

Wilmington District Homepage

<http://www.saw.usace.army.mil>

Web Log Analysis Monthly Report April 2004

Report Range:04/01/2004 00:00:00 – 04/30/2004 23:59:59



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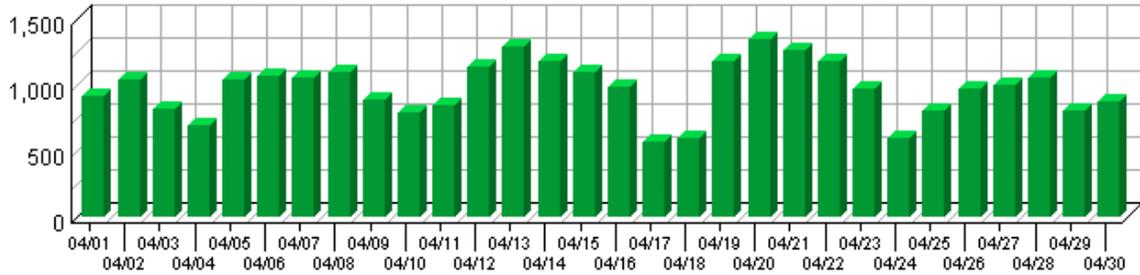
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Overview Dashboard

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.

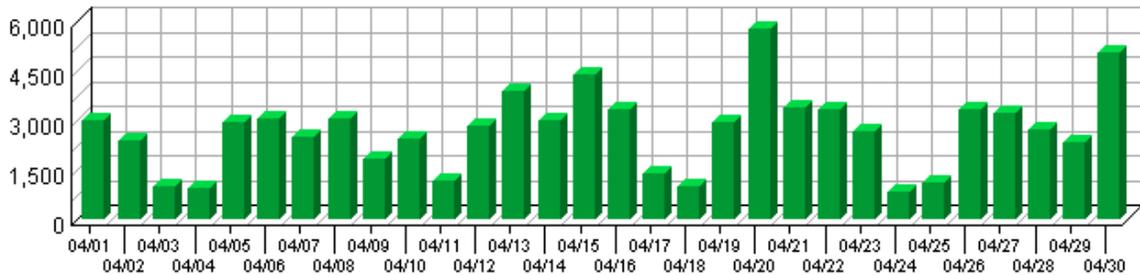
Visits Trend



Visit Summary

| | |
|--|----------|
| Visits | 29,140 |
| Average per Day | 971 |
| Average Visit Length | 00:14:27 |
| Median Visit Length | 00:02:41 |
| International Visits | 5.90% |
| Visits of Unknown Origin | 0.00% |
| Visits from Your Country: United States (US) | 94.10% |

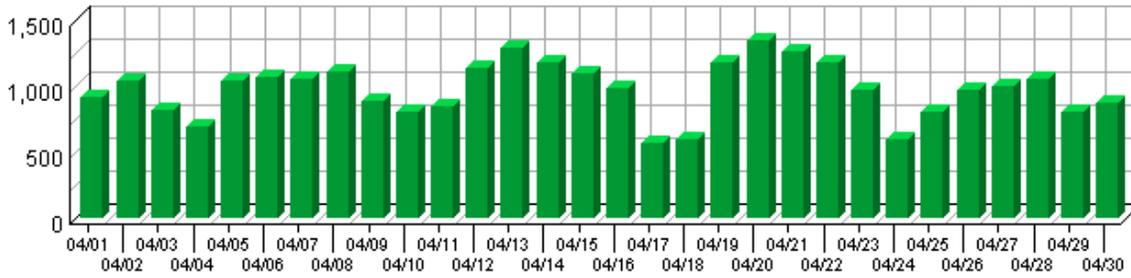
Page Views Trend



Page View Summary

| | |
|------------------------------|--------|
| Page Views | 81,008 |
| Average per Day | 2,700 |
| Average Page Views per Visit | 2.78 |

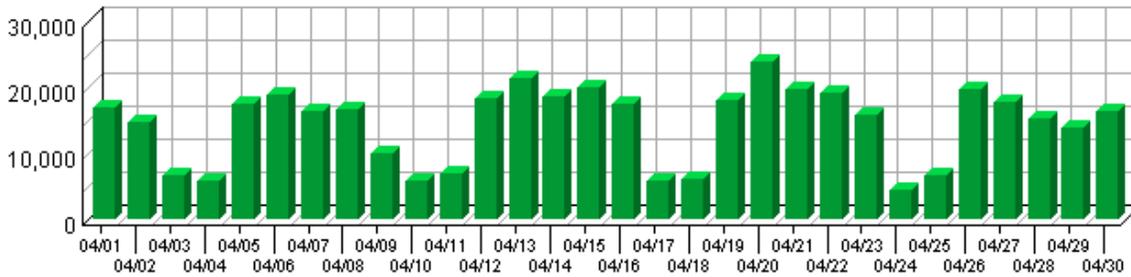
Visitors Trend



Visitor Summary

| | |
|-------------------------------------|--------|
| Unique Visitors | 15,518 |
| Visitors Who Visited Once | 12,558 |
| Visitors Who Visited More Than Once | 2,960 |
| Average Visits per Visitor | 1.88 |

Hits Trend



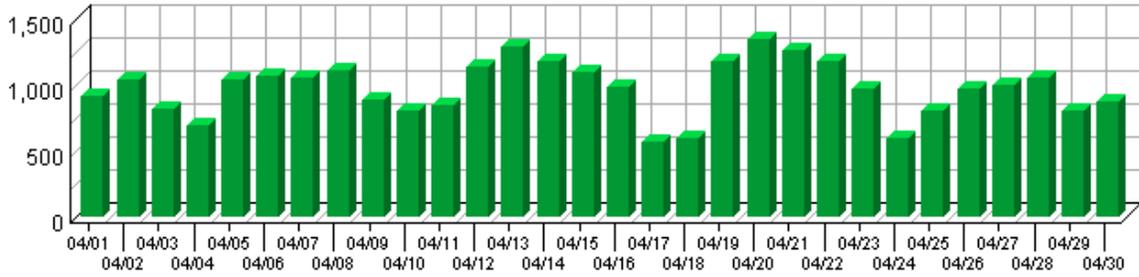
Hit Summary

| | |
|---------------------------------|---------|
| Successful Hits for Entire Site | 435,416 |
| Average Hits per Day | 14,513 |
| Home Page Hits | N/A |

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.

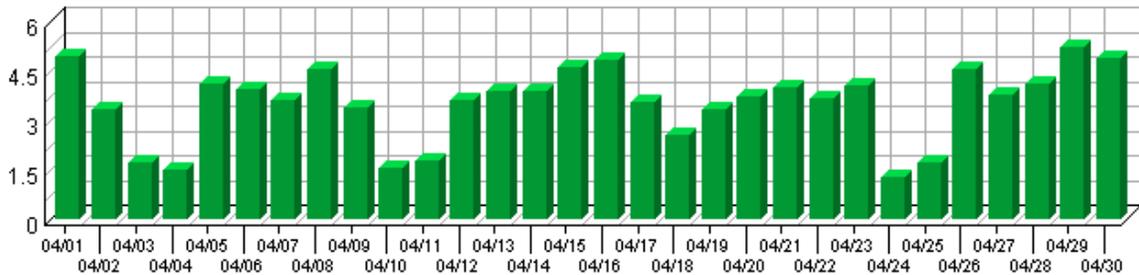
Visitors Trend



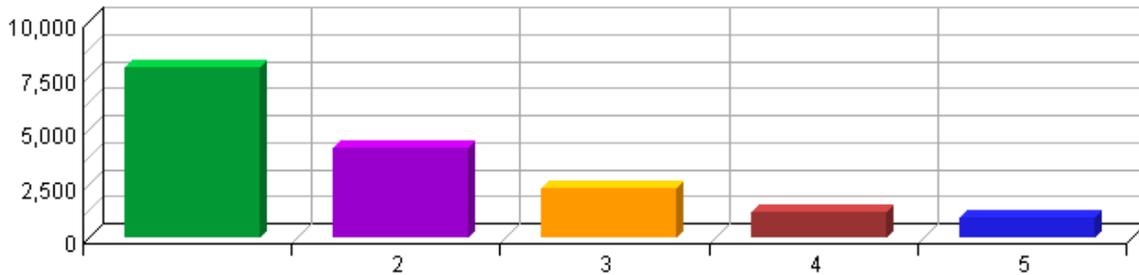
Visit Summary

| | |
|--|----------|
| Visits | 29,140 |
| Average per Day | 971 |
| Average Visit Length | 00:14:27 |
| Median Visit Length | 00:02:41 |
| International Visits | 5.90% |
| Visits of Unknown Origin | 0.00% |
| Visits from Your Country: United States (US) | 94.10% |

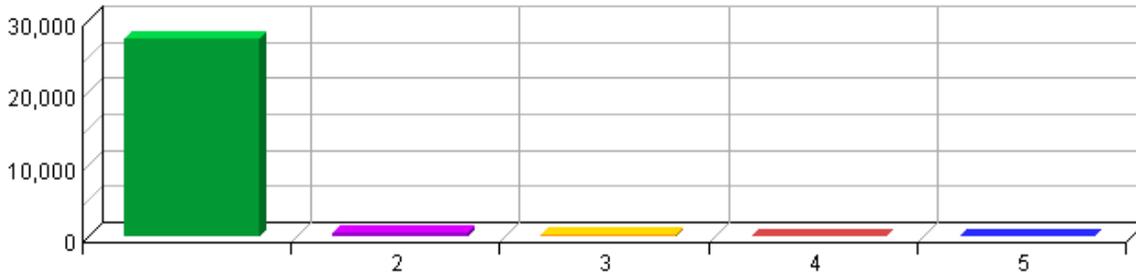
Average Length of Visit Trend



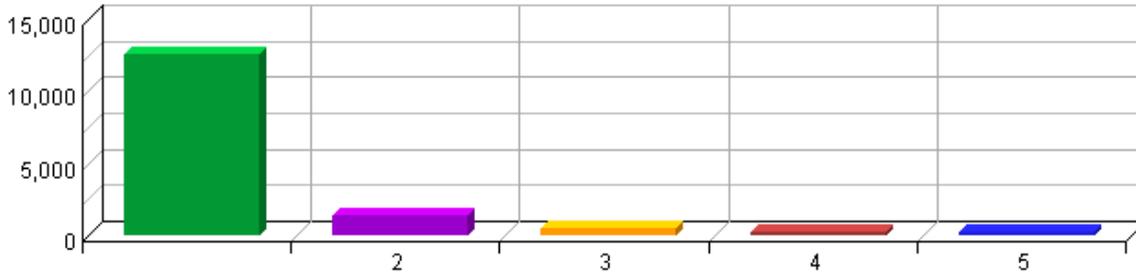
Top Organizations by Visits



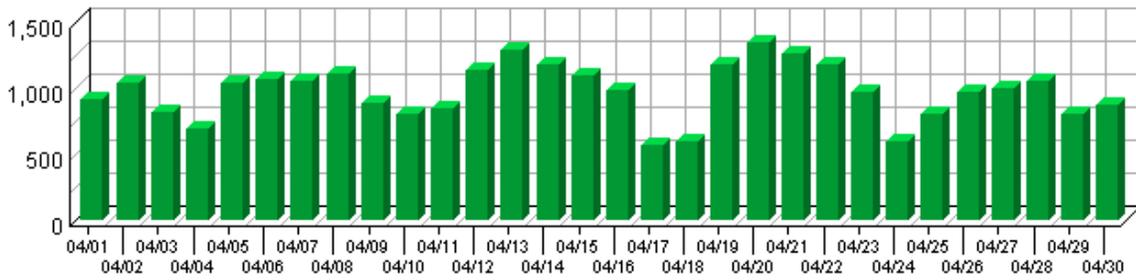
Top Countries by Visits



Visitors by Number of Visits



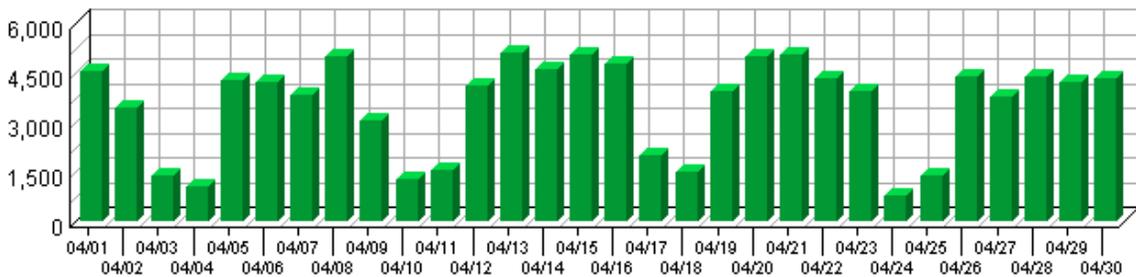
Visitors Trend



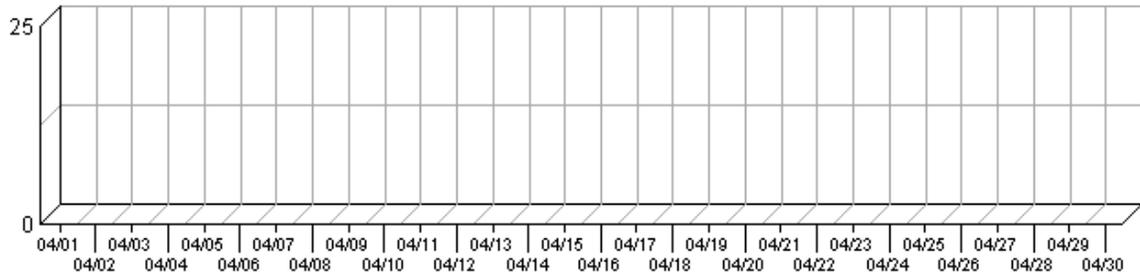
Visitor Summary

| | |
|-------------------------------------|--------|
| Unique Visitors | 15,518 |
| Visitors Who Visited Once | 12,558 |
| Visitors Who Visited More Than Once | 2,960 |
| Average Visits per Visitor | 1.88 |

