

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

Hits

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

Report Descriptions

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

Top-Level Domain Types

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

Top-Level Domain Types

Top-Level Domain Types

Top-Level Domain Types	Visits	% Visits	Hits
Commercial	4,198	48.68%	22,957
Unresolved IP Address	1,323	15.34%	24,725
Network	1,280	14.84%	15,918
Unknown	898	10.41%	6,928
Government	338	3.92%	7,471
Education	297	3.44%	3,611
Military	252	2.92%	2,453
Organization	35	0.41%	534
ARPANET	2	0.02%	50
Total	**8,623**	**100.00%**	**84,647**

items 1-9 of 9

Top-Level Domain Types - Help Card

Column Definitions

Reserved IP Address

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

Unresolved IP Address

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

Unknown

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

Top-Level Domain

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

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

Visits

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

Hits

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

Report Descriptions

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

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

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

Geography Dashboard

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

Regions
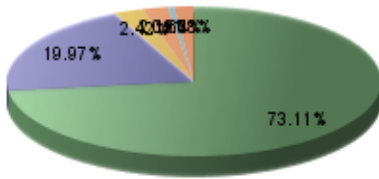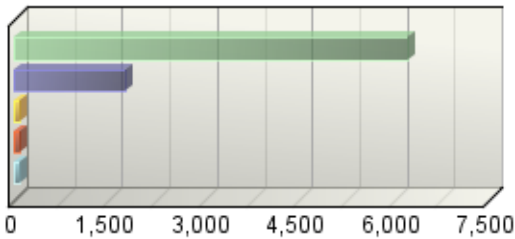
Countries

Regions

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

Regions
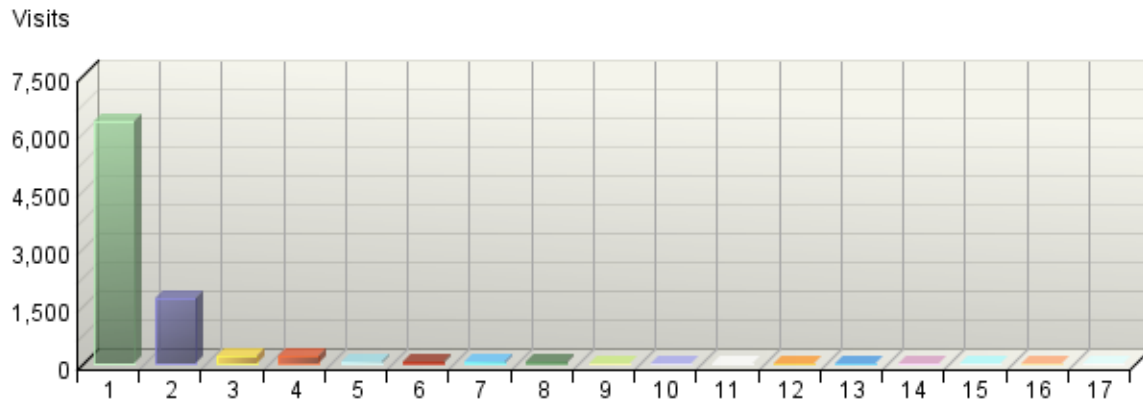
Regions

|	Regions	Visits	% Visits
1.	North America	6,304	73.11%
2.	Unspecified Region	1,722	19.97%
3.	Asia	209	2.42%
4.	Western Europe	189	2.19%
5.	South America	54	0.63%
6.	Eastern Europe	52	0.60%
7.	Australia	27	0.31%
8.	Middle East	27	0.31%
9.	Northern Europe	13	0.15%
10.	Pacific Islands	10	0.12%
11.	Southern Africa	6	0.07%
12.	Caribbean Islands	3	0.03%
13.	Northern Africa	2	0.02%
14.	Western Africa	2	0.02%
15.	Central Africa	1	0.01%
16.	Central America	1	0.01%
17.	Eastern Africa	1	0.01%
	Total	**8,623**	**100.00%**

items 1-17 of 17

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
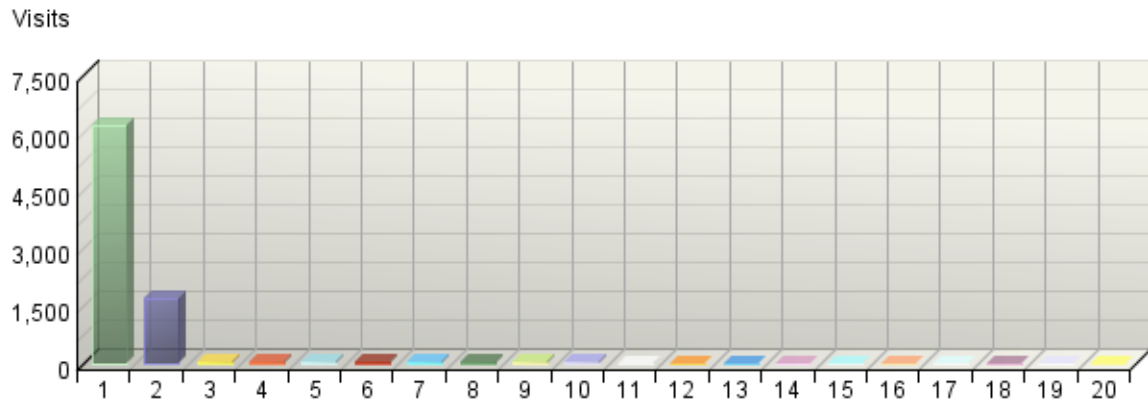
Countries

