

Envirosense Monthly Statistics

Web Log Analysis Monthly Report August 2007

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Table of Contents

Overview Dashboard.....	1
Marketing Dashboard.....	3
Ads Served Dashboard.....	5
Ad Views.....	7
Ad Clicks.....	9
Ads Served Click Through Rate.....	11
Referrers Dashboard.....	13
Activity by Referring Site.....	15
Activity by Referring Domain.....	17
Activity by Referring Page.....	19
Search Engines Dashboard.....	21
Activity by Search Engine.....	23
Activity by Search Phrase.....	45
Activity by Search Keyword.....	51
Visitors Dashboard.....	63
Top Visitors.....	67
New vs. Return Visits.....	71
Visitors by Number of Visits.....	73
Visitors Trend.....	75
Visits Trend.....	79
Top Organizations.....	81
Top Authenticated Usernames.....	83
Top Domain Names.....	85
Top-Level Domain Types.....	87
Geography Dashboard.....	89
Top Regions.....	91

Table of Contents

Top Countries.....	93
Top States and Provinces.....	95
Top Cities.....	97
Pages Dashboard.....	99
Top Pages.....	101
Top Content Groups.....	105
Top Directories.....	107
Files Dashboard.....	109
Most Downloaded Files.....	111
Most Accessed File Types.....	115
Most Uploaded Files.....	117
Navigation Dashboard.....	119
Top Entry Pages.....	121
Top Entry Files.....	125
Top Exit Pages.....	127
Single Access Pages.....	131
Top Paths Through Site.....	135
Technical Dashboard.....	139
Page Views Trend.....	141
Hits Trend.....	143
Bandwidth: Kbytes Transferred Trend.....	145
Average Time to Serve Pages.....	147
Errors Dashboard.....	149
Client Errors.....	151
File Not Found Errors.....	153
Server Errors.....	155

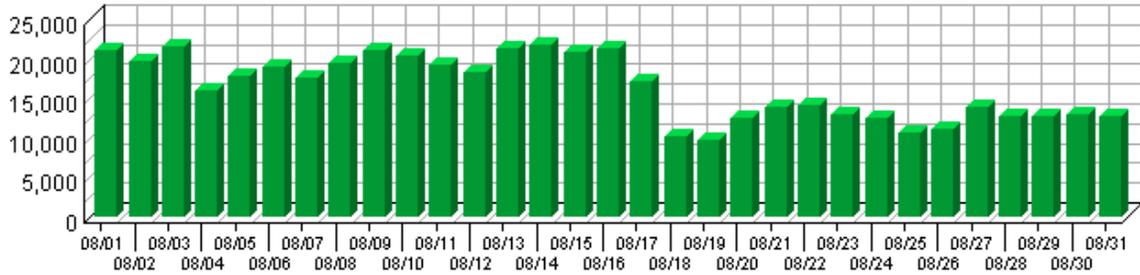
Table of Contents

Activity Dashboard.....	157
Visits by Number of Pages Viewed.....	159
Visits by Day of the Week.....	161
Hits by Day of the Week.....	163
Visits by Hour of the Day.....	165
Hits by Hour of the Day.....	167
Visit Duration by Visits.....	169
Visit Duration by Page Views.....	171
Browsers and Platforms Dashboard.....	173
Top Browsers.....	175
Top Browsers by Version.....	177
Top Spiders.....	189
Top Platforms.....	191
Glossary.....	193

Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

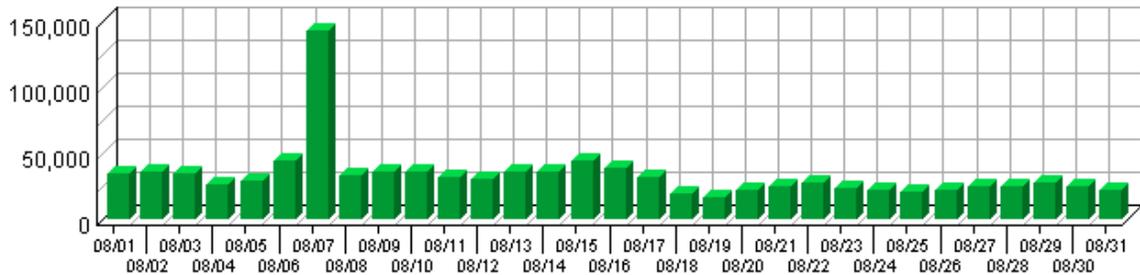
Visits Trend



Visit Summary

Visits	506,333
Average per Day	16,333
Average Visit Length	00:18:59
Median Visit Length	00:11:44
International Visits	2.26%
Visits of Unknown Origin	69.09%
Visits from Your Country: United States (US)	28.65%

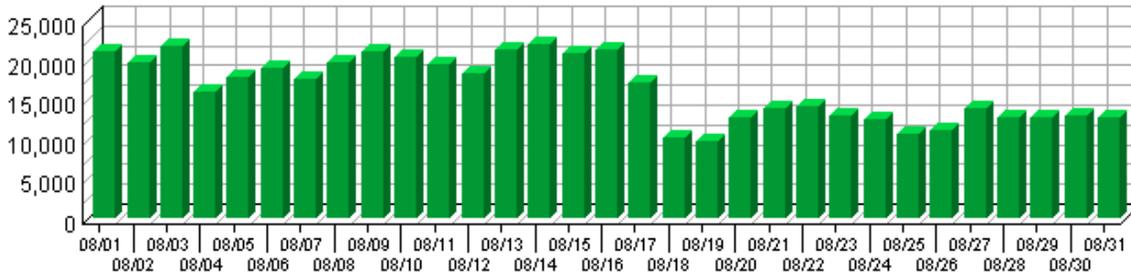
Page Views Trend



Page View Summary

Page Views	1,028,243
Average per Day	33,169
Average Page Views per Visit	2.03

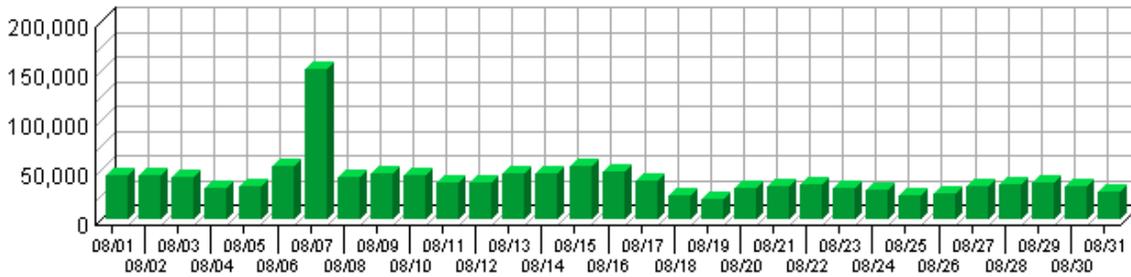
Visitors Trend



Visitor Summary

Unique Visitors	112,484
Visitors Who Visited Once	97,980
Visitors Who Visited More Than Once	14,504
Average Visits per Visitor	4.50

Hits Trend



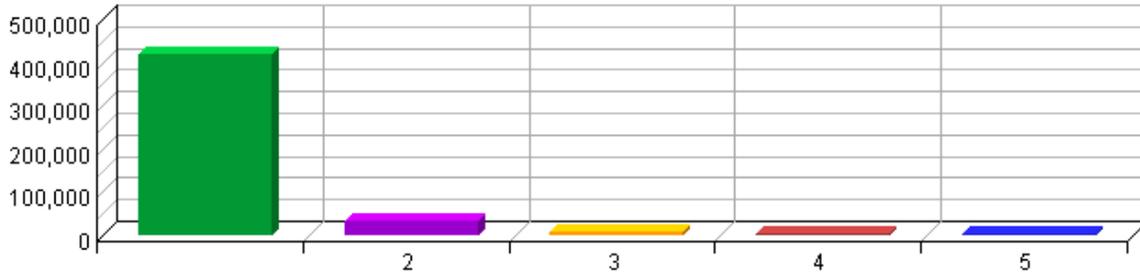
Hit Summary

Successful Hits for Entire Site	1,269,641
Average Hits per Day	40,956
Home Page Hits	20,717

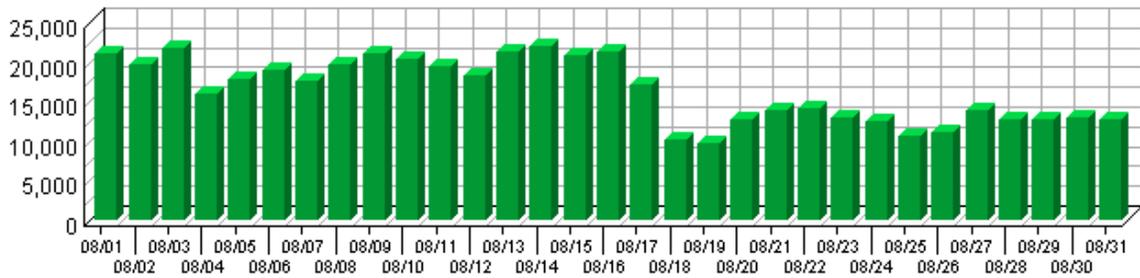
Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Visits by Referring Site



Visitors Trend



Ads Served Dashboard

This displays key graphs and tables that provide an overview of the Ads Served chapter. Click on the title of a graph or table to navigate to the corresponding page.

Ad Views

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Views – Help Card

 **Ad Title** – Name of the ad being analyzed.

Ad View Visits – Number of visits by visitors who saw the specified ad. 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. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph. Contrast this page with the Ad Views page.

Ad Views – Number of times the specified ad was displayed on a page viewed by a visitor.

% – Percentage of visitors who saw the specified ad.

 Use this information to sell ad space and bill clients.

Ad Clicks

This report shows how often specific ads were viewed by visitors.

No data for this section in the log data analyzed.

Ad Clicks – Help Card

 **Ad Title** – Name of the ad being analyzed.

Ad Click Visits – Number of visits to your site that resulted in the specified ad being clicked on. 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.

Ad Clicks – Number of times the ad was clicked on by a visitor.

% – Percentage of times the specified ad was clicked on compared with all ads that were clicked on.

 You can track the ongoing effectiveness of specific ads and patterns of potential customers throughout a given period. This can be used to help summarize the click-through rate during a marketing campaign.

Ads Served Click Through Rate

This report shows you the effectiveness of the ads on your web site.

No data for this section in the log data analyzed.

Ads Served Click Through Rate – Help Card

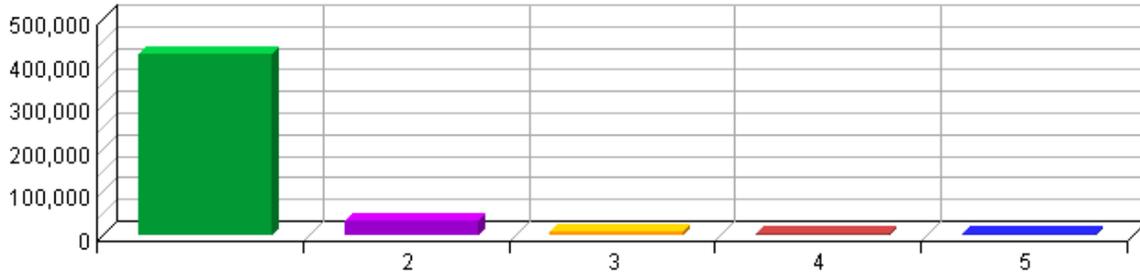
-  **Ad Title** – Name of the ad being analyzed.
- Ad Clicks** – Number of times the ad was clicked on by a visitor.
- Ad Views** – Number of times the specified ad was displayed on a page viewed by a visitor.
- Click Thru Rate** – Percentage of ads that were clicked on.

 This report shows you the effectiveness of the ads on your web site.

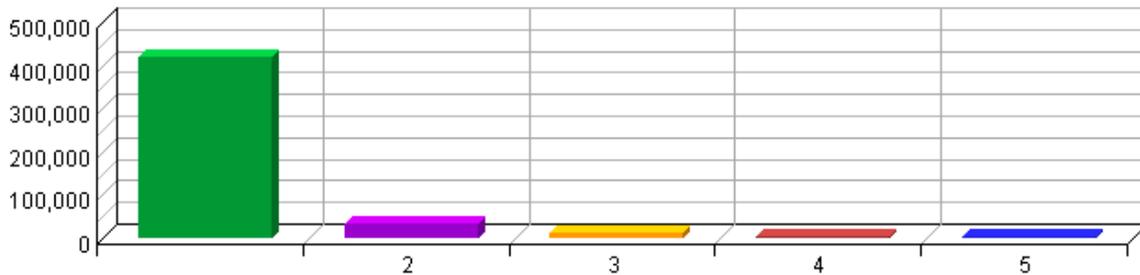
Referrers Dashboard

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.

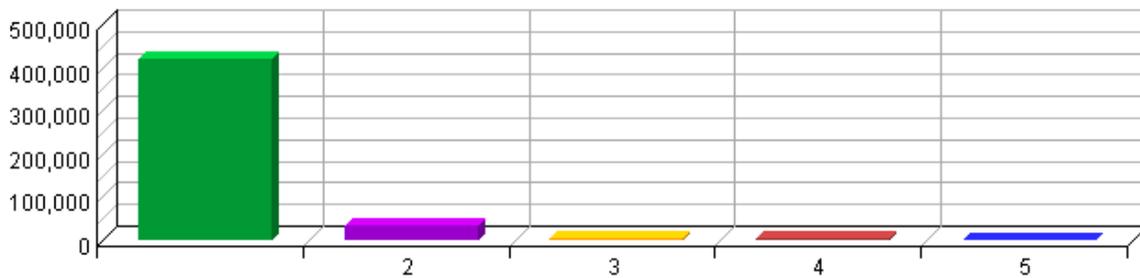
Visits by Referring Site



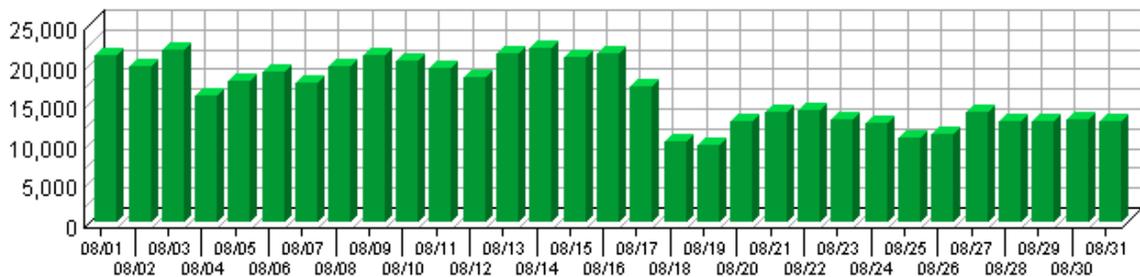
Visits by Referring Domain



Visits by Referring Page

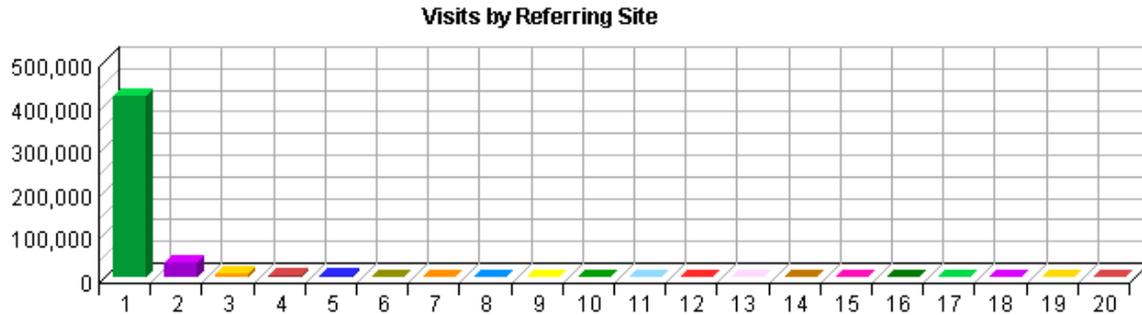


Visitors Trend



Activity by 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.



Activity by Referring Site

	Site	Visits	%
1.	No Referrer	418,105	82.58%
2.	http://www.google.com/	34,947	6.90%
3.	http://es.epa.gov/	10,098	1.99%
4.	http://search.yahoo.com/	5,366	1.06%
5.	http://www.google.co.in/	2,482	0.49%
6.	http://www.epa.gov/	2,069	0.41%
7.	http://www.google.ca/	1,587	0.31%
8.	http://www.google.co.uk/	1,181	0.23%
9.	http://search.live.com/	1,161	0.23%
10.	http://www.google.com.au/	1,155	0.23%
11.	http://www.ask.com/	1,003	0.20%
12.	http://www.grants.gov/	927	0.18%
13.	http://search.msn.com/	844	0.17%
14.	http://www.google.com.pe/	812	0.16%
15.	http://www.google.com.co/	792	0.16%
16.	http://www.google.com.mx/	779	0.15%
17.	http://nlquery.epa.gov/	741	0.15%
18.	http://www.google.es/	528	0.10%
19.	http://www.bygpub.com/	493	0.10%
20.	http://www.google.com.my/	492	0.10%
	Subtotal	485,562	95.90%
	Other	20,771	4.10%
	Total	506,333	100.00%

Activity by Referring Site – Help Card

? Referring Sites – A web site which refers a visitor to your site by linking to it.

Site – 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.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

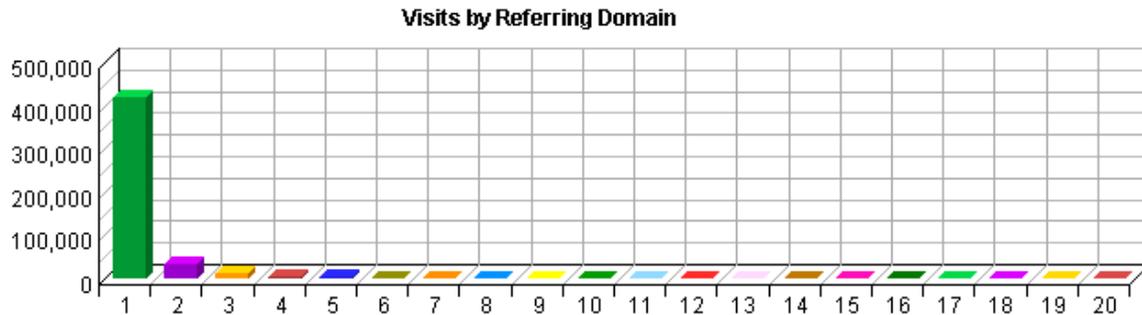
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

💡 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.

Activity by Referring Domain

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

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.



Activity by Referring Domain

	Domain	Visits	%
1.	No Referrer	418,105	82.58%
2.	google.com	35,601	7.03%
3.	epa.gov	14,102	2.79%
4.	yahoo.com	6,346	1.25%
5.	google.co.in	2,537	0.50%
6.	google.ca	1,594	0.31%
7.	live.com	1,248	0.25%
8.	google.co.uk	1,207	0.24%
9.	google.com.au	1,169	0.23%
10.	ask.com	1,078	0.21%
11.	grants.gov	927	0.18%
12.	msn.com	916	0.18%
13.	google.com.pe	893	0.18%
14.	google.com.mx	880	0.17%
15.	google.com.co	847	0.17%
16.	aol.com	568	0.11%
17.	google.es	546	0.11%
18.	google.com.ar	503	0.10%
19.	bygpub.com	493	0.10%
20.	google.com.my	492	0.10%
	Subtotal	490,052	96.78%
	Other	16,281	3.22%
	Total	506,333	100.00%

Activity by Referring Domain – Help Card

? Referring Domain – A web site which refers a visitor to your site by linking to it.

Domain – Specific referring domain being analyzed.

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

% – Percentage of referrals that came from the specified domain.

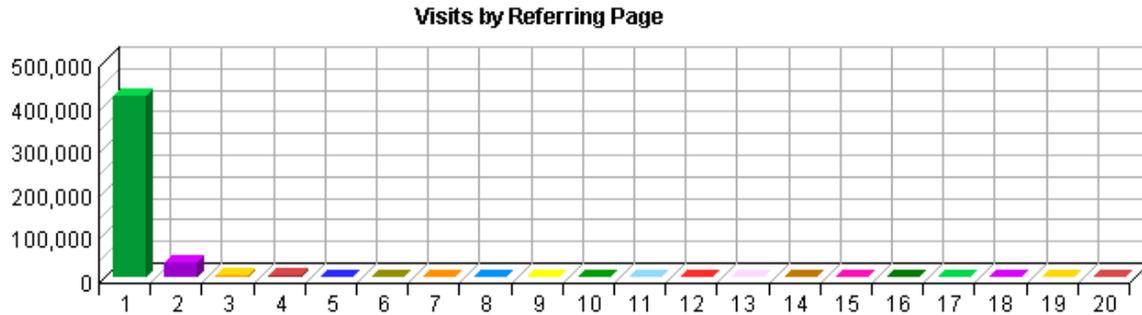
No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" 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.

💡 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.

Activity by 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.



Activity by Referring Page

	Page	Visits	%
1.	No Referrer	418,105	82.58%
2.	http://www.google.com/search	34,164	6.75%
3.	http://search.yahoo.com/ search	3,478	0.69%
4.	http://www.google.co.in/ search	2,474	0.49%
5.	http://www.google.ca/search	1,577	0.31%
6.	http://www.google.co.uk/ search	1,170	0.23%
7.	http://www.google.com.au/ search	1,151	0.23%
8.	http://www.ask.com/web	1,003	0.20%
9.	http://www.grants.gov/search/ search.do	890	0.18%
10.	http://www.google.com.pe/ search	805	0.16%
11.	http://search.live.com/ results.aspx	803	0.16%
12.	http://www.google.com.co/ search	787	0.16%
13.	http://es.epa.gov/ncer/rfa/ 2008/2008_star_fellow.html	780	0.15%
14.	http://www.google.com.mx/ search	773	0.15%
15.	http://search.msn.com/results. aspx	749	0.15%
16.	http://es.epa.gov/vendors/	743	0.15%
17.	http://nlquery.epa.gov/ epasearch/epasearch	721	0.14%
18.	http://es.epa.gov/ncer/	556	0.11%
19.	http://www.bygpub.com/natural/ pregnancy.htm	493	0.10%
20.	http://www.google.com.my/ search	492	0.10%
	Subtotal	471,714	93.16%
	Other	34,619	6.84%
	Total	506,333	100.00%

Activity by Referring Page – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visitors referred from the specified URL.

% – Percentage of referred visitors who came from the specified site.

No Referrer – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

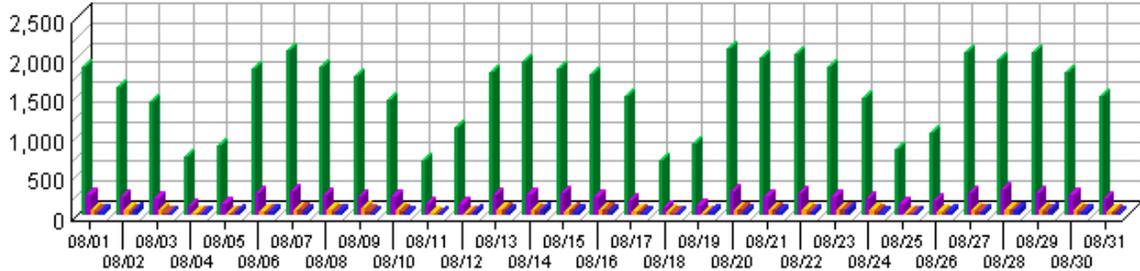
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

💡 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.

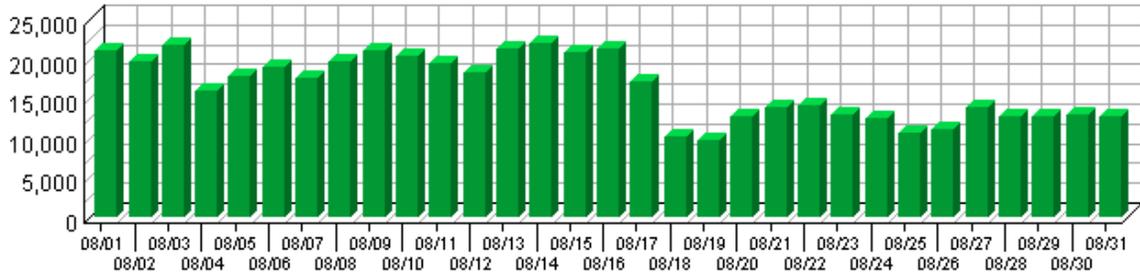
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

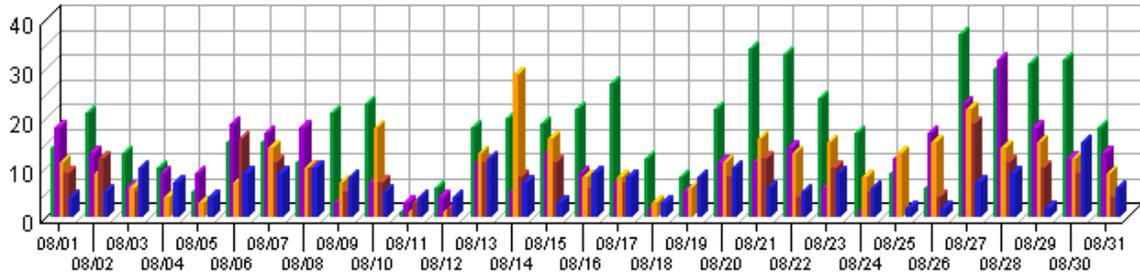
Activity by Search Engine



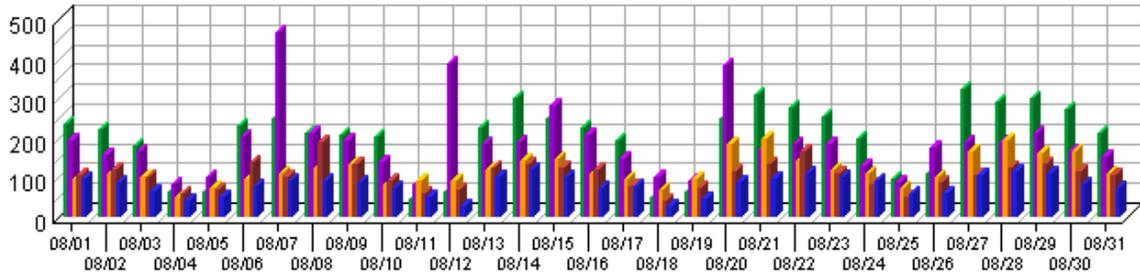
Visitors Trend



Activity by Search Phrase



Activity by Search Keyword

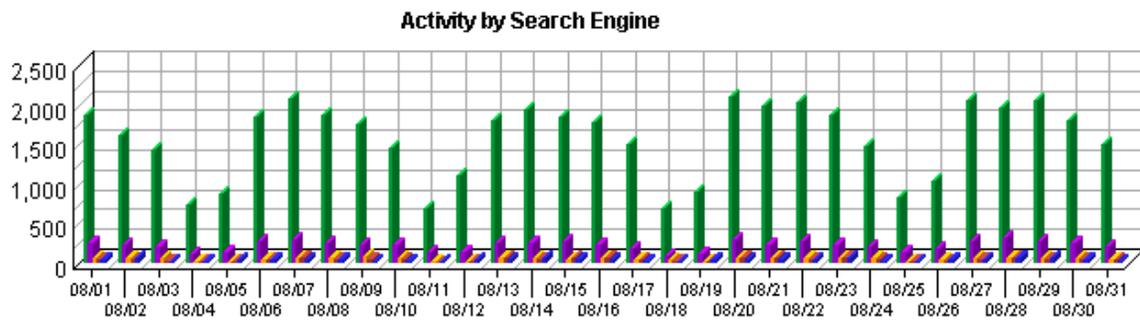


Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	google	48,644	76.47%
2.	yahoo	6,882	10.82%
3.	google canada	1,779	2.80%
4.	google uk	1,335	2.10%
5.	google australia	1,297	2.04%
6.	msn	1,060	1.67%
7.	aol netfind	458	0.72%
8.	google germany	450	0.71%
9.	google france	342	0.54%
10.	google italy	241	0.38%
11.	altavista	199	0.31%
12.	yahoo spain	165	0.26%
13.	google japan	141	0.22%
14.	yahoo taiwan	79	0.12%
15.	netscape	78	0.12%
16.	google austria	51	0.08%
17.	yahoo uk &ireland	46	0.07%
18.	yahoo japan	44	0.07%
19.	yahoo mexico	42	0.07%
20.	yahoo canada	34	0.05%
	Subtotal	63,367	99.62%
	Total	63,608	100.00%