Visitor Minutes Trend



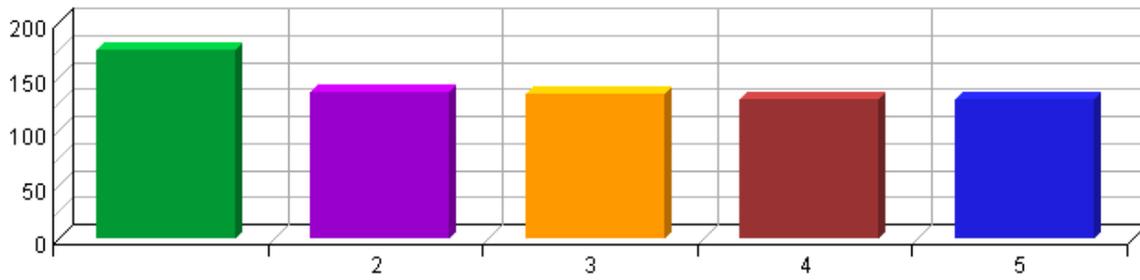
First Time Visitors Trend



New vs. Return Visits

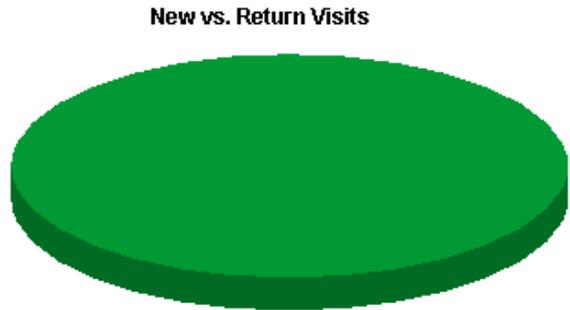


Top Visitors by Visits



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. Visitors Not Accepting Cookies | 29,140 | 100.00% |
| Total | 29,140 | 100.00% |

New vs. Return Visits – Help Card

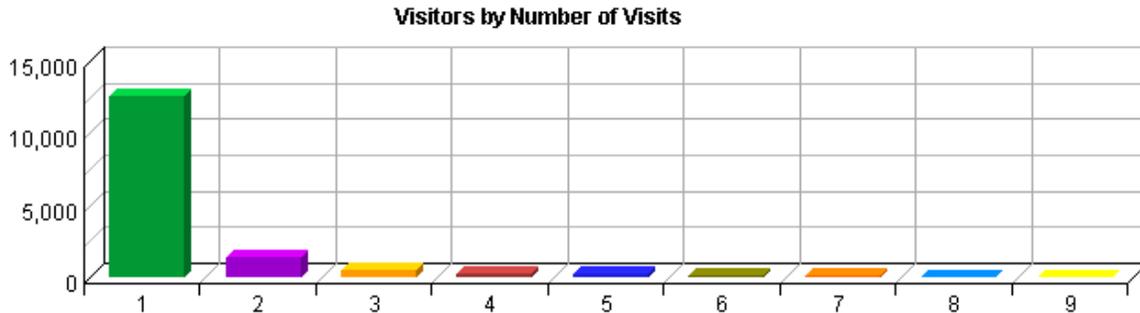
- ? New Visitors** – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.
- Returning Visitors** – Visitors who already had a cookie from your site when they visited.
- Visitors Not Accepting Cookies** – Visitors not accepting cookies from your site. There is 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 | 12,558 | 80.93% |
| 2 visits | 1,431 | 9.22% |
| 3 visits | 543 | 3.50% |
| 4 visits | 305 | 1.97% |
| 5 visits | 216 | 1.39% |
| 6 visits | 118 | 0.76% |
| 7 visits | 80 | 0.52% |
| 8 visits | 45 | 0.29% |
| 9 visits | 36 | 0.23% |
| Subtotal | 15,332 | 98.80% |
| Other | 186 | 1.20% |
| Total | 15,518 | 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.

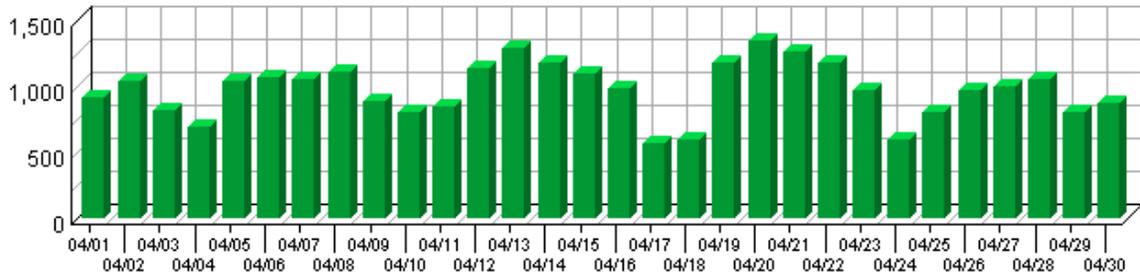
💡 This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.



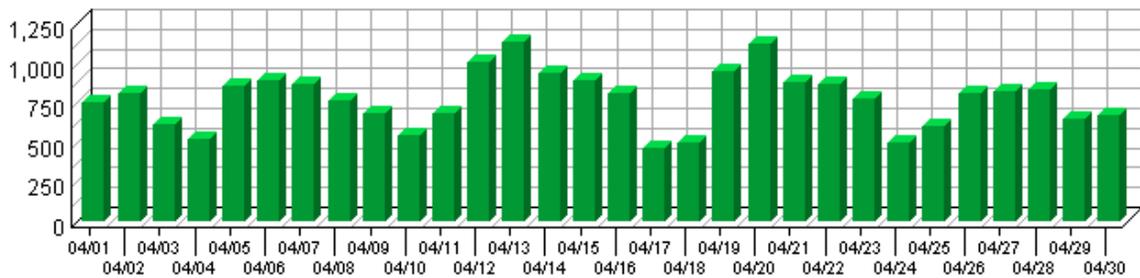
Visitors Trend

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.

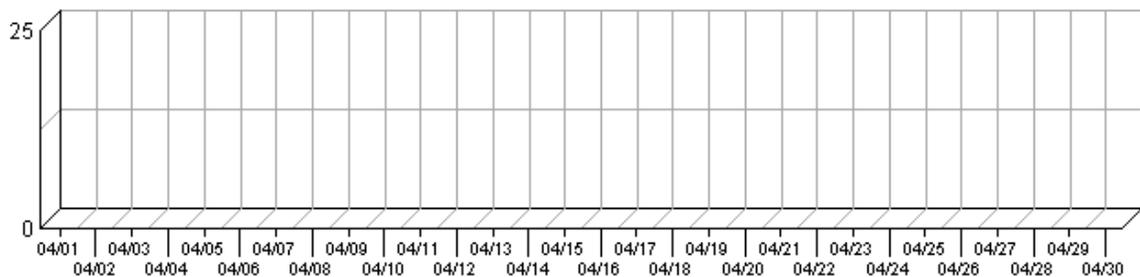
Visitors Trend



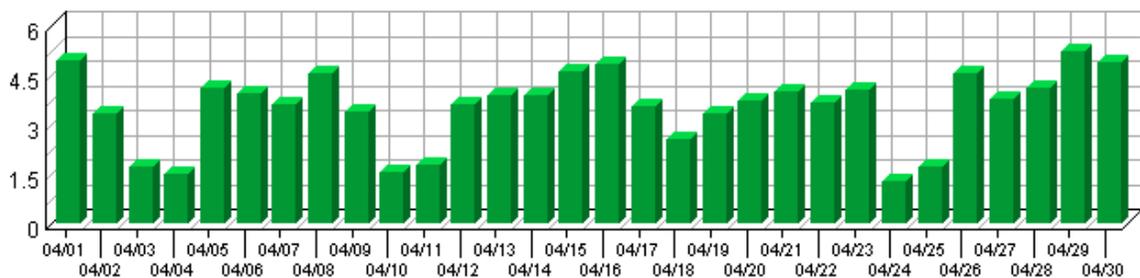
Unique Visitors Trend



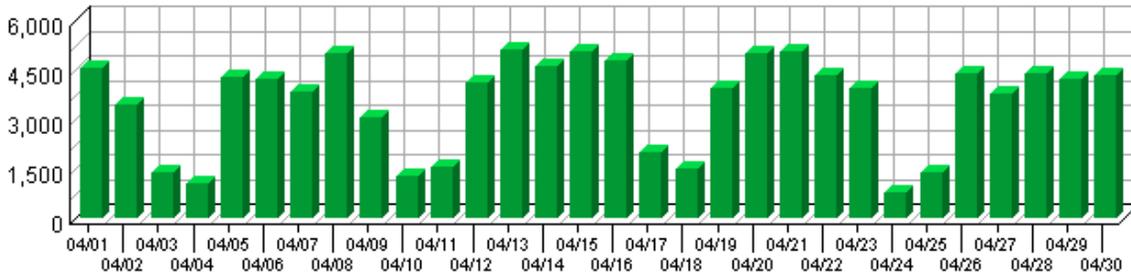
First Time Visitors Trend



Average Length of Visit Trend



Visitor Minutes Trend



Visitors Trend

| Time Interval | Visits | Unique Visitors | First Time Visitors | Avg Visit Length | Visitor Minutes |
|---------------|--------|-----------------|---------------------|------------------|-----------------|
| 04/01 | 920 | 756 | 0 | 00:04:57 | 4,565.65 |
| 04/02 | 1,037 | 808 | 0 | 00:03:20 | 3,465.37 |
| 04/03 | 815 | 608 | 0 | 00:01:43 | 1,406.27 |
| 04/04 | 698 | 521 | 0 | 00:01:31 | 1,059.43 |
| 04/05 | 1,040 | 856 | 0 | 00:04:07 | 4,295.27 |
| 04/06 | 1,066 | 889 | 0 | 00:03:56 | 4,204.33 |
| 04/07 | 1,062 | 872 | 0 | 00:03:37 | 3,857.47 |
| 04/08 | 1,107 | 760 | 0 | 00:04:32 | 5,026.35 |
| 04/09 | 893 | 678 | 0 | 00:03:25 | 3,064.32 |
| 04/10 | 800 | 541 | 0 | 00:01:35 | 1,274.12 |
| 04/11 | 847 | 688 | 0 | 00:01:48 | 1,536.92 |
| 04/12 | 1,143 | 1,002 | 0 | 00:03:36 | 4,121.17 |
| 04/13 | 1,295 | 1,130 | 0 | 00:03:55 | 5,091.72 |
| 04/14 | 1,181 | 941 | 0 | 00:03:53 | 4,595.10 |
| 04/15 | 1,097 | 888 | 0 | 00:04:36 | 5,056.17 |
| 04/16 | 986 | 810 | 0 | 00:04:49 | 4,760.57 |
| 04/17 | 563 | 460 | 0 | 00:03:32 | 1,992.95 |
| 04/18 | 594 | 498 | 0 | 00:02:32 | 1,508.65 |
| 04/19 | 1,176 | 945 | 0 | 00:03:21 | 3,944.43 |
| 04/20 | 1,345 | 1,120 | 0 | 00:03:42 | 4,983.40 |
| 04/21 | 1,266 | 881 | 0 | 00:03:59 | 5,044.57 |
| 04/22 | 1,181 | 863 | 0 | 00:03:39 | 4,316.32 |
| 04/23 | 975 | 774 | 0 | 00:04:02 | 3,936.35 |
| 04/24 | 593 | 500 | 0 | 00:01:18 | 780.57 |
| 04/25 | 805 | 603 | 0 | 00:01:43 | 1,387.03 |
| 04/26 | 970 | 807 | 0 | 00:04:33 | 4,414.33 |
| 04/27 | 997 | 822 | 0 | 00:03:47 | 3,774.70 |
| 04/28 | 1,060 | 838 | 0 | 00:04:07 | 4,372.85 |
| 04/29 | 802 | 643 | 0 | 00:05:14 | 4,207.98 |
| 04/30 | 879 | 668 | 0 | 00:04:55 | 4,334.05 |

| | | | | | |
|----------------|---------------|---------------|----------|------------|-------------------|
| Average | 973 | 772 | 0 | N/A | 3,545.95 |
| Total | 29,193 | 23,170 | 0 | N/A | 106,378.38 |

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 | % |
|---------------|--------|-------|
| 04/01 | 917 | 3.15% |
| 04/02 | 1,037 | 3.56% |
| 04/03 | 813 | 2.79% |
| 04/04 | 698 | 2.40% |
| 04/05 | 1,035 | 3.55% |
| 04/06 | 1,066 | 3.66% |
| 04/07 | 1,059 | 3.63% |
| 04/08 | 1,104 | 3.79% |
| 04/09 | 891 | 3.06% |
| 04/10 | 797 | 2.74% |
| 04/11 | 847 | 2.91% |
| 04/12 | 1,137 | 3.90% |
| 04/13 | 1,292 | 4.43% |
| 04/14 | 1,181 | 4.05% |
| 04/15 | 1,096 | 3.76% |
| 04/16 | 982 | 3.37% |
| 04/17 | 563 | 1.93% |
| 04/18 | 592 | 2.03% |
| 04/19 | 1,175 | 4.03% |
| 04/20 | 1,344 | 4.61% |
| 04/21 | 1,265 | 4.34% |
| 04/22 | 1,180 | 4.05% |
| 04/23 | 970 | 3.33% |
| 04/24 | 592 | 2.03% |
| 04/25 | 804 | 2.76% |

| | | |
|--------------|---------------|----------------|
| 04/26 | 970 | 3.33% |
| 04/27 | 995 | 3.41% |
| 04/28 | 1,059 | 3.63% |
| 04/29 | 801 | 2.75% |
| 04/30 | 878 | 3.01% |
| Total | 29,140 | 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.

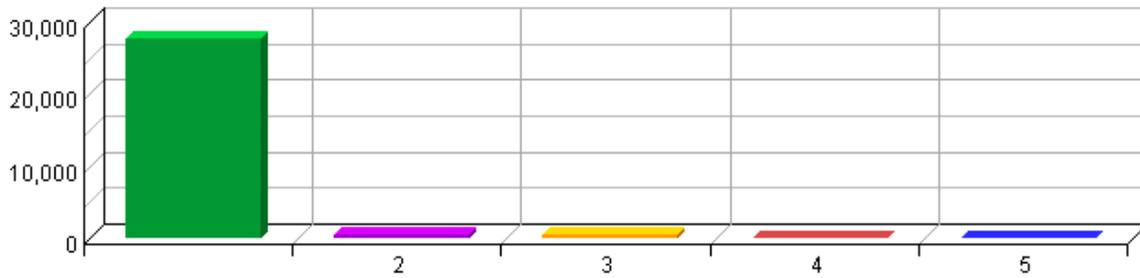
% – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.