	Countries	Visits	% Visits
1.	United States (US)	6,206	71.97%
2.	Unknown Country	1,722	19.97%
3.	Singapore (SG)	67	0.78%
4.	Canada (CA)	62	0.72%
5.	India (IN)	52	0.60%
6.	Netherlands (NL)	46	0.53%
7.	Mexico (MX)	36	0.42%
8.	Japan (JP)	32	0.37%
9.	Belgium (BE)	30	0.35%
10.	Australia (AU)	27	0.31%
11.	Italy (IT)	23	0.27%
12.	Brazil (BR)	22	0.26%
13.	United Kingdom (UK)	21	0.24%
14.	France (FR)	16	0.19%
15.	Argentina (AR)	15	0.17%
16.	Taiwan (TW)	15	0.17%
17.	Poland (PL)	14	0.16%
18.	Germany (DE)	14	0.16%
19.	Estonia (EE)	13	0.15%

	Countries	Visits	% Visits
■ 20.	Greece (GR)	12	0.14%
	Subtotal for rows: 1 - 20	**8,445**	**97.94%**
	Other	**178**	**2.06%**
	Total	**8,623**	**100.00%**

items 1-20 of 74

<hr>

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.

<hr>

Report Descriptions

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

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

Pages Dashboard

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

Page Views Trend
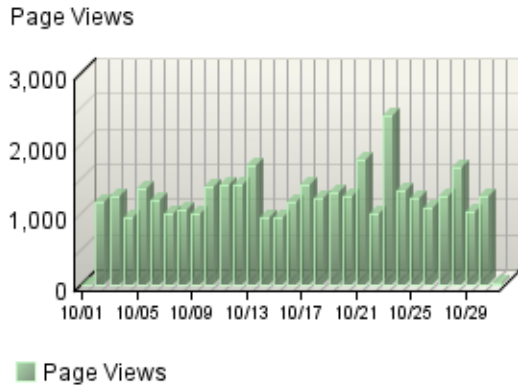
Entry Pages
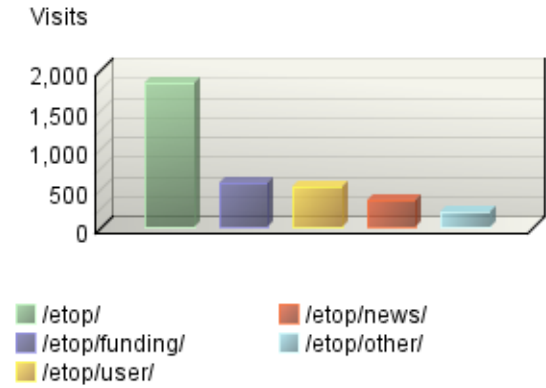
Page View Summary