Activity by Search Engines with Search Phrases Detail

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steel structures painting council
methanol recovery
lisle metrix
petroleum refining
trivalent chromium
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environmental messages
energy conservation at work
funding biomarkers chemicals
fine-line pcbs

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batteries
cleaning products
osphate production process
petroleum
of superphosphate
hology environment
lehyde textiles
mental messages
ranulocytes in final sample rbc
new zealand
t chrome
recycle polyvinyl chloride
battery
prevent pollution
ion of superphosphate
pylene painting

al manufacturers association

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manufacturing process
cleaning products

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oil refinery process wastewater pollution
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recycling poypropylene
greenzyme
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pa
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electrospun
ssay
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f candid
n mb

epa sbir/sttr
pollution prevention case study painting michigan
green investment funds
benzene, neshap
toxics in the community
banning trichloroethylene
carol company oil skimmer
events logistics
p3
epa sewage spill pasadena
ncer.pdf
tube
influence of the toxics release inventory on state
us federal policy for water management and conservation
candid
diesel truck
garden design
biohazard sign
water contamination
raingarden
particulate matter
henry red cloud
candid picture
ncer logo
biomarkers
writar reduction
ac rochester
incinerators waste
climate change diagram
nfpa 10
project team meeting
water and wastewater management in dairy process
ferro–cement
vertical axis wind
o3 deficit problem
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bioconcentratin factors
subdivision–n pesticide
blackstone ultrasonics
process equipment inc
plating on through hole
risk–tradeoffs in decision–making: the malaria/ddt dilemma

Commercial production ethanol from whey
Culminate matter
Courses
Responsible care
Biotechnology white paper
Transistor ppt
Benzene
Environmental research
Product proposal design
Ballup
Synthesis of chlorine hydrogen peroxide
0/4-90-003
Filter
Air cleaning contamination
Electroplating bath recovery by reverse osmosis
Operations manual of wastewater treatment
System, wastewater treatment
Cleaning
Clean
Critical co2 cleaning
Alkaline based cleaners
Fuel cell
Environmental assessment results to design for environment
Handbook starting recycling program
Cryptosporidium parvum oocysts exposed to chlorine
D kraft paper
Chlorine-free bleached
Operational status of distillation unit
Contracts
Ink
Based inks
70.25, inventory reporting, tier and ii reporting requirements
Epa 85-863
Powered drip system
Recycling program
Sulfuric acid and salt mild hydrochloric acid

how to make methane gas for science project
how to clean copper with household ingredients
type workplace waste
22 substitute
sand reclamation equipment
home made dish washing liquidsoap
alternative cleaning products
enviro safe cleaning products
school mercury clearance epa
clean hard water stains on aluminum
ultrafiltration
silicate binders
berkley p3
adhesive tape production pollution prevention
bioshelter designs
bapedal
proceedings aesf sur/fin
railgun jet
industrial waste management case study
roller drum peel testing
building green future
operation improvement in steel industry
center of excellence
corrugated cardboard different qualities
centro nacional de producciÃ³n mÃ¡s limpia costa rica
ethnobiology of the highland maya
engineered
in the tanning industry chrome and sulfide conservation
nano pesticide epa
disinfection logo pictures
oakite nst
ncer
p3 projects
aluminum,prepaint
large area soldering
voc recovery by absorption
koby environmental
disposal of fluorescent tubes
union carbide silanes
hexavalent chrome
cef cleaning liquid
midland ultrasonic cleaning

ic body paint
topic on toxic and harmful algal blooms in natural waters
hology application in buoremediation pesticides
n how to segregate solid waste
al heat pumps
lp
engineering handbook of the society of the plastics industry
environmental protection agency, hazardous waste engineering research laboratory
asf
hausgerate gmbh
a environmental protection regulations
us compliance ç'°åçf
l center for environmental health, georgia
55ã€€tier
ssay basics
-sol address
red power schematic
am
teã€€solvent
ed metal finishing
uctures painting council
mixers
queous detergent
t technologies coating
ogical profile for chloroform
ses
ndustrial systems
ons federal code 49
dated plastics
d operating safety guides
listic risk assessment
embotellamiento de productos
et
e guide
al chemical company
a de jabas
ellet handling
ion para la elaboracion de lacteos
n evaporator

coulter corporation
 como minimizar los residuos en una embotelladora de bebidas
 chemical marketing reporter
 aox in the pulp and paper industry
 planta de la cebada
 metal chrome finishing shops
 canola-based inks
 epa
 research and development in environmental health
 trow consulting engineers
 aerosol handbook
 soy ink
 mixed office waste price
 substitution for dry clean
 japan ods phase-out
 angus environmental limited
 detergent facts
 poplar hydrocarbon remediation
 fluorescent lamp disposal machines
 fluxless soldering
 cash flows cost avoidance
 solvent distillation unit
 company that is largest producer of nickel cadmium batteries.
 environmental research and development
 fluorescent tubes disposal
 bovar

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	epa	4,982	7.83%
	of	4,357	6.85%
	de	3,569	5.61%
	in	2,227	3.50%
	environmental	1,853	2.91%
	for	1,807	2.84%
	cleaning	1,774	2.79%
	to	1,609	2.53%
	star	1,599	2.51%
	waste	1,371	2.16%
	products	1,228	1.93%
	water	1,198	1.88%

	the	1,105	1.74%
	natural	1,086	1.71%
	research	1,043	1.64%
	household	1,029	1.62%
	la	971	1.53%
	disposal	902	1.42%
	recycling	883	1.39%
	toxic	820	1.29%
2. yahoo	epa	804	1.26%
	of	741	1.16%
	in	566	0.89%
	for	316	0.50%
	to	248	0.39%
	environmental	245	0.39%
	water	239	0.38%
	industry	231	0.36%
	waste	220	0.35%
	the	215	0.34%
	printing	199	0.31%
	pollution	191	0.30%
	illinois	184	0.29%
	on	174	0.27%
	star	168	0.26%
	disposal	163	0.26%
	fellowships	160	0.25%
	research	148	0.23%
	spiders	146	0.23%
	common	134	0.21%
3. google canada	of	135	0.21%
	cleaning	122	0.19%
	for	114	0.18%
	in	95	0.15%
	products	83	0.13%
	household	77	0.12%
	natural	77	0.12%
	epa	74	0.12%
	to	74	0.12%
	safe	58	0.09%
	environmental	55	0.09%
	toxic	53	0.08%
	water	52	0.08%
	the	52	0.08%

	cleaner	46	0.07%
	waste	43	0.07%
	how	38	0.06%
	non	37	0.06%
	home	36	0.06%
	pollution	36	0.06%
4. google uk	of	138	0.22%
	in	84	0.13%
	for	64	0.10%
	to	55	0.09%
	the	55	0.09%
	cleaning	54	0.08%
	water	39	0.06%
	environmental	39	0.06%
	household	38	0.06%
	products	36	0.06%
	waste	34	0.05%
	natural	30	0.05%
	epa	28	0.04%
	on	26	0.04%
	pollution	26	0.04%
	industry	26	0.04%
	metal	25	0.04%
	chemicals	21	0.03%
	disposal	20	0.03%
	from	20	0.03%
5. google australia	of	155	0.24%
	in	95	0.15%
	cleaning	79	0.12%
	the	69	0.11%
	pollution	65	0.10%
	for	61	0.10%
	to	58	0.09%
	waste	53	0.08%
	products	53	0.08%
	recycling	51	0.08%
	environmental	45	0.07%
	household	42	0.07%
	how	41	0.06%
	industry	40	0.06%
	water	39	0.06%
	epa	38	0.06%

	metal	35	0.06%
	natural	35	0.06%
	petroleum	33	0.05%
	process	31	0.05%
6. msn	epa	151	0.24%
	of	108	0.17%
	in	75	0.12%
	disposal	58	0.09%
	for	56	0.09%
	waste	50	0.08%
	to	45	0.07%
	environmental	37	0.06%
	paper	32	0.05%
	pollution	29	0.05%
	industry	29	0.05%
	de	28	0.04%
	asbestos	28	0.04%
	household	28	0.04%
	recycling	27	0.04%
	printing	23	0.04%
	water	22	0.03%
	chemical	22	0.03%
	products	18	0.03%
	cleaning	18	0.03%
7. aol netfind	in	48	0.08%
	of	35	0.06%
	to	34	0.05%
	for	29	0.05%
	epa	28	0.04%
	cleaning	25	0.04%
	products	21	0.03%
	the	19	0.03%
	environmental	18	0.03%
	natural	15	0.02%
	household	15	0.02%
	water	12	0.02%
	chemical	11	0.02%
	toxic	11	0.02%
	how	10	0.02%
	on	10	0.02%
	waste	10	0.02%
	non	9	0.01%

	with	9	0.01%
	home	9	0.01%
8. google germany	of	40	0.06%
	environmental	30	0.05%
	ppt	19	0.03%
	for	15	0.02%
	in	15	0.02%
	epa	14	0.02%
	nanotechnology	13	0.02%
	protection	13	0.02%
	water	12	0.02%
	research	12	0.02%
	waste	11	0.02%
	process	11	0.02%
	industry	10	0.02%
	cleaning	10	0.02%
	refinery	9	0.01%
	the	9	0.01%
	us	9	0.01%
	environment	8	0.01%
	agency	8	0.01%
	acid	7	0.01%
9. google france	pdf	90	0.14%
	elsevier	86	0.14%
	diesel	53	0.08%
	nox	21	0.03%
	epa	17	0.03%
	water	16	0.03%
	pah	12	0.02%
	in	10	0.02%
	of	10	0.02%
	research	8	0.01%
	environmental	8	0.01%
	to	7	0.01%
	waste	7	0.01%
	for	7	0.01%
	handbook	7	0.01%
	star	6	0.01%
	ppt	6	0.01%
	recovery	6	0.01%
	us	5	0.01%
	rhizosphere	5	0.01%

10. google italy	epa	18	0.03%
	of	18	0.03%
	for	8	0.01%
	metal	8	0.01%
	environmental	7	0.01%
	waste	6	0.01%
	ppt	6	0.01%
	technology	6	0.01%
	research	5	0.01%
	air	5	0.01%
	finishing	4	0.01%
	groundwater	4	0.01%
	climate	4	0.01%
	cafimar	4	0.01%
	ultrafiltration	4	0.01%
	protection	4	0.01%
	plating	4	0.01%
	plastic	4	0.01%
	water	4	0.01%
	in	4	0.01%
11. altavista	of	28	0.04%
	in	15	0.02%
	epa	14	0.02%
	candid	10	0.02%
	de	10	0.02%
	cds	8	0.01%
	nano	8	0.01%
	particle	8	0.01%
	synthesis	8	0.01%
	pdf	8	0.01%
	management	8	0.01%
	the	8	0.01%
	water	7	0.01%
	waste	7	0.01%
	hazardous	6	0.01%
	for	6	0.01%
	environmental	5	0.01%
	technology	5	0.01%
	beam	5	0.01%
	pollution	5	0.01%
12. yahoo spain	de	31	0.05%
	proceso	9	0.01%

	candid	8	0.01%
	sign	7	0.01%
	la	7	0.01%
	leche	7	0.01%
	elaboracion	6	0.01%
	diesel	6	0.01%
	design	6	0.01%
	planta	6	0.01%
	truck	6	0.01%
	garden	6	0.01%
	water	6	0.01%
	en	5	0.01%
	embotelladora	5	0.01%
	una	5	0.01%
	diagrama	5	0.01%
	biohazard	5	0.01%
	in	5	0.01%
	contamination	4	0.01%
13. google japan	epa	10	0.02%
	of	8	0.01%
	in	5	0.01%
	ppt	5	0.01%
	chemical	5	0.01%
	research	5	0.01%
	o3	4	0.01%
	problem	4	0.01%
	the	4	0.01%
	deficit	4	0.01%
	plating	4	0.01%
	environmental	3	0.00%
	ecological	3	0.00%
	metal	3	0.00%
	model	3	0.00%
	peroxide	3	0.00%
	presentation	3	0.00%
	us	3	0.00%
	hydrogen	3	0.00%
	products	3	0.00%
14. yahoo taiwan	of	7	0.01%
	cleaning	5	0.01%
	wastewater	4	0.01%
	recovery	4	0.01%

	treatment	4	0.01%
	supercritical	3	0.00%
	water	3	0.00%
	design	3	0.00%
	epa-450/4-90-003	3	0.00%
	based	3	0.00%
	for	3	0.00%
	program	3	0.00%
	to	3	0.00%
	plasma	3	0.00%
	co2	2	0.00%
	ecosense	2	0.00%
	by	2	0.00%
	memtec	2	0.00%
	aqueous	2	0.00%
	results	2	0.00%
15. netscape	of	11	0.02%
	epa	11	0.02%
	cleaning	8	0.01%
	the	5	0.01%
	unit	4	0.01%
	to	4	0.01%
	water	4	0.01%
	for	4	0.01%
	status	4	0.01%
	distillation	4	0.01%
	contracts	4	0.01%
	regulatory	4	0.01%
	grants	3	0.00%
	products	3	0.00%
	clean	3	0.00%
	paint	3	0.00%
	system	2	0.00%
	non	2	0.00%
	waste	2	0.00%
	how	2	0.00%
16. google austria	industry	5	0.01%
	ultrafiltration	3	0.00%
	the	3	0.00%
	production	3	0.00%
	pollution	2	0.00%
	industrial	2	0.00%

	prevention	2	0.00%
	silicon	2	0.00%
	waste	2	0.00%
	silicate	2	0.00%
	p3	2	0.00%
	in	2	0.00%
	berkley	2	0.00%
	corrugated	2	0.00%
	of	2	0.00%
	adhesive	2	0.00%
	plastic	2	0.00%
	binders	2	0.00%
	designs	2	0.00%
	tanning	2	0.00%
17. yahoo uk &ireland	waste	4	0.01%
	oakite	3	0.00%
	in	3	0.00%
	the	3	0.00%
	of	3	0.00%
	nst	3	0.00%
	industry	3	0.00%
	toxic	2	0.00%
	ways	2	0.00%
	cleaning	2	0.00%
	projects	2	0.00%
	printing	2	0.00%
	to	2	0.00%
	on	2	0.00%
	plastics	2	0.00%
	engineering	2	0.00%
	paint	2	0.00%
	aluminum,prepaint	2	0.00%
	p3	2	0.00%
	ncer	2	0.00%
18. yahoo japan	environmental	6	0.01%
	protection	5	0.01%
	engineering	3	0.00%
	research	3	0.00%
	agency,	3	0.00%
	waste	3	0.00%
	u.s.	3	0.00%
	hazardous	3	0.00%

	laboratory	3	0.00%
	for	2	0.00%
	liebherr	2	0.00%
	soil	2	0.00%
	zapon	2	0.00%
	what	2	0.00%
	basf	2	0.00%
	compliance	2	0.00%
	of	2	0.00%
	ç'°åçf	2	0.00%
	australia	2	0.00%
	is	2	0.00%
19. yahoo mexico	de	10	0.02%
	systems	3	0.00%
	para	2	0.00%
	company	2	0.00%
	federal	2	0.00%
	regulations	2	0.00%
	la	2	0.00%
	epcon	2	0.00%
	chemical	2	0.00%
	the	2	0.00%
	jabas	2	0.00%
	industrial	2	0.00%
	bebidas	2	0.00%
	productos	2	0.00%
	49	2	0.00%
	consolidated	2	0.00%
	guide	2	0.00%
	finishing	2	0.00%
	plastics	2	0.00%
	safety	2	0.00%
20. yahoo canada	environmental	4	0.01%
	disposal	3	0.00%
	epa	3	0.00%
	development	3	0.00%
	research	3	0.00%
	fluorescent	2	0.00%
	inks	2	0.00%
	canola-based	2	0.00%
	of	2	0.00%
	in	2	0.00%

health	2	0.00%
steel	2	0.00%
japan	1	0.00%
office	1	0.00%
dry	1	0.00%
avoidance	1	0.00%
waste?	1	0.00%
metal	1	0.00%
poplar	1	0.00%
phase-out	1	0.00%

Activity by Search Engine – Help Card

? **Top Search Engines Table**

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

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

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search

engine and keyword.



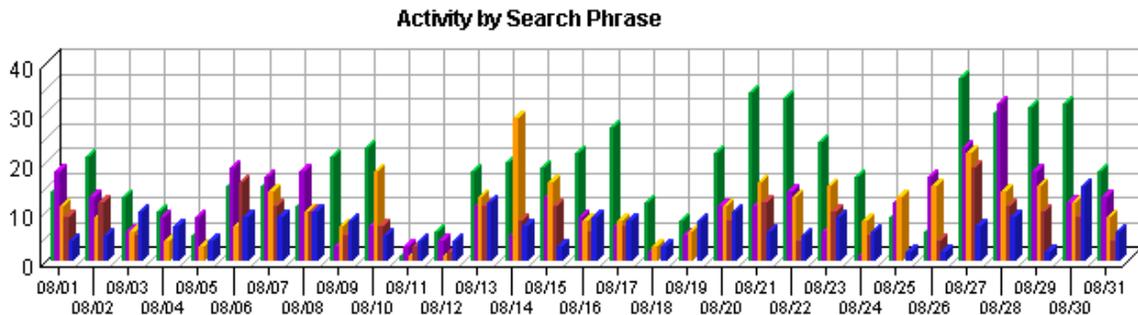
—
This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	epa star	574	0.90%
2.	epa	348	0.55%
3.	epa star fellowship	337	0.53%
4.	iso 14000	219	0.34%
5.	natural cleaning products	208	0.33%
6.	ncer	208	0.33%
7.	epa grants	180	0.28%
8.	chemical manufacturers association	122	0.19%
9.	ultrafiltration	118	0.19%
10.	epa star grant	113	0.18%
11.	epa sbir	104	0.16%
12.	printing industry	97	0.15%
13.	epa enforcement	96	0.15%
14.	common spiders in illinois	91	0.14%
15.	alkaline batteries	90	0.14%
16.	epa p3	83	0.13%
17.	circuito productivo de la leche	83	0.13%
18.	petroleum refining	80	0.13%
19.	alkaline battery disposal	77	0.12%
20.	at	68	0.11%
	Subtotal	3,296	5.19%

Total**63,544****100.00%****Activity by Search Phrase with Engines Detail**

Phrases	Engines	Referrals	%
1. epa star	google	524	0.82%
	yahoo	40	0.06%
	google france	5	0.01%
	google canada	5	0.01%
2. epa	yahoo	245	0.39%
	google	42	0.07%
	msn	39	0.06%
	altavista	6	0.01%
	netscape	4	0.01%
	aol netfind	4	0.01%
	google australia	2	0.00%
	yahoo canada	2	0.00%
	yahoo japan	1	0.00%
	lycos uk	1	0.00%
	google uk	1	0.00%
	all the web	1	0.00%
	3. epa star fellowship	google	275
yahoo		60	0.09%
google uk		1	0.00%
msn		1	0.00%
4. iso 14000	google	211	0.33%
	google canada	3	0.00%
	aol netfind	2	0.00%
	yahoo	2	0.00%
	google australia	1	0.00%
5. natural cleaning products	google	193	0.30%
	google australia	7	0.01%
	aol netfind	4	0.01%
	google canada	2	0.00%
	google germany	1	0.00%
	netscape	1	0.00%
6. ncer	google	163	0.26%
	yahoo	29	0.05%
	msn	8	0.01%
	cnet search.com	2	0.00%
	yahoo uk &ireland	2	0.00%
	google austria	1	0.00%

	google canada	1	0.00%
	google japan	1	0.00%
	yahoo japan	1	0.00%
7. epa grants	google	172	0.27%
	yahoo	4	0.01%
	netscape	2	0.00%
	aol netfind	1	0.00%
	google uk	1	0.00%
8. chemical manufacturers association	google	83	0.13%
	yahoo	24	0.04%
	msn	8	0.01%
	google uk	2	0.00%
	cnet search.com	1	0.00%
	google canada	1	0.00%
	aol netfind	1	0.00%
	google italy	1	0.00%
	google australia	1	0.00%
9. ultrafiltration	google	92	0.14%
	google australia	13	0.02%
	google italy	3	0.00%
	google austria	3	0.00%
	google uk	2	0.00%
	google germany	2	0.00%
	google canada	1	0.00%
	msn	1	0.00%
	yahoo	1	0.00%
10. epa star grant	google	109	0.17%
	yahoo	2	0.00%
	msn	2	0.00%
11. epa sbir	google	92	0.14%
	yahoo	12	0.02%
12. printing industry	yahoo	54	0.08%
	google	37	0.06%
	msn	3	0.00%
	yahoo australia &nz	2	0.00%
	yahoo uk &ireland	1	0.00%
13. epa enforcement	google	92	0.14%
	yahoo	4	0.01%
14. common spiders in illinois	yahoo	90	0.14%
	google	1	0.00%
15. alkaline batteries	google	69	0.11%
	google australia	9	0.01%

	google canada	9	0.01%
	google uk	2	0.00%
	yahoo	1	0.00%
16. epa p3	google	83	0.13%
17. circuito productivo de la leche	google	83	0.13%
18. petroleum refining	google	47	0.07%
	google australia	17	0.03%
	yahoo	10	0.02%
	google canada	4	0.01%
	google germany	1	0.00%
	google uk	1	0.00%
19. alkaline battery disposal	google	57	0.09%
	yahoo	15	0.02%
	msn	3	0.00%
	all the web	1	0.00%
	google canada	1	0.00%
20. at	google	47	0.07%
	yahoo	16	0.03%
	msn	2	0.00%
	google japan	1	0.00%
	google uk	1	0.00%
	yahoo taiwan	1	0.00%

Activity by Search Phrase – Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

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



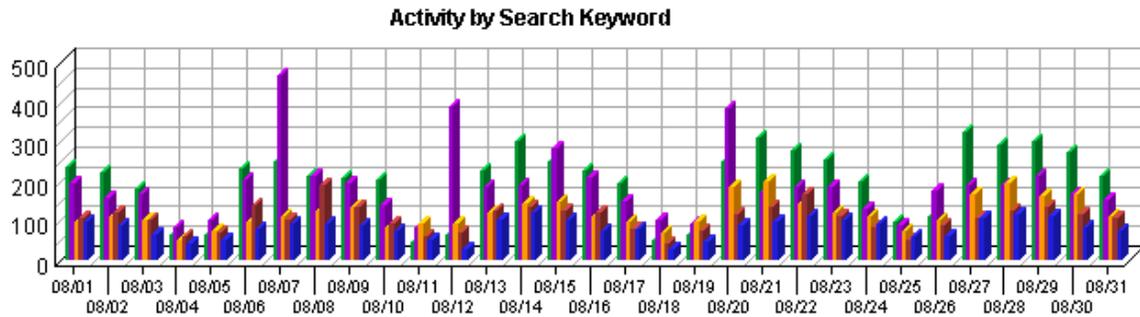
—
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

	Keywords	Referrals	%
1.	epa	6,204	2.57%
2.	of	5,829	2.42%
3.	de	3,704	1.53%
4.	in	3,282	1.36%
5.	for	2,503	1.04%
6.	environmental	2,373	0.98%
7.	cleaning	2,193	0.91%
8.	to	2,162	0.90%
9.	waste	1,842	0.76%
10.	star	1,807	0.75%
11.	water	1,663	0.69%
12.	the	1,586	0.66%
13.	products	1,521	0.63%
14.	research	1,320	0.55%
15.	natural	1,282	0.53%
16.	household	1,273	0.53%
17.	disposal	1,208	0.50%
18.	industry	1,185	0.49%
19.	recycling	1,164	0.48%
20.	pollution	1,158	0.48%
	Subtotal	45,259	18.75%
	Total	241,348	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. epa	google	4,982	2.06%
	yahoo	804	0.33%
	msn	151	0.06%
	google canada	74	0.03%
	google australia	38	0.02%
	google uk	28	0.01%
	aol netfind	28	0.01%
	google italy	18	0.01%
	google france	17	0.01%
	google germany	14	0.01%
	altavista	14	0.01%
	netscape	11	0.00%
	google japan	10	0.00%
	yahoo spain	3	0.00%
	yahoo canada	3	0.00%
	all the web	2	0.00%
	yahoo india	2	0.00%
	cnet search.com	1	0.00%
	yahoo japan	1	0.00%
	lycos uk	1	0.00%
2. of	google	4,357	1.81%
	yahoo	741	0.31%
	google australia	155	0.06%
	google uk	138	0.06%
	google canada	135	0.06%
	msn	108	0.04%
	google germany	40	0.02%
	aol netfind	35	0.01%
	altavista	28	0.01%
	google italy	18	0.01%
	netscape	11	0.00%
	google france	10	0.00%
	yahoo india	8	0.00%
	google japan	8	0.00%
	yahoo taiwan	7	0.00%
	mamma	6	0.00%
	cnet search.com	4	0.00%
	yahoo uk &ireland	3	0.00%

	yahoo canada	2	0.00%
	yahoo spain	2	0.00%
3. de	google	3,569	1.48%
	yahoo	45	0.02%
	yahoo spain	31	0.01%
	msn	28	0.01%
	altavista	10	0.00%
	yahoo mexico	10	0.00%
	terralycos	2	0.00%
	google canada	1	0.00%
	yahoo us (spanish)	1	0.00%
	aol netfind	1	0.00%
	vivisimo	1	0.00%
	yahoo argentina	1	0.00%
	google italy	1	0.00%
	google australia	1	0.00%
	google austria	1	0.00%
	google uk	1	0.00%
4. in	google	2,227	0.92%
	yahoo	566	0.23%
	google canada	95	0.04%
	google australia	95	0.04%
	google uk	84	0.03%
	msn	75	0.03%
	aol netfind	48	0.02%
	google germany	15	0.01%
	altavista	15	0.01%
	google france	10	0.00%
	cnet search.com	9	0.00%
	yahoo india	7	0.00%
	yahoo spain	5	0.00%
	google japan	5	0.00%
	mamma	5	0.00%
	google italy	4	0.00%
	yahoo singapore	3	0.00%
	yahoo uk &ireland	3	0.00%
	yahoo france	2	0.00%
	netscape	2	0.00%
5. for	google	1,807	0.75%
	yahoo	316	0.13%
	google canada	114	0.05%
	google uk	64	0.03%

google australia	61	0.03%
msn	56	0.02%
aol netfind	29	0.01%
google germany	15	0.01%
google italy	8	0.00%
google france	7	0.00%
altavista	6	0.00%
netscape	4	0.00%
yahoo taiwan	3	0.00%
cnet search.com	2	0.00%
google japan	2	0.00%
yahoo japan	2	0.00%
yahoo singapore	1	0.00%
google austria	1	0.00%
all the web	1	0.00%
froogle	1	0.00%

6. environmental	google	1,853	0.77%
	yahoo	245	0.10%
	google canada	55	0.02%
	google australia	45	0.02%
	google uk	39	0.02%
	msn	37	0.02%
	google germany	30	0.01%
	aol netfind	18	0.01%
	google france	8	0.00%
	google italy	7	0.00%
	yahoo japan	6	0.00%
	altavista	5	0.00%
	yahoo canada	4	0.00%
	all the web	3	0.00%
	google japan	3	0.00%
	yahoo korea	2	0.00%
	yahoo spain	2	0.00%
	cnet search.com	2	0.00%
	mamma	2	0.00%
	yahoo taiwan	2	0.00%