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

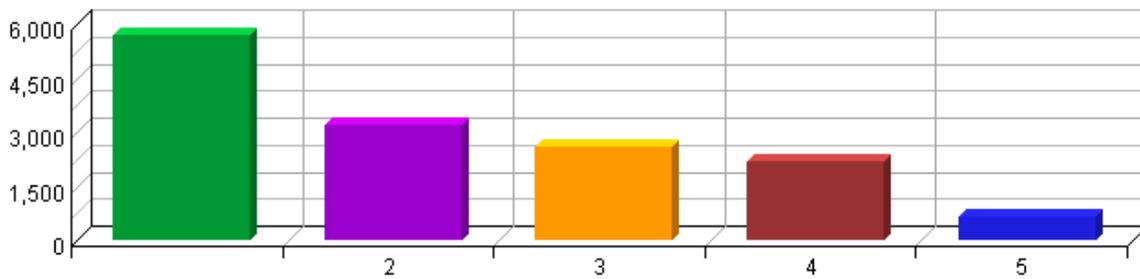
Geography Dashboard

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.

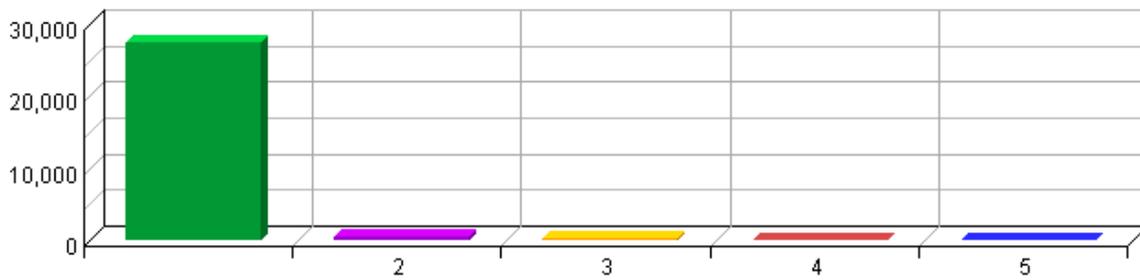
Top Regions by Visits



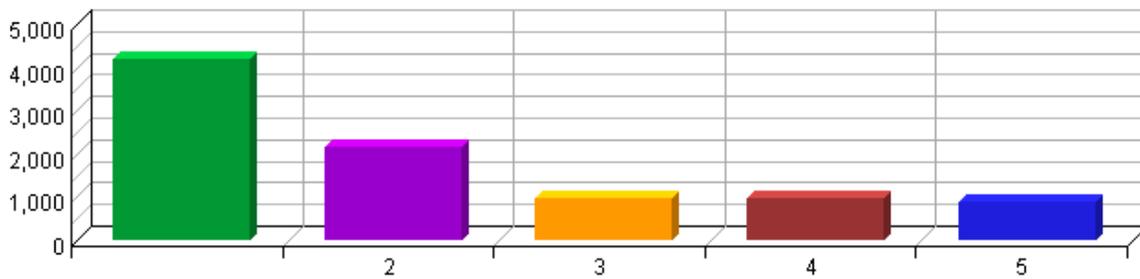
Top States and Provinces by Visits



Top Countries by Visits

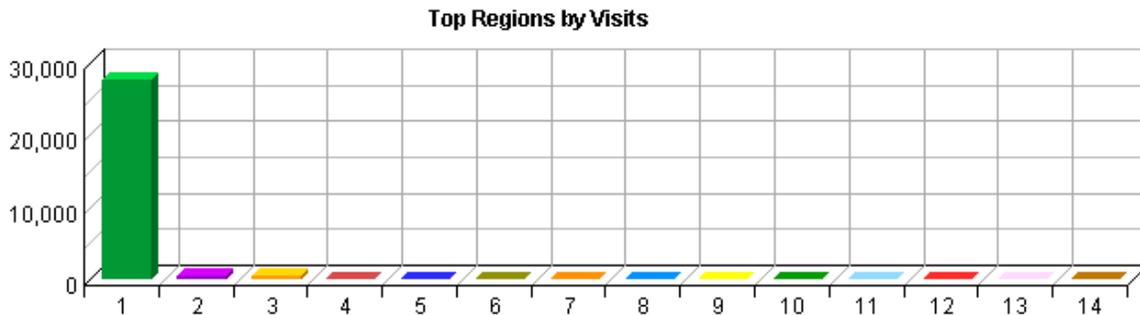


Top Cities by Visits



Top Regions

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



Top Regions

| | Geographic Regions | Visits | % |
|-----|---------------------------|---------------|----------------|
| 1. | North America | 27,811 | 95.44% |
| 2. | Western Europe | 489 | 1.68% |
| 3. | Asia | 438 | 1.50% |
| 4. | Australia | 111 | 0.38% |
| 5. | Eastern Europe | 74 | 0.25% |
| 6. | Middle East | 61 | 0.21% |
| 7. | Northern Europe | 53 | 0.18% |
| 8. | Caribbean Islands | 29 | 0.10% |
| 9. | South America | 24 | 0.08% |
| 10. | Northern Africa | 16 | 0.05% |
| 11. | Pacific Islands | 10 | 0.03% |
| 12. | Central America | 10 | 0.03% |
| 13. | Southern Africa | 8 | 0.03% |
| 14. | Western Africa | 6 | 0.02% |
| | Total | 29,140 | 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.

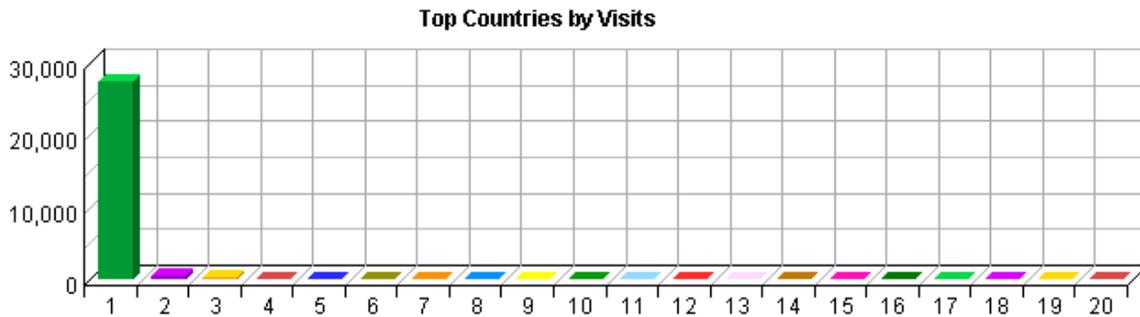


This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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. | United States (US) | 27,421 | 94.10% |
| 2. | Canada (CA) | 387 | 1.33% |
| 3. | Japan (JP) | 203 | 0.70% |
| 4. | United Kingdom (UK) | 118 | 0.40% |
| 5. | Australia (AU) | 111 | 0.38% |
| 6. | China (CN) | 92 | 0.32% |
| 7. | Italy (IT) | 89 | 0.31% |
| 8. | Germany (DE) | 75 | 0.26% |
| 9. | Taiwan (TW) | 56 | 0.19% |
| 10. | Czech Republic (CZ) | 53 | 0.18% |
| 11. | Western Europe – country unspecified (EU) | 47 | 0.16% |
| 12. | Netherlands (NL) | 46 | 0.16% |
| 13. | Spain (ES) | 44 | 0.15% |
| 14. | Sweden (SE) | 43 | 0.15% |
| 15. | France (FR) | 38 | 0.13% |
| 16. | Korea (South) (KR) | 31 | 0.11% |
| 17. | Puerto Rico (PR) | 14 | 0.05% |
| 18. | Israel (IL) | 13 | 0.04% |
| 19. | Singapore (SG) | 13 | 0.04% |
| 20. | Iran (IR) | 12 | 0.04% |
| | Subtotal | 28,906 | 99.20% |
| | Other | 234 | 0.80% |
| | Total | 29,140 | 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.

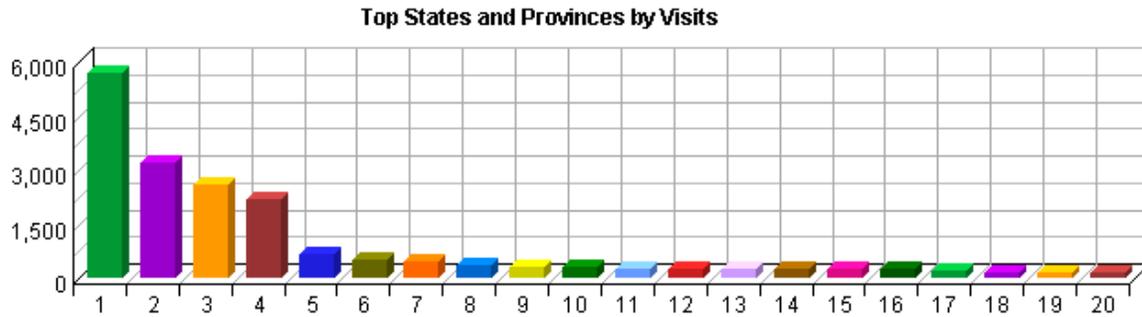
Unknown Origin – The country associated with the visitor's domain name could not be determined.

💡 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.



Top States and Provinces

| | States and Provinces | Visits | % |
|-----|-----------------------------|---------------|----------------|
| 1. | California | 5,692 | 28.72% |
| 2. | North Carolina | 3,179 | 16.04% |
| 3. | Virginia | 2,612 | 13.18% |
| 4. | Oregon | 2,176 | 10.98% |
| 5. | Georgia | 681 | 3.44% |
| 6. | D.C. | 501 | 2.53% |
| 7. | Maryland | 469 | 2.37% |
| 8. | Massachusetts | 369 | 1.86% |
| 9. | Texas | 330 | 1.67% |
| 10. | Florida | 295 | 1.49% |
| 11. | New Jersey | 279 | 1.41% |
| 12. | Illinois | 271 | 1.37% |
| 13. | Ontario | 258 | 1.30% |
| 14. | Pennsylvania | 255 | 1.29% |
| 15. | South Carolina | 232 | 1.17% |
| 16. | New York | 229 | 1.16% |
| 17. | Washington | 208 | 1.05% |
| 18. | Missouri | 170 | 0.86% |
| 19. | Colorado | 158 | 0.80% |
| 20. | Tennessee | 134 | 0.68% |
| | Subtotal | 18,498 | 93.33% |
| | Other | 1,321 | 6.67% |
| | Total | 19,819 | 100.00% |

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.

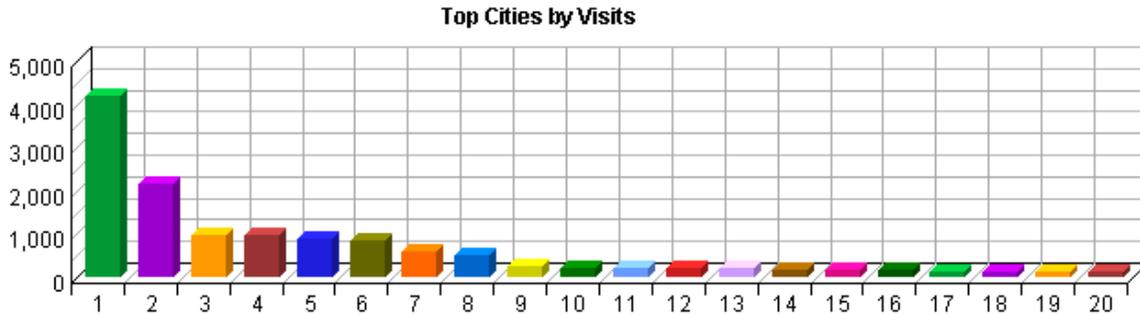
% – Percentage of total visits from this state or province.

💡 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.



Top Cities

| | City | Visits | % |
|-----|--|---------------|----------------|
| 1. | Mountain View, California, United States | 4,191 | 19.87% |
| 2. | Portland, Oregon, United States | 2,158 | 10.23% |
| 3. | Chantilly, Virginia, United States | 990 | 4.69% |
| 4. | San Mateo, California, United States | 969 | 4.59% |
| 5. | Raleigh, North Carolina, United States | 902 | 4.28% |
| 6. | Charlotte, North Carolina, United States | 834 | 3.95% |
| 7. | Atlanta, Georgia, United States | 584 | 2.77% |
| 8. | Washington, D.C., United States | 501 | 2.38% |
| 9. | Baltimore, Maryland, United States | 258 | 1.22% |
| 10. | Cary, North Carolina, United States | 228 | 1.08% |
| 11. | Vienna, Virginia, United States | 223 | 1.06% |
| 12. | Winston Salem, North Carolina, United States | 203 | 0.96% |
| 13. | Toronto, Canada | 191 | 0.91% |
| 14. | Herndon, Virginia, United States | 187 | 0.89% |
| 15. | Woburn, Massachusetts, United States | 184 | 0.87% |
| 16. | Reston, Virginia, United States | 149 | 0.71% |
| 17. | Richmond, Virginia, United States | 143 | 0.68% |
| 18. | San Francisco, California, United States | 133 | 0.63% |
| 19. | Durham, North Carolina, United States | 133 | 0.63% |
| 20. | Tokyo, Japan | 129 | 0.61% |
| | Subtotal | 13,290 | 63.01% |
| | Other | 7,801 | 36.99% |
| | Total | 21,091 | 100.00% |

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.