Page Views	37,340
Average per Day	1,204
Average Page Views per Visit	4.33

Pages
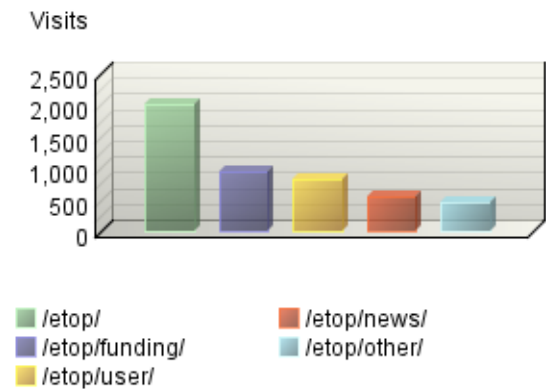
Pages Trend

Exit Pages

Visits

■ /etop/   ■ /etop/news/
■ /etop/funding/   ■ /etop/other/
■ /etop/user/

Directories

Visits

■ /etop/images   ■ /etop/   ■ /etop/funding
■ /etop/s   ■ /etop/nacept
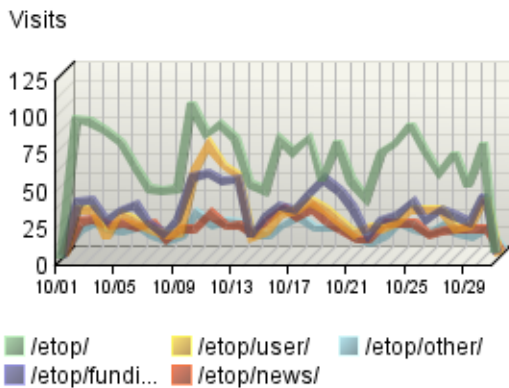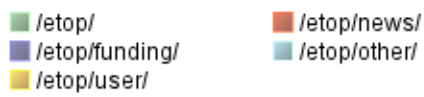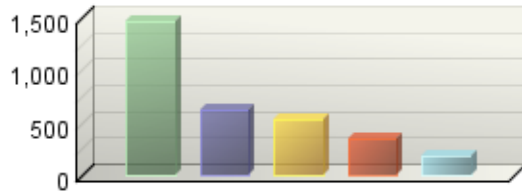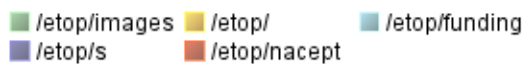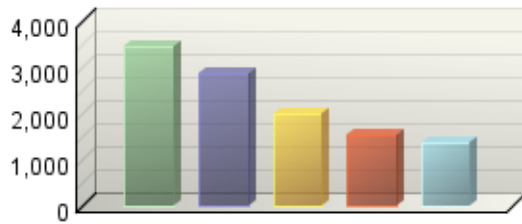
Pages

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
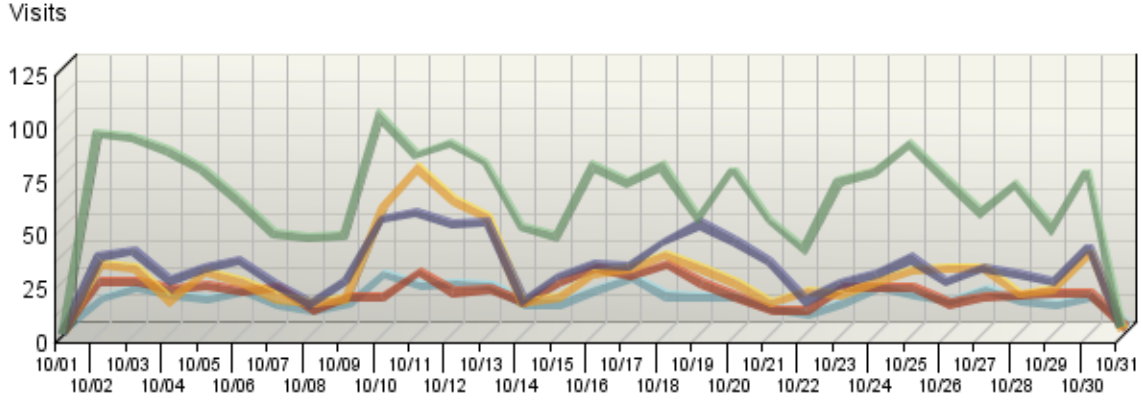
Pages
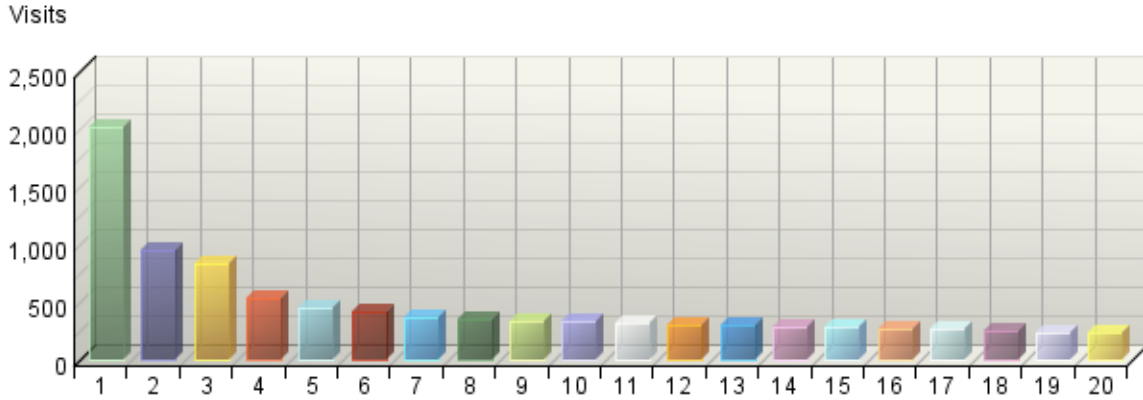
Pages

		Pages	Visits	Views	Average Time Viewed
■	1.	**Environmental Technology Opportunities Portal | US EPA** http://www.epa.gov/etop/	2,016	2,936	00:02:30