7. cleaning	google	1,774	0.74%
	google canada	122	0.05%
	yahoo	86	0.04%
	google australia	79	0.03%
	google uk	54	0.02%
	aol netfind	25	0.01%

	msn	18	0.01%
	google germany	10	0.00%
	netscape	8	0.00%
	yahoo taiwan	5	0.00%
	cnet search.com	4	0.00%
	altavista	2	0.00%
	yahoo uk &ireland	2	0.00%
	compuserve	1	0.00%
	google france	1	0.00%
	google japan	1	0.00%
	google italy	1	0.00%
8. to	google	1,609	0.67%
	yahoo	248	0.10%
	google canada	74	0.03%
	google australia	58	0.02%
	google uk	55	0.02%
	msn	45	0.02%
	aol netfind	34	0.01%
	google germany	7	0.00%
	google france	7	0.00%
	netscape	4	0.00%
	altavista	3	0.00%
	google italy	3	0.00%
	yahoo taiwan	3	0.00%
	mamma	3	0.00%
	yahoo india	2	0.00%
	yahoo uk &ireland	2	0.00%
	yahoo canada	1	0.00%
	cnet search.com	1	0.00%
	yahoo spain	1	0.00%
	yahoo singapore	1	0.00%
9. waste	google	1,371	0.57%
	yahoo	220	0.09%
	google australia	53	0.02%
	msn	50	0.02%
	google canada	43	0.02%
	google uk	34	0.01%
	google germany	11	0.00%
	aol netfind	10	0.00%
	altavista	7	0.00%
	google france	7	0.00%
	google italy	6	0.00%

	yahoo singapore	4	0.00%
	yahoo uk &ireland	4	0.00%
	yahoo spain	4	0.00%
	yahoo japan	3	0.00%
	mamma	3	0.00%
	google austria	2	0.00%
	netscape	2	0.00%
	google japan	2	0.00%
	ninemsn	2	0.00%
10. star	google	1,599	0.66%
	yahoo	168	0.07%
	msn	12	0.00%
	google canada	11	0.00%
	google france	6	0.00%
	google uk	4	0.00%
	google japan	1	0.00%
	cnet search.com	1	0.00%
	netscape	1	0.00%
	yahoo japan	1	0.00%
	google italy	1	0.00%
	google australia	1	0.00%
	aol netfind	1	0.00%
11. water	google	1,198	0.50%
	yahoo	239	0.10%
	google canada	52	0.02%
	google australia	39	0.02%
	google uk	39	0.02%
	msn	22	0.01%
	google france	16	0.01%
	google germany	12	0.00%
	aol netfind	12	0.00%
	altavista	7	0.00%
	yahoo spain	6	0.00%
	netscape	4	0.00%
	google italy	4	0.00%
	yahoo india	3	0.00%
	yahoo taiwan	3	0.00%
	google japan	2	0.00%
	yahoo singapore	1	0.00%
	all the web	1	0.00%
	google austria	1	0.00%
	hotbot	1	0.00%

12. the	google	1,105	0.46%
	yahoo	215	0.09%
	google australia	69	0.03%
	google uk	55	0.02%
	google canada	52	0.02%
	aol netfind	19	0.01%
	msn	16	0.01%
	google germany	9	0.00%
	altavista	8	0.00%
	netscape	5	0.00%
	google france	4	0.00%
	mamma	4	0.00%
	google italy	4	0.00%
	google japan	4	0.00%
	google austria	3	0.00%
	yahoo uk &ireland	3	0.00%
	yahoo singapore	2	0.00%
	hotbot	2	0.00%
yahoo mexico	2	0.00%	
yahoo france	1	0.00%	
13. products	google	1,228	0.51%
	google canada	83	0.03%
	yahoo	68	0.03%
	google australia	53	0.02%
	google uk	36	0.01%
	aol netfind	21	0.01%
	msn	18	0.01%
	google germany	4	0.00%
	google japan	3	0.00%
	netscape	3	0.00%
	yahoo argentina	1	0.00%
	yahoo uk &ireland	1	0.00%
	ninemsn	1	0.00%
	cnet search.com	1	0.00%
14. research	google	1,043	0.43%
	yahoo	148	0.06%
	google canada	27	0.01%
	msn	17	0.01%
	google australia	16	0.01%
	google uk	12	0.00%
	google germany	12	0.00%
	google france	8	0.00%

	google japan	5	0.00%
	aol netfind	5	0.00%
	google italy	5	0.00%
	yahoo japan	3	0.00%
	yahoo canada	3	0.00%
	all the web	3	0.00%
	google austria	2	0.00%
	yahoo taiwan	2	0.00%
	altavista	2	0.00%
	yahoo singapore	2	0.00%
	cnet search.com	2	0.00%
	vivisimo	1	0.00%
15. natural	google	1,086	0.45%
	google canada	77	0.03%
	google australia	35	0.01%
	google uk	30	0.01%
	yahoo	22	0.01%
	aol netfind	15	0.01%
	msn	7	0.00%
	google germany	2	0.00%
	netscape	2	0.00%
	cnet search.com	2	0.00%
	yahoo uk &ireland	1	0.00%
	compuserve	1	0.00%
	mamma	1	0.00%
	altavista	1	0.00%
16. household	google	1,029	0.43%
	google canada	77	0.03%
	google australia	42	0.02%
	yahoo	41	0.02%
	google uk	38	0.02%
	msn	28	0.01%
	aol netfind	15	0.01%
	yahoo uk &ireland	1	0.00%
	cnet search.com	1	0.00%
	netscape	1	0.00%
17. disposal	google	902	0.37%
	yahoo	163	0.07%
	msn	58	0.02%
	google canada	27	0.01%
	google uk	20	0.01%
	google australia	15	0.01%

	aol netfind	6	0.00%
	yahoo canada	3	0.00%
	google germany	3	0.00%
	all the web	3	0.00%
	cnet search.com	2	0.00%
	altavista	2	0.00%
	yahoo uk &ireland	2	0.00%
	google italy	1	0.00%
	yahoo india	1	0.00%
18. industry	google	785	0.33%
	yahoo	231	0.10%
	google australia	40	0.02%
	msn	29	0.01%
	google canada	27	0.01%
	google uk	26	0.01%
	google germany	10	0.00%
	google austria	5	0.00%
	aol netfind	5	0.00%
	google france	4	0.00%
	yahoo uk &ireland	3	0.00%
	yahoo singapore	3	0.00%
	yahoo australia &nz	2	0.00%
	google japan	2	0.00%
	google italy	2	0.00%
	cnet search.com	2	0.00%
	yahoo india	1	0.00%
	terralycos	1	0.00%
	mamma	1	0.00%
	yahoo spain	1	0.00%
19. recycling	google	883	0.37%
	yahoo	134	0.06%
	google australia	51	0.02%
	google canada	27	0.01%
	msn	27	0.01%
	google uk	13	0.01%
	aol netfind	8	0.00%
	google germany	4	0.00%
	mamma	3	0.00%
	google france	3	0.00%
	google italy	2	0.00%
	yahoo taiwan	2	0.00%
	netscape	2	0.00%

	ninemsn	1	0.00%
	cnet search.com	1	0.00%
	compuserve	1	0.00%
	altavista	1	0.00%
	google austria	1	0.00%
20. pollution	google	781	0.32%
	yahoo	191	0.08%
	google australia	65	0.03%
	google canada	36	0.01%
	msn	29	0.01%
	google uk	26	0.01%
	altavista	5	0.00%
	google germany	5	0.00%
	yahoo india	4	0.00%
	google italy	3	0.00%
	aol netfind	2	0.00%
	google france	2	0.00%
	vivisimo	2	0.00%
	google austria	2	0.00%
	google japan	2	0.00%
	yahoo taiwan	1	0.00%
	yahoo canada	1	0.00%
	netscape	1	0.00%

Activity by Search Keyword – Help Card

? **Top Search Keywords Table**

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

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

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

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

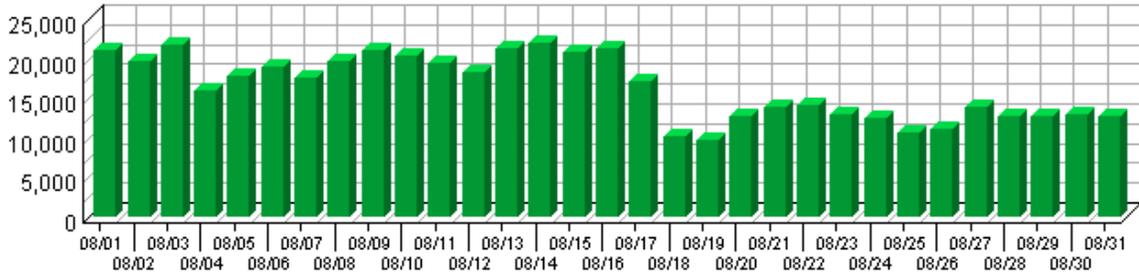


At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.

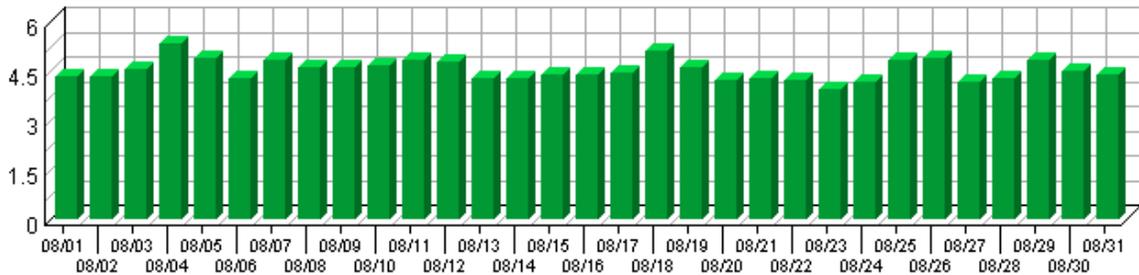
Visitors Trend



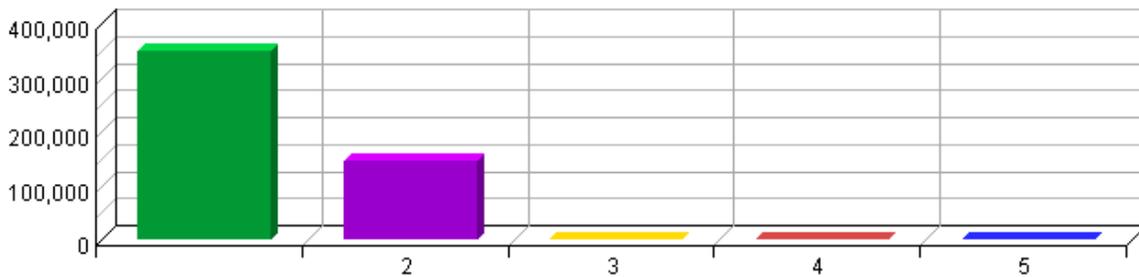
Visit Summary

Visits	506,333
Average per Day	16,333
Average Visit Length	00:18:59
Median Visit Length	00:11:44
International Visits	2.26%
Visits of Unknown Origin	69.09%
Visits from Your Country: United States (US)	28.65%

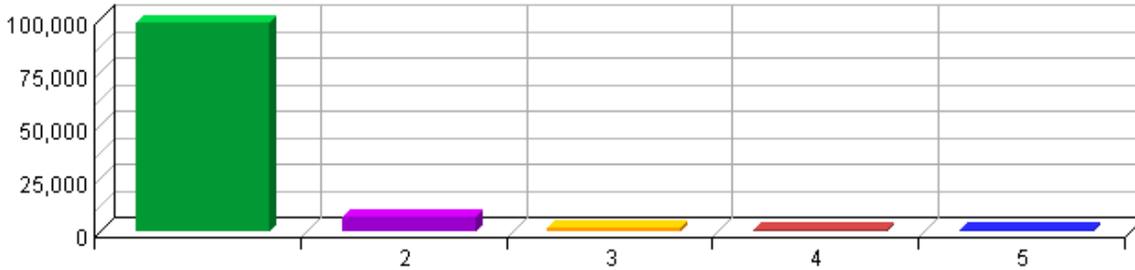
Average Length of Visit Trend



Top Countries by Visits



Visitors by Number of Visits



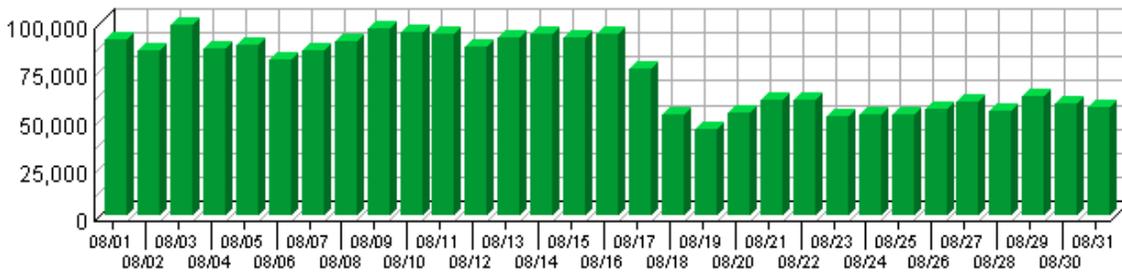
Visitors Trend



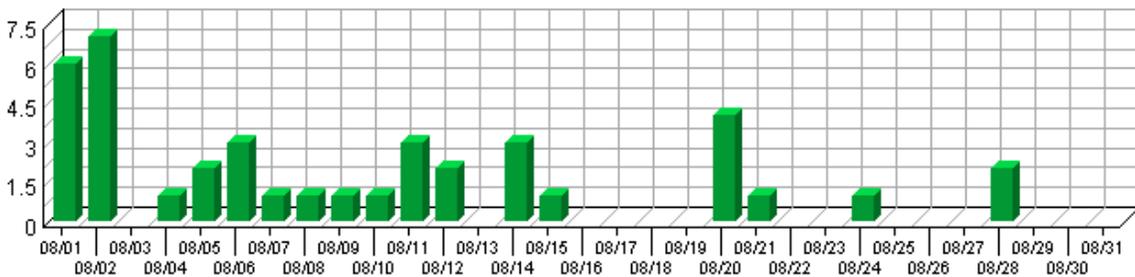
Visitor Summary

Unique Visitors	112,484
Visitors Who Visited Once	97,980
Visitors Who Visited More Than Once	14,504
Average Visits per Visitor	4.50

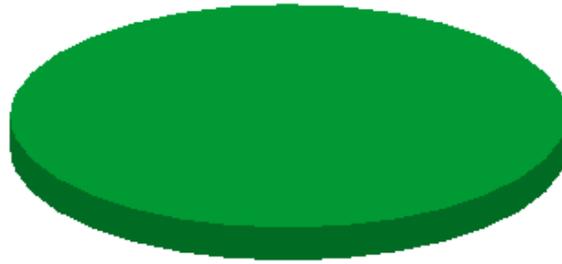
Visitor Minutes Trend



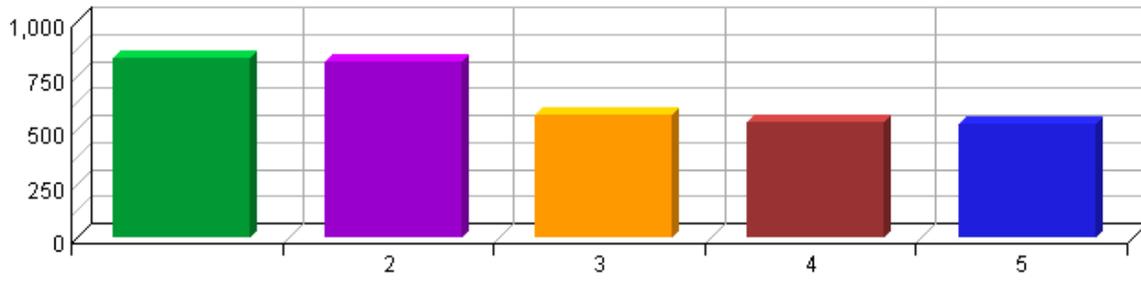
First Time Visitors Trend



New vs. Return Visits

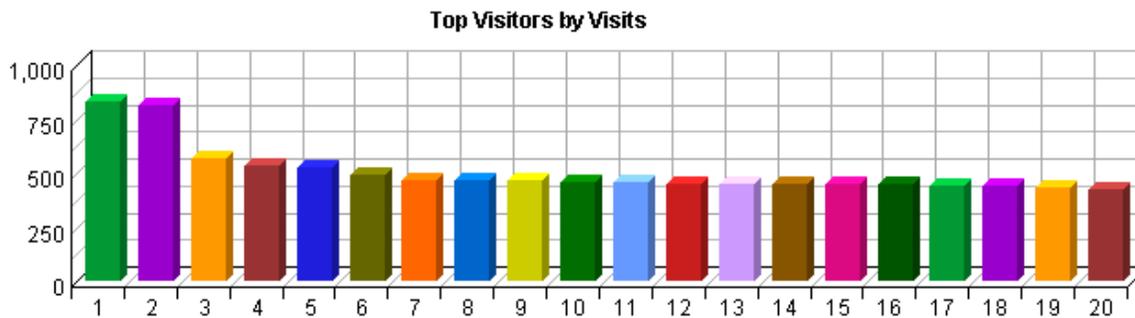
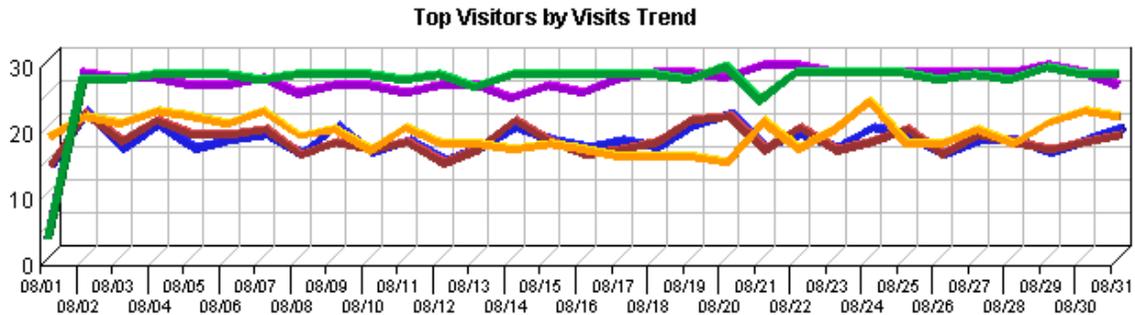


Top Visitors by Visits



Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.



Top Visitors

	Visitor	Visits	%	Hits
1.	72.30.61.80_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	832	0.16%	1,242
2.	72.30.61.174_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	812	0.16%	815
3.	72.30.61.105_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	569	0.11%	1,577
4.	193.95.154.69_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1) Gecko/20070308 Minefield/ 3.0a1	535	0.11%	2,082
5.	193.95.154.69_	528	0.10%	1,471
6.	livebot-207-46-98-147.search.live.com_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	491	0.10%	3,350
7.		467	0.09%	3,464

	207.46.98.148_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)			
8.	148.170.69.19_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	464	0.09%	1,389
9.	64.27.13.129_–	462	0.09%	1,803
10.	207.46.98.149_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	460	0.09%	3,545
11.	65.214.39.180_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1 Gecko/20070308 Minefield/ 3.0a1	457	0.09%	2,900
12.	72.30.61.177_Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	452	0.09%	2,010
13.	65.55.210.90_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	448	0.09%	4,261
14.	65.55.210.97_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	447	0.09%	4,451
15.	65.214.39.180_–	447	0.09%	2,037
16.	217.212.224.145_psbot/0.1 (+ http://www.picsearch.com/bot.html)	446	0.09%	461
17.	65.54.165.47_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	444	0.09%	2,159
18.	65.55.210.92_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	442	0.09%	5,069
19.	65.55.210.94_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	433	0.09%	4,637
20.	65.55.210.93_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	427	0.08%	4,425
	Subtotal	10,063	1.99%	53,148
	Other	496,440	98.01%	1,216,867
	Total	506,503	100.00%	1,270,015

Top Visitors – Help Card

? 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.

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.

% – Percentage of total visits or hits made by the specified visitor.



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. Return Visits

This report compares the number of visits by new and returning visitors to your site.



New vs. Return Visits

Visitor Type	Visits	%
1. Returning Visitors	506,305	99.96%
2. Visitors Not Accepting Cookies	159	0.03%
3. New Users	39	0.01%
Total	506,503	100.00%

New vs. Return Visits – Help Card

? New Visitors – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

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.

Visits – Number of visits by visitors who fit into the specified visitor category. 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.

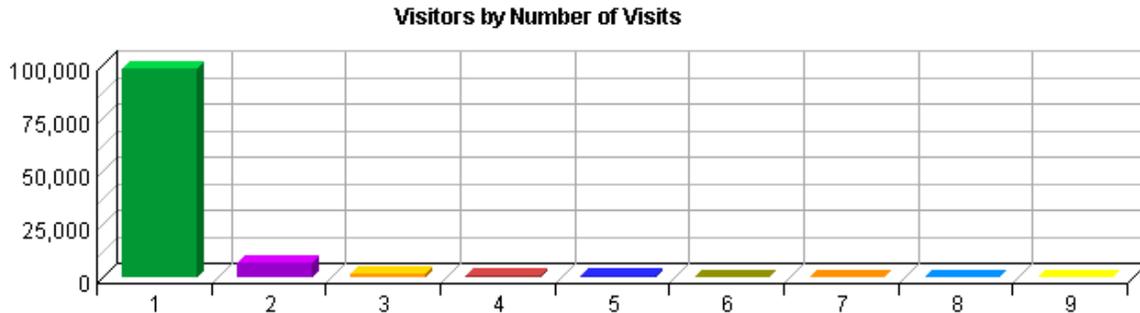
% – Percentage of visitors who fit into the specified visitor category.



By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough 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

Number of Visits	Unique Visitors	%
1 visit	97,980	87.11%
2 visits	7,178	6.38%
3 visits	1,882	1.67%
4 visits	801	0.71%
5 visits	440	0.39%
6 visits	257	0.23%
7 visits	202	0.18%
8 visits	163	0.14%
9 visits	115	0.10%
Subtotal	109,018	96.92%
Other	3,466	3.08%
Total	112,484	100.00%

Visitors by Number of Visits – Help Card

? Number of Visits – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

Unique Visitors– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

% – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

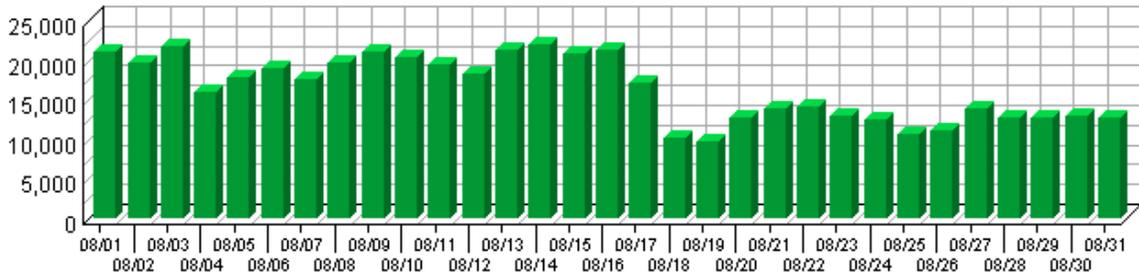
💡 This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.



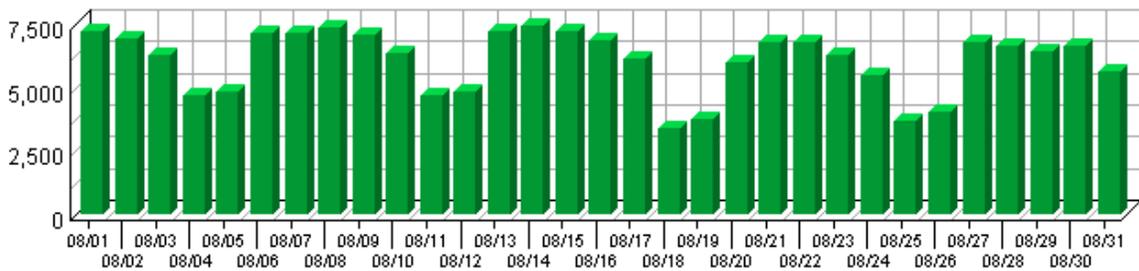
Visitors Trend

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. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

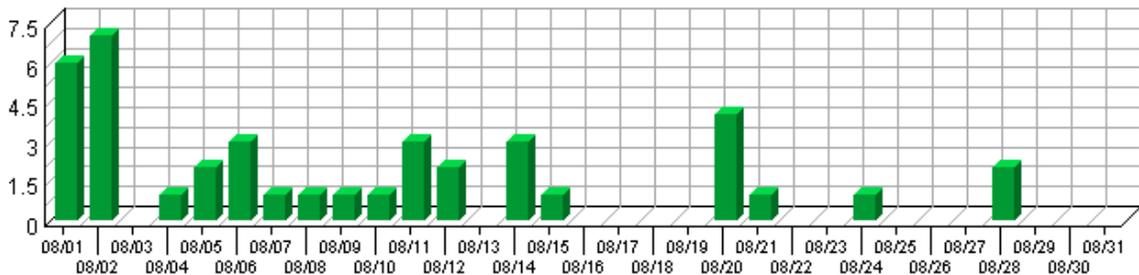
Visitors Trend



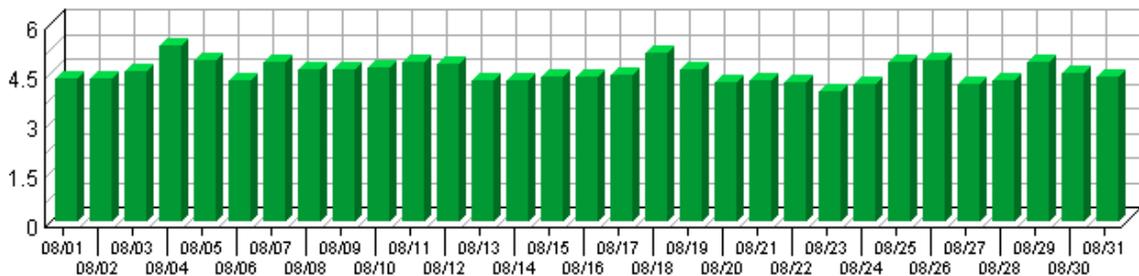
Unique Visitors Trend



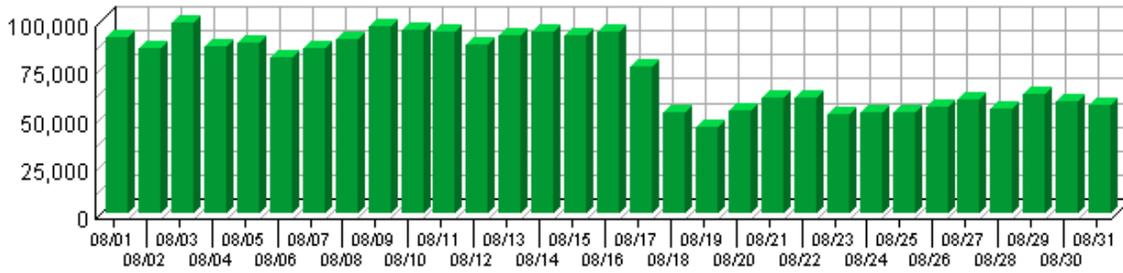
First Time Visitors Trend



Average Length of Visit Trend



Visitor Minutes Trend



Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
08/01	21,039	7,224	6	00:04:20	91,255.42
08/02	19,627	6,895	7	00:04:21	85,589.35
08/03	21,670	6,309	0	00:04:33	98,876.23
08/04	16,040	4,686	1	00:05:22	86,203.75
08/05	17,934	4,832	2	00:04:55	88,177.48
08/06	18,945	7,153	3	00:04:15	80,618.50
08/07	17,605	7,160	1	00:04:51	85,616.87
08/08	19,604	7,340	1	00:04:37	90,701.00
08/09	21,027	7,046	1	00:04:36	97,024.48
08/10	20,440	6,326	1	00:04:40	95,399.40
08/11	19,336	4,655	3	00:04:51	93,904.58
08/12	18,253	4,862	2	00:04:46	87,267.25
08/13	21,367	7,211	0	00:04:18	92,158.53
08/14	21,902	7,421	3	00:04:18	94,520.93
08/15	20,943	7,203	1	00:04:25	92,580.12
08/16	21,367	6,824	0	00:04:23	93,991.77
08/17	17,178	6,094	0	00:04:26	76,349.73
08/18	10,190	3,405	0	00:05:06	52,113.48
08/19	9,789	3,715	0	00:04:36	45,071.83
08/20	12,633	5,954	4	00:04:14	53,663.85
08/21	13,969	6,802	1	00:04:15	59,564.07
08/22	14,201	6,797	0	00:04:13	60,040.43
08/23	13,052	6,272	0	00:03:57	51,634.17
08/24	12,512	5,458	1	00:04:10	52,173.92
08/25	10,703	3,650	0	00:04:51	51,921.47
08/26	11,198	4,003	0	00:04:53	54,766.08
08/27	13,976	6,780	0	00:04:11	58,666.05
08/28	12,806	6,610	2	00:04:16	54,714.38
08/29	12,652	6,436	0	00:04:51	61,454.22
08/30	13,029	6,610	0	00:04:29	58,445.03

08/31	12,690	5,625	0	00:04:25	56,061.65
Average	16,376	6,043	1	N/A	74,210.52
Total	507,677	187,358	40	N/A	2,300,526.03

Visitors Trend – Help Card

? Time Interval – 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 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.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – 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 length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

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

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

💡 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.

Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.



Visits Trend

Time Interval	Visits	%
08/01	20,978	4.14%
08/02	19,579	3.87%
08/03	21,600	4.27%
08/04	15,988	3.16%
08/05	17,880	3.53%
08/06	18,888	3.73%
08/07	17,568	3.47%
08/08	19,553	3.86%
08/09	20,964	4.14%
08/10	20,406	4.03%
08/11	19,286	3.81%
08/12	18,198	3.59%
08/13	21,313	4.21%
08/14	21,846	4.31%
08/15	20,882	4.12%
08/16	21,320	4.21%
08/17	17,116	3.38%
08/18	10,151	2.00%
08/19	9,760	1.93%
08/20	12,608	2.49%
08/21	13,940	2.75%
08/22	14,165	2.80%
08/23	13,016	2.57%
08/24	12,484	2.47%
08/25	10,670	2.11%

08/26	11,168	2.21%
08/27	13,938	2.75%
08/28	12,781	2.52%
08/29	12,620	2.49%
08/30	13,003	2.57%
08/31	12,664	2.50%
Total	506,333	100.00%

Visits Trend – Help Card

? Time Interval – 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.

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

Top 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. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

Top Organizations – Help Card

? **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

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

Click on the domain name to generate an Internet whois lookup.

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 looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

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.

% – Percentage of the total activity that was from this organization.



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

Top Authenticated Usernames

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

No data for this section in the log data analyzed.

Top Authenticated Usernames – Help Card

 **Authenticated Username** – A unique 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.

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.

Visitor – Authenticated name of the user being analyzed.

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.

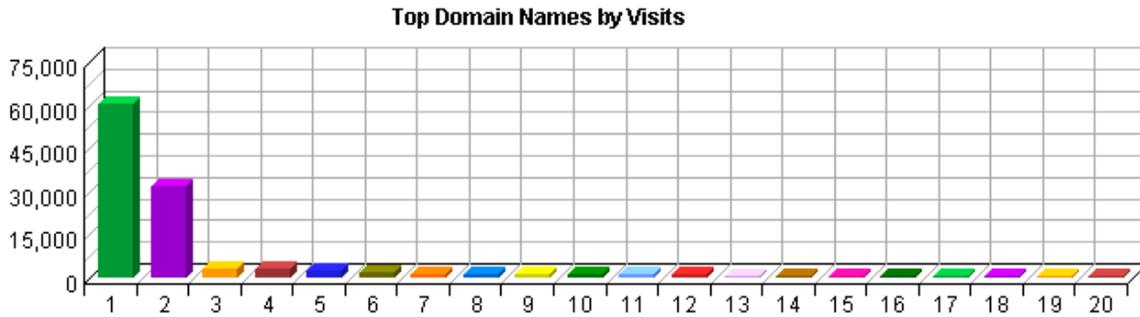
% – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

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

Top Domain Names

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

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



Top Domain Names

	Domain Name	Visits	%	Hits
1.	yahoo.net	60,665	11.98%	82,123
2.	inktomisearch.com	31,876	6.30%	45,703
3.	comcast.net	3,311	0.65%	9,502
4.	rr.com	2,919	0.58%	7,960
5.	verizon.net	2,731	0.54%	6,909
6.	aol.com	2,134	0.42%	2,808
7.	cox.net	1,367	0.27%	3,651
8.	live.com	1,099	0.22%	9,257
9.	193.95.154.69	1,065	0.21%	3,557
10.	sbcglobal.net	1,038	0.21%	2,455
11.	bellsouth.net	1,024	0.20%	2,714
12.	qwest.net	961	0.19%	2,563
13.	charter.com	943	0.19%	5,186
14.	phx.gbl	907	0.18%	2,171
15.	65.214.39.180	904	0.18%	4,926
16.	72.30.61.80	833	0.16%	1,243
17.	72.30.61.174	813	0.16%	816
18.	optonline.net	707	0.14%	2,062
19.	206.80.1.253	693	0.14%	1,184
20.	pacbell.net	659	0.13%	1,684
	Subtotal	116,649	23.04%	198,474
	Other	389,684	76.96%	1,071,167
	Total	506,333	100.00%	1,269,641

Top Domain Names – Help Card

? **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

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

Click on the domain name to generate an Internet whois lookup.

Total – The total for all visits or hits.

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.

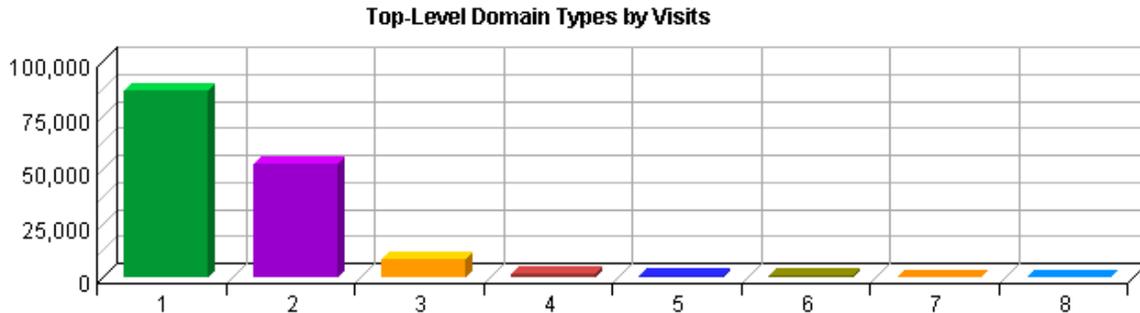
Visits – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time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

% – Percentage of the total activity that was from this domain name or IP address.

💡 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	Visits	%	Hits
1.	Network	86,500	57.33%	174,025
2.	Commercial	52,670	34.91%	252,213
3.	Education	8,542	5.66%	40,053
4.	Government	1,586	1.05%	6,496
5.	Organization	901	0.60%	2,437
6.	Military	638	0.42%	1,292
7.	ARPANET	35	0.02%	53
8.	International	11	0.01%	33
	Total	150,883	100.00%	476,602

Top-Level Domain Types – Help Card

? 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

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.

Total – 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.

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.

% – Percentage of total visits or hits from sites in the specified top–level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.



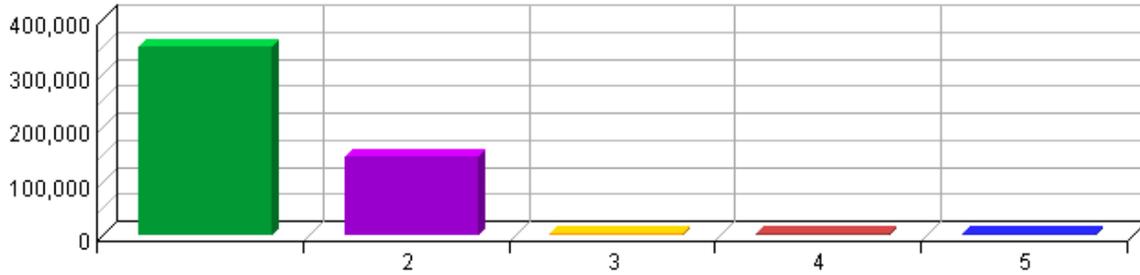
Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

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.

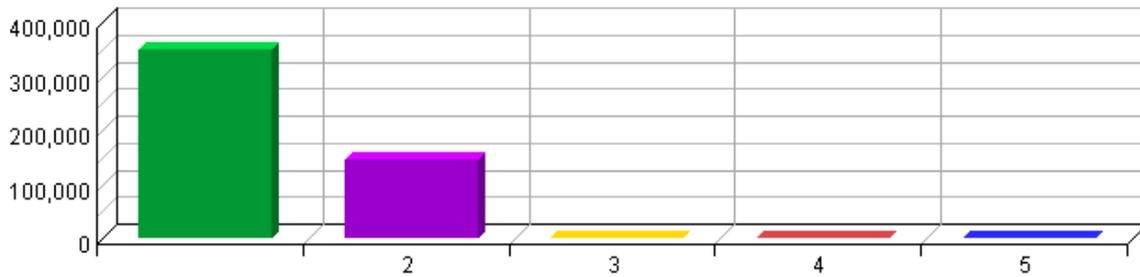
Geography Dashboard

This displays key graphs and tables that provide an overview of this chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Regions by Visits

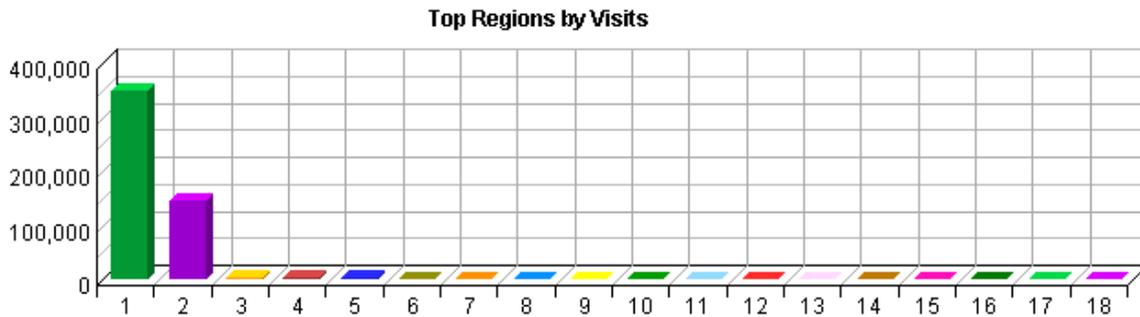


Top Countries by Visits



Top Regions

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



Top Regions

	Geographic Regions	Visits	%
1.	Region Unspecified	349,811	69.09%
2.	North America	146,959	29.02%
3.	Asia	3,362	0.66%
4.	South America	1,842	0.36%
5.	Western Europe	1,720	0.34%
6.	Australia	988	0.20%
7.	Eastern Europe	514	0.10%
8.	Middle East	297	0.06%
9.	Northern Europe	225	0.04%
10.	Pacific Islands	222	0.04%
11.	Southern Africa	142	0.03%
12.	Central America	95	0.02%
13.	Caribbean Islands	55	0.01%
14.	Northern Africa	52	0.01%
15.	Western Africa	24	0.00%
16.	Eastern Africa	20	0.00%
17.	Region Not Known	3	0.00%
18.	Central Africa	2	0.00%
	Total	506,333	100.00%

Top Regions – Help Card

? Geographic Regions – The geographic part of the world where visitors to your web site are located. "Region Unspecified" represents visitors whose geographic region could not be determined. "Region Unknown" 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.

Total – The total visits.

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.

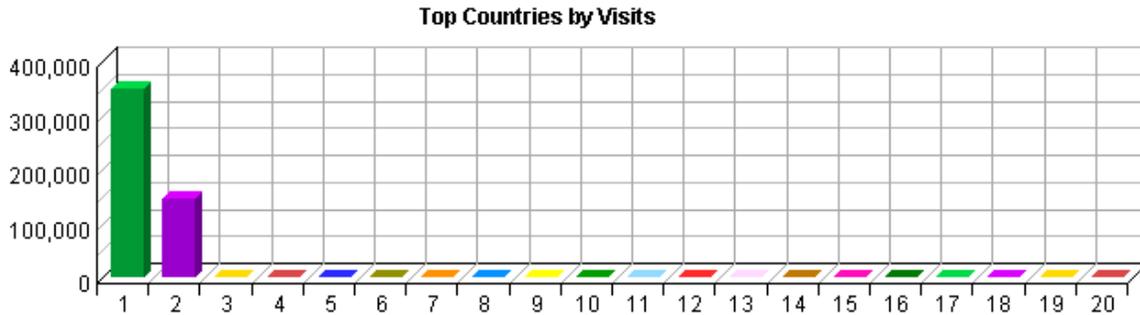
% – Percentage of total visits that were from this geographic region.

💡 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.

Top Countries

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



Top Countries

	Countries	Visits	%
1.	Unknown Origin	349,811	69.09%
2.	United States (US)	145,072	28.65%
3.	India (IN)	1,052	0.21%
4.	Australia (AU)	988	0.20%
5.	Mexico (MX)	961	0.19%
6.	Canada (CA)	926	0.18%
7.	Malaysia (MY)	616	0.12%
8.	Germany (DE)	477	0.09%
9.	Brazil (BR)	451	0.09%
10.	Colombia (CO)	417	0.08%
11.	United Kingdom (UK)	411	0.08%
12.	Argentina (AR)	386	0.08%
13.	Singapore (SG)	382	0.08%
14.	Peru (PE)	343	0.07%
15.	Thailand (TH)	295	0.06%
16.	Japan (JP)	213	0.04%
17.	Netherlands (NL)	206	0.04%
18.	China (CN)	187	0.04%
19.	New Zealand (NZ)	184	0.04%
20.	Indonesia (ID)	172	0.03%
	Subtotal	503,550	99.45%
	Other	2,783	0.55%
	Total	506,333	100.00%

Top Countries – Help Card

? **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.

Total – The total visits where there was sufficient information to identify the country. This number may be less than the total visits overall.

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 Origin – The country associated with the visitor's domain name could not be determined.

💡 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.

Top 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 and Australia, and regions of the United Kingdom with your most active visitors. Note that new data is being added as available.

No data for this section in the log data analyzed.

Top States and Provinces – Help Card

? **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.

Total – The total visits identified from states and provinces in North America. This number may be less than the total visits overall due to visitors from outside North America and visitors whose location could not be determined.

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.

💡 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.

Top Cities

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

No data for this section in the log data analyzed.

Top Cities – Help Card

 **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.

Total – The total visits where there was sufficient information to identify the city. This number may be less than the total visits overall due to visitors whose location could not be determined.

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.

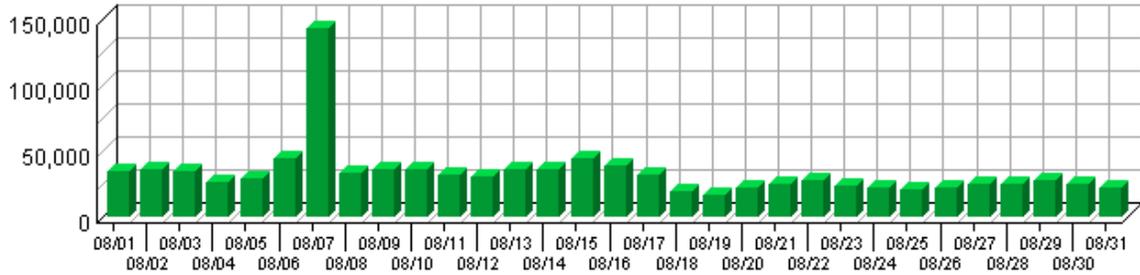
 This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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. Click on the title of a graph or table to navigate to the corresponding page.

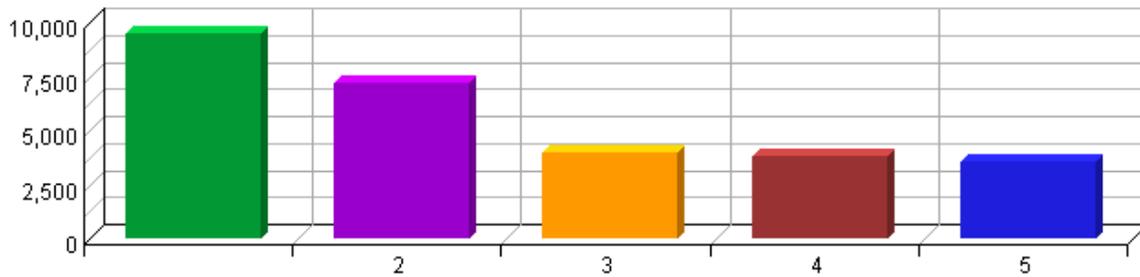
Page Views Trend



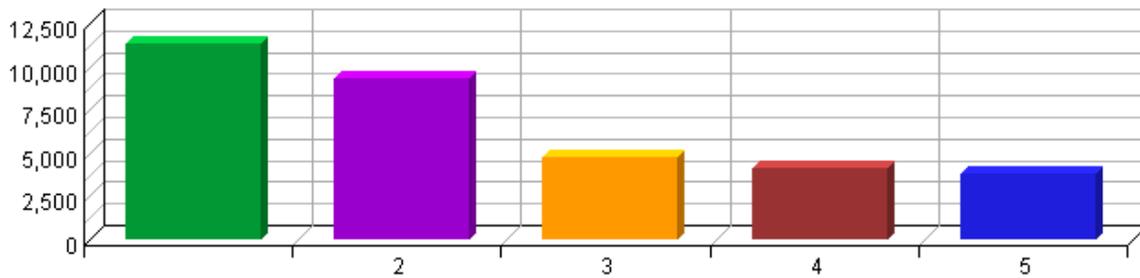
Page View Summary

Page Views	1,028,243
Average per Day	33,169
Average Page Views per Visit	2.03

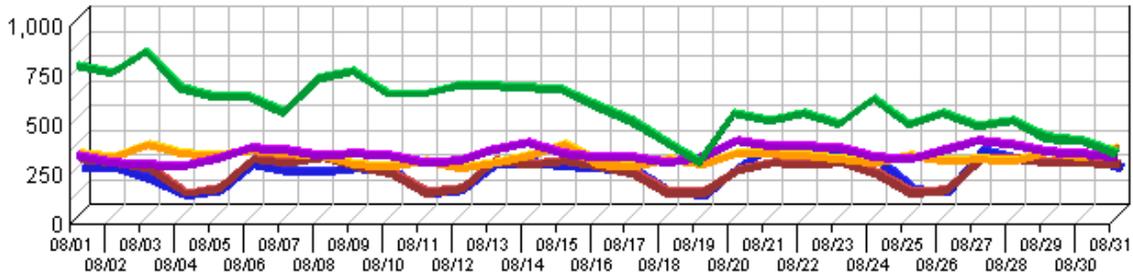
Top Entry Pages



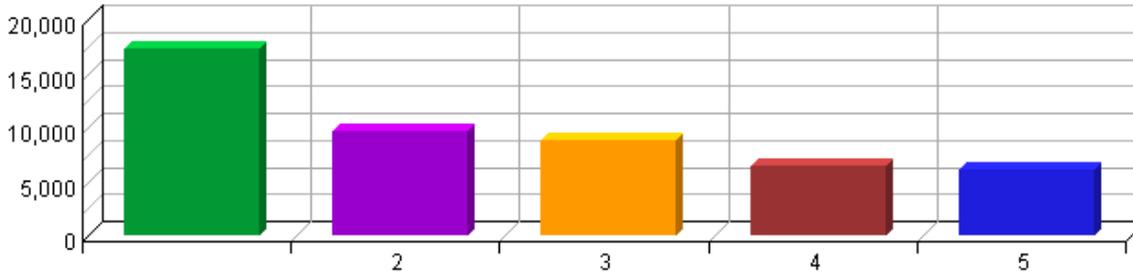
Top Exit Pages



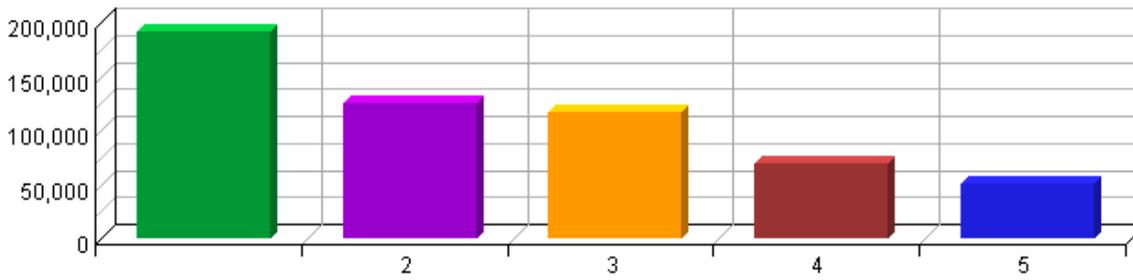
Top Pages by Visits Trend



Top Pages by Visits

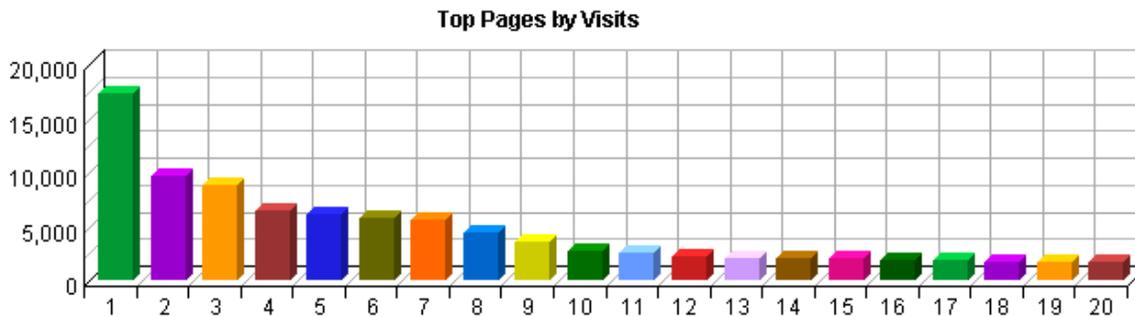
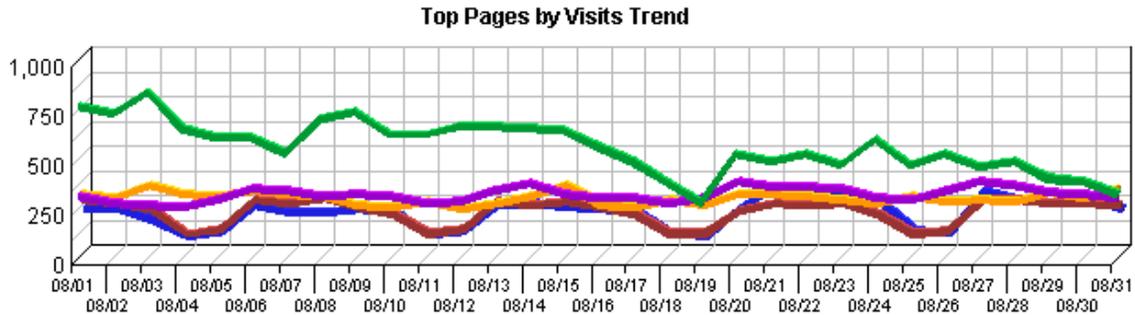


Top Directories by Visits



Top 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.



Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	EPA–Compliance and Enforcement http:// es.epa.gov/ compliance/	17,314	1.86%	24,848	00:03:52	0
2.	http:// es.epa.gov/ techinfo/ facts/ safe–fs.html	9,629	1.03%	9,902	00:05:38	0
3.	http:// es.epa.gov/ robots. txt	8,868	0.95%	14,494	00:04:28	0
4.	National Center for Environmental Research (NCER) ORD US EPA http:// es.epa.gov/ ncer/	6,454	0.69%	10,052	00:01:30	0
5.	Funding Opportunities NCER ORD US EPA http:// es.epa.gov/ ncer/ rfa/	6,140	0.66%	7,190	00:01:42	0
6.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_star_fellow.html	5,817	0.62%	6,398	00:03:55	0
7.	Enviro\$en\$e US EPA http:// es.epa.gov/	5,611	0.60%	20,717	00:05:58	0
8.		4,425	0.48%	5,465	00:01:18	0

	Fellowships NCER ORD US EPA http:// es.epa.gov/ ncer/ fellow/					
9.	2008 GRO Fellowships For Graduate Environmental Study Funding Opportunities http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_gro_grad.html	3,610	0.39%	3,940	00:03:49	0
10.	Small Business Innovation Research NCER ORD US EPA http:// es.epa.gov/ ncer/ sbir/	2,787	0.30%	3,958	00:01:42	0
11.	STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http:// es.epa.gov/ ncer/ rfa/ forms/	2,626	0.28%	3,736	00:03:13	0
12.	Calendar of Events NCER ORD US EPA http:// es.epa.gov/ ncer/ events/	2,183	0.23%	2,812	00:01:54	0
13.	SEARCH'97 Information Server – Default Template http:// es.epa.gov/ search97cgi/ s97_cgi	2,036	0.22%	10,758	00:02:00	0
14.	STAR Grants and Cooperative Agreements NCER ORD US EPA http:// es.epa.gov/ ncer/ grants/	2,035	0.22%	2,311	00:01:49	0
15.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http:// es.epa.gov/ ncer/ rfa/ 2007/ 2007_star_nanotech. html	1,979	0.21%	2,243	00:04:06	0
16.	http:// es.epa.gov/ ncerqa/	1,780	0.19%	2,224	00:00:32	0
17.	P3 NCER ORD US EPA http:// es.epa.gov/ ncer/ p3/	1,780	0.19%	2,367	00:01:55	0
18.	http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	1,737	0.19%	1,865	00:04:57	0
19.	http:// es.epa.gov/ cooperative/ other/ andean/ lechweb. html	1,722	0.18%	1,830	00:04:49	0
20.	http:// es.epa.gov/ search97cgi/ s97_cgi/	1,702	0.18%	5,023	00:00:42	0
	Subtotal	90,235	9.69%	142,133	00:03:18	
	Other	841,294	90.31%	886,110	00:04:28	
	Total	931,529	100.00%	1,028,243	00:04:16	

Top Pages – Help Card

? **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

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.

% – Percentage of the total visits in which the visitor viewed this page at least once.

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.

—



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.

Top Content Groups

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

No data for this section in the log data analyzed.

Top Content Groups – Help Card

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

Group Name – Name of the content group being analyzed.

Total – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

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.

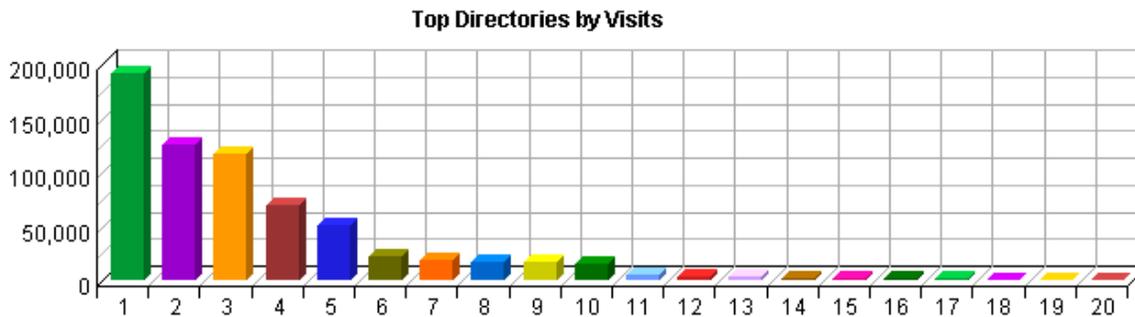
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – 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.

💡 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.

Top 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.



Top Directories

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	http://es.epa.gov/p2pubs	191,522	28.93%	294,558	322,234
2.	http://es.epa.gov/techpubs	124,680	18.83%	194,685	103,447
3.	http://es.epa.gov/ncer	117,304	17.72%	393,787	43,908,708
4.	http://es.epa.gov/	69,330	10.47%	97,753	300,888
5.	http://es.epa.gov/techinfo	51,640	7.80%	88,499	1,367,870
6.	http://es.epa.gov/oeca	21,275	3.21%	42,366	0
7.	http://es.epa.gov/vendors	17,917	2.71%	33,639	92,670
8.	http://es.epa.gov/compliance	17,314	2.62%	24,848	305,935
9.	http://es.epa.gov/cooperative	16,104	2.43%	26,234	251,801
10.	http://es.epa.gov/vendinfo	15,819	2.39%	23,199	8,517
11.	http://es.epa.gov/ncerqa	5,861	0.89%	9,048	0
12.	http://es.epa.gov/ncerqa_abstracts	3,727	0.56%	15,098	0
13.	http://es.epa.gov/search97cgi	3,624	0.55%	16,126	220,492
14.	http://es.epa.gov/ssds	1,910	0.29%	3,030	33,346
15.	http://es.epa.gov/cgi-bin	1,081	0.16%	1,443	8,983
16.	http://es.epa.gov/envirosense	1,028	0.16%	1,798	0
17.	http://es.epa.gov/issds	879	0.13%	1,253	3,292

18.	http://es.epa.gov/comply	173	0.03%	182	0
19.	http://es.epa.gov/nppr	169	0.03%	207	0
20.	http://es.epa.gov/oceft	114	0.02%	121	0
	Subtotal	661,471	99.91%	1,267,874	46,928,178
	Other	602	0.09%	1,185	47,695
	Total	662,073	100.00%	1,269,059	46,975,872

Top Directories – Help Card

? 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.

% – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.

💡 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.