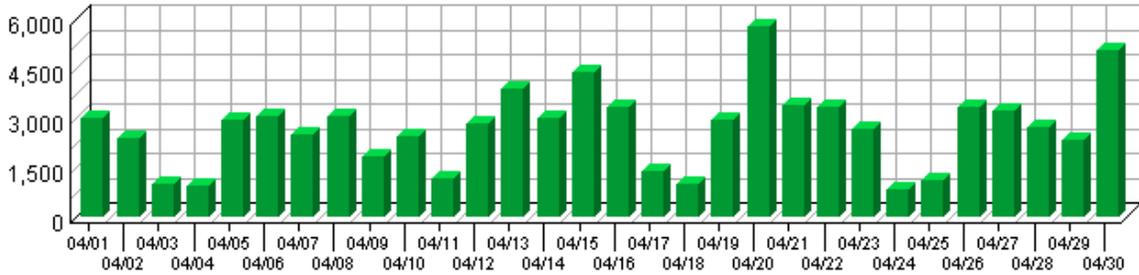
💡 This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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.

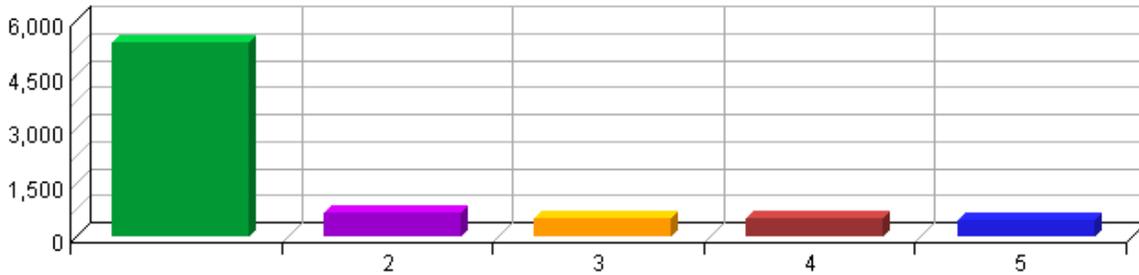
Page Views Trend



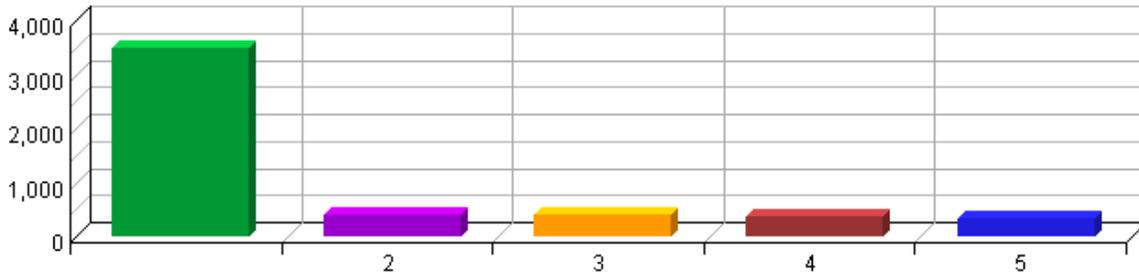
Page View Summary

| | |
|------------------------------|--------|
| Page Views | 81,008 |
| Average per Day | 2,700 |
| Average Page Views per Visit | 2.78 |

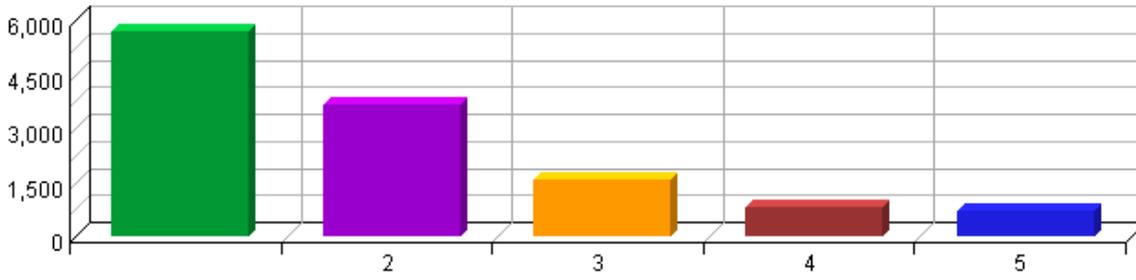
Top Entry Pages



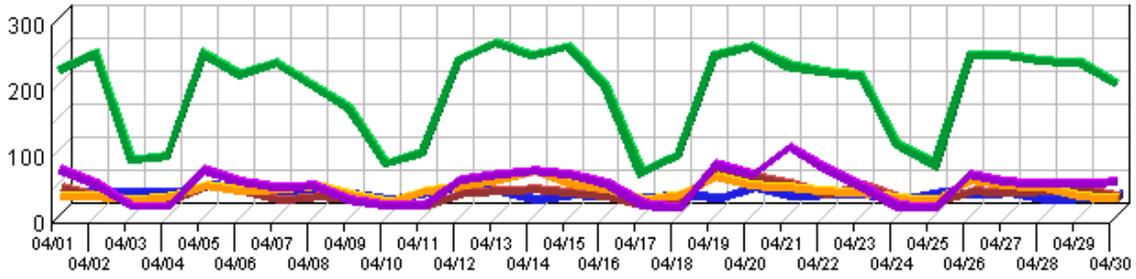
Top Exit Pages



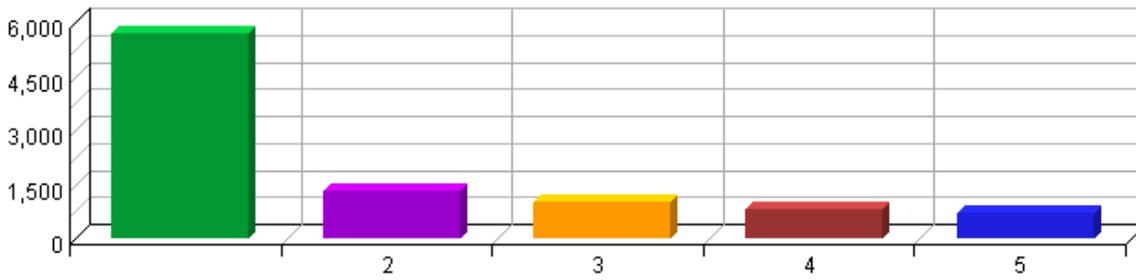
Top Content Groups by Visits



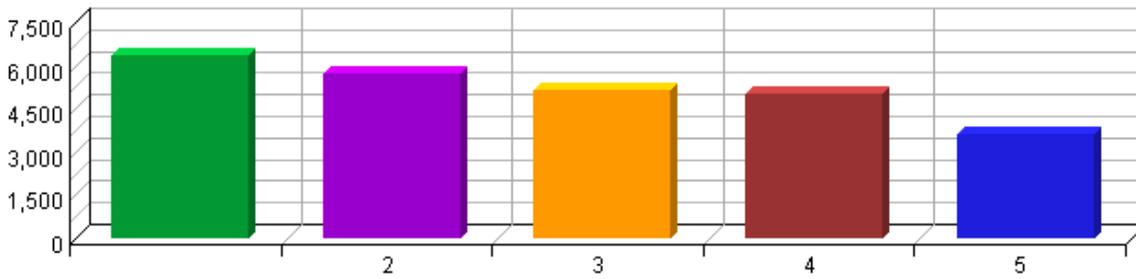
Top Pages by Visits Trend



Top Pages by Visits

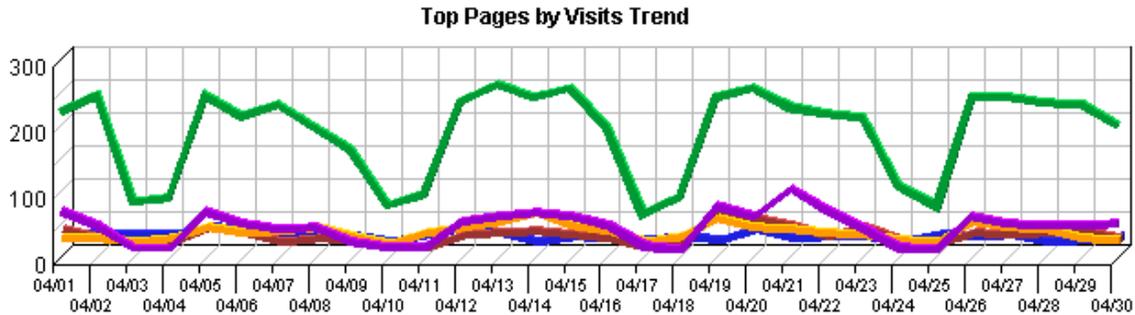


Top Directories by Visits



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. | Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | 5,715 | 9.83% | 17,501 | 00:03:06 | 0 |
| 2. | Wilmington District Corps of Engineers Regulatory Program Home Page http://www.saw.usace.army.mil/WETLANDS/ | 1,309 | 2.25% | 1,899 | 00:00:52 | 0 |
| 3. | http://www.saw.usace.army.mil/jhkerr/ | 1,021 | 1.76% | 1,221 | 00:01:36 | 0 |
| 4. | Wilmington District http://www.saw.usace.army.mil/nav/nav.htm | 815 | 1.40% | 1,597 | 00:01:11 | 0 |
| 5. | http://www.saw.usace.army.mil/philpott/ | 724 | 1.25% | 1,693 | 00:01:52 | 0 |
| 6. | http://www.saw.usace.army.mil/wkscott/ | 587 | 1.01% | 900 | 00:00:05 | 0 |
| 7. | http://www.saw.usace.army.mil/recreation/ | 570 | 0.98% | 675 | 00:00:25 | 0 |
| 8. | | 561 | 0.97% | 686 | 00:02:04 | 0 |

| | | | | | |
|-----|--|---------------|----------------|---------------|-----------------|
| | Park Maps http://www.saw.usace.army.mil/jhkerr/maps.htm | | | | |
| 9. | Permit Forms and Instructions http://www.saw.usace.army.mil/wetlands/Permits.html | 533 | 0.92% | 658 | 00:01:35 0 |
| 10. | Where We Are http://www.saw.usace.army.mil/Where-we-are/where.asp | 530 | 0.91% | 632 | 00:01:17 0 |
| 11. | Advertised Solicitations http://www.saw.usace.army.mil/ebs/AdvertisedSolicitations.asp | 517 | 0.89% | 826 | 00:01:01 0 |
| 12. | W. Kerr Scott Homepage http://www.saw.usace.army.mil/wkscott/indexold.htm | 517 | 0.89% | 856 | 00:03:39 0 |
| 13. | Ramp Elevations http://www.saw.usace.army.mil/jhkerr/ramps.htm | 497 | 0.86% | 518 | 00:01:50 0 |
| 14. | http://www.saw.usace.army.mil/CPAC/ | 465 | 0.80% | 594 | 00:02:26 0 |
| 15. | Wilmington District – Who We Are http://www.saw.usace.army.mil/Who-we-are/whoweare.asp | 456 | 0.78% | 566 | 00:00:58 0 |
| 16. | http://www.saw.usace.army.mil/DoingBusinessWithUs.htm | 454 | 0.78% | 523 | 00:00:58 0 |
| 17. | Parks and Recreation http://www.saw.usace.army.mil/jhkerr/parks.htm | 449 | 0.77% | 533 | 00:00:59 0 |
| 18. | http://www.saw.usace.army.mil/contracting/ | 432 | 0.74% | 478 | 00:00:37 0 |
| 19. | News and Information http://www.saw.usace.army.mil/pao/public_affairs.htm | 431 | 0.74% | 564 | 00:00:56 0 |
| 20. | Public Notices and Regulatory News – Wilmington District COE http://www.saw.usace.army.mil/wetlands/notices.html | 406 | 0.70% | 509 | 00:01:13 0 |
| | Subtotal | 16,989 | 29.23% | 33,429 | 00:02:17 |
| | Other | 41,124 | 70.77% | 47,579 | 00:01:13 |
| | Total | 58,113 | 100.00% | 81,008 | 00:01:40 |

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.

—

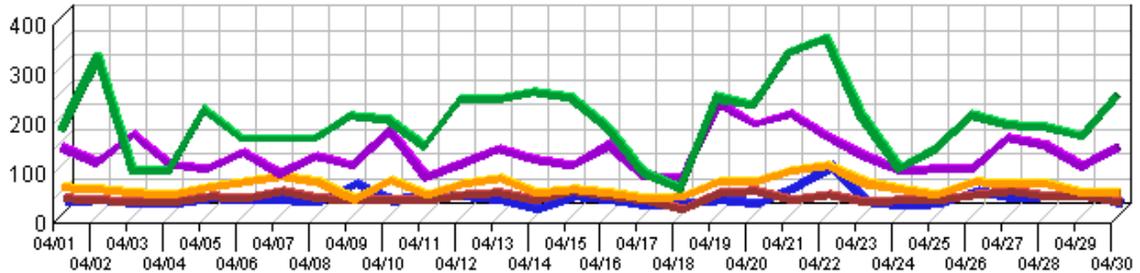


Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in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

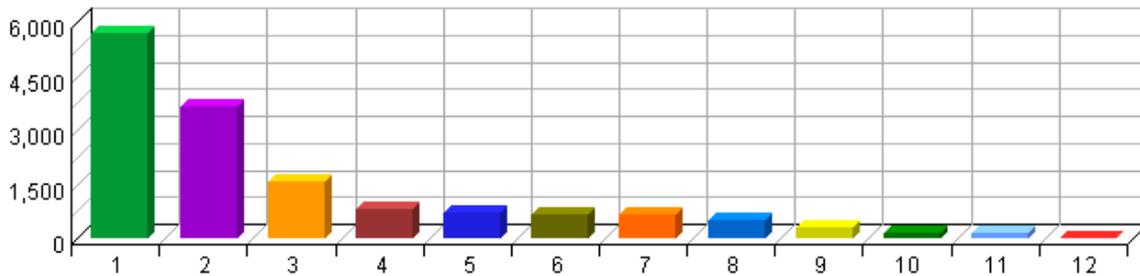
Top Content Groups

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

Top Content Groups by Visits Trend



Top Content Groups by Visits



Top Content Groups

| | Group Name | Visits | % | Hits |
|-----|---------------------|---------------|----------------|----------------|
| 1. | Wetlands | 5,700 | 38.30% | 85,003 |
| 2. | Navigations | 3,650 | 24.53% | 30,972 |
| 3. | PAO | 1,585 | 10.65% | 6,725 |
| 4. | Recreation | 824 | 5.54% | 2,740 |
| 5. | Wetlands–BogueInlet | 691 | 4.64% | 10,556 |
| 6. | Working for us | 657 | 4.42% | 3,630 |
| 7. | where we are | 640 | 4.30% | 993 |
| 8. | who we are | 486 | 3.27% | 623 |
| 9. | Authorized Projects | 326 | 2.19% | 719 |
| 10. | Camp Butner | 156 | 1.05% | 929 |
| 11. | Surveys | 149 | 1.00% | 390 |
| 12. | Hatteras | 17 | 0.11% | 98 |
| | Total | 14,881 | 100.00% | 143,378 |

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.