	Pages	Visits	Views	Average Time Viewed
2.	**Current Funding Opportunities | ETOP | EPA** http://www.epa.gov/etop/funding/	957	1,537	00:01:18
3.	**Technology Users: Technology Description Information | ETOP | US EPA** http://www.epa.gov/etop/user/	826	1,442	00:01:04
4.	**News | ETOP | EPA** http://www.epa.gov/etop/news/	537	687	00:01:12
5.	**Environmental Technology Resources | ETOP | US EPA** http://www.epa.gov/etop/other/	443	598	00:01:30
6.	**For Technology Developers | ETOP | US EPA** http://www.epa.gov/etop/developer/	418	618	00:00:56
7.	**Research / Proof of Concept / Development | ETOP | US EPA** http://www.epa.gov/etop/developer/financial.html	361	411	00:01:38
8.	**Commercialization | ETOP | US EPA** http://www.epa.gov/etop/developer/marketing.html	345	394	00:01:28
9.	**EPA's Environmental Technology Programs | ETOP | US EPA** http://www.epa.gov/etop/continuum/programs.html	329	374	00:02:49
10.	**EPA Programs | ETOP | US EPA** http://www.epa.gov/etop/epa/	325	526	00:01:31
11.	**About ETOP | ETOP | US EPA** http://www.epa.gov/etop/about_etop/	315	460	00:00:54
12.	**Information Diffusion/Utilization | ETOP | US EPA** http://www.epa.gov/etop/developer/advocacy.html	296	340	00:01:37
13.	**EPA Environmental Technology Research & Development Continuum | ETOP | US EPA** http://www.epa.gov/etop/continuum/	292	339	00:01:16
14.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	291	429	00:00:56
15.	**Page Title | ETOP | US EPA** http://www.epa.gov/etop/techconnection/techconnection.html	280	371	00:01:19
16.	**Subscribe to EnvirotechNews | ETOP | US EPA** http://www.epa.gov/etop/envirotechnews/	260	385	00:03:46
17.	**Contact Us | ETOP | US EPA** http://www.epa.gov/etop/contact/	260	349	00:01:10

	Pages	Visits	Views	Average Time Viewed
■ 18.	**NACEPT: Subcommittee on Environmental Technology	ETOP	US EPA** http://www.epa.gov/etop/nacept/	251	372	00:01:47
■ 19.	**EPA: ETOP: Where You Live** http://www.epa.gov/etop/whereyoulive/	238	289	00:02:13
■ 20.	**EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/qa/	228	278	00:01:06
	Subtotal for rows: 1 - 20	-	**13,135**	-
	Other	-	**24,205**	-
	Total	-	**37,340**	-

<div align="center">items 1-20 of 824</div>

<div align="center">

Pages

</div>

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

	Pages	Average Time to Serve (ms)
■ 11.	**About ETOP | ETOP | US EPA** http://www.epa.gov/etop/about_etop/	0
■ 12.	**Information Diffusion/Utilization | ETOP | US EPA** http://www.epa.gov/etop/developer/advocacy. html	0
■ 13.	**EPA Environmental Technology Research & Development Continuum | ETOP | US EPA** http://www.epa.gov/etop/continuum/	0
■ 14.	**EPA: ETOP: Environmental Technology Council** http://www.epa.gov/etop/forum/	0
■ 15.	**Page Title | ETOP | US EPA** http://www.epa.gov/etop/techconnection/ techconnection.html	0
■ 16.	**Subscribe to EnvirotechNews | ETOP | US EPA** http://www.epa.gov/etop/envirotechnews/	0
■ 17.	**Contact Us | ETOP | US EPA** http://www.epa.gov/etop/contact/	0
■ 18.	**NACEPT: Subcommittee on Environmental Technology | ETOP | US EPA** http://www.epa.gov/etop/nacept/	0
■ 19.	**EPA: ETOP: Where You Live** http://www.epa.gov/etop/whereyoulive/	0
■ 20.	**EPA: ETOP: Quality Assurance** http://www.epa.gov/etop/qa/	0
	Subtotal for rows: 1 - 20	-
	Other	-
	Total	-

items 1-20 of 824

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
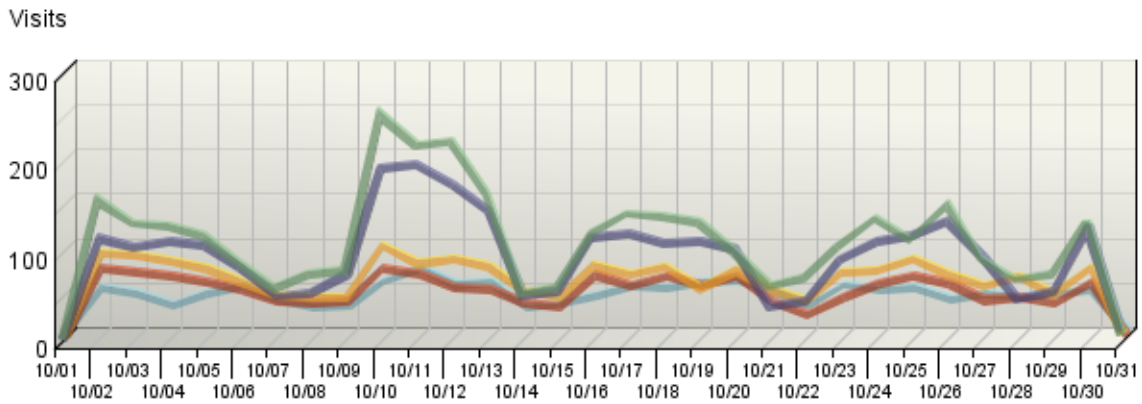
Directories
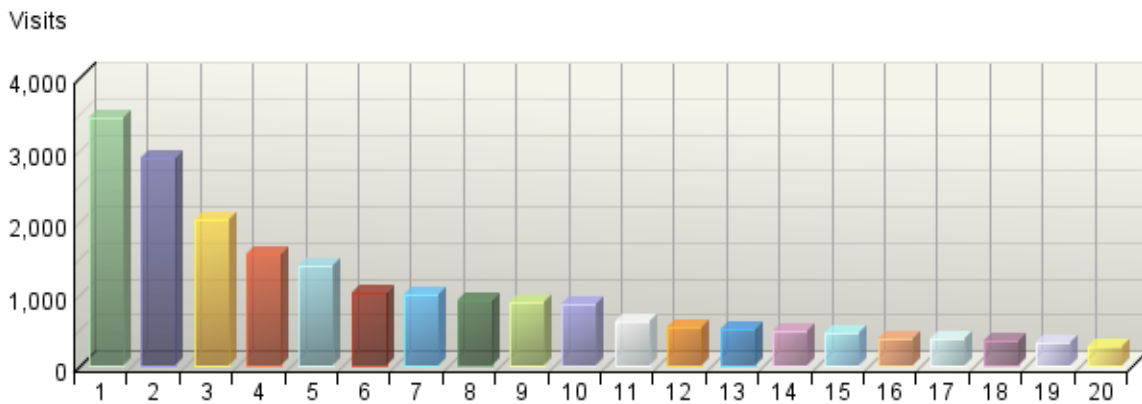
Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
1.	http://www.epa.gov/etop/images	3,443	34,522	168,466
2.	http://www.epa.gov/etop/s	2,879	6,004	44,614
3.	http://www.epa.gov/etop/	2,016	2,937	50,059
4.	http://www.epa.gov/etop/nacept	1,545	3,470	215,205