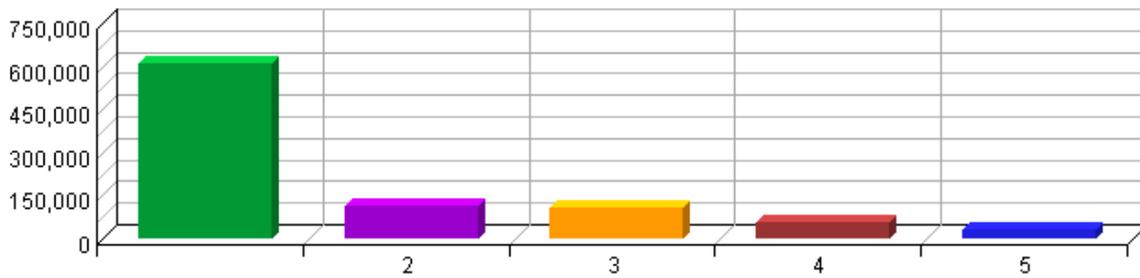
Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.

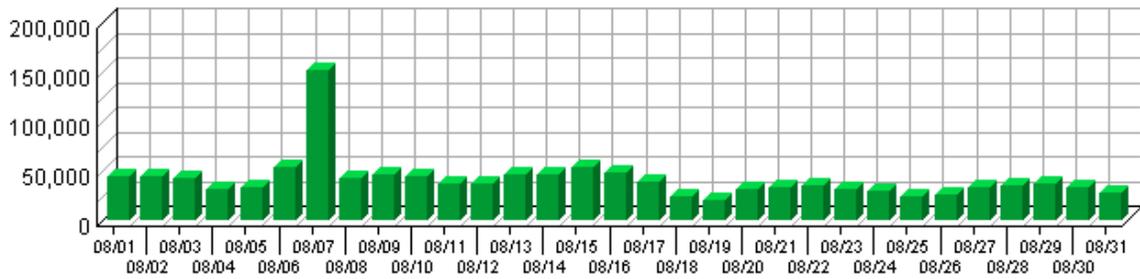
Hit Summary

Successful Hits for Entire Site	1,269,641
Average Hits per Day	40,956
Home Page Hits	20,717

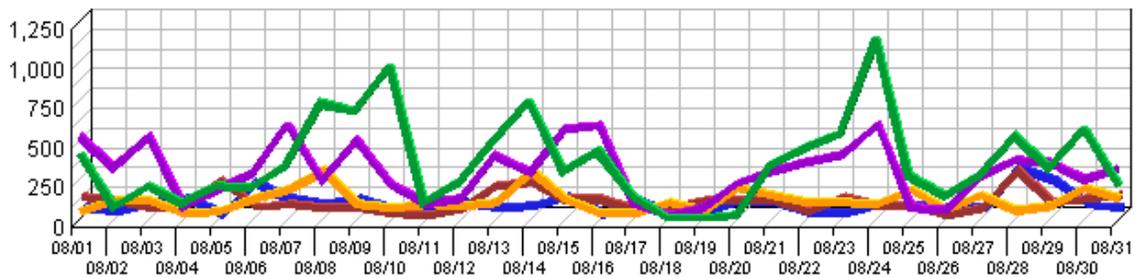
Most Accessed File Types by Files



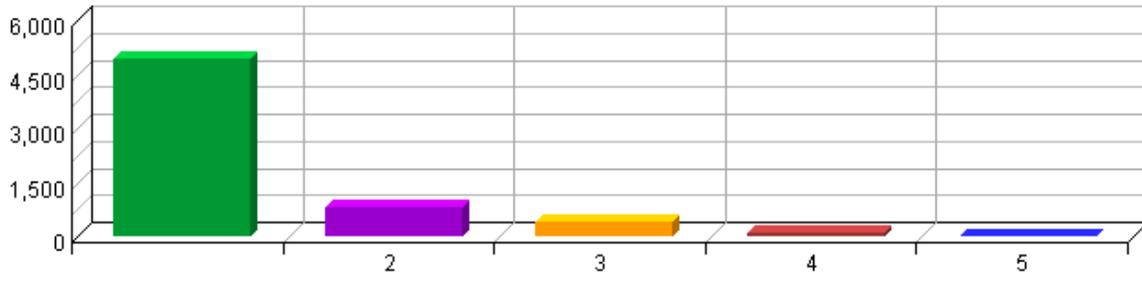
Hits Trend



Most Downloaded Files Trend

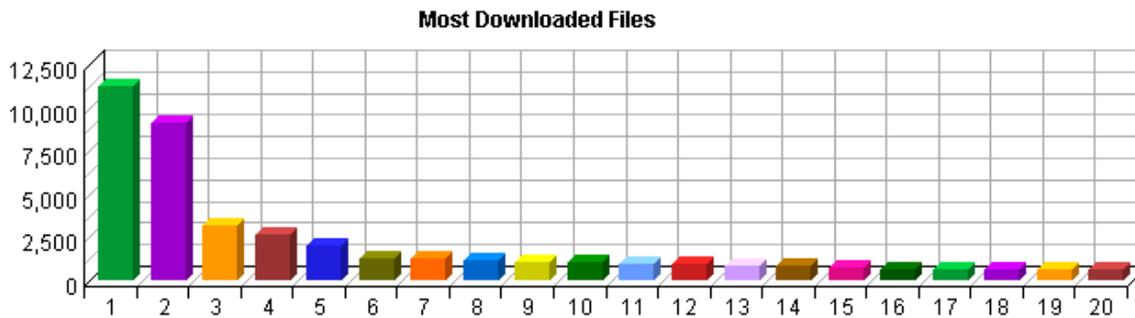
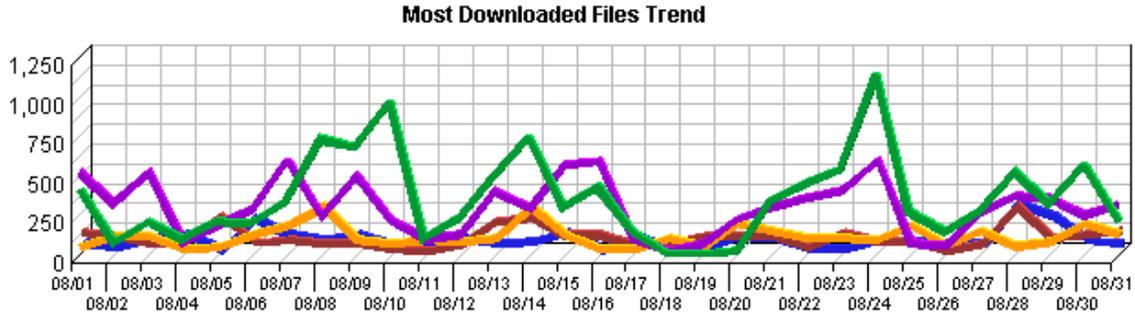


Most Uploaded Files



Most Downloaded Files

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



Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://es.epa.gov/ncer/publications/statesci/bioengineering.pdf	11,206	9.64%	270
2.	http://es.epa.gov/ncer/nano/publications/whitepaper12022005.pdf	9,115	7.85%	521
3.	http://es.epa.gov/ncer/nano/lectures/zhang0705.pdf	3,150	2.71%	278
4.	http://es.epa.gov/ncer/publications/workshop/pdf/10_26_05proceeding1.pdf	2,671	2.30%	179
5.	http://es.epa.gov/ncer/p3/success/michigan.pdf	2,062	1.77%	142
6.	http://es.epa.gov/ncer/publications/workshop/pdf/fnanoproc_092005.pdf	1,301	1.12%	92
7.	http://es.epa.gov/ncer/publications/overview/bioavailability_complete_book.pdf	1,238	1.07%	145
8.	http://es.epa.gov/ncer/science/pm/pm.pdf	1,148	0.99%	57
9.	http://es.epa.gov/ncer/publications/workshop/nano_proceed.pdf	1,043	0.90%	175
10.		1,027	0.88%	135

	http://es.epa.gov/ncer/publications/workshop/pdf/10_20_05_nanosummary.pdf			
11.	http://es.epa.gov/ncer/publications/research_results_needs/combustionEmmissionsReport.pdf	957	0.82%	89
12.	http://es.epa.gov/ncer/science/pm/hei/DieselSpecialReport02.pdf	908	0.78%	75
13.	http://es.epa.gov/ncer/p3/expo/p3publicbook041607.pdf	884	0.76%	134
14.	http://es.epa.gov/ncer/rfa/forms/NCER_std_form_5-STAR_Grant_applications.pdf	822	0.71%	500
15.	http://es.epa.gov/ncer/rfa/forms/sf424_i.pdf	695	0.60%	534
16.	http://es.epa.gov/ncer/sbir/success/pdf/stories05.pdf	669	0.58%	73
17.	http://es.epa.gov/ncer/rfa/forms/keycontacts.pdf	661	0.57%	527
18.	http://es.epa.gov/ncer/publications/nano/pdf/BaerEPA-Workshop--SmallParticleChemistry-final.pdf	654	0.56%	36
19.	http://es.epa.gov/ncer/rfa/forms/approved_budget_sheet.pdf	610	0.53%	471
20.	http://es.epa.gov/ncer/fellow/fellow_news_letter.pdf	608	0.52%	60
	Subtotal	41,429	35.66%	4,493
	Other	74,758	64.34%	43,758
	Total	116,187	100.00%	48,251

Most Downloaded Files – Help Card

? **Downloads** – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

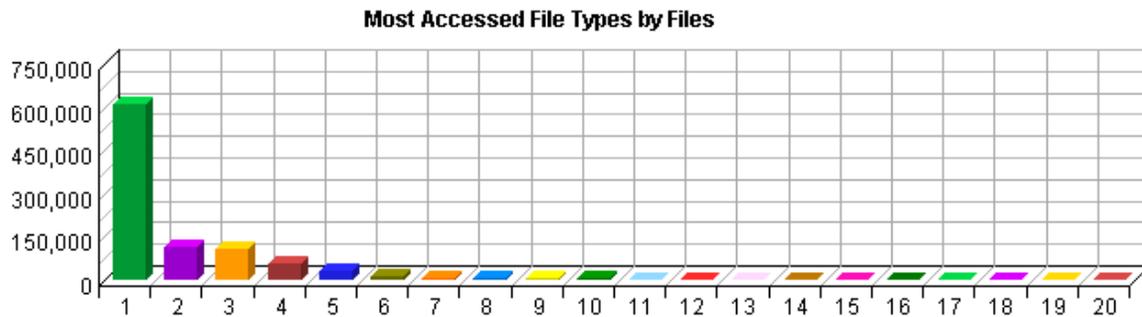
% – Percentage of times the specified file was downloaded compared to all downloaded files.

💡 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.

Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



Most Accessed File Types

	File Type	Files	%	Kbytes Transferred
1.	html	612,703	63.61%	8,544,721
2.	htm	116,968	12.14%	1,506,324
3.	pdf	110,772	11.50%	22,061,390
4.	ico	58,545	6.08%	80,386
5.	css	29,046	3.02%	77,652
6.	txt	14,555	1.51%	5,199
7.	old	4,491	0.47%	8,122
8.	pl	3,947	0.41%	8,773
9.	swf	3,580	0.37%	130,637
10.	ppt	3,562	0.37%	10,720,013
11.	js	2,488	0.26%	69,184
12.	doc	711	0.07%	71,048
13.	scc	450	0.05%	139
14.	xml	174	0.02%	1,320
15.	wpd	156	0.02%	1,902
16.	wmv	147	0.02%	1,722,374
17.	map	114	0.01%	13
18.	ht	84	0.01%	0
19.	bin	82	0.01%	2,023
20.	flv	62	0.01%	1,861,747
	Subtotal	962,637	99.94%	46,872,957
	Other	606	0.06%	63,081
	Total	963,243	100.00%	46,936,037

Most Accessed File Types – Help Card

 **File Type** – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files – Number of files of the specified type accessed by visitors to your site.

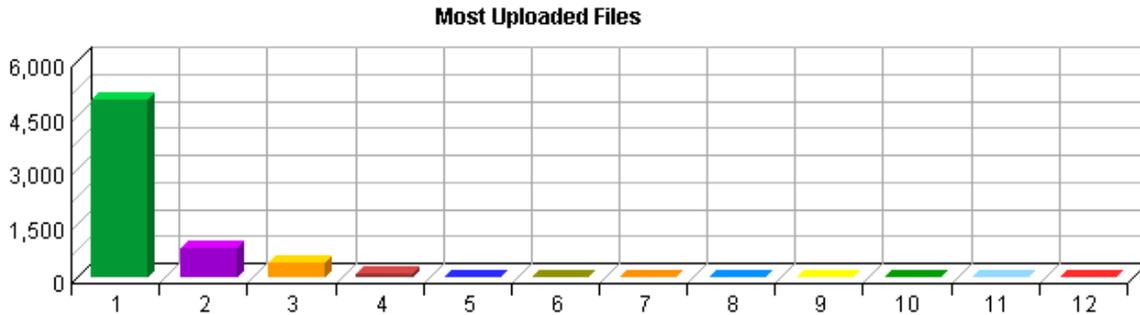
Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.

 This report provides general statistics for the type of data that visitors access on your site.

Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.



Most Uploaded Files

	Uploaded Files	Visits	Uploads	%
1.	http://es.epa.gov/search97cgi/s97.cgi/	1,648	4,921	77.97%
2.	http://es.epa.gov//search97cgi/s97.cgi/	641	818	12.96%
3.	http://es.epa.gov/http://es.epa.gov/search97cgi/s97.cgi/	278	396	6.27%
4.	http://es.epa.gov/http://es.epa.gov//search97cgi/s97.cgi/	51	102	1.62%
5.	http://es.epa.gov/cgi-bin/mail.pl	21	25	0.40%
6.	http://es.epa.gov/search97cgi/s97r.cgi/	16	25	0.40%
7.	http://es.epa.gov/cgi-bin/ncercqmail.pl	8	8	0.13%
8.	http://es.epa.gov/cgi-bin/biomail.cgi	8	8	0.13%
9.	http://es.epa.gov/cgi-bin/issds/inel-sage/	3	3	0.05%
10.	http://es.epa.gov/cgi-bin/issds/guided.pl	2	2	0.03%
11.	http://es.epa.gov/cgi-bin/issds/issds-assisted.pl	2	2	0.03%
12.	http://es.epa.gov/cgi-bin/issds/guided-list.pl	1	1	0.02%
	Total	2,679	6,311	100.00%

Most Uploaded Files – Help Card

? Files – The path and filename of the uploaded file being analyzed.

Top Uploads – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

Visits – Number of visits to your site where the specified file was uploaded. 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 times the specified file was uploaded compared with all uploaded files.

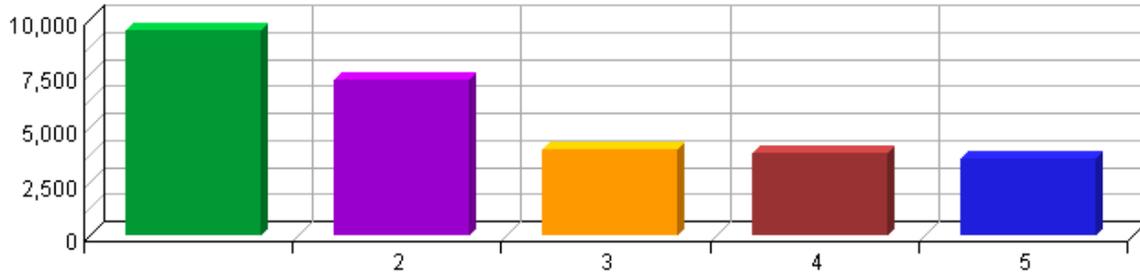


You may want to run virus scans on uploaded files.

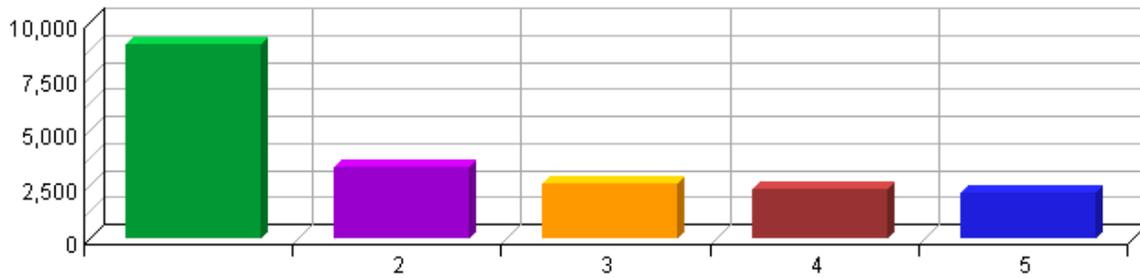
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

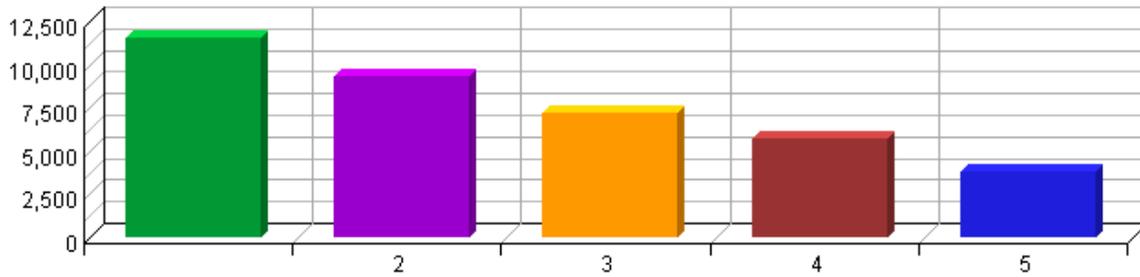
Top Entry Pages



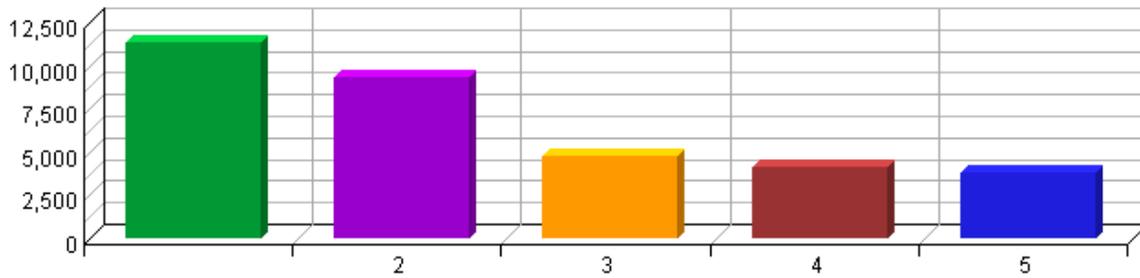
Single Access Pages



Top Entry Files



Top Exit Pages

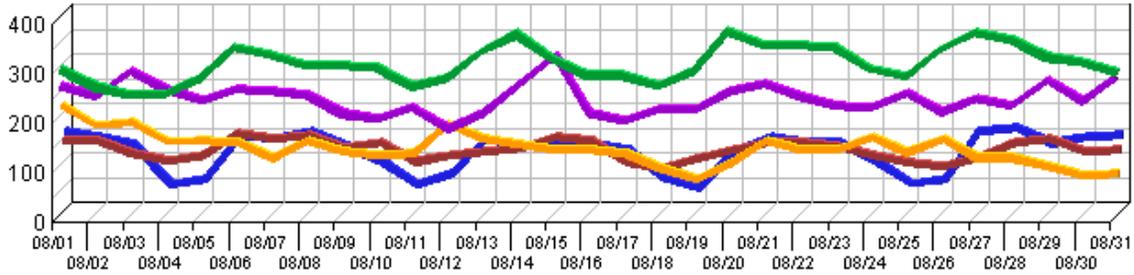


Top Entry Pages

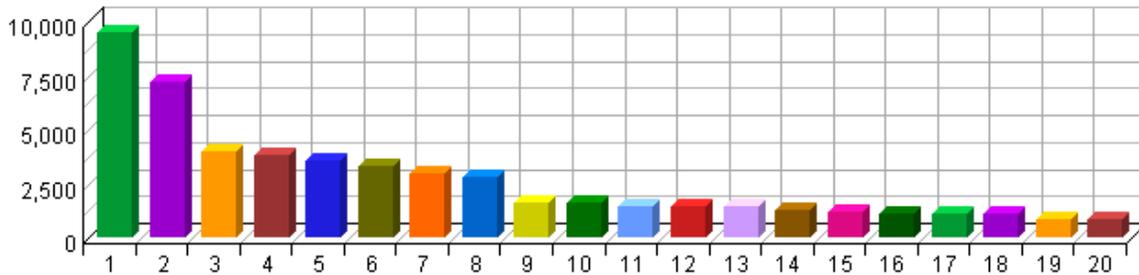
The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.

Top Entry Pages Trend



Top Entry Pages



Top Entry Pages

	Pages	Visits	%
1.	http:// es.epa.gov/ techinfo/ facts/ safe-fs.html	9,466	2.02%
2.	http:// es.epa.gov/ robots. txt	7,195	1.54%
3.	EPA-Compliance and Enforcement http:// es.epa.gov/ compliance/	3,962	0.85%
4.	EnviroSenSe US EPA http:// es.epa.gov/	3,816	0.82%
5.	National Center for Environmental Research (NCER) ORD US EPA http:// es.epa.gov/ ncer/	3,561	0.76%
6.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_star_fellow.html	3,309	0.71%
7.	Fellowships NCER ORD US EPA http:// es.epa.gov/ ncer/ fellow/	2,977	0.64%

8.	Funding Opportunities NCER ORD US EPA http:// es.epa.gov/ ncer/ rfa/	2,756	0.59%
9.	http:// es.epa.gov/ cooperative/ other/ andean/ lechweb. html	1,643	0.35%
10.	http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	1,628	0.35%
11.	Small Business Innovation Research NCER ORD US EPA http:// es.epa.gov/ ncer/ sbir/	1,441	0.31%
12.	Calendar of Events NCER ORD US EPA http:// es.epa.gov/ ncer/ events/	1,424	0.30%
13.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http:// es.epa.gov/ ncer/ rfa/ 2007/ 2007_star_nanotech. html	1,419	0.30%
14.	http:// es.epa.gov/ ncerqa/	1,278	0.27%
15.	http:// es.epa.gov/ cooperative/ topics/ petroleum.html	1,156	0.25%
16.	P3 NCER ORD US EPA http:// es.epa.gov/ ncer/ p3/	1,090	0.23%
17.	http:// es.epa.gov/ techinfo/ facts/ recypapr.html	1,076	0.23%
18.	SEARCH'97 Information Server – Default Template http:// es.epa.gov/ search97cgi/ s97_ cgi	1,064	0.23%
19.	STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http:// es.epa.gov/ ncer/ rfa/ forms/	888	0.19%
20.	Enviro\$en\$e Comments http:// es.epa.gov/ comments. html	874	0.19%
	Subtotal	52,023	11.12%
	Other	415,690	88.88%
	Total	467,713	100.00%

Top Entry Pages – Help Card

? Entry Page – The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question

mark is considered a dynamic page.

Visits – Number of visits where the specified page was the entry page. 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 times this page was the entry page compared with other entry pages.



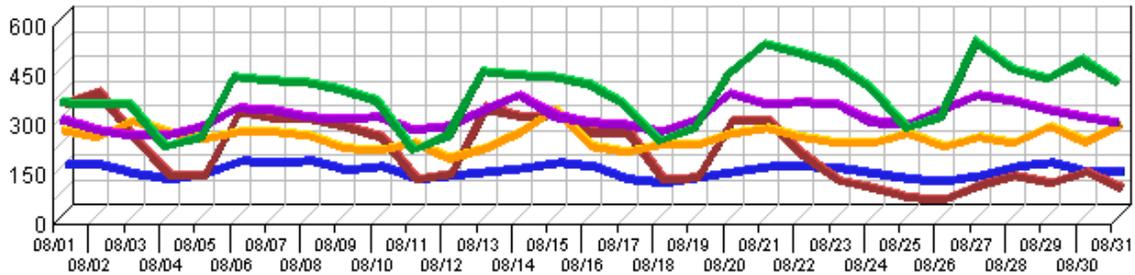
—
This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Entry Files

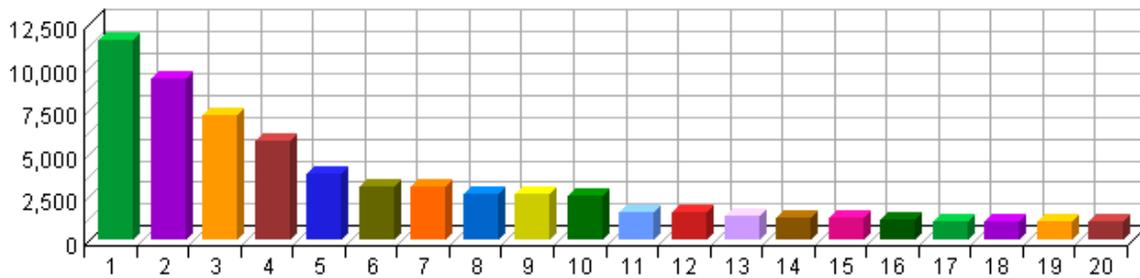
The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.

Top Entry Files Trend



Top Entry Files



Top Entry Files

	Files	Visits	%
1.	http://es.epa.gov/favicon.ico	11,599	2.29%
2.	http://es.epa.gov/techinfo/facts/safe-fs.html	9,345	1.85%
3.	http://es.epa.gov/robots.txt	7,162	1.41%
4.	http://es.epa.gov/ncer/styles/epafiles_epastyles.css	5,767	1.14%
5.	http://es.epa.gov/	3,785	0.75%
6.	http://es.epa.gov/compliance/	3,095	0.61%
7.	http://es.epa.gov/ncer/	3,068	0.61%
8.	http://es.epa.gov/ncer/rfa/	2,667	0.53%
9.	http://es.epa.gov/ncer/fellow/	2,631	0.52%
10.	http://es.epa.gov/ncer/rfa/2008/2008_star_fellow.html	2,523	0.50%
11.	http://es.epa.gov/cooperative/other/andean/lechweb.html	1,614	0.32%
12.	http://es.epa.gov/cooperative/	1,603	0.32%

	other/andean/gaseoweb.html		
13.	http://es.epa.gov/ncer/sbir/	1,346	0.27%
14.	http://es.epa.gov/ncerqa/	1,257	0.25%
15.	http://es.epa.gov/ncer/events/	1,237	0.24%
16.	http://es.epa.gov/cooperative/topics/petroleum.html	1,134	0.22%
17.	http://es.epa.gov/ncer/p3/	1,078	0.21%
18.	http://es.epa.gov/ncer/rfa/2007/2007_star_nanotech.html	1,074	0.21%
19.	http://es.epa.gov/techinfo/facts/recypapr.html	1,061	0.21%
20.	http://es.epa.gov/search97cgi/s97_cgi	1,035	0.20%
	Subtotal	64,081	12.66%
	Other	442,252	87.34%
	Total	506,333	100.00%

Top Entry Files – Help Card

? **Files** – Refers to the first file loaded to a visitor's browser. Contrast this with the first page loaded to a visitor's browser. The entry page for some visitors is not a formally defined page, so the information in this table and graph include all first hits regardless if the hit was on a formal page or not.

Visits – Number of visits by visitors whose first hit was the specified file. 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.

% – Refers to the total numbers of visits.

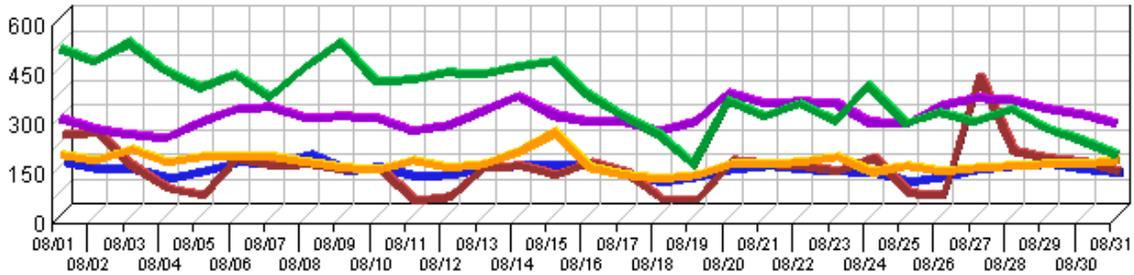
💡 Consider what catches the attention of visitors most quickly and effectively.