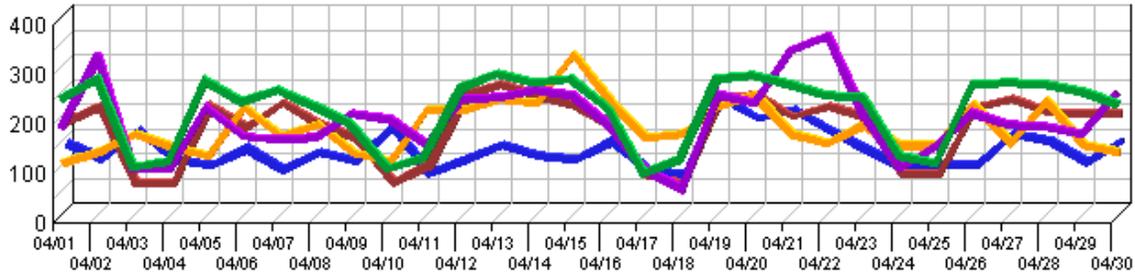
% – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

💡 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.

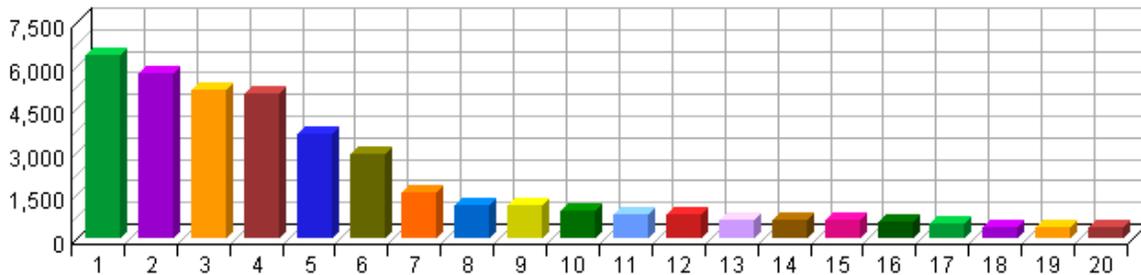
Top Directories

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 by Visits Trend



Top Directories by Visits



Top Directories

| | Path To Directory | Visits | % | Hits | Kbytes Transferred |
|-----|---|--------|--------|--------|--------------------|
| 1. | http://www.saw.usace.army.mil/ | 6,387 | 14.51% | 20,684 | 0 |
| 2. | http://www.saw.usace.army.mil/wetlands | 5,700 | 12.95% | 85,003 | 0 |
| 3. | http://www.saw.usace.army.mil/JHKerr | 5,131 | 11.65% | 60,611 | 0 |
| 4. | http://www.saw.usace.army.mil/images | 5,042 | 11.45% | 82,506 | 0 |
| 5. | http://www.saw.usace.army.mil/nav | 3,650 | 8.29% | 30,972 | 0 |
| 6. | http://www.saw.usace.army.mil/philpott | 2,914 | 6.62% | 79,603 | 0 |
| 7. | http://www.saw.usace.army.mil/pao | 1,585 | 3.60% | 6,725 | 0 |
| 8. | http://www.saw.usace.army.mil/wkscott | 1,128 | 2.56% | 11,603 | 0 |
| 9. | http://www.saw.usace.army.mil/domino | 1,119 | 2.54% | 2,050 | 0 |
| 10. | http://www.saw.usace.army.mil/ebs | 956 | 2.17% | 7,264 | 0 |
| 11. | http://www.saw.usace.army.mil/recreation | 824 | 1.87% | 2,740 | 0 |
| 12. | http://www.saw.usace.army.mil/Falls | 812 | 1.84% | 8,447 | 0 |
| 13. | http://www.saw.usace.army.mil/CPAC | 657 | 1.49% | 3,630 | 0 |
| 14. | http://www.saw.usace.army.mil/Where-we-are | 640 | 1.45% | 993 | 0 |
| 15. | http://www.saw.usace.army.mil/ | 614 | 1.39% | 2,458 | 0 |

| | | | | | |
|-----|---|---------------|----------------|----------------|----------|
| | Oplan_Team_Award | | | | |
| 16. | http://www.saw.usace.army.mil/contracting | 562 | 1.28% | 2,564 | 0 |
| 17. | http://www.saw.usace.army.mil/Who-we-are | 486 | 1.10% | 623 | 0 |
| 18. | http://www.saw.usace.army.mil/jordan | 410 | 0.93% | 4,364 | 0 |
| 19. | http://www.saw.usace.army.mil/wilmington-harbor | 389 | 0.88% | 2,129 | 0 |
| 20. | http://www.saw.usace.army.mil/coastal | 380 | 0.86% | 1,010 | 0 |
| | Subtotal | 39,386 | 89.46% | 415,979 | 0 |
| | Other | 4,640 | 10.54% | 19,437 | 0 |
| | Total | 44,026 | 100.00% | 435,416 | 0 |

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.

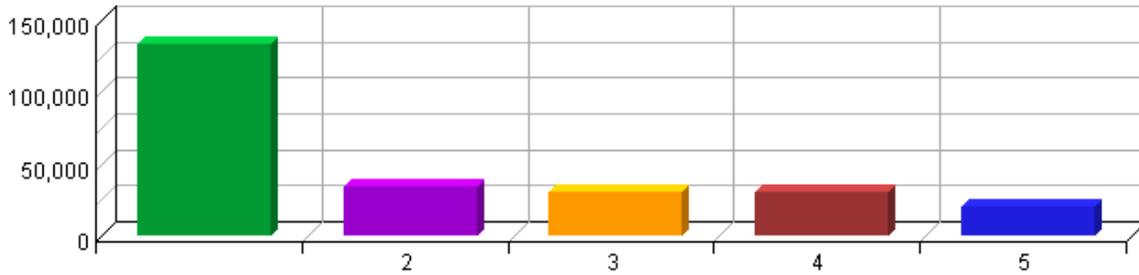
Files Dashboard

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.

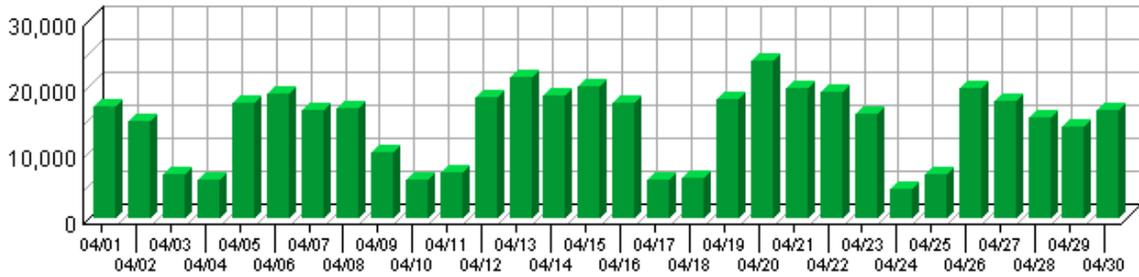
Hit Summary

| | |
|---------------------------------|---------|
| Successful Hits for Entire Site | 435,416 |
| Average Hits per Day | 14,513 |
| Home Page Hits | N/A |

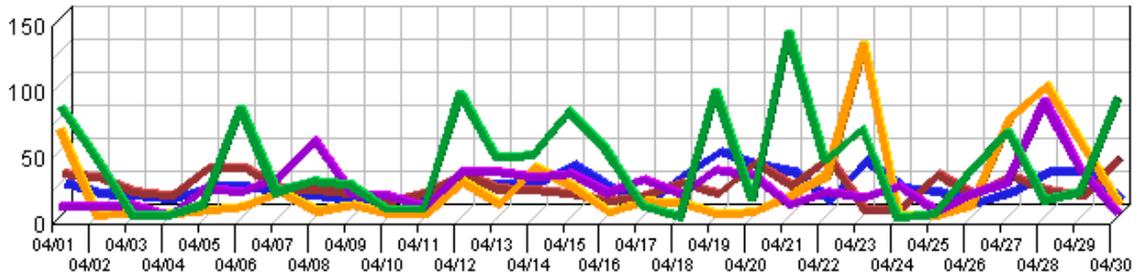
Most Accessed File Types by Files



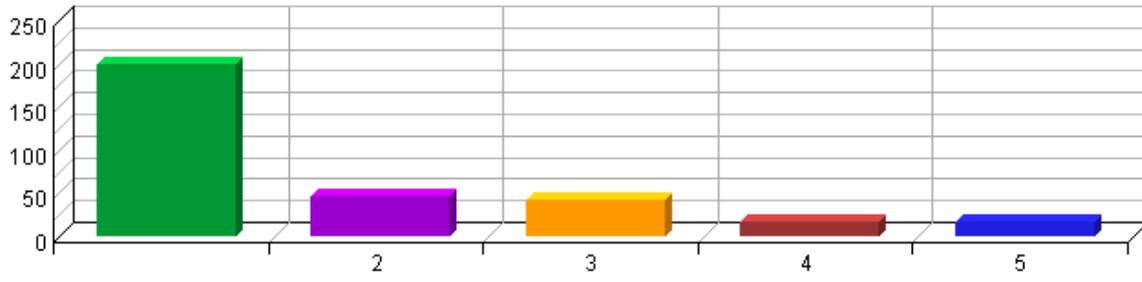
Hits Trend



Most Downloaded Files Trend

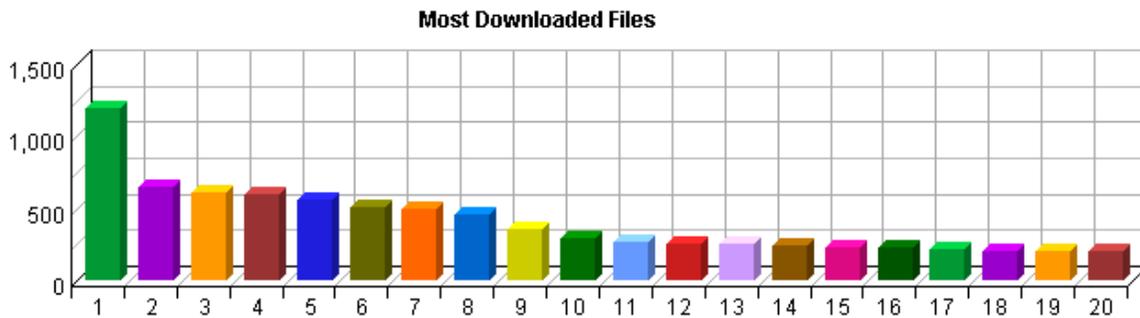
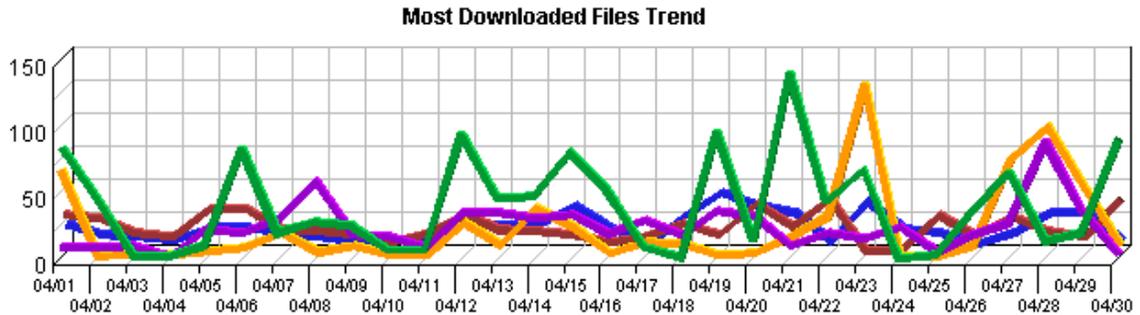


Most Uploaded Files



Most Downloaded Files

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



Most Downloaded Files

| | Downloaded Files | Downloads | % | Visits |
|----|---|-----------|-------|--------|
| 1. | http://www.saw.usace.army.mil/wetlands/Mitigation/Documents/Stream/STREAM MITIGATION GUIDELINE TEXT.pdf | 1,191 | 2.44% | 117 |
| 2. | http://www.saw.usace.army.mil/nav/nav-info.pdf | 653 | 1.34% | 124 |
| 3. | http://www.saw.usace.army.mil/safety/EM-385-1-1.pdf | 608 | 1.24% | 41 |
| 4. | http://www.saw.usace.army.mil/philpott/Philpott Map.pdf | 599 | 1.23% | 222 |
| 5. | http://www.saw.usace.army.mil/nav/Depths/shoaling3-10-04.pdf | 563 | 1.15% | 238 |
| 6. | http://www.saw.usace.army.mil/wetlands/Forms/stream_quality.pdf | 513 | 1.05% | 94 |
| 7. | http://www.saw.usace.army.mil/WETLANDS/Forms/PCNFORM.pdf | 492 | 1.01% | 104 |
| 8. | http://www.saw.usace.army.mil/nav/INLETS/Bgi.pdf | 456 | 0.93% | 144 |
| 9. | http://www.saw.usace.army.mil/wetlands/Mitigation/Documents/Stream/Appendices/Appendix VI.pdf | 350 | 0.72% | 52 |

| | | | | |
|-----------------|--|---------------|----------------|---------------|
| 10. | http://www.saw.usace.army.mil/PAO/District Newsletters/2004/ FebLo.pdf | 292 | 0.60% | 65 |
| 11. | http://www.saw.usace.army.mil/wetlands/Mitigation/Documents/Stream/Appendices/AppendixI. pdf | 269 | 0.55% | 94 |
| 12. | http://www.saw.usace.army.mil/nav/INLETS/Lfi.pdf | 260 | 0.53% | 118 |
| 13. | http://www.saw.usace.army.mil/nav/AIWW/CFLR/T11.pdf | 251 | 0.51% | 104 |
| 14. | http://www.saw.usace.army.mil/wetlands/Nationwides/nw12v1. pdf | 240 | 0.49% | 72 |
| 15. | http://www.saw.usace.army.mil/wetlands/Nationwides/nw39v1. pdf | 235 | 0.48% | 83 |
| 16. | http://www.saw.usace.army.mil/wetlands/notices/0100632a.pdf | 231 | 0.47% | 71 |
| 17. | http://www.saw.usace.army.mil/nav/INLETS/Oregoni.pdf | 213 | 0.44% | 97 |
| 18. | http://www.saw.usace.army.mil/nav/Depths/CHANNEL_REPORT.pdf | 209 | 0.43% | 134 |
| 19. | http://www.saw.usace.army.mil/wilmington-harbor/ WilmingtonYear2.pdf | 205 | 0.42% | 17 |
| 20. | http://www.saw.usace.army.mil/nav/INLETS/Bgicc.pdf | 201 | 0.41% | 78 |
| Subtotal | | 8,031 | 16.43% | 2,069 |
| Other | | 40,861 | 83.57% | 25,130 |
| Total | | 48,892 | 100.00% | 27,199 |

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.