	Path To Directory	Visits	Hits	Kbytes Transferred
5.	http://www.epa.gov/etop/funding	1,387	4,284	94,527
6.	http://www.epa.gov/etop/developer	1,019	2,179	49,877
7.	http://www.epa.gov/etop/forum	997	4,329	32,859
8.	http://www.epa.gov/environmentaltechnology	899	10,832	90,140
9.	http://www.epa.gov/etop/user	885	1,645	99,623
10.	http://www.epa.gov/etop/news	859	3,040	69,975
11.	http://www.epa.gov/etop/continuum	612	1,973	27,087
12.	http://www.epa.gov/etop/index_files	541	1,098	1,542
13.	http://www.epa.gov/etop/envirotechnews	513	852	50,651
14.	http://www.epa.gov/etop/styles	488	557	1,153
15.	http://www.epa.gov/etop/other	445	617	8,520
16.	http://www.epa.gov/etop/about_etop	368	611	6,251
17.	http://www.epa.gov/etop/whereyoulive	362	720	8,330
18.	http://www.epa.gov/etop/techconnection	357	673	4,592
19.	http://www.epa.gov/etop/epa	326	601	10,331
20.	http://www.epa.gov/etop/contact	262	371	2,958
	Subtotal for rows: 1 - 20	**-**	**81,315**	**1,036,750**
	Other	**-**	**3,332**	**52,596**
	Total	**-**	**84,647**	**1,089,345**

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.

Accessed File Types by Files

Downloaded Files Trend

Hits Trend

Hit Summary

Successful Hits for Entire Site	84,647
Average Hits per Day	2,730
Home Page Hits	1,872