Top Exit Pages

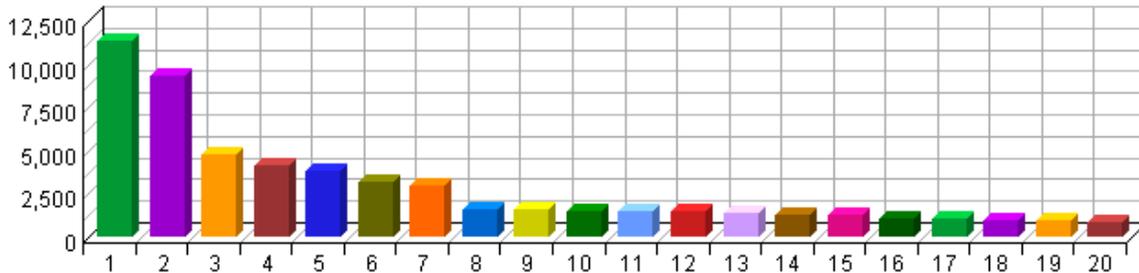
The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

This report identifies the last page visitors viewed before they left your site.

Top Exit Pages Trend



Top Exit Pages



Top Exit Pages

	Pages	Visits	%
1.	EPA-Compliance and Enforcement http:// es.epa.gov/ compliance/	11,345	2.42%
2.	http:// es.epa.gov/ techinfo/ facts/ safe-fs.html	9,309	1.99%
3.	http:// es.epa.gov/ robots. txt	4,745	1.01%
4.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_star_fellow.html	4,086	0.87%
5.	Enviro\$en\$e US EPA http:// es.epa.gov/	3,814	0.82%
6.	National Center for Environmental Research (NCER) ORD US EPA http:// es.epa.gov/ ncer/	3,167	0.68%
7.	Funding Opportunities NCER ORD US EPA http:// es.epa.gov/ ncer/ rfa/	2,961	0.63%
8.		1,624	0.35%

	Fellowships NCER ORD US EPA http://es.epa.gov/ncer/fellow/		
9.	STAR Grant Forms and Instructions Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/forms/	1,557	0.33%
10.	http://es.epa.gov/cooperative/other/andean/lechweb.html	1,529	0.33%
11.	Small Business Innovation Research NCER ORD US EPA http://es.epa.gov/ncer/sbir/	1,527	0.33%
12.	http://es.epa.gov/cooperative/other/andean/gaseoweb.html	1,494	0.32%
13.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/2007_star_nanotech.html	1,373	0.29%
14.	http://es.epa.gov/search97cgi/s97.cgi/	1,320	0.28%
15.	SEARCH'97 Information Server – Default Template http://es.epa.gov/search97cgi/s97.cgi	1,286	0.27%
16.	Calendar of Events NCER ORD US EPA http://es.epa.gov/ncer/events/	1,095	0.23%
17.	http://es.epa.gov/techinfo/facts/recypapr.html	1,063	0.23%
18.	http://es.epa.gov/oeca/sector/	964	0.21%
19.	http://es.epa.gov/cooperative/topics/petroleum.html	910	0.19%
20.	Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/2008_star_ecohab.html	895	0.19%
	Subtotal	56,064	11.98%
	Other	411,804	88.02%
	Total	467,868	100.00%

Top Exit Pages – Help Card

? **Exit Page** – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be

changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. 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.

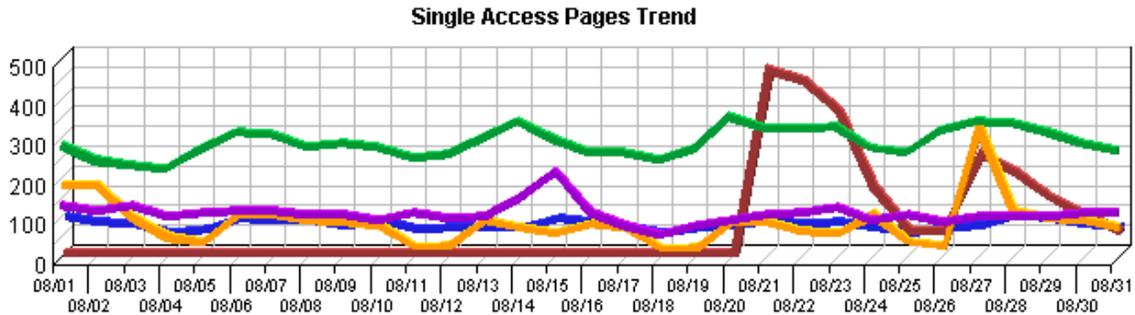
% – Percentage of times this page was the exit page compared with other exit pages.



You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.

Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.



Single Access Pages

	Pages	Visits	%
1.	http:// es.epa.gov/ techinfo/ facts/ safe-fs.html	9,008	2.63%
2.	http:// es.epa.gov/ robots. txt	3,321	0.97%
3.	FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_star_fellow.html	2,502	0.73%
4.	2008 GRO Fellowships For Graduate Environmental Study Funding Opportunities http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_gro_grad.html	2,292	0.67%
5.	Enviro\$en\$e US EPA http:// es.epa.gov/	2,153	0.63%
6.	National Center for Environmental Research (NCER) ORD US EPA http:// es.epa.gov/ ncer/	1,562	0.46%
7.	EPA-Compliance and Enforcement http:// es.epa.gov/ compliance/	1,546	0.45%
8.	Funding Opportunities NCER ORD US EPA	1,502	0.44%

	http:// es.epa.gov/ ncer/ rfa/		
9.	http:// es.epa.gov/ cooperative/ other/ andean/ lechweb. html	1,397	0.41%
10.	http:// es.epa.gov/ cooperative/ other/ andean/ gaseoweb. html	1,329	0.39%
11.	Exploratory Research: Nanotechnology Research Grants Investigating Fate, Transpo http:// es.epa.gov/ ncer/ rfa/ 2007/ 2007_star_nanotech. html	993	0.29%
12.	http:// es.epa.gov/ techinfo/ facts/ recypapr.html	992	0.29%
13.	Fellowships NCER ORD US EPA http:// es.epa.gov/ ncer/ fellow/	922	0.27%
14.	http:// es.epa.gov/ cooperative/ topics/ petroleum.html	836	0.24%
15.	Calendar of Events NCER ORD US EPA http:// es.epa.gov/ ncer/ events/	744	0.22%
16.	Enviro\$en\$e Comments http:// es.epa.gov/ comments. html	737	0.22%
17.	Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http:// es.epa.gov/ ncer/ rfa/ 2008/ 2008_star_ecohab.html	711	0.21%
18.	http:// es.epa.gov/ techinfo/ facts/ pro-act5.html	699	0.20%
19.	Small Business Innovation Research NCER ORD US EPA http:// es.epa.gov/ ncer/ sbir/	683	0.20%
20.	http:// es.epa.gov/ oeca/ sector/	674	0.20%
	Subtotal	34,603	10.12%
	Other	307,326	89.88%
	Total	341,929	100.00%

Single Access Pages – Help Card

? Single Access Page – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

Pages – Any document, dynamic page, or form. Different types of profiles have different

default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visits – Number of visits where the specified page was the exit page. 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 times this page was a single access page compared with other single access pages.



—
This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site—the first page they open—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Top Paths Through Site

Starting Page	Paths from Start	Visits	%
All Entry Pages		9,217	1.97%
	1. http://es.epa.gov/techinfo/facts/safe-fs.html	4,165	0.89%
	1. http://es.epa.gov/robots.txt	2,806	0.60%
	1. Enviro\$en\$e US EPA http://es.epa.gov/	2,618	0.56%
	1. FALL 2008 EPA Science to Achieve Results (STAR) Fellowships for Graduate Environ http://es.epa.gov/ncer/rfa/2008/2008_star_fellow.html	1,942	0.42%
	1. National Center for Environmental Research (NCER) ORD US EPA http://es.epa.gov/ncer/	1,691	0.36%
	1. Funding Opportunities NCER ORD US EPA http://es.epa.gov/ncer/rfa/	1,626	0.35%
	1. EPA-Compliance and Enforcement http://es.epa.gov/compliance/	1,472	0.31%
	1. http://es.epa.gov/cooperative/other/andean/lechweb.html	1,406	0.30%
	1. http://es.epa.gov/cooperative/other/andean/gaseoweb.html	1,167	0.25%
	1. Fellowships NCER ORD US EPA http://es.epa.gov/ncer/fellow/	1,053	0.23%
	1. Exploratory Research:		

Nanotechnology Research Grants Investigating Fate, Transpo http://es.epa.gov/ncer/rfa/2007/2007_star_nanotech.html	1,021	0.22%
1. http://es.epa.gov/techinfo/facts/recypapr.html	936	0.20%
1. Small Business Innovation Research NCER ORD US EPA http://es.epa.gov/ncer/sbir/	926	0.20%
1. SEARCH'97 Information Server – Default Template http://es.epa.gov/search97cgi/s97.cgi	874	0.19%
1. http://es.epa.gov/cooperative/topics/petroleum.html	846	0.18%
1. Calendar of Events NCER ORD US EPA http://es.epa.gov/ncer/events/	801	0.17%
1. Enviro\$en\$e Comments http://es.epa.gov/comments.html	731	0.16%
1. Ecology and Oceanography of Harmful Algal Blooms 2008 Grant Archives Archive http://es.epa.gov/ncer/rfa/2008/2008_star_ecohab.html	714	0.15%
1. http://es.epa.gov/techinfo/facts/pro-act5.html	713	0.15%
1. http://es.epa.gov/oeca/sector/		

Top Paths Through Site – Help Card

? Path Through Site – The sequence of pages a visitor views, from the entry page to the exit page.

Paths From Start – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for

path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

Starting Page – The first page, or entry page, in the full path visitors take through your site.

Visits – Number of visits where the specified path was followed. 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 times that the specified path through your site was taken compared to all other listed paths through your site.

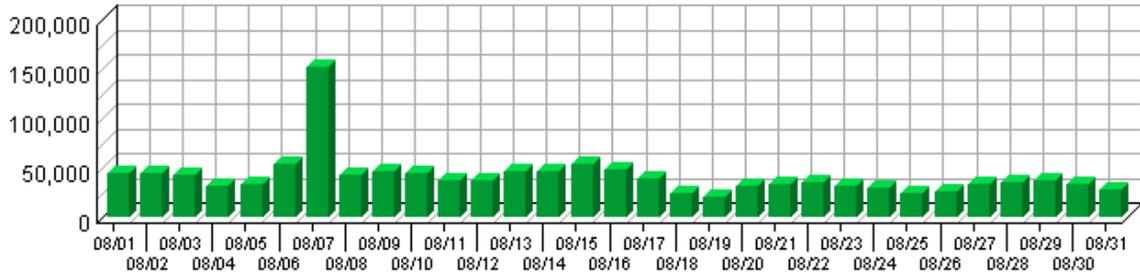


Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?

Technical Dashboard

This dashboard summarizes important information related to online technical activity.

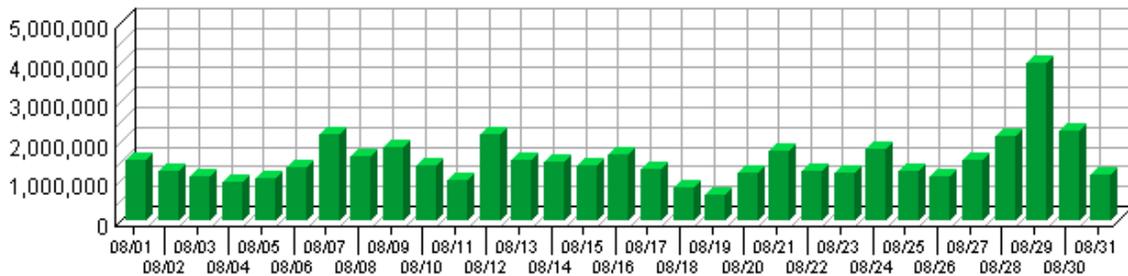
Hits Trend



Hit Summary

Successful Hits for Entire Site	1,269,641
Average Hits per Day	40,956
Home Page Hits	20,717

Bandwidth: Kbytes Transferred Trend

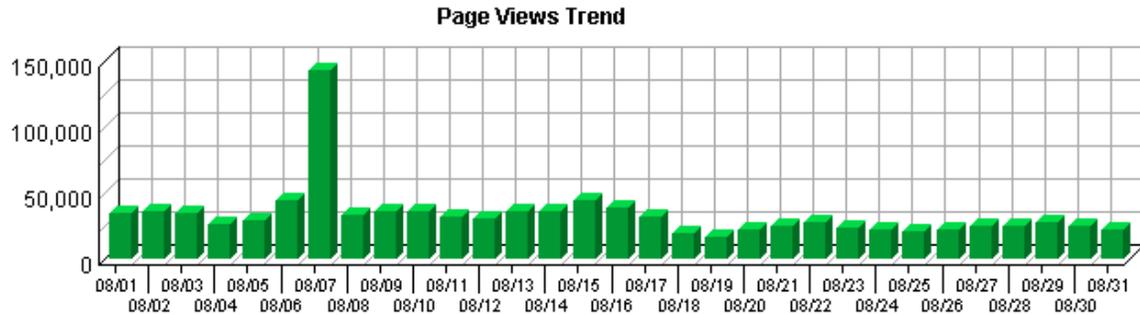


Technical Statistics

Total Hits	1,352,522	100%
Successful Hits	1,269,641	93.87%
Failed Hits	82,881	6.13%
Cached Hits	300,087	22.19%

Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.



Page Views Trend

Time Interval	Page Views	%
08/01	35,138	3.42%
08/02	36,753	3.57%
08/03	35,052	3.41%
08/04	26,742	2.60%
08/05	28,788	2.80%
08/06	44,380	4.32%
08/07	143,242	13.93%
08/08	33,493	3.26%
08/09	36,197	3.52%
08/10	35,776	3.48%
08/11	32,003	3.11%
08/12	30,169	2.93%
08/13	36,684	3.57%
08/14	35,574	3.46%
08/15	44,050	4.28%
08/16	38,563	3.75%
08/17	32,390	3.15%
08/18	19,572	1.90%
08/19	16,261	1.58%
08/20	22,099	2.15%
08/21	24,938	2.43%
08/22	27,242	2.65%
08/23	23,151	2.25%
08/24	22,334	2.17%
08/25	20,262	1.97%

08/26	21,896	2.13%
08/27	25,434	2.47%
08/28	24,803	2.41%
08/29	28,025	2.73%
08/30	25,242	2.45%
08/31	21,990	2.14%
Total	1,028,243	100.00%

Page Views Trend – Help Card

? Page – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Page View – 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.

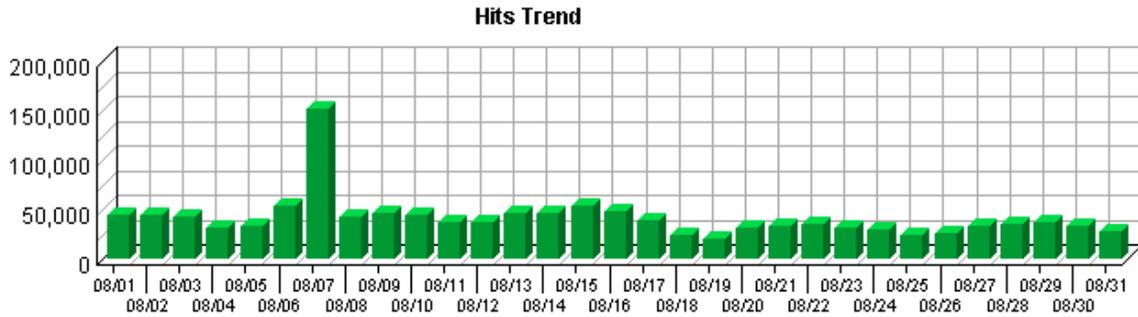
Time Interval – A one–year report displays monthly time increments. A one–quarter report displays weekly time increments. A one–month report or a one–week report displays daily time increments. A daily report displays hourly time increments. An hour–long interval marked 12:00, for example, includes all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

% – Percentage of total page views that occurred during the specified time interval.

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

Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.



Hits Trend

Time Interval	Hits	%
08/01	44,491	3.50%
08/02	45,063	3.55%
08/03	42,533	3.35%
08/04	30,973	2.44%
08/05	33,814	2.66%
08/06	52,913	4.17%
08/07	152,577	12.02%
08/08	42,805	3.37%
08/09	45,743	3.60%
08/10	44,232	3.48%
08/11	36,935	2.91%
08/12	36,640	2.89%
08/13	46,130	3.63%
08/14	45,608	3.59%
08/15	54,354	4.28%
08/16	47,731	3.76%
08/17	39,751	3.13%
08/18	23,460	1.85%
08/19	20,399	1.61%
08/20	30,782	2.42%
08/21	34,094	2.69%
08/22	36,018	2.84%
08/23	31,723	2.50%
08/24	30,247	2.38%
08/25	24,794	1.95%

08/26	26,764	2.11%
08/27	33,738	2.66%
08/28	34,682	2.73%
08/29	37,953	2.99%
08/30	34,058	2.68%
08/31	28,636	2.26%
Total	1,269,641	100.00%

Hits Trend – Help Card

? 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.

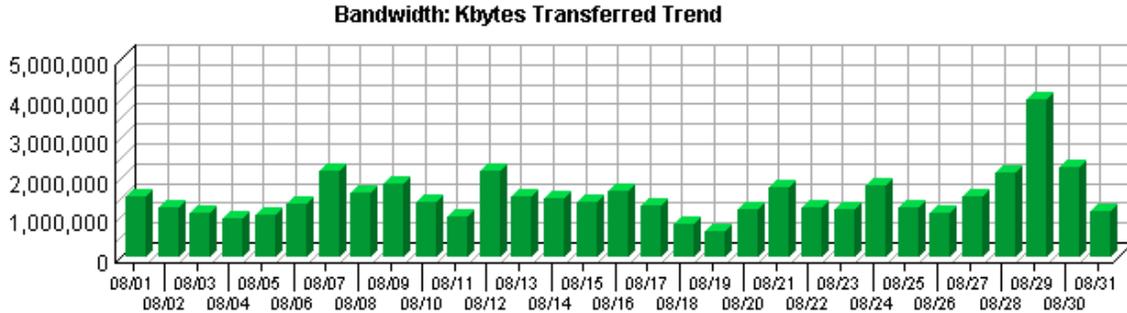
Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all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

% – Percentage of hits that occurred during the specified time interval.

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

Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.



Bandwidth: Kbytes Transferred Trend

Time Interval	Kbytes Transferred	%
08/01	1,524,672	3.25%
08/02	1,240,489	2.64%
08/03	1,107,996	2.36%
08/04	986,124	2.10%
08/05	1,064,775	2.27%
08/06	1,350,993	2.88%
08/07	2,178,445	4.64%
08/08	1,636,145	3.48%
08/09	1,847,014	3.93%
08/10	1,371,502	2.92%
08/11	1,023,862	2.18%
08/12	2,158,167	4.59%
08/13	1,548,549	3.30%
08/14	1,471,131	3.13%
08/15	1,380,866	2.94%
08/16	1,644,411	3.50%
08/17	1,295,025	2.76%
08/18	855,671	1.82%
08/19	656,975	1.40%
08/20	1,217,119	2.59%
08/21	1,749,409	3.72%
08/22	1,228,400	2.61%
08/23	1,199,837	2.55%
08/24	1,793,510	3.82%
08/25	1,245,742	2.65%

08/26	1,133,401	2.41%
08/27	1,521,086	3.24%
08/28	2,152,299	4.58%
08/29	3,971,553	8.45%
08/30	2,268,041	4.83%
08/31	1,157,652	2.46%
Total	46,980,848	100.00%

Bandwidth: Kbytes Transferred Trend – Help Card

? Kbytes Transferred – Number of kilobytes of data transferred during the specified time interval.

Time Interval – 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.

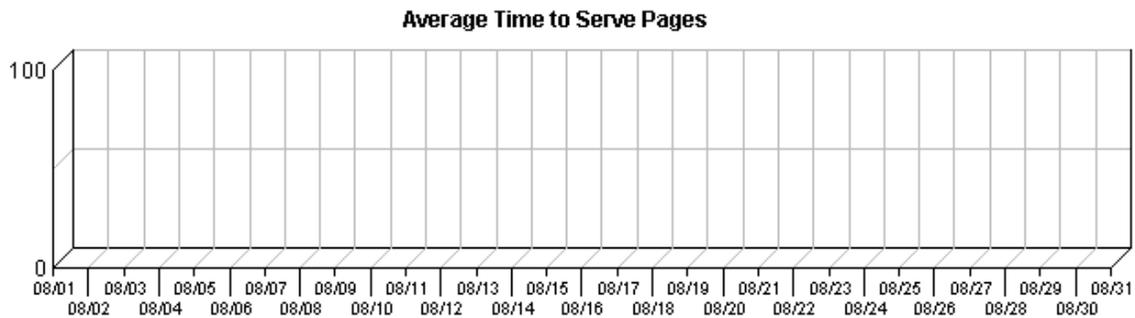
% – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

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

Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages.

Note: Not all web servers log the information necessary to create this report.



Average Time to Serve Pages

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
08/01	0	35,138	0
08/02	0	36,753	0
08/03	0	35,052	0
08/04	0	26,742	0
08/05	0	28,788	0
08/06	0	44,380	0
08/07	0	143,242	0
08/08	0	33,493	0
08/09	0	36,197	0
08/10	0	35,776	0
08/11	0	32,003	0
08/12	0	30,169	0
08/13	0	36,684	0
08/14	0	35,574	0
08/15	0	44,050	0
08/16	0	38,563	0
08/17	0	32,390	0
08/18	0	19,572	0
08/19	0	16,261	0
08/20	0	22,099	0
08/21	0	24,938	0
08/22	0	27,242	0
08/23	0	23,151	0
08/24	0	22,334	0
08/25	0	20,262	0

08/26	0	21,896	0
08/27	0	25,434	0
08/28	0	24,803	0
08/29	0	28,025	0
08/30	0	25,242	0
08/31	0	21,990	0
Total	0	1,028,243	0.0

Average Time to Serve Pages – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Time Interval – 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.

Total Time to Serve – The total amount of time the server spent serving documents during the specified time interval.

Pages Served – Number of pages served to visitors during the specified time interval.

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.

💡 Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

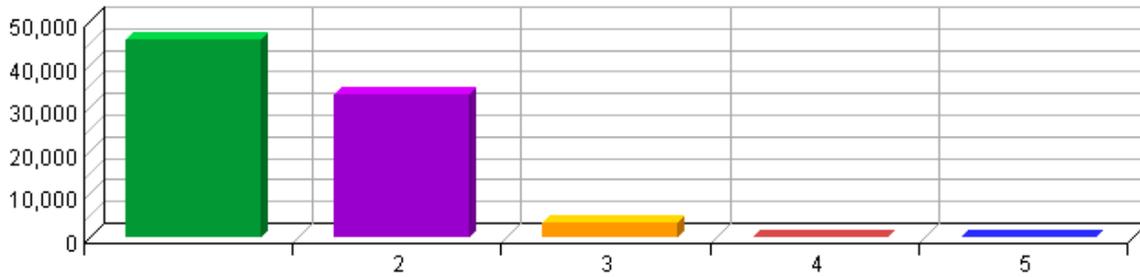
Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

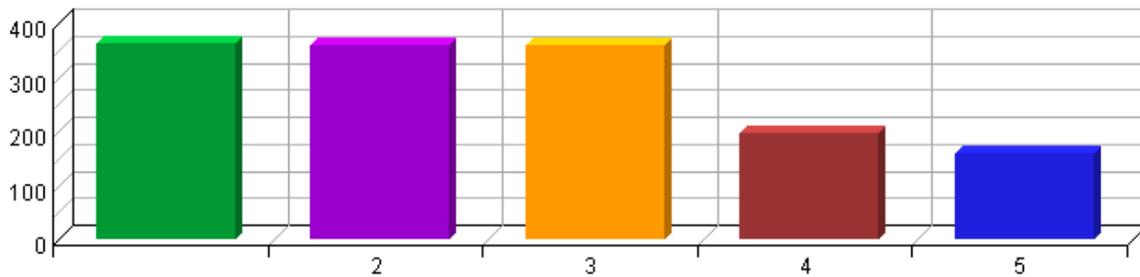
Technical Statistics

Total Hits	1,352,522	100%
Successful Hits	1,269,641	93.87%
Failed Hits	82,881	6.13%
Cached Hits	300,087	22.19%

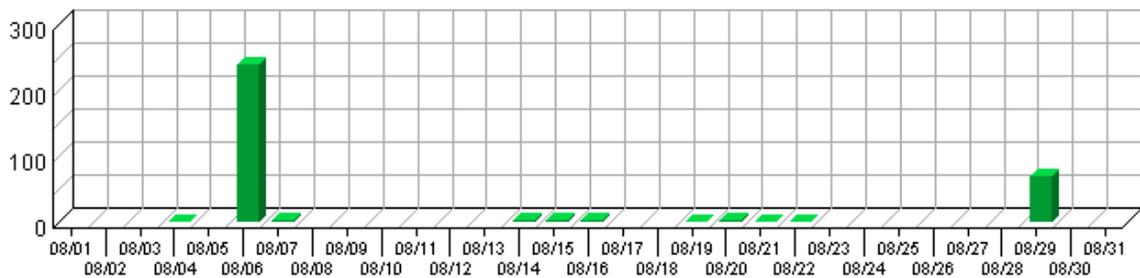
Client Errors



File Not Found Errors

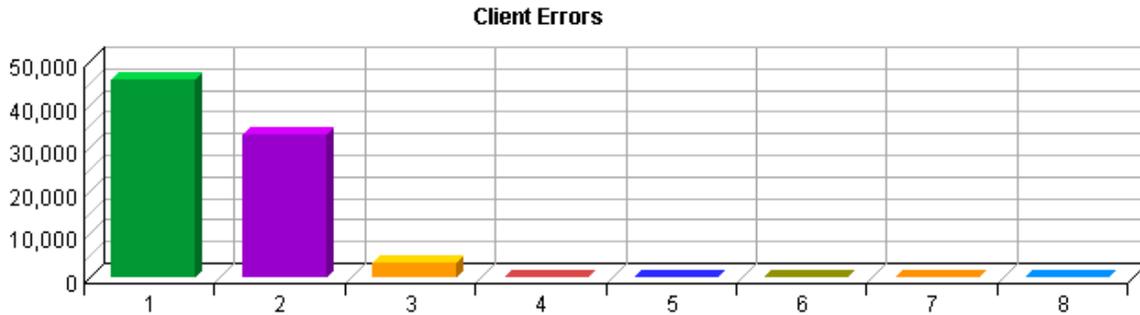


Server Errors Trend



Client Errors

This report identifies the error codes from the browsers accessing your server.



Client Errors

	HTTP Status Codes	Hits	%
1.	403 Forbidden	45,926	55.63%
2.	404 Not Found	33,074	40.06%
3.	405 Method Not Allowed	3,197	3.87%
4.	000 Incomplete / Undefined	152	0.18%
5.	400 Bad Request	116	0.14%
6.	408 Request Time-out	49	0.06%
7.	401 Unauthorized	42	0.05%
8.	413 Request Entity Too Large	1	0.00%
	Total	82,557	100.00%

Client Errors – Help Card

? Client Errors – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

Hits – Number of failed hits that returned this status code.

HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of total failed hits that returned this status code.

💡 Use this page to determine what maintenance is necessary.

File Not Found Errors

The threshold set for this section in the wtm_wtx.ini file was reached. Results shown in tables and graphs do not reflect the entire contents of the log file(s).

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.