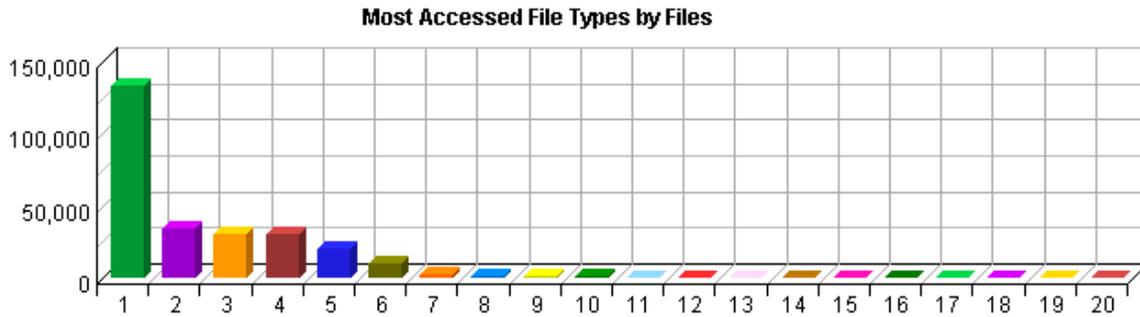
Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

% – 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. | gif | 132,950 | 49.53% | 0 |
| 2. | pdf | 33,984 | 12.66% | 0 |
| 3. | jpg | 30,705 | 11.44% | 0 |
| 4. | htm | 30,339 | 11.30% | 0 |
| 5. | asp | 20,467 | 7.63% | 0 |
| 6. | html | 9,987 | 3.72% | 0 |
| 7. | txt | 3,134 | 1.17% | 0 |
| 8. | js | 1,531 | 0.57% | 0 |
| 9. | css | 1,156 | 0.43% | 0 |
| 10. | nsf | 823 | 0.31% | 0 |
| 11. | emz | 619 | 0.23% | 0 |
| 12. | zip | 465 | 0.17% | 0 |
| 13. | doc | 429 | 0.16% | 0 |
| 14. | ppt | 365 | 0.14% | 0 |
| 15. | mpg | 297 | 0.11% | 0 |
| 16. | pl | 277 | 0.10% | 0 |
| 17. | bmp | 260 | 0.10% | 0 |
| 18. | xml | 178 | 0.07% | 0 |
| 19. | dll | 171 | 0.06% | 0 |
| 20. | png | 61 | 0.02% | 0 |
| | Subtotal | 268,198 | 99.92% | 0 |
| | Other | 202 | 0.08% | 0 |
| | Total | 268,400 | 100.00% | 0 |

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.

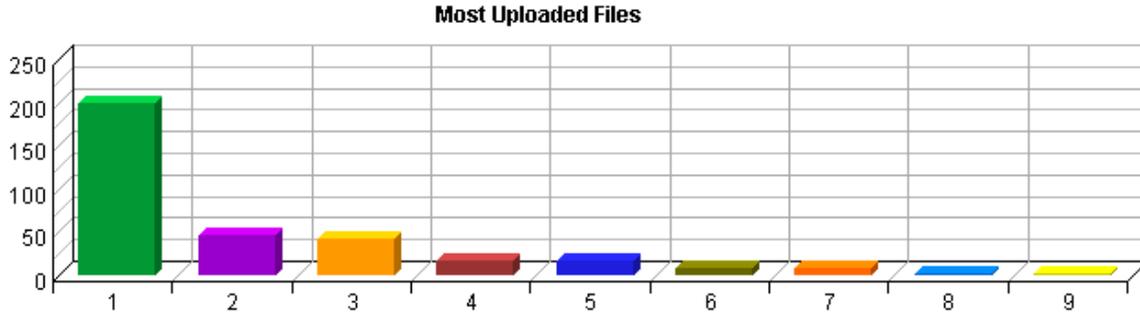
Kbytes Transferred – Number of kilobytes of data transferred for all files of the specified type.

% – 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://www.saw.usace.army.mil/_vti_bin/shtml.dll | 44 | 199 | 57.18% |
| 2. | http://www.saw.usace.army.mil/scripts/rwsad3.pl | 4 | 47 | 13.51% |
| 3. | http://www.saw.usace.army.mil/scripts/rws3.pl | 15 | 43 | 12.36% |
| 4. | http://www.saw.usace.army.mil/EBS/ViewFiles.asp | 11 | 18 | 5.17% |
| 5. | http://www.saw.usace.army.mil/_vti_bin/_vti_aut/author.dll | 11 | 18 | 5.17% |
| 6. | http://www.saw.usace.army.mil/ebs/Registration.asp | 3 | 9 | 2.59% |
| 7. | http://www.saw.usace.army.mil/EBS/MyEBS2.asp | 5 | 9 | 2.59% |
| 8. | http://www.saw.usace.army.mil/EBS/ViewPlanHolders.asp | 3 | 3 | 0.86% |
| 9. | http://www.saw.usace.army.mil/EBS/Help.asp | 1 | 2 | 0.57% |
| | Total | 97 | 348 | 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.

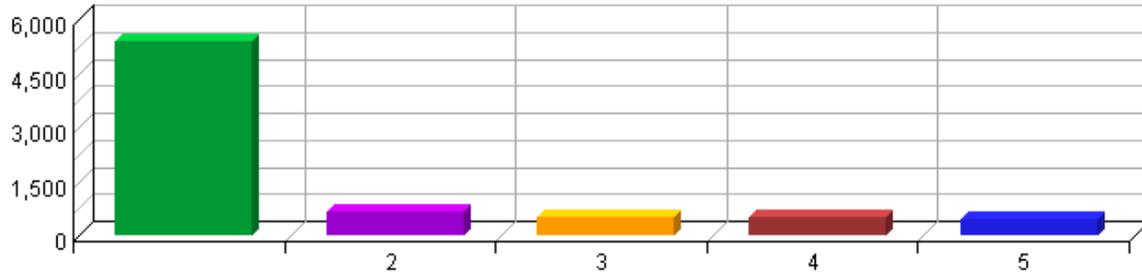


You may want to run virus scans on uploaded files.

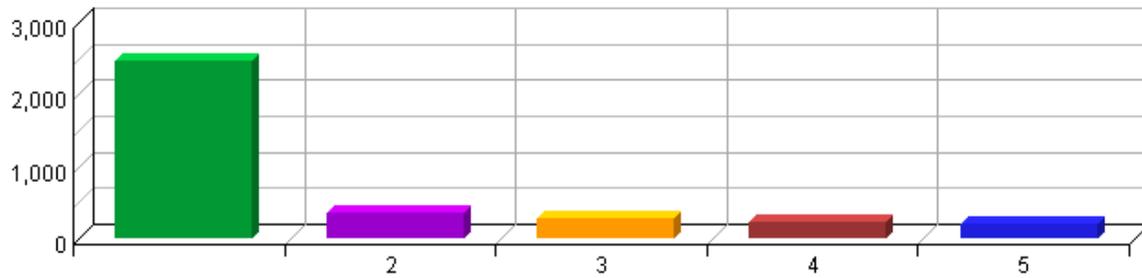
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

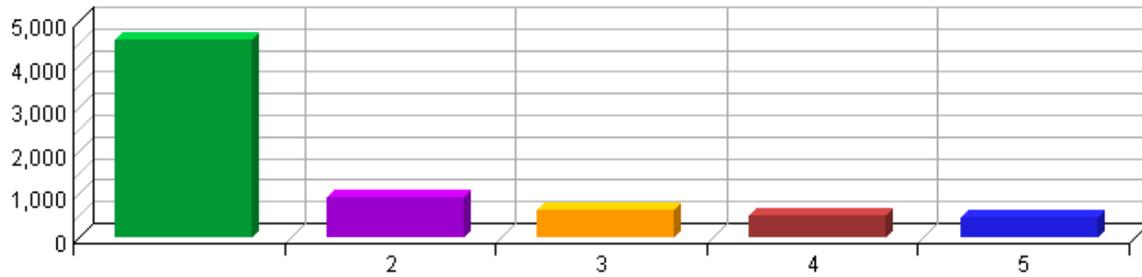
Top Entry Pages



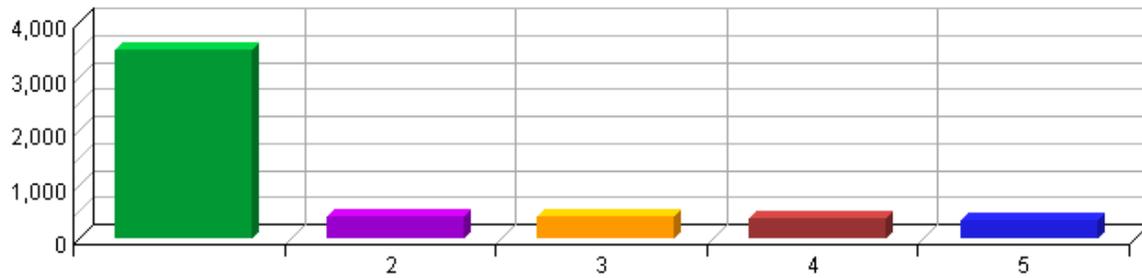
Single Access Pages



Top Entry Files



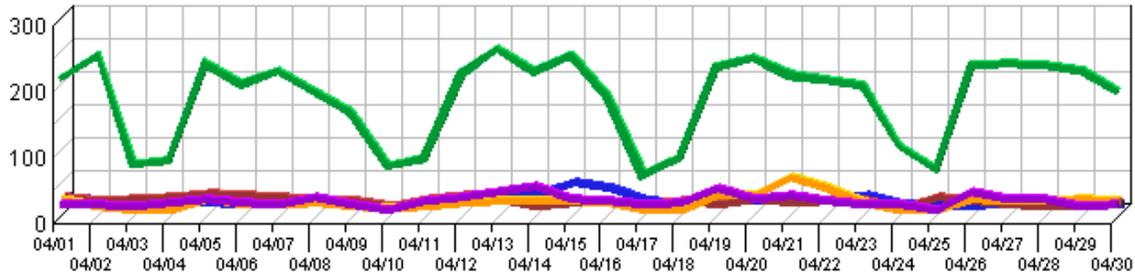
Top Exit Pages



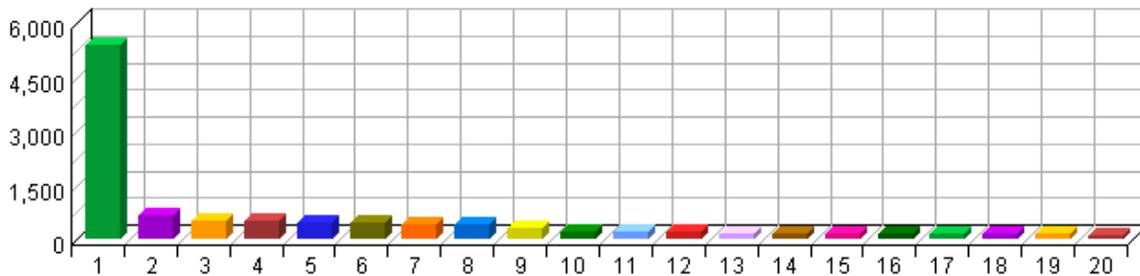
Top Entry Pages

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. | Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | 5,402 | 30.67% |
| 2. | http://www.saw.usace.army.mil/jhkerr/ | 651 | 3.70% |
| 3. | Wilmington District Corps of Engineers Regulatory Program Home Page http://www.saw.usace.army.mil/WETLANDS/ | 513 | 2.91% |
| 4. | http://www.saw.usace.army.mil/philpott/ | 504 | 2.86% |
| 5. | Ramp Elevations http://www.saw.usace.army.mil/jhkerr/ramps.htm | 446 | 2.53% |
| 6. | Wilmington District http://www.saw.usace.army.mil/nav/nav.htm | 437 | 2.48% |
| 7. | Park Maps http://www.saw.usace.army.mil/jhkerr/maps.htm | 408 | 2.32% |

| | | | |
|-----|--|---------------|----------------|
| 8. | http://www.saw.usace.army.mil/wkscott/ | 383 | 2.17% |
| 9. | Advertised Solicitations http://www.saw.usace.army.mil/ebs/AdvertisedSolicitations.asp | 315 | 1.79% |
| 10. | Regulatory Division Web Address Has Moved http://www.saw.usace.army.mil/wetlands/regtour.htm | 210 | 1.19% |
| 11. | http://www.saw.usace.army.mil/contracting/ | 200 | 1.14% |
| 12. | http://www.saw.usace.army.mil/recreation/ | 199 | 1.13% |
| 13. | http://www.saw.usace.army.mil/falls/ | 174 | 0.99% |
| 14. | Robert E Lee http://www.saw.usace.army.mil/coastal/Robert_E_Lee.htm | 155 | 0.88% |
| 15. | Bogue Inlet Channel Erosion Response Project http://www.saw.usace.army.mil/WETLANDS/Projects/BogueInlet/ | 142 | 0.81% |
| 16. | http://www.saw.usace.army.mil/jordan/ | 140 | 0.79% |
| 17. | http://www.saw.usace.army.mil/bridge-to-success/websites.htm | 139 | 0.79% |
| 18. | Stream Mitigation http://www.saw.usace.army.mil/wetlands/Mitigation/stream_mitigation.html | 131 | 0.74% |
| 19. | Wilmington District – Who We Are http://www.saw.usace.army.mil/Who-we-are/whoweare.asp | 129 | 0.73% |
| 20. | Public Notices and Regulatory News – Wilmington District COE http://www.saw.usace.army.mil/wetlands/notices.html | 126 | 0.72% |
| | Subtotal | 10,804 | 61.35% |
| | Other | 6,807 | 38.65% |
| | Total | 17,611 | 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.