Downloaded Files

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

Downloaded Files Trend
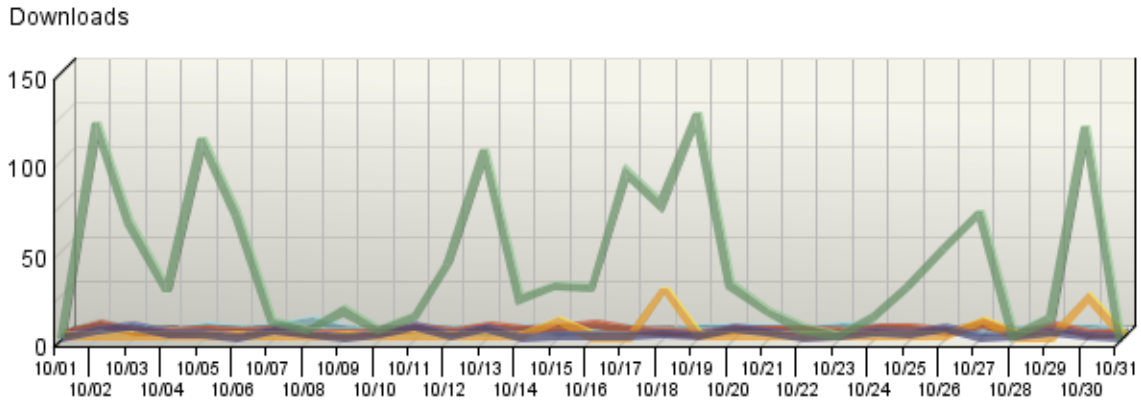
Downloaded Files
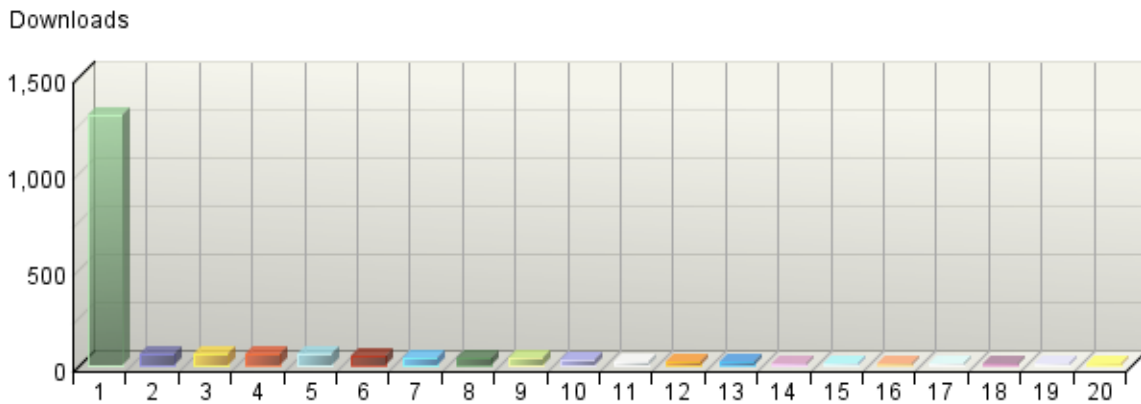
Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	http://www.epa.gov/etop/nacept/NACEPT Report FINAL_May 9 06.pdf	1,303	66.55%	211
■ 2.	http://www.epa.gov/etop/envirotechnews/ envirotechnews_0606.pdf	64	3.27%	49
■ 3.	http://www.epa.gov/environmentaltechnology/ nacept/NACEPT Report FINAL_May 9 06.pdf	63	3.22%	4

	Downloaded Files	Downloads	% Downloads	Visits
■ 4.	http://www.epa.gov/etop/envirotechnews/envirotechnews_0906.pdf	59	3.01%	47
■ 5.	http://www.epa.gov/etop/envirotechnews/envirotechnews_0706.pdf	55	2.81%	41
■ 6.	http://www.epa.gov/etop/envirotechnews/envirotechnews_0806.pdf	46	2.35%	38
■ 7.	http://www.epa.gov/etop/envirotechnews/envirotechnews_4_06.pdf	41	2.09%	38
■ 8.	http://www.epa.gov/etop/envirotechnews/envirotechnews_5_06.pdf	41	2.09%	36
■ 9.	http://www.epa.gov/etop/forum/etc_memo.pdf	36	1.84%	35
■ 10.	http://www.epa.gov/etop/forum/etc_charter_2-5-04.pdf	25	1.28%	20
■ 11.	http://www.epa.gov/etop/envirotechnews/envirotechnews_3_06.pdf	18	0.92%	18
■ 12.	http://www.epa.gov/etop/tc/etc_charter_2-5-04.pdf	17	0.87%	17
■ 13.	http://www.epa.gov/etop/envirotechnews/envirotechnews_12_05.pdf	15	0.77%	15
■ 14.	http://www.epa.gov/etop/envirotechnews/envirotechnews_7_05.pdf	14	0.72%	14
■ 15.	http://www.epa.gov/etop/tc/etc_memo.pdf	14	0.72%	14
■ 16.	http://www.epa.gov/etop/envirotechnews/envirotechnews_4_05.pdf	13	0.66%	12
■ 17.	http://www.epa.gov/etop/etc/etc_charter_2-5-04.pdf	13	0.66%	13
■ 18.	http://www.epa.gov/etop/envirotechnews/envirotechnews_2_06.pdf	12	0.61%	12
■ 19.	http://www.epa.gov/etop/etc/etc_memo.pdf	11	0.56%	11
■ 20.	http://www.epa.gov/etop/envirotechnews/envirotechnews_1_06.pdf	11	0.56%	11
	Subtotal for rows: 1 - 20	**1,871**	**95.56%**	**656**
	Other	**87**	**4.44%**	**80**
	Total	**1,958**	**100.00%**	**736**

items 1-20 of 40

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

Hits by Day of the Week

Least Active Summary

Least Active Date	10/1/06
Number of Hits on Least Active Date	2
Least Active Day of the Week	Sunday
Least Active Hour of the Day	02:00-02:59

Activity on Weekdays Summary

Total Hits Weekdays	69,718
Total Visits Weekdays	6,708
Average Number of Visits per day on Weekdays	304
Average Number of Hits per day on Weekdays	3,169

Activity on Weekends Summary

Total Hits Weekend	14,929
Total Visits Weekend	1,915
Average Number of Visits per Weekend	383
Average Number of Hits per Weekend	2,985

Most Active Summary

Most Active Date	10/11/06
Number of Hits on Most Active Date	4,699
Most Active Day of the Week	Monday
Most Active Hour of the Day	10:00-10:59