File Not Found Errors

	Files Not Found and Referring URL	Hits	%
1.	/ncer/events/calendar/2007/ styles/epafiles_epastyles.css http://es.epa.gov/ncer/events/ calendar/2007/sep05/agenda.html	362	1.09%
2.	/_vti_bin/owssvr.dll?UL=1&ACT= 4&BUILD=6551&STRMVER=4&CAPREQ= 0 (no referrer)	359	1.09%
3.	/MSOffice/cltreq.asp?UL=1&ACT= 4&BUILD=6551&STRMVER=4&CAPREQ= 0 (no referrer)	358	1.08%
4.	/ncer/events/calendar/2007/ styles/epafiles_epastyles.css http://es.epa.gov/ncer/events/ calendar/2007/sep24/logistics.html	197	0.60%
5.	/ncer/events/calendar/2007/ styles/epafiles_epastyles.css (no referrer)	161	0.49%
6.	/ncer/events/calendar/2007/ styles/epafiles_epastyles.css http://es.epa.gov/ncer/events/ calendar/2007/aug20/agenda.html	158	0.48%
7.	/ncer_list/elists/ http://es.epa.gov/ncer/rfa/	151	0.46%
8.	/_vti_inf.html (no referrer)	140	0.42%
9.	/program/p2dept/defense/army/ fteustis.html (no referrer)	135	0.41%

10.	/program/p2dept/defense/navy/ naval.html (no referrer)	135	0.41%
11.	/ncer/rfa/ncer/styles/ epafiles_epastyles.css http://es.epa.gov/ncer/rfa/archive/grants/07/index.html	134	0.41%
12.	/ncer/events/calendar/2007/ styles/epafiles_epastyles.css http://es.epa.gov/ncer/events/calendar/2007/sep05/logistics.html	132	0.40%
13.	/ep3/ep3.html (no referrer)	109	0.33%
14.	/aipp1/ (no referrer)	96	0.29%
15.	/search97/doc/user/08_is.htm (no referrer)	93	0.28%
16.	/1elp/ (no referrer)	90	0.27%
17.	/MSOffice/cltreq.asp?UL=1&ACT=4&BUILD=6254&STRMVER=4&CAPREQ=0 (no referrer)	90	0.27%
18.	/_vti_bin/owssvr.dll?UL=1&ACT=4&BUILD=6254&STRMVER=4&CAPREQ=0 (no referrer)	90	0.27%
19.	/ncer/rfa97/endocrine.html (no referrer)	89	0.27%
20.	/news.html (no referrer)	86	0.26%
	Subtotal	3,165	9.57%
	Other	29,909	90.43%
	Total	33,074	100.00%

File Not Found Errors – Help Card

? Hits – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.

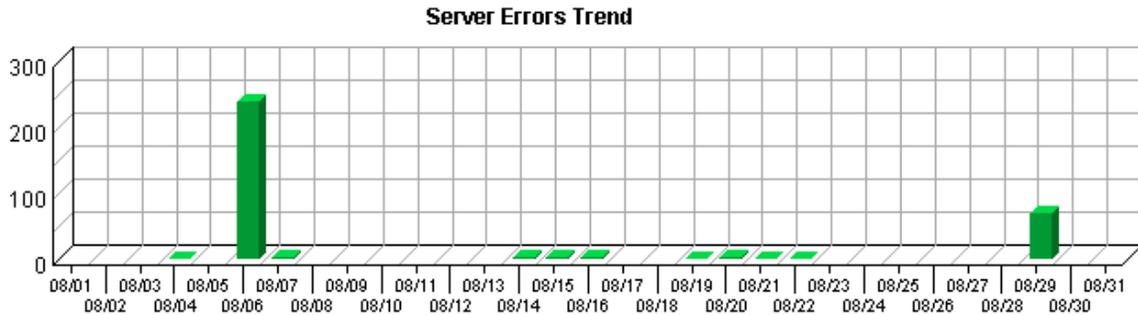
Files – This column lists the file that could not be found and the URL of the referrer (if known).

% – Percentage of the total 404 and 410 errors that were for this file.

💡 Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.

Server Errors

This report lists the errors which occurred on the server.



Server Errors

	HTTP Status Codes	Hits	%
1.	500 Internal Error	324	100.00%
	Total	324	100.00%

Server Errors – Help Card

? Hits – Number of failed hits of the type specified in the "Pages" column. 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.

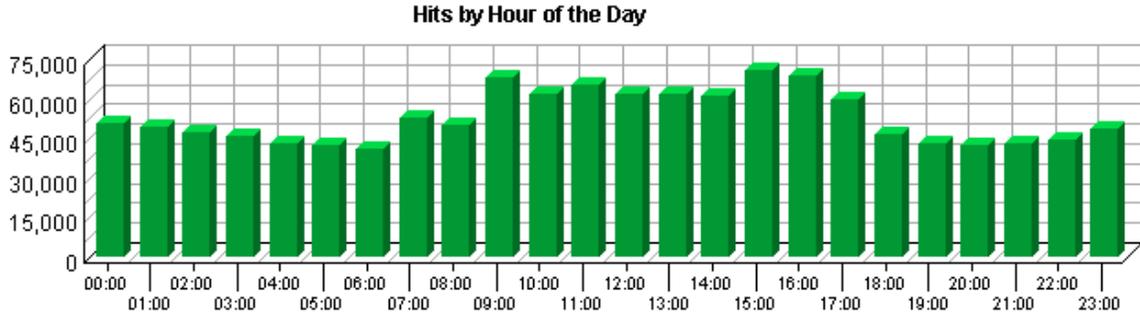
HTTP Status Codes – The status code for the specific error that occurred.

% – Percentage of failed hits that were of the specified type.

💡 Use this page to determine what maintenance is necessary.

Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

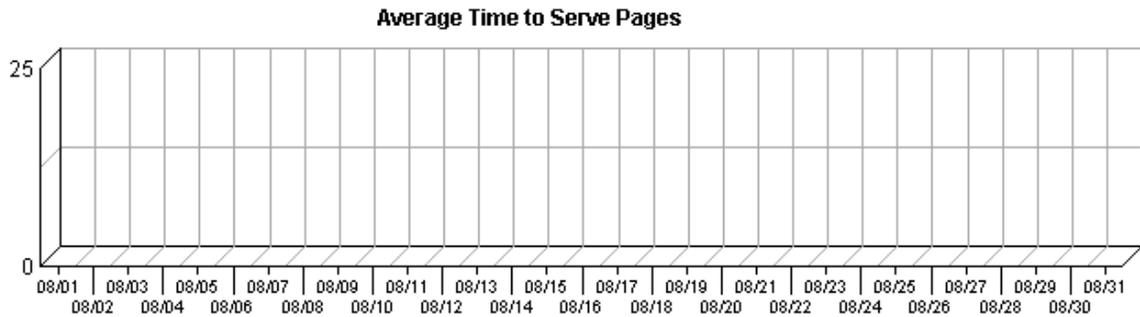


Most Active Summary

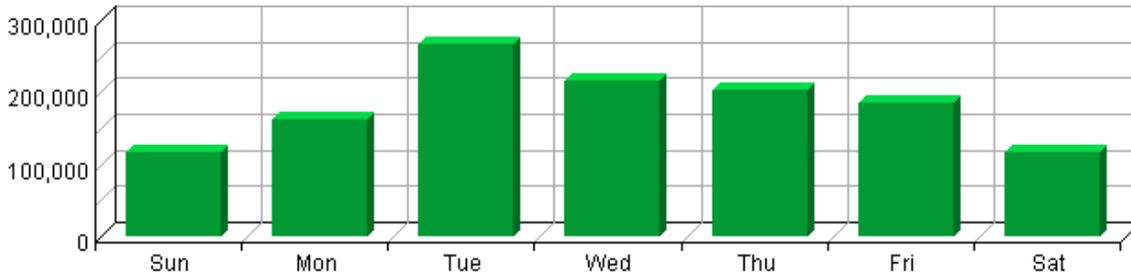
Most Active Date	August 07, 2007
Number of Hits on Most Active Date	152,577
Most Active Day of the Week	Tue
Most Active Hour of the Day	15:00–15:59

Activity on Weekdays Summary

Total Hits Weekdays	1,035,862
Total Visits Weekdays	393,232
Average Number of Visits per day on Weekdays	17,097
Average Number of Hits per day on Weekdays	45,037



Hits by Day of the Week



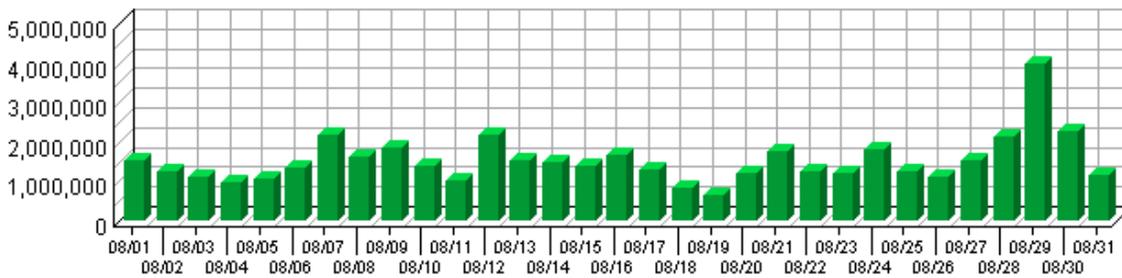
Least Active Summary

Least Active Date	August 19, 2007
Number of Hits on Least Active Date	20,399
Least Active Day of the Week	Sat
Least Active Hour of the Day	06:00–06:59

Activity on Weekends Summary

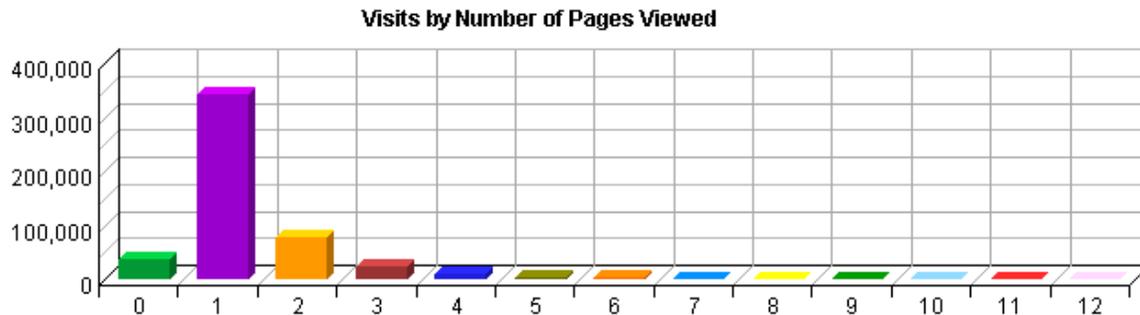
Total Hits Weekend	233,779
Total Visits Weekend	113,101
Average Number of Visits per Weekend	28,275
Average Number of Hits per Weekend	58,444

Bandwidth: Kbytes Transferred Trend



Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



Visits by Number of Pages Viewed

Number of Pages Viewed	Visits	%
0	38,635	7.63%
1	341,929	67.51%
2	79,598	15.72%
3	22,793	4.50%
4	8,720	1.72%
5	4,366	0.86%
6	2,320	0.46%
7	1,337	0.26%
8	1,070	0.21%
9	805	0.16%
10	572	0.11%
11	461	0.09%
12	400	0.08%
Subtotal	503,006	99.31%
Other	3,497	0.69%
Total	506,503	100.00%

Visits by Number of Pages Viewed – Help Card

? Number of Pages Viewed – The number of pages viewed during a visit. If the visitor viewed only non-page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. 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.

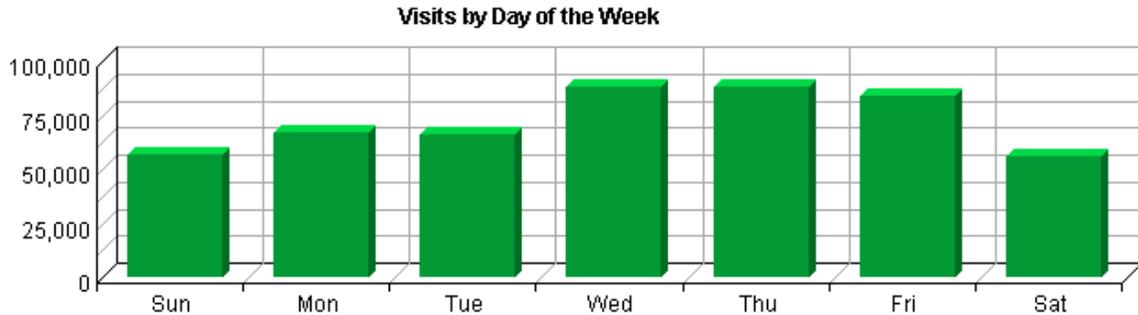
% – Percentage of total visits by people who viewed the specified number of pages.



You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	57,006	11.26%
Mon	66,747	13.18%
Tue	66,135	13.06%
Wed	88,198	17.42%
Thu	87,882	17.36%
Fri	84,270	16.64%
Sat	56,095	11.08%
Total Weekend	113,101	22.34%
Total Weekdays	393,232	77.66%
Total	506,333	100.00%

Visits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. 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.

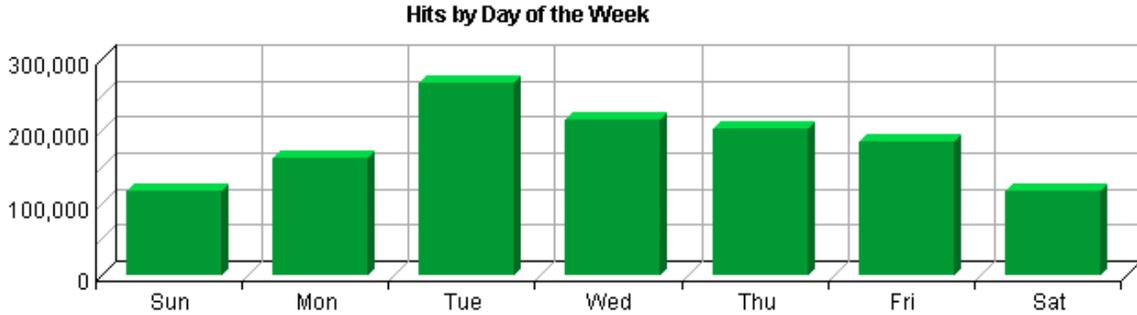
% – Percentage of total visits that occurred on the specified day of the week.

💡 Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. 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 by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Hits by Day of the Week

Day	Hits	%
Sun	117,617	9.26%
Mon	163,563	12.88%
Tue	266,961	21.03%
Wed	215,621	16.98%
Thu	204,318	16.09%
Fri	185,399	14.60%
Sat	116,162	9.15%
Total Weekend	233,779	18.41%
Total Weekdays	1,035,862	81.59%
Total	1,269,641	100.00%

Hits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

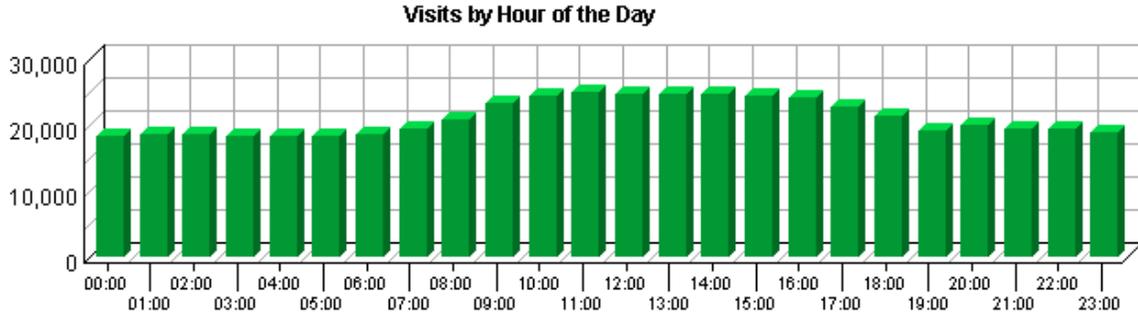
Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of total hits that occurred on the specified day of the week.

💡 Days of less activity should be considered good days for maintenance and content improvement.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day

Hour	Visits	%
00:00	18,360	3.63%
01:00	18,710	3.70%
02:00	18,653	3.68%
03:00	18,446	3.64%
04:00	18,197	3.59%
05:00	18,465	3.65%
06:00	18,504	3.65%
07:00	19,442	3.84%
08:00	20,812	4.11%
09:00	23,386	4.62%
10:00	24,483	4.84%
11:00	24,897	4.92%
12:00	24,768	4.89%
13:00	24,617	4.86%
14:00	24,785	4.89%
15:00	24,321	4.80%
16:00	24,215	4.78%
17:00	22,819	4.51%
18:00	21,386	4.22%
19:00	19,234	3.80%
20:00	19,954	3.94%
21:00	19,565	3.86%
22:00	19,543	3.86%
23:00	18,771	3.71%
Total Visits during Work Hours (8:00am–5:00pm)	216,284	42.72%

Total Visits during After Hours (5:01pm–7:59am)	290,049	57.28%
Total	506,333	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	11:00–11:59
Least Active Hour of the Day	04:00–04:59

Visits by Hour of the Day – Help Card

? Hour – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits.

Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. 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.

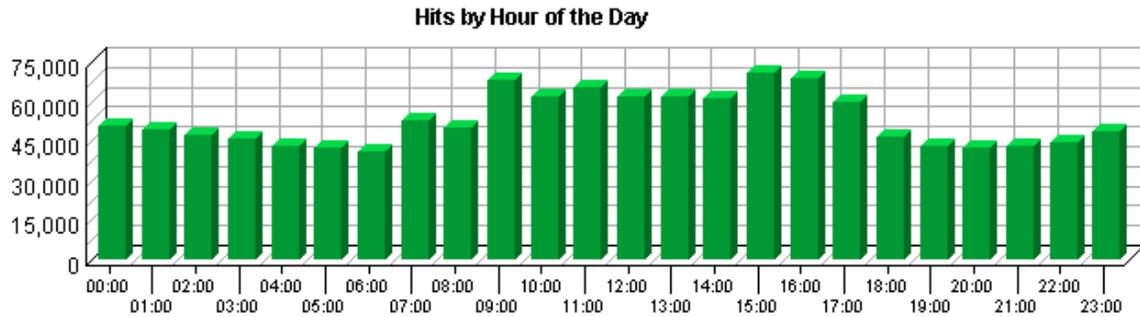
% – Percentage of visits to your site that occurred during the specified hour.

—

💡 This information can be used to determine which hour of the day is best for system maintenance.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



Hits by Hour of the Day

Hour	Hits	%
00:00	50,734	4.00%
01:00	49,270	3.88%
02:00	47,148	3.71%
03:00	45,738	3.60%
04:00	43,373	3.42%
05:00	42,306	3.33%
06:00	41,310	3.25%
07:00	52,952	4.17%
08:00	50,192	3.95%
09:00	67,900	5.35%
10:00	61,580	4.85%
11:00	65,116	5.13%
12:00	61,859	4.87%
13:00	61,790	4.87%
14:00	60,771	4.79%
15:00	71,074	5.60%
16:00	69,066	5.44%
17:00	59,814	4.71%
18:00	46,335	3.65%
19:00	42,817	3.37%
20:00	42,523	3.35%
21:00	42,844	3.37%
22:00	44,311	3.49%
23:00	48,818	3.85%

Total Hits during Work Hours (8:00am–5:00pm)	569,348	44.84%
Total Hits during After Hours (5:01pm–7:59am)	700,293	55.16%
Total	1,269,641	100.00%

Summary of Hits by Hour of the Day

Most Active Hour of the Day	15:00–15:59
Least Active Hour of the Day	06:00–06:59

Hits by Hour of the Day – Help Card

? Hour – Specified hour of the day being tracked. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Hits – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. 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.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of hits.

% – Percentage of hits to your site that occurred during the specified hour.

💡 This information can be used to determine which hour of the day is best for system maintenance.

Visit Duration by Visits

This report shows the number and percentages of visits over selected visit lengths.



Visit Duration by Visits

Visit Duration in Minutes	Visits	%
0-1	411,139	81.17%
1-2	6,186	1.22%
2-3	4,483	0.89%
3-4	3,688	0.73%
4-5	3,293	0.65%
5-6	3,137	0.62%
6-7	2,978	0.59%
7-8	2,867	0.57%
8-9	2,730	0.54%
9-10	2,652	0.52%
10-11	2,574	0.51%
11-12	2,520	0.50%
12-13	2,498	0.49%
13-14	2,370	0.47%
14-15	2,443	0.48%
15-16	2,453	0.48%
16-17	2,458	0.49%
17-18	2,265	0.45%
18-19	2,427	0.48%
19-20	2,435	0.48%
Subtotal	467,596	92.32%
Other	38,907	7.68%
Total	506,503	100.00%

Visit Duration by Visits – Help Card

? Visit Duration (minutes) – The number of minutes your web site was viewed.

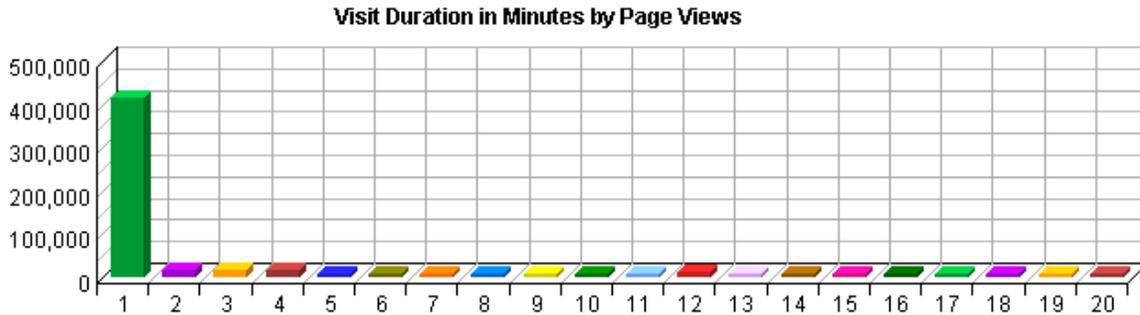
Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty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

% – Percentage of visitors who viewed your page for the specified duration of time.

💡 This information tells you how many visitors view your site for specific intervals of time.

Visit Duration by Page Views

This report shows the number and percentages of pages views over selected visit lengths.



Visit Duration by Page Views

Visit Duration in Minutes	Views	%
0-1	417,343	40.58%
1-2	18,481	1.80%
2-3	16,975	1.65%
3-4	15,088	1.47%
4-5	10,585	1.03%
5-6	10,072	0.98%
6-7	9,225	0.90%
7-8	8,651	0.84%
8-9	7,768	0.76%
9-10	7,915	0.77%
10-11	6,885	0.67%
11-12	11,584	1.13%
12-13	6,831	0.66%
13-14	7,342	0.71%
14-15	6,498	0.63%
15-16	6,903	0.67%
16-17	6,807	0.66%
17-18	6,631	0.64%
18-19	6,531	0.64%
19-20	7,697	0.75%
Subtotal	595,812	57.93%
Other	432,689	42.07%
Total	1,028,501	100.00%

Visit Duration by Page Views – Help Card

? **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

Visit Duration (minutes) – The number of minutes your web site was viewed.

Views – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

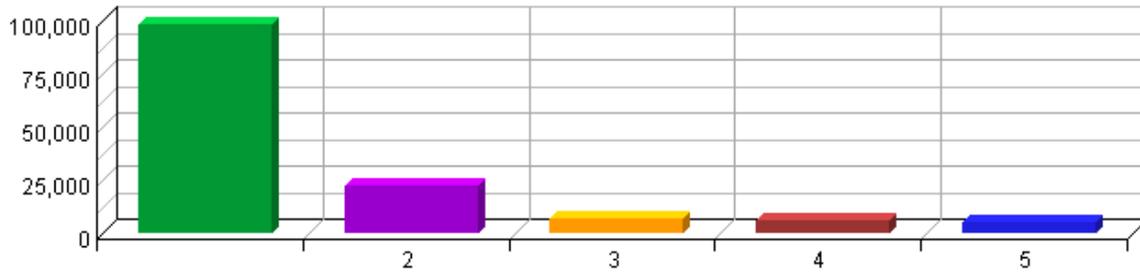
% – Percentage of visitors who viewed your page for the specified duration of time.

💡 This information tells you how many visitors view your site for specific intervals of time.

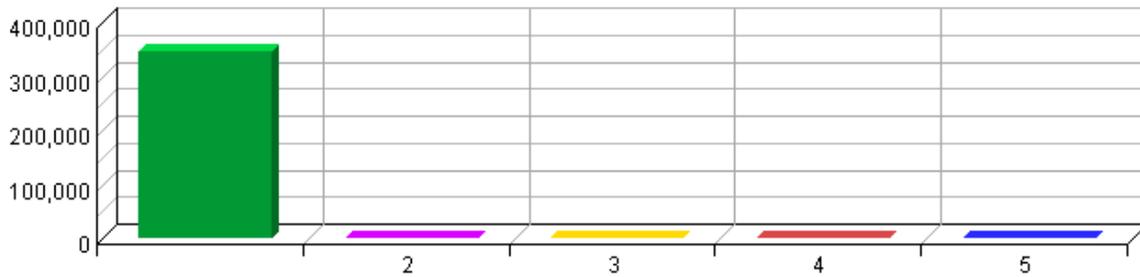
Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

Top Browsers by Visits



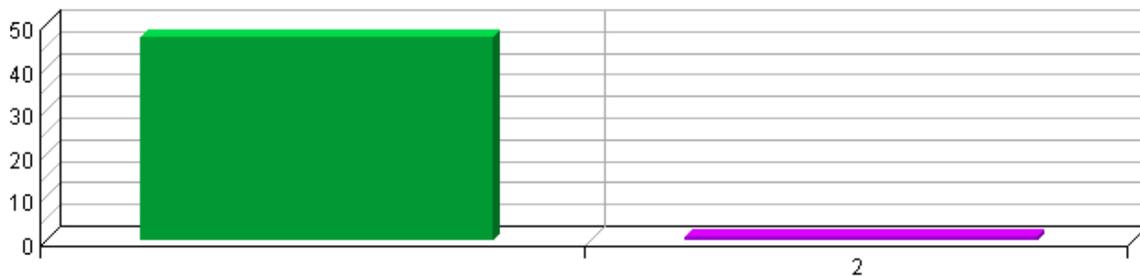
Top Spiders by Visits



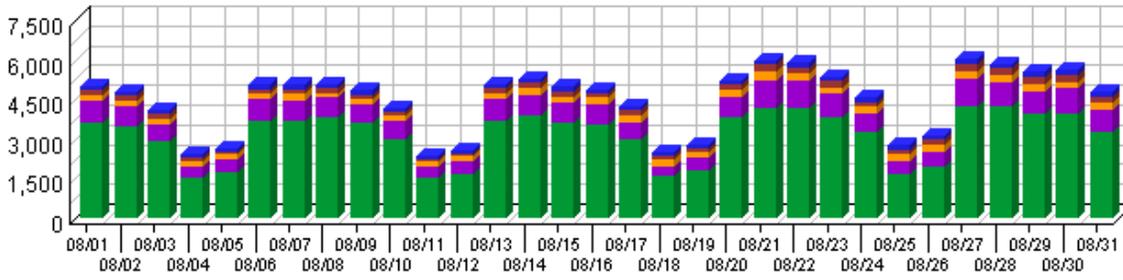
Top WAP Devices by Visits



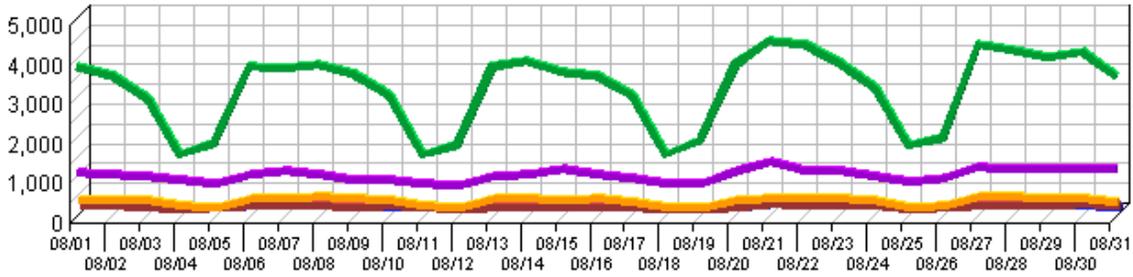
Top WAP Browsers by Visits



Top Browsers by Visits Trend



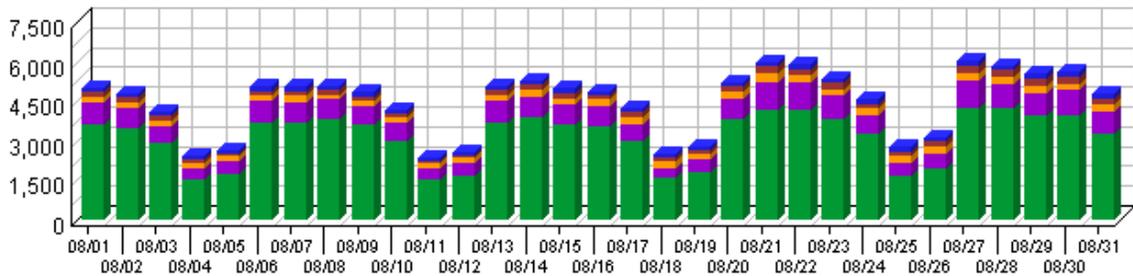
Top Platforms by Visits Trend



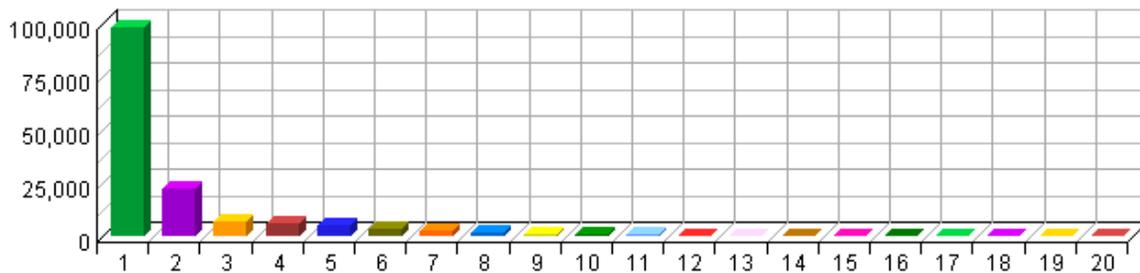
Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

Top Browsers by Visits Trend



Top Browsers by Visits



Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	97,915	63.09%	300,577
2.	Mozilla	22,418	14.44%	79,679
3.	msnbot/1.0 (http://search.msn.com/msnbot.htm)	7,318	4.72%	54,599
4.	Other Netscape Compatible	5,867	3.78%	37,210
5.	Others	5,106	3.29%	11,093
6.	Safari	3,375	2.17%	10,473
7.	psbot/0.1 (http://www.picsearch.com/bot.html)	2,741	1.77%	21,351
8.	Opera	1,961	1.26%	3,436
9.	Netscape	1,062	0.68%	3,491
10.	ColdFusion	921	0.59%	2,865
11.	UCmore	598	0.39%	598
12.	Konqueror	362	0.23%	3,031
13.	Factbot 1.09	327	0.21%	486
14.	msnbot-media/1.0 (http://search.msn.com/msnbot.htm)	305	0.20%	1,378
15.	libwww-perl/5.800	281	0.18%	551
16.	ia_archiver-web.archive.org	255	0.16%	255
17.	lwp-trivial/1.35	185	0.12%	234

18.	NLESE USEPA	170	0.11%	11,745
19.	POE-Component-Client-HTTP/0.65 (perl; N; POE; en; rv:0.650000)	160	0.10%	256
20.	lanshanbot/1.0	133	0.09%	195
	Subtotal	151,460	97.59%	543,503
	Other	3,746	2.41%	47,429
	Total	155,206	100.00%	590,932

Top Browsers – Help Card

? Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. 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.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

Visits – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. 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.