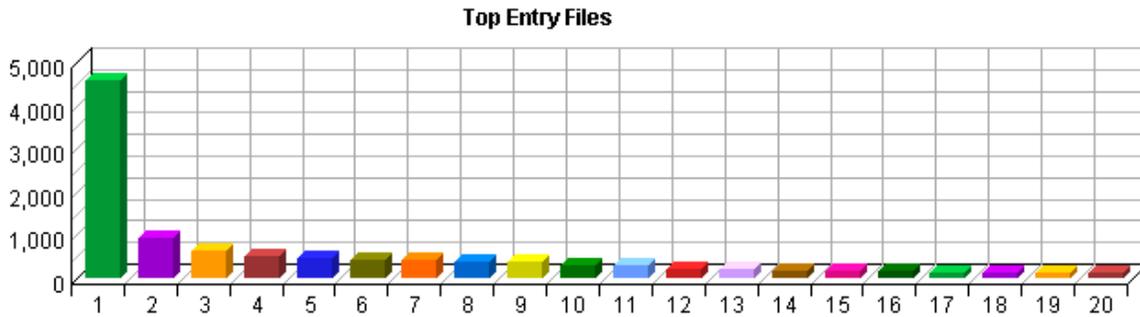
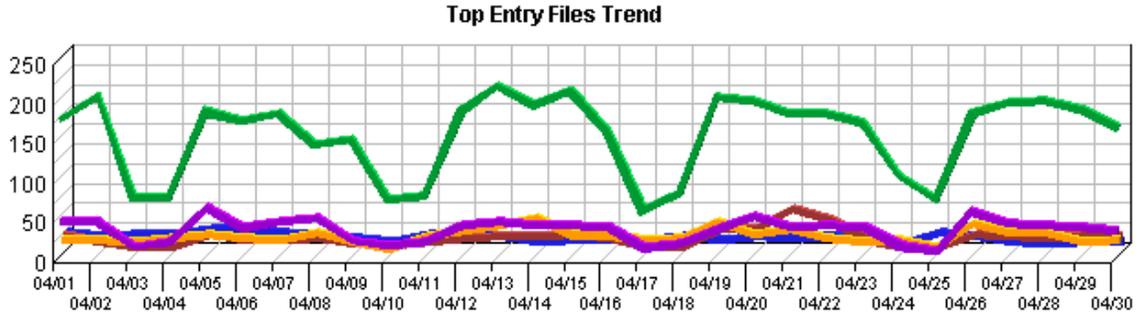
% – Percentage of times this page was the entry page compared with other entry pages.



—
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

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

| | Files | Visits | % |
|-----|---|--------|--------|
| 1. | http://www.saw.usace.army.mil/iisstart.asp | 4,568 | 15.68% |
| 2. | http://www.saw.usace.army.mil/domino/CESAW.nsf | 921 | 3.16% |
| 3. | http://www.saw.usace.army.mil/jhkerr/ | 634 | 2.18% |
| 4. | http://www.saw.usace.army.mil/WETLANDS/ | 497 | 1.71% |
| 5. | http://www.saw.usace.army.mil/philpott/ | 469 | 1.61% |
| 6. | http://www.saw.usace.army.mil/nav/nav.htm | 419 | 1.44% |
| 7. | http://www.saw.usace.army.mil/jhkerr/ramps.htm | 408 | 1.40% |
| 8. | http://www.saw.usace.army.mil/jhkerr/maps.htm | 400 | 1.37% |
| 9. | http://www.saw.usace.army.mil/wkscott/ | 376 | 1.29% |
| 10. | http://www.saw.usace.army.mil/ebs/AdvertisedSolicitations.asp | 311 | 1.07% |
| 11. | http://www.saw.usace.army.mil/jhkerr/images/alcohol.jpg | 305 | 1.05% |

| | | | |
|-----|---|---------------|----------------|
| 12. | http://www.saw.usace.army.mil/wetlands/regtour.htm | 207 | 0.71% |
| 13. | http://www.saw.usace.army.mil/contracting/ | 194 | 0.67% |
| 14. | http://www.saw.usace.army.mil/recreation/ | 189 | 0.65% |
| 15. | http://www.saw.usace.army.mil/falls/ | 170 | 0.58% |
| 16. | http://www.saw.usace.army.mil/coastal/Robert_E_Lee.htm | 151 | 0.52% |
| 17. | http://www.saw.usace.army.mil/jhkerr/_themes/expeditn/exptextb.jpg | 144 | 0.49% |
| 18. | http://www.saw.usace.army.mil/bridge_to_success/websites.htm | 139 | 0.48% |
| 19. | http://www.saw.usace.army.mil/jordan/ | 138 | 0.47% |
| 20. | http://www.saw.usace.army.mil/WETLANDS/Projects/BogueInlet/ | 129 | 0.44% |
| | Subtotal | 10,769 | 36.96% |
| | Other | 18,371 | 63.04% |
| | Total | 29,140 | 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.

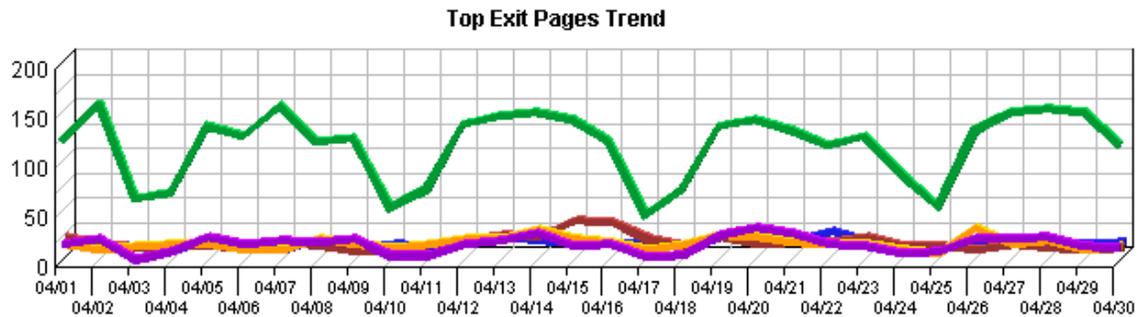
Visits – Number of visits by visitors whose first hit was the specified file. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. 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

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



Top Exit Pages

| | Pages | Visits | % |
|----|--|--------|--------|
| 1. | Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | 3,485 | 19.79% |
| 2. | Advertised Solicitations http://www.saw.usace.army.mil/ebs/AdvertisedSolicitations.asp | 423 | 2.40% |
| 3. | http://www.saw.usace.army.mil/jhkerr/ | 406 | 2.31% |
| 4. | Ramp Elevations http://www.saw.usace.army.mil/jhkerr/ramps.htm | 387 | 2.20% |
| 5. | Wilmington District Corps of Engineers Regulatory Program Home Page http://www.saw.usace.army.mil/WETLANDS/ | 324 | 1.84% |
| 6. | http://www.saw.usace.army.mil/philpott/ | 302 | 1.72% |
| 7. | http://www.saw.usace.army.mil/CPAC/ | 253 | 1.44% |
| 8. | Park Maps http://www.saw.usace.army.mil/jhkerr/maps.htm | 251 | 1.43% |

| | | | |
|-----|--|---------------|----------------|
| 9. | W. Kerr Scott Homepage http://www.saw.usace.army.mil/wkscott/indexold.htm | 238 | 1.35% |
| 10. | PUBLIC NOTICES http://www.saw.usace.army.mil/wetlands/Notices/Current_notices.html | 234 | 1.33% |
| 11. | Nationwide and General permits authorized by Wilmington District http://www.saw.usace.army.mil/wetlands/general&nationwide_permits.html | 225 | 1.28% |
| 12. | Wilmington District http://www.saw.usace.army.mil/nav/nav.htm | 200 | 1.14% |
| 13. | Bogue Inlet Channel Erosion Response Project http://www.saw.usace.army.mil/WETLANDS/Projects/BogueInlet/ | 189 | 1.07% |
| 14. | http://www.saw.usace.army.mil/SAWInternalServices.htm | 189 | 1.07% |
| 15. | http://www.saw.usace.army.mil/contracting/ | 188 | 1.07% |
| 16. | Where We Are http://www.saw.usace.army.mil/Where-we-are/where.asp | 179 | 1.02% |
| 17. | Permit Forms and Instructions http://www.saw.usace.army.mil/wetlands/Permits.html | 165 | 0.94% |
| 18. | Stream Mitigation http://www.saw.usace.army.mil/WETLANDS/Mitigation/stream_mitigation.html | 156 | 0.89% |
| 19. | Robert E Lee http://www.saw.usace.army.mil/coastal/Robert_E_Lee.htm | 152 | 0.86% |
| 20. | http://www.saw.usace.army.mil/recreation/ | 148 | 0.84% |
| | Subtotal | 8,094 | 45.97% |
| | Other | 9,515 | 54.03% |
| | Total | 17,609 | 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.

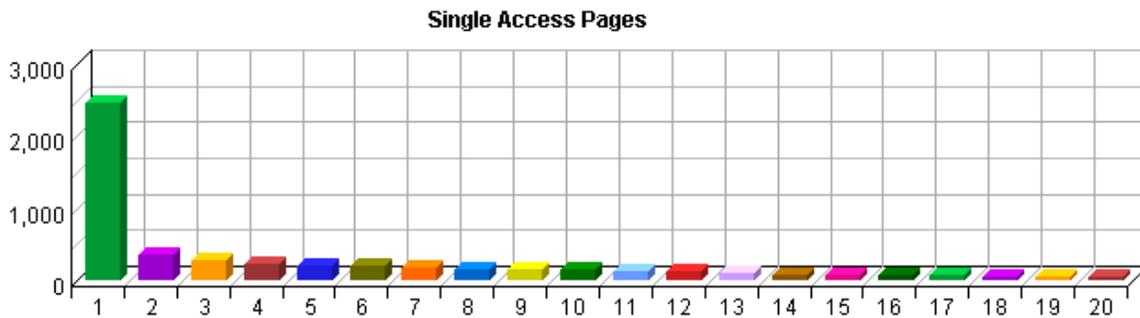
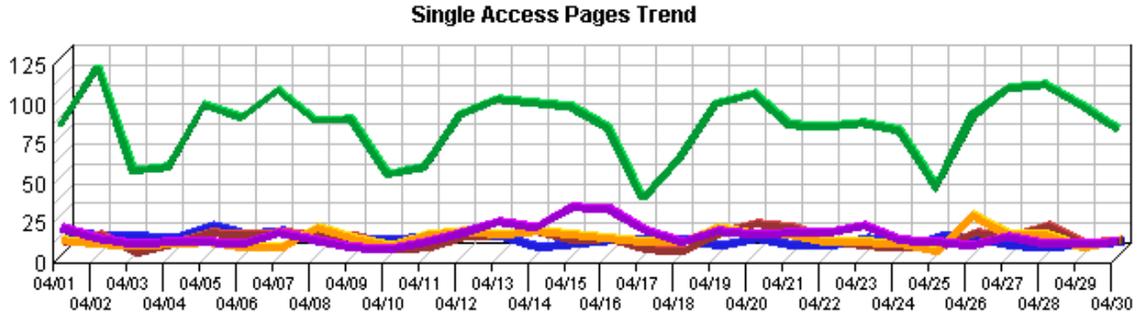
% – Percentage of times this page was the exit page compared with other exit pages.