Bandwidth: Kbytes Transferred Trend

Browsers and Platforms Dashboard

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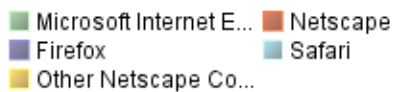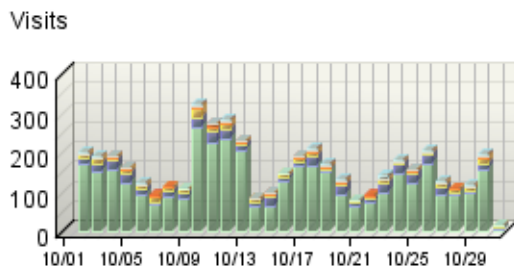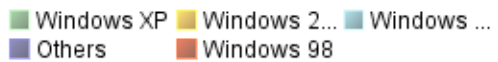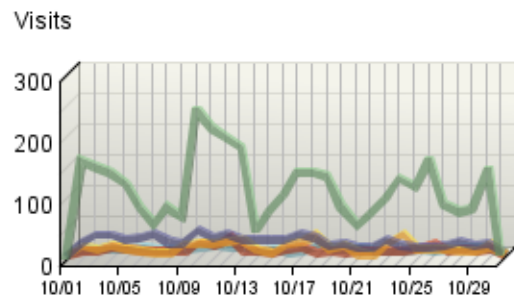
Browsers
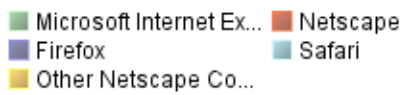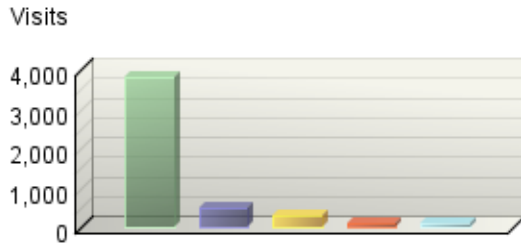
Spiders
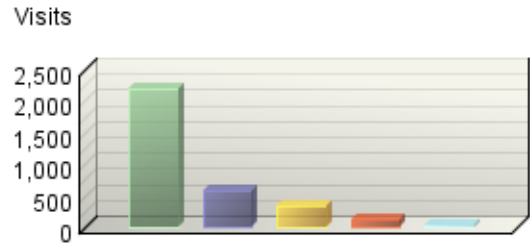
Browsers Trend

Platforms Trend

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

Average Time to Serve Pages
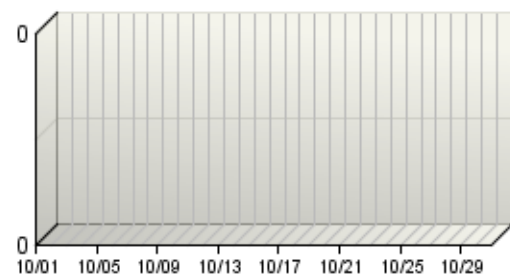
Average Time to Serve

Browsers by Version

Visits
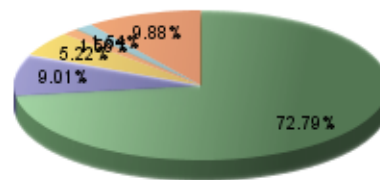
- Microsoft Internet Ex...
- Firefox
- Other Netscape Co...
- Netscape
- Safari
- Other

Bandwidth: Kbytes Transferred Trend
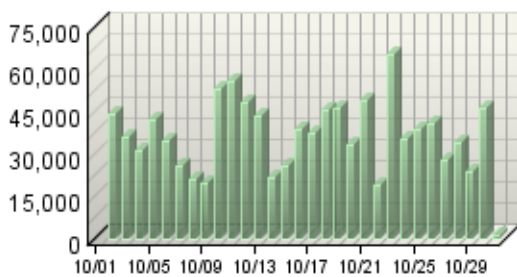
Kbytes Transferred

Technical Summary

Total Hits	101,249
Successful Hits	84,647
Successful Hits (as Percent)	83.60%
Failed Hits	16,602
Failed Hits (as Percent)	16.40%
Cached Hits	24,435
Cached Hits (as Percent)	24.13%