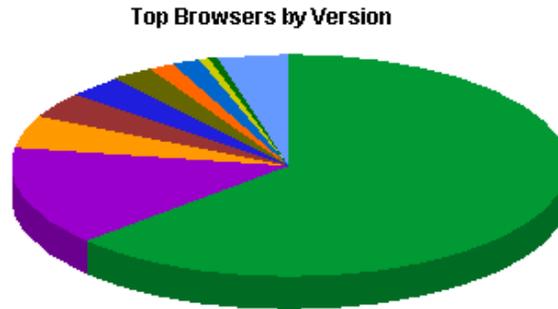
% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

💡 Browser data can help you determine how to configure your site for optimal viewing.

Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

Top Browsers by Version

This report lists the browser versions most common among your visitors.



Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	63,243	40.75%	177,372
		7.0	29,629	19.09%	94,267
		7.0.5730.11	1,563	1.01%	1,901
		5.0	747	0.48%	2,334
		6.0.2900.2180	677	0.44%	866
		5.5	552	0.36%	1,062
		5.01	423	0.27%	893
		7.0.6000.16512	173	0.11%	211
		4.01	159	0.10%	14,741
		5.17	136	0.09%	295
		7.0.6000.16473	91	0.06%	123
		5.00	77	0.05%	1,367
		5.23	74	0.05%	148
		Version Unknown	59	0.04%	75
		1.	52	0.03%	4,448
		6.0.2800.1106	40	0.03%	40
		6.1	38	0.02%	156
		7.0b	36	0.02%	45
		6.0.2900.2149	24	0.02%	26
		6.0b	20	0.01%	42
		5.14	16	0.01%	31
		4.0	16	0.01%	30
		3.02	13	0.01%	18
5.22	12	0.01%	20		
2.0d	8	0.01%	12		
6.0-	7	0.00%	10		

7.0a1	6	0.00%	7
5.16	4	0.00%	6
7.0.6000.16386	4	0.00%	4
4.5	3	0.00%	9
6.0.2600.0000	3	0.00%	4
3.01	2	0.00%	2
2.0	2	0.00%	5
6.0.3790.0	2	0.00%	2
7.0.5700.6	1	0.00%	1
5.21	1	0.00%	2
5.12	1	0.00%	1
6.5	1	0.00%	1
Other	0	0.00%	0
20070725	14,629	9.43%	52,381
20070308	1,334	0.86%	5,659
20070508	940	0.61%	3,216
20070515	708	0.46%	2,921
20070713	587	0.38%	1,723
20050915	464	0.30%	1,793
20070309	354	0.23%	1,107
20061010	306	0.20%	1,024
Version Unknown	280	0.18%	813
20061204	250	0.16%	829
20060909	143	0.09%	814
20061206	136	0.09%	405
20041107	127	0.08%	376
20070219	126	0.08%	508
20050716	109	0.07%	370
20061201	105	0.07%	295
20050511	102	0.07%	300
20060728	83	0.05%	217
20051111	78	0.05%	212
20060508	67	0.04%	208
2007030919	66	0.04%	110
20050414	59	0.04%	278
20060414	56	0.04%	158
20060426	52	0.03%	159
20060111	50	0.03%	163
20070312	39	0.03%	146
20070509	39	0.03%	123
20070728	39	0.03%	93
20061025	32	0.02%	118

2. Mozilla

20070718	32	0.02%	93
	31	0.02%	45
20050919	31	0.02%	120
20050317	26	0.02%	125
20040910	25	0.02%	58
20060911	23	0.01%	71
20040913	22	0.01%	82
20070216	22	0.01%	77
20060601	20	0.01%	46
20050225	20	0.01%	54
20061023	19	0.01%	53
20050711	18	0.01%	63
20020924	17	0.01%	17
20070802	17	0.01%	24
20040613	17	0.01%	20
20070710	16	0.01%	38
20060308	16	0.01%	48
20040707	15	0.01%	37
20050717	15	0.01%	78
20070809	14	0.01%	33
20070815	14	0.01%	51
20040614	14	0.01%	20
20070712	14	0.01%	87
20070723	13	0.01%	39
20070731	13	0.01%	32
20060418	12	0.01%	23
20060613	11	0.01%	34
20040113	11	0.01%	40
20020530	10	0.01%	20
20061109	10	0.01%	23
20041002	9	0.01%	18
20050223	9	0.01%	29
20041217	9	0.01%	11
20061208	9	0.01%	23
20070716	9	0.01%	20
20070801	8	0.01%	13
20050224	8	0.01%	12
20070228	7	0.00%	20
20040206	7	0.00%	12
20050728	7	0.00%	33
20031007	7	0.00%	8
20021126	7	0.00%	13

20070531	7	0.00%	33
20060802	6	0.00%	9
20051107	6	0.00%	439
20010124	6	0.00%	7
20020502	6	0.00%	11
20070529	6	0.00%	35
20040616	6	0.00%	13
20070604	5	0.00%	11
20060313	5	0.00%	10
20070719	5	0.00%	11
20041001	5	0.00%	10
20060124	5	0.00%	6
20011128	5	0.00%	16
20021112	5	0.00%	5
20060723	5	0.00%	19
20070321	5	0.00%	9
20070223	5	0.00%	13
20060821	5	0.00%	10
20070602	4	0.00%	8
20070720	4	0.00%	13
20070612	4	0.00%	9
20050921	4	0.00%	8
20070324	4	0.00%	9
20060523	4	0.00%	9
20040626	4	0.00%	8
20041108	4	0.00%	8
20050512	4	0.00%	6
20070327	4	0.00%	15
20030516	4	0.00%	6
20021130	4	0.00%	6
20070403	4	0.00%	10
20050111	4	0.00%	6
20070313	4	0.00%	10
20030826	4	0.00%	6
20070322	4	0.00%	5
20060319	4	0.00%	6
20061107	3	0.00%	7
20070220	3	0.00%	5
20030624	3	0.00%	5
20060803	3	0.00%	6
20051019	3	0.00%	5
20050524	3	0.00%	10

20021016	3	0.00%	7
20060719	3	0.00%	5
20060430	3	0.00%	14
20060612	3	0.00%	8
20070810	3	0.00%	4
20060910	3	0.00%	3
20061230	3	0.00%	12
20050207	3	0.00%	3
20070606	3	0.00%	17
20060918	3	0.00%	7
20030425	3	0.00%	5
20050418	3	0.00%	7
20060328	3	0.00%	7
20040803	3	0.00%	5
20070310	3	0.00%	7
20041124	3	0.00%	4
20020826	2	0.00%	3
20041215	2	0.00%	6
20070329	2	0.00%	4
20041122	2	0.00%	4
20050427	2	0.00%	5
20060206	2	0.00%	2
20050321	2	0.00%	4
20011011	2	0.00%	6
20041119	2	0.00%	4
20030225	2	0.00%	3
20070126	2	0.00%	4
20050226	2	0.00%	5
20020529	2	0.00%	3
20061211	2	0.00%	3
20020816	2	0.00%	3
20031016	2	0.00%	4
20060201	2	0.00%	4
20050920	2	0.00%	3
20070217	2	0.00%	3
20060228	2	0.00%	4
20061011	2	0.00%	6
20060214	2	0.00%	6
20070717	2	0.00%	2
20060425	2	0.00%	4
20061223	2	0.00%	4
20070530	2	0.00%	8

20061218	2	0.00%	3
20070417	2	0.00%	4
20041220	2	0.00%	4
20061108	2	0.00%	3
20060410	2	0.00%	4
20070601	2	0.00%	4
20021001	2	0.00%	4
20050319	2	0.00%	2
20050905	2	0.00%	2
20060602	2	0.00%	3
20070823	2	0.00%	3
20041110	2	0.00%	5
20040218	2	0.00%	2
20070808	2	0.00%	6
20051006	2	0.00%	4
20050302	2	0.00%	2
20041020	2	0.00%	3
20070709	1	0.00%	8
20030312	1	0.00%	7
20040207	1	0.00%	3
20060620	1	0.00%	2
20050720	1	0.00%	5
20070113	1	0.00%	3
20051214	1	0.00%	2
20060706	1	0.00%	2
20041007	1	0.00%	3
20050318	1	0.00%	3
20060427	1	0.00%	2
20070622	1	0.00%	3
20050210	1	0.00%	2
20070116	1	0.00%	2
20020523	1	0.00%	1
20031030	1	0.00%	2
2007073105	1	0.00%	2
20060503	1	0.00%	1
20040406	1	0.00%	1
20040825	1	0.00%	4
20061221	1	0.00%	2
20040619	1	0.00%	2
2007082111	1	0.00%	3
20060608	1	0.00%	1
20051212	1	0.00%	3

	20010205	1	0.00%	1	
	20070629	1	0.00%	3	
	20050719	1	0.00%	2	
	Other	74	0.05%	0	
3.	msnbot/1.0 (http://search.msn.com/msnbot.htm)	Version Unknown	7,318	4.72%	54,599
		Other	0	0.00%	0
4.	Other Netscape Compatible	Version Unknown	5,867	3.78%	37,210
		Other	0	0.00%	0
5.	Others	Version Unknown	5,106	3.29%	11,093
		Other	0	0.00%	0
6.	Safari	419.3	2,662	1.72%	7,586
		312.6	388	0.25%	1,052
		YY/ADOBE	44	0.03%	53
		419.3_ADOBE	40	0.03%	603
		417.9.2	33	0.02%	83
		312	29	0.02%	66
		412	22	0.01%	58
		YY	18	0.01%	78
		312.6_ADOBE	18	0.01%	353
		85.8.1	16	0.01%	46
		417.8	12	0.01%	31
		412.5	9	0.01%	18
		416.12	9	0.01%	26
		312.5	7	0.00%	14
		417.9.3	7	0.00%	20
		125.7	7	0.00%	58
		412.2	7	0.00%	21
		312.3	6	0.00%	19
		125.12	5	0.00%	12
		312.3.1	3	0.00%	10
		420	3	0.00%	6
		125.9	3	0.00%	6
		51	3	0.00%	5
		522	3	0.00%	9
		312.3.3	3	0.00%	5
		412_ADOBE	2	0.00%	9
		412.2.2	2	0.00%	5
		125	2	0.00%	4
		100	1	0.00%	13
		417.9.3_ADOBE	1	0.00%	2
		85.6	1	0.00%	2
		312.3.3_ADOBE	1	0.00%	2

		85.8	1	0.00%	2
		312.5_ADOBE	1	0.00%	146
		125.8	1	0.00%	2
		419.3,GZIP(GFE	1	0.00%	1
		413	1	0.00%	1
		125.1	1	0.00%	3
		312.3.1_ADOBE	1	0.00%	40
		85	1	0.00%	3
		Other	0	0.00%	0
7.	psbot/0.1 (http://www.picsearch.com/bot.html)	Version Unknown	2,741	1.77%	21,351
		Other	0	0.00%	0
8.	Opera	9.0	1,328	0.86%	1,725
		9.22	105	0.07%	409
		9.21	92	0.06%	235
		9.10	75	0.05%	227
		9.20	60	0.04%	161
		9.23	55	0.04%	125
		9.02	52	0.03%	117
		9.00	24	0.02%	54
		8.01	21	0.01%	50
		9.01	19	0.01%	40
		8.5	17	0.01%	18
		8.54	16	0.01%	42
		8.50	13	0.01%	30
		7.54	10	0.01%	25
		8.00	9	0.01%	12
		7.11	7	0.00%	9
		6.01	6	0.00%	11
		8.0	5	0.00%	8
		6.06	5	0.00%	10
		8.51	5	0.00%	9
		7.60	5	0.00%	6
		7.23	4	0.00%	9
		8.65	4	0.00%	9
		9.50	3	0.00%	11
		6.0	2	0.00%	2
		6.03	2	0.00%	2
		7.54U1	2	0.00%	4
		8.53	2	0.00%	41
		5.11	2	0.00%	2
		6.05	2	0.00%	3
		7.0	2	0.00%	4

9. Netscape

5.0	1	0.00%	17
8.60	1	0.00%	1
8.52	1	0.00%	1
7.02	1	0.00%	2
7.50	1	0.00%	2
8.02	1	0.00%	2
7.21	1	0.00%	1
Other	0	0.00%	0
7.2	231	0.15%	914
4.5	183	0.12%	734
4.0	120	0.08%	306
7.1	106	0.07%	441
8.1.3	87	0.06%	366
4.08	50	0.03%	120
8.1.2	32	0.02%	112
4.05	21	0.01%	90
6.2.1	19	0.01%	24
8.0.4	19	0.01%	35
8.1	18	0.01%	52
7.0	15	0.01%	34
4.79	14	0.01%	25
6.2	13	0.01%	21
6.2.3	12	0.01%	22
Connect	9	0.01%	9
7.02	9	0.01%	27
Version Unknown	9	0.01%	10
6.01	9	0.01%	9
7.0b1	6	0.00%	8
3.0	6	0.00%	7
6.1	6	0.00%	6
4.77	6	0.00%	8
4.75	6	0.00%	21
8.0.3.4	5	0.00%	8
8.0.3.3	5	0.00%	8
4.78	4	0.00%	6
4.8	4	0.00%	5
0.91	4	0.00%	5
6.0	4	0.00%	4
4.79C-CCK-MCD	3	0.00%	3
8.0.1	3	0.00%	6
6/6.1	3	0.00%	3
8.0	3	0.00%	3

		3.01	2	0.00%	2
		4.7	2	0.00%	4
		4.76	2	0.00%	2
		6.2.2	2	0.00%	10
		4.73	2	0.00%	2
		4.04	1	0.00%	1
		4.78C-20010724M	1	0.00%	1
		4.x	1	0.00%	1
		4.78iC-CCK-MCD	1	0.00%	1
		7.01	1	0.00%	2
		4.7C-CCK-MCD	1	0.00%	9
		0.6	1	0.00%	2
		4.61	1	0.00%	2
		Other	0	0.00%	0
10.	ColdFusion	Version Unknown	921	0.59%	2,865
		Other	0	0.00%	0
11.	UCmore	Version Unknown	598	0.39%	598
		Other	0	0.00%	0
12.	Konqueror	3.2	129	0.08%	2,748
		3.5	49	0.03%	93
		3.1-RC6	18	0.01%	18
		3.1-RC2	16	0.01%	16
		3.0-RC1	15	0.01%	15
		3.1-RC1	15	0.01%	15
		3.0-RC5	13	0.01%	13
		3.1-RC4	13	0.01%	13
		3.0	13	0.01%	13
		3.0-RC3	13	0.01%	13
		3.0-RC2	13	0.01%	13
		3.0-RC4	10	0.01%	10
		3.1	9	0.01%	9
		3.1-RC3	9	0.01%	9
		3.1-RC5	8	0.01%	8
		3.4	5	0.00%	7
		3.0-RC6	3	0.00%	3
		3.0.0	3	0.00%	5
		3.0.0-10	2	0.00%	2
		2.0	2	0.00%	2
		2.1.1	1	0.00%	1
		2.2.1	1	0.00%	1
		3.3	1	0.00%	2
		3	1	0.00%	2

		Other	0	0.00%	0
13.	Factbot 1.09	Version Unknown	327	0.21%	486
		Other	0	0.00%	0
14.	msnbot-media/1.0 (http://search.msn.com/msnbot.htm)	Version Unknown	305	0.20%	1,378
		Other	0	0.00%	0
15.	libwww-perl/5.800	Version Unknown	281	0.18%	551
		Other	0	0.00%	0
16.	ia_archiver-web.archive.org	Version Unknown	255	0.16%	255
		Other	0	0.00%	0
17.	lwp-trivial/1.35	Version Unknown	185	0.12%	234
		Other	0	0.00%	0
18.	NLESE USEPA	Version Unknown	170	0.11%	11,745
		Other	0	0.00%	0
19.	POE-Component-Client-HTTP/0.65 (perl; N; POE; en; rv:0.650000)	Version Unknown	160	0.10%	256
		Other	0	0.00%	0
20.	lanshanbot/1.0	Version Unknown	133	0.09%	195
		Other	0	0.00%	0
	Subtotal		151,460	97.59%	543,503
	Other		3,746	2.41%	47,429
	Total		155,206	100.00%	590,932

Top Browsers by Version – Help Card

? Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

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.

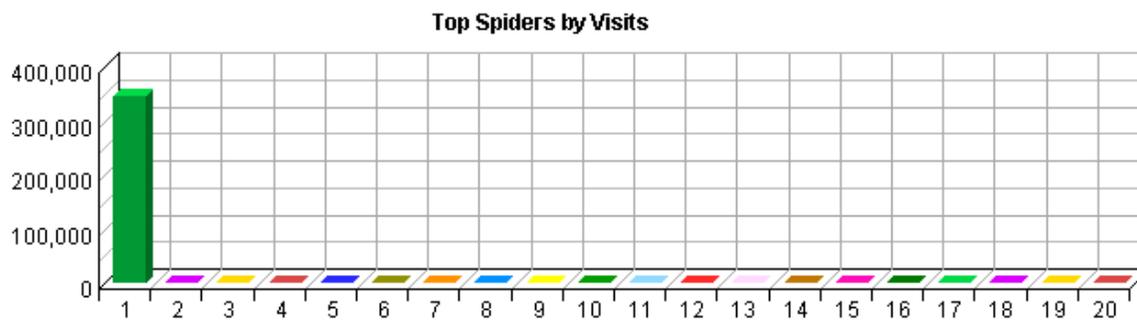
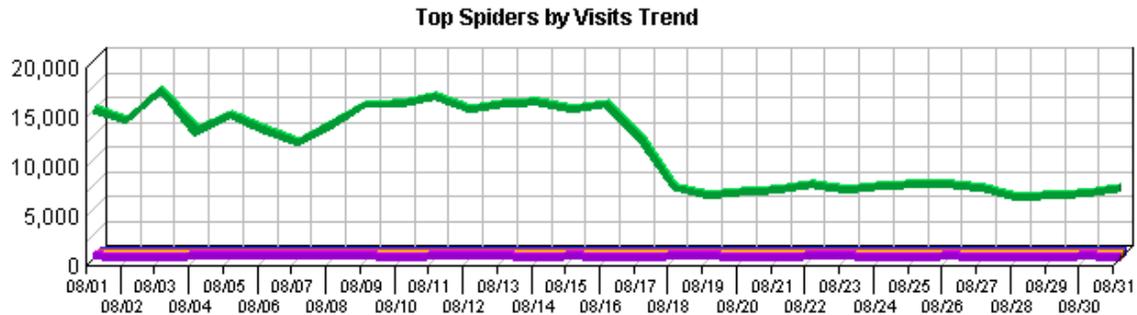
% – Percentage of the total visits in which the visitor viewed this page at least once.

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.

💡 This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.



Top Spiders

Spider	Visits	%	Hits
1. Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	345,821	98.49%	477,294
2. Mozilla/5.0 (compatible; Yahoo! Slurp China; http://misc.yahoo.com.cn/help.html)	945	0.27%	1,218
3. Mozilla/5.0 (compatible; Yahoo! DE Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	798	0.23%	2,931
4. Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	497	0.14%	1,524
5. Mozilla/5.0 (Twiceler-0.9 http://www.cuill.com/twiceler/robot.html)	437	0.12%	963
6. Baiduspider (http:	373	0.11%	375
7. CazoodleBot	196	0.06%	505
8. psuistnanobot	193	0.05%	1,534
9. Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	150	0.04%	40,379
10. Mozilla/5.0 (compatible; Exabot/3.0; http://www.exabot.com/go/robot)	144	0.04%	281
11. Yeti	114	0.03%	214

12.	Lycos_Spider_(modspider)	110	0.03%	148
13.	Gigabot	103	0.03%	130
14.	Sim-GTech Nutch Crawler	86	0.02%	99
15.	Speedy Spider (http:	82	0.02%	393
16.	Mozilla/4.74 [en] (Windows NT 5.0; U; maxamine.com--robot)	70	0.02%	941
17.	FAST Enterprise Crawler 6	67	0.02%	1,684
18.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; MSIECrawler)	56	0.02%	59
19.	Todobr_Robot	39	0.01%	414
20.	Mozilla/5.0 (Windows;) NimbleCrawler 2.0.1 obeys UserAgent NimbleCrawler For problems contact: craw	37	0.01%	189
	Subtotal	350,318	99.77%	531,275
	Other	809	0.23%	147,434
	Total	351,127	100.00%	678,709

Top Spiders – Help Card

? Hits – Number of times the specified spider hit your site. 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.

Spider – An automated program which searches the Internet.

Visits – Number of times the specified spider 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.

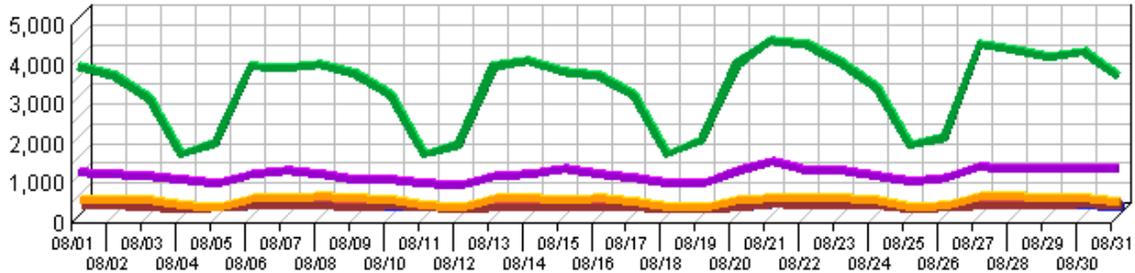
% – Percentage of total spider visits or hits by the specified spider.

💡 This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

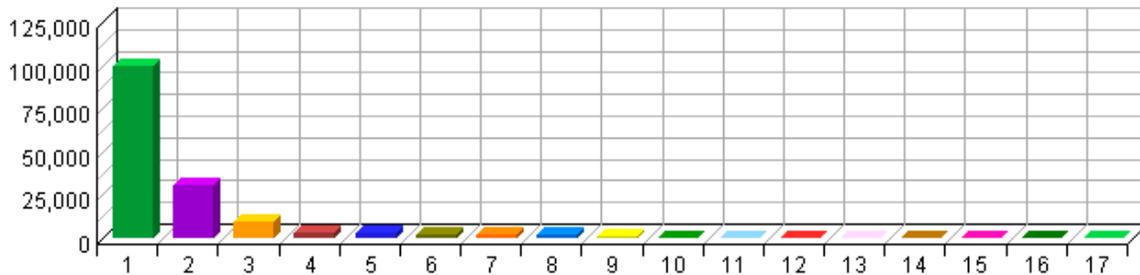
Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

Top Platforms by Visits Trend



Top Platforms by Visits



Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	99,622	64.19%	308,229
2.	Others	30,543	19.68%	194,407
3.	Windows 2000	9,199	5.93%	24,201
4.	Macintosh PowerPC	3,637	2.34%	11,159
5.	Windows NT	3,000	1.93%	22,870
6.	Macintosh	2,601	1.68%	7,681
7.	Linux	2,159	1.39%	7,432
8.	Windows 98	2,056	1.32%	6,688
9.	Windows 2003	1,417	0.91%	3,673
10.	Windows ME	388	0.25%	945
11.	Windows 95	250	0.16%	386
12.	Windows Win32s	147	0.09%	392
13.	FreeBSD	145	0.09%	2,783
14.	SunOS	36	0.02%	78
15.	Windows 3.x	4	0.00%	6
16.	OS/2	1	0.00%	1
17.	Hewlett Packard Unix (HP9000)	1	0.00%	1

Total

155,206

100.00%

590,932

Top Platforms – Help Card

? Hits – Number of hits by visitors using the specified platform. 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.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. 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 hits or visits by those using the specified platform.

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💡 This information is useful when determining what content to include on your web site.

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique 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.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type ".gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	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.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Campaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four-step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	The search phrase a visitor used to find your site.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

"Success" codes:

- 100 = Success:** Continue
- 101 = Success:** Switching Protocols
- 200 = Success:** OK
- 201 = Success:** Created
- 202 = Success:** Accepted
- 203 = Success:** Non-Authoritative Information
- 204 = Success:** No Content
- 205 = Success:** Reset Content
- 206 = Success:** Partial Content
- 300 = Success:** Multiple Choices
- 301 = Success:** Moved Permanently
- 302 = Success:** Found
- 303 = Success:** See Other
- 304 = Success:** Not Modified
- 305 = Success :** Use Proxy
- 307 = Success :** Temporary Redirect

"Failed" codes:

- 400 = Failed:** Bad Request
- 401 = Failed:** Unauthorized
- 402 = Failed:** Payment Required
- 403 = Failed:** Forbidden

- 404 = Failed:** Not Found
- 405 = Failed:** Method Not Allowed
- 406 = Failed:** Not Acceptable
- 407 = Failed:** Proxy Authentication Required
- 408 = Failed:** Request Time-out
- 409 = Failed:** Conflict
- 410 = Failed:** Gone
- 411 = Failed:** Length Required
- 412 = Failed:** Precondition Failed
- 413 = Failed:** Request Entity Too Large
- 414 = Failed:** Request-URI Too Large
- 415 = Failed:** Unsupported Media Type
- 416 = Failed:** Requested range not satisfiable
- 417 = Failed:** Expectation Failed
- 500 = Failed:** Internal Server Error
- 501 = Failed:** Not Implemented
- 502 = Failed:** Bad Gateway
- 503 = Failed:** Service Unavailable
- 504 = Failed:** Gateway Time-out
- 505 = Failed:** HTTP Version Not Supported

Subtotal	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
Suffix (Domain Name)	See "Top-Level Domain."
Time Interval	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.
Time before Order	The number of days between a new buyer's first visit and first purchase.
Time between Purchases	The number of days between a visitor's previous purchase and most recent purchase in this report period.
Top-Level Domain	<p>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:</p> <p>ARPANET: .arpa</p> <p>Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz</p> <p>Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn</p> <p>International: .int .int.co .int.ve .intl.tn</p> <p>Government: .gov .gov.[country code] .gove.[country code] .go.[country code]</p> <p>Military: .mil .mil.[country code]</p> <p>Network: .net .ad.jp .ne.kr .net.[country code]</p>

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	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.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.