Browsing Hours

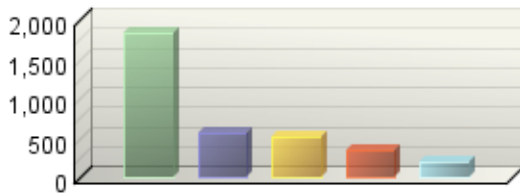Visits

■ Unknown browsing hour
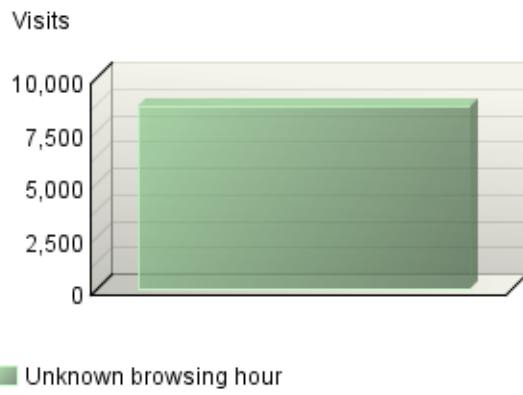
Hits Trend

Hits

■ Hits
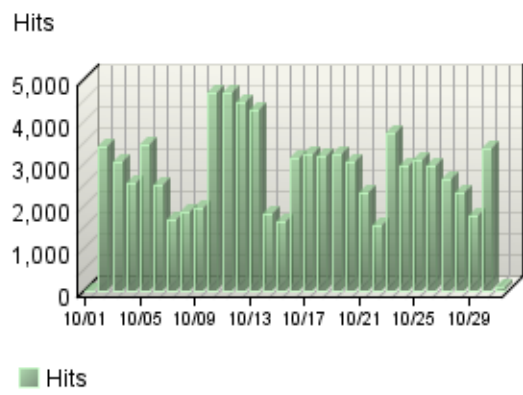
Navigation Dashboard

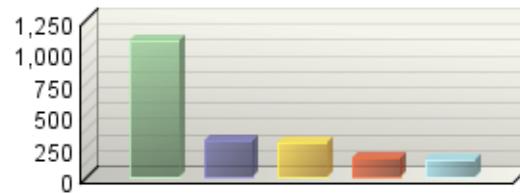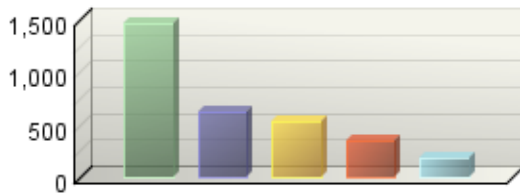This dashboard summarizes important information related to online navigation.

Entry Pages

**Single-Page Visits**

Exit Pages

Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page. Note that if you are using an SDC data source, then this dashboard is not applicable.
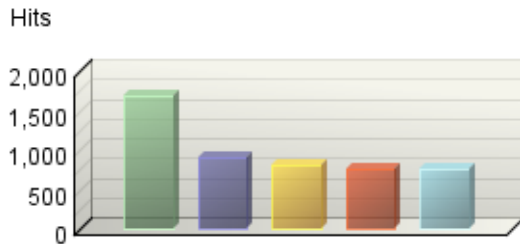
Technical Summary

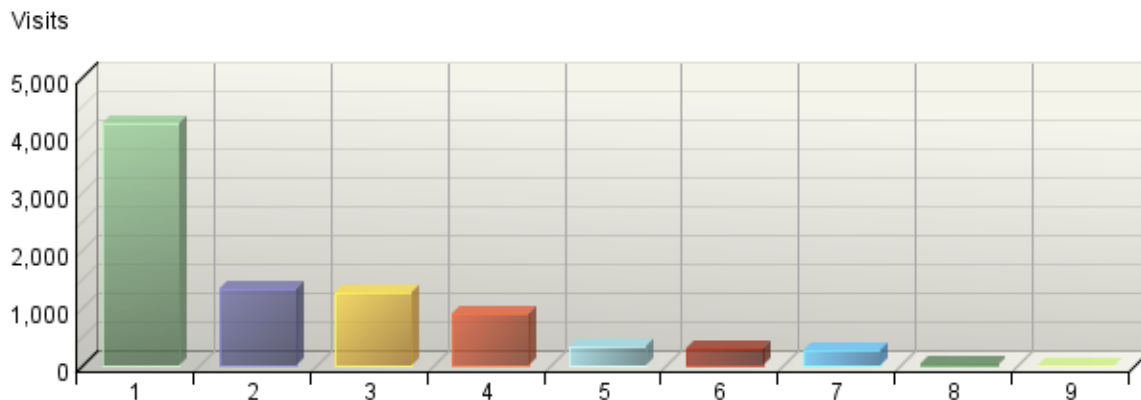|	
Total Hits	101,249
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Client Errors
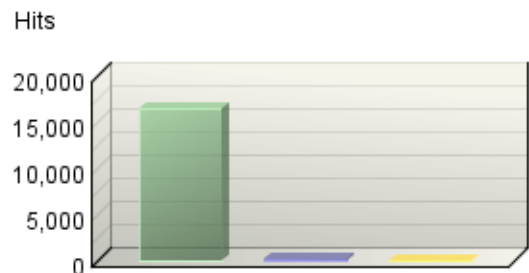
File Not Found Errors

Server Errors Trend

No data is available for this graph.

Top-Level Domain Types

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

Top-Level Domain Types

Top-Level Domain Types

Top-Level Domain Types	Visits	% Visits	Hits
Commercial	4,198	48.68%	22,957
Unresolved IP Address	1,323	15.34%	24,725
Network	1,280	14.84%	15,918
Unknown	898	10.41%	6,928
Government	338	3.92%	7,471
Education	297	3.44%	3,611
Military	252	2.92%	2,453
Organization	35	0.41%	534
ARPANET	2	0.02%	50
Total	**8,623**	**100.00%**	**84,647**

items 1-9 of 9

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.