—

💡 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. | Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | 2,472 | 24.51% |
| 2. | Ramp Elevations http://www.saw.usace.army.mil/jhkerr/ramps.htm | 352 | 3.49% |
| 3. | http://www.saw.usace.army.mil/jhkerr/ | 270 | 2.68% |
| 4. | Advertised Solicitations http://www.saw.usace.army.mil/ebs/AdvertisedSolicitations.asp | 238 | 2.36% |
| 5. | http://www.saw.usace.army.mil/philpott/ | 198 | 1.96% |
| 6. | Park Maps http://www.saw.usace.army.mil/jhkerr/maps.htm | 192 | 1.90% |
| 7. | Wilmington District Corps of Engineers Regulatory Program Home Page http://www.saw.usace.army.mil/WETLANDS/ | 184 | 1.82% |
| 8. | http://www.saw.usace.army.mil/contracting/ | 156 | 1.55% |

| | | | |
|-----|--|---------------|----------------|
| 9. | Robert E Lee http://www.saw.usace.army.mil/coastal/Robert_E_Lee.htm | 148 | 1.47% |
| 10. | Wilmington District http://www.saw.usace.army.mil/nav/nav.htm | 144 | 1.43% |
| 11. | http://www.saw.usace.army.mil/bridge-to-success/websites.htm | 129 | 1.28% |
| 12. | Bogue Inlet Channel Erosion Response Project http://www.saw.usace.army.mil/WETLANDS/Projects/BogueInlet/ | 120 | 1.19% |
| 13. | Stream Mitigation http://www.saw.usace.army.mil/WETLANDS/Mitigation/stream_mitigation.html | 101 | 1.00% |
| 14. | Ecosystem Enhancement Program http://www.saw.usace.army.mil/WETLANDS/Mitigation/eep.htm | 83 | 0.82% |
| 15. | Smith River Fishing http://www.saw.usace.army.mil/philpott/smith_river_fishing.htm | 80 | 0.79% |
| 16. | http://www.saw.usace.army.mil/recreation/ | 79 | 0.78% |
| 17. | Wilmington District – Who We Are http://www.saw.usace.army.mil/Who-we-are/whoweare.asp | 69 | 0.68% |
| 18. | News and Information http://www.saw.usace.army.mil/pao/public_affairs.htm | 63 | 0.62% |
| 19. | http://www.saw.usace.army.mil/Doing-Business-With-Us.htm | 62 | 0.61% |
| 20. | http://www.saw.usace.army.mil/Falls/ | 60 | 0.59% |
| | Subtotal | 5,200 | 51.56% |
| | Other | 4,885 | 48.44% |
| | Total | 10,085 | 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 | 1. Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | 3,121 | 17.72% |
| | 1. Ramp Elevations http://www.saw.usace.army.mil/jhkerr/ramps.htm | 364 | 2.07% |
| | 1. http://www.saw.usace.army.mil/jhkerr/ | 297 | 1.69% |
| | 1. Advertised Solicitations http://www.saw.usace.army.mil/ebs/AdvertisedSolicitations.asp | 285 | 1.62% |
| | 1. http://www.saw.usace.army.mil/philpott/ | 223 | 1.27% |
| | 1. Wilmington District Corps of Engineers Regulatory Program Home Page http://www.saw.usace.army.mil/WETLANDS/ | 201 | 1.14% |
| | 1. Park Maps http://www.saw.usace.army.mil/jhkerr/maps.htm | 201 | 1.14% |
| | 1. http://www.saw.usace.army.mil/contracting/ | 160 | 0.91% |
| | 1. Robert E Lee http://www.saw.usace.army.mil/coastal/Robert_E_Lee.htm | 151 | 0.86% |
| | 1. Wilmington District http://www.saw.usace.army.mil/nav/nav.htm | 148 | 0.84% |
| | 1. Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | 147 | 0.83% |
| | 2. http://www.saw.usace.army.mil/CPAC/ | 136 | 0.77% |
| | 1. http://www.saw.usace.army.mil/bridge to success/websites.htm | 130 | 0.74% |

| | | |
|---|-----|-------|
| 1. Bogue Inlet Channel Erosion Response Project http://www.saw.usace.army.mil/WETLANDS/Projects/BogueInlet/ | 114 | 0.65% |
| 1. http://www.saw.usace.army.mil/wkscott/ | | |
| 2. W. Kerr Scott Homepage http://www.saw.usace.army.mil/wkscott/indexold.htm | 112 | 0.64% |
| 1. Stream Mitigation http://www.saw.usace.army.mil/WETLANDS/Mitigation/stream_mitigation.html | 105 | 0.60% |
| 1. Wilmington District, U. S. Army Corps of Engineers Home Page http://www.saw.usace.army.mil/iisstart.asp | | |
| 2. http://www.saw.usace.army.mil/SAW Internal Services.htm | 86 | 0.49% |
| 1. Smith River Fishing http://www.saw.usace.army.mil/philpott/smith_river_fishing.htm | 85 | 0.48% |
| 1. Ecosystem Enhancement Program http://www.saw.usace.army.mil/WETLANDS/Mitigation/eep.htm | 82 | 0.47% |
| 1. http://www.saw.usace.army.mil/recreation/ | 75 | 0.43% |
| 1. Wilmington District – Who We Are http://www.saw.usace.army.mil/Who-we-are/howeare.asp | | |

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.

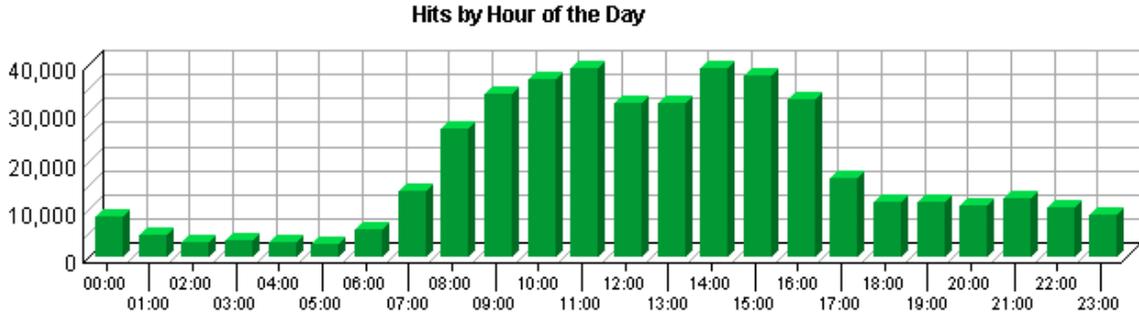
% – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.



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?

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.

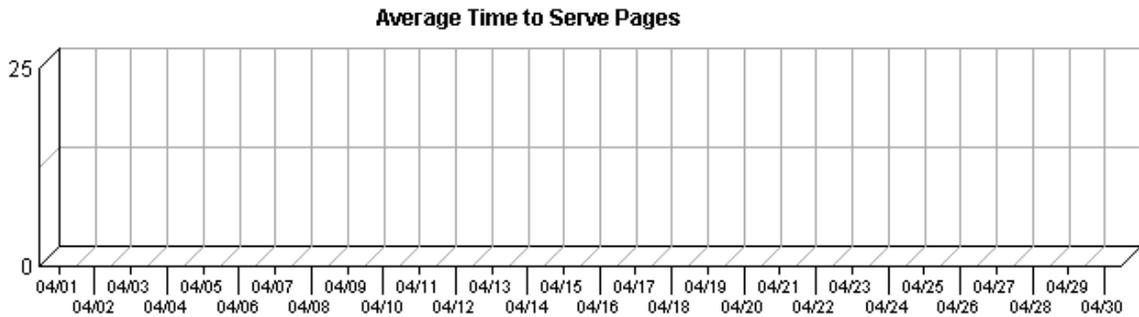


Most Active Summary

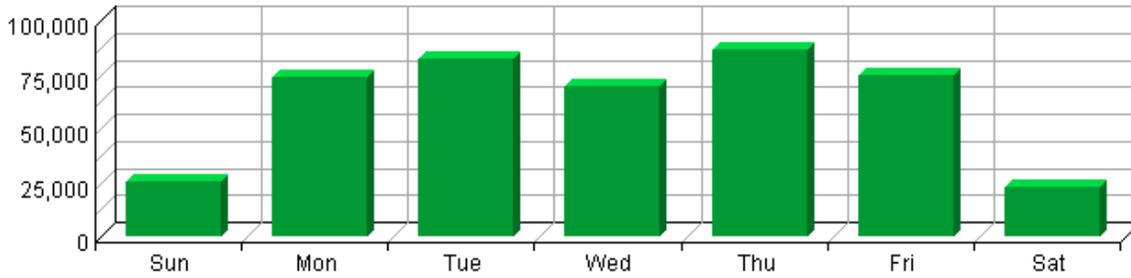
| | |
|------------------------------------|----------------|
| Most Active Date | April 20, 2004 |
| Number of Hits on Most Active Date | 23,958 |
| Most Active Day of the Week | Thu |
| Most Active Hour of the Day | 11:00–11:59 |

Activity on Weekdays Summary

| | |
|---|---------|
| Total Hits Weekdays | 386,845 |
| Total Visits Weekdays | 23,434 |
| Average Number of Visits per day on Weekdays | 1,065 |
| Average Number of Hits per day on Weekdays | 17,583 |



Hits by Day of the Week



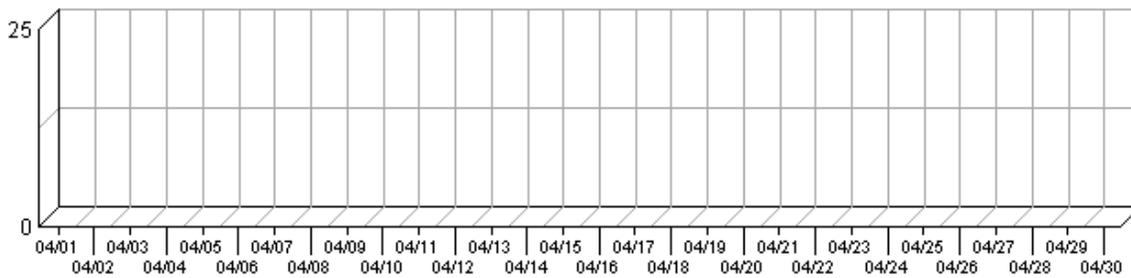
Least Active Summary

| | |
|-------------------------------------|----------------|
| Least Active Date | April 24, 2004 |
| Number of Hits on Least Active Date | 4,481 |
| Least Active Day of the Week | Sat |
| Least Active Hour of the Day | 05:00–05:59 |

Activity on Weekends Summary

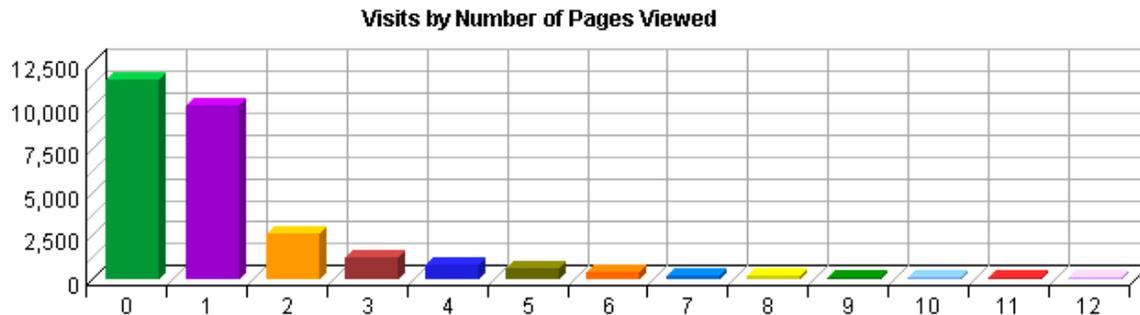
| | |
|---|--------|
| Total Hits Weekend | 48,571 |
| Total Visits Weekend | 5,706 |
| Average Number of Visits per Weekend | 1,426 |
| Average Number of Hits per Weekend | 12,142 |

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 | % |
|--------------|------------------------|---------------|----------------|
| Pages | 0 | 11,531 | 39.57% |
| Pages | 1 | 10,085 | 34.61% |
| Pages | 2 | 2,683 | 9.21% |
| Pages | 3 | 1,253 | 4.30% |
| Pages | 4 | 891 | 3.06% |
| Pages | 5 | 648 | 2.22% |
| Pages | 6 | 392 | 1.35% |
| Pages | 7 | 225 | 0.77% |
| Pages | 8 | 192 | 0.66% |
| Pages | 9 | 152 | 0.52% |
| Pages | 10 | 137 | 0.47% |
| Pages | 11 | 107 | 0.37% |
| Pages | 12 | 88 | 0.30% |
| Pages | Subtotal | 28,384 | 97.41% |
| Pages | Other | 756 | 2.59% |
| | Total | 29,140 | 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.

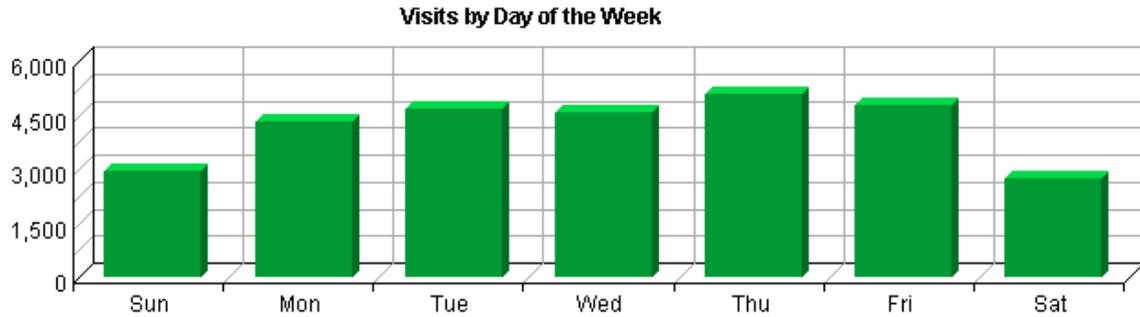
% – Percentage of total visits by people who viewed the specified number of pages.



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 | 2,941 | 10.09% |
| Mon | 4,317 | 14.81% |
| Tue | 4,697 | 16.12% |
| Wed | 4,564 | 15.66% |
| Thu | 5,098 | 17.49% |
| Fri | 4,758 | 16.33% |
| Sat | 2,765 | 9.49% |
| Total Weekend | 5,706 | 19.58% |
| Total Weekdays | 23,434 | 80.42% |
| Total | 29,140 | 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.

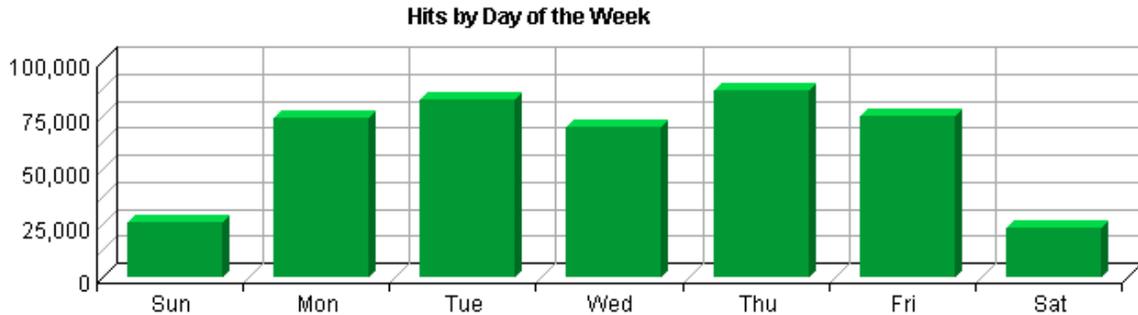
% – Percentage of total visits that occurred on the specified day of the week.

💡 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 | 25,503 | 5.86% |
| Mon | 73,903 | 16.97% |
| Tue | 81,998 | 18.83% |
| Wed | 69,668 | 16.00% |
| Thu | 86,575 | 19.88% |
| Fri | 74,701 | 17.16% |
| Sat | 23,068 | 5.30% |
| Total Weekend | 48,571 | 11.16% |
| Total Weekdays | 386,845 | 88.84% |
| Total | 435,416 | 100.00% |

Hits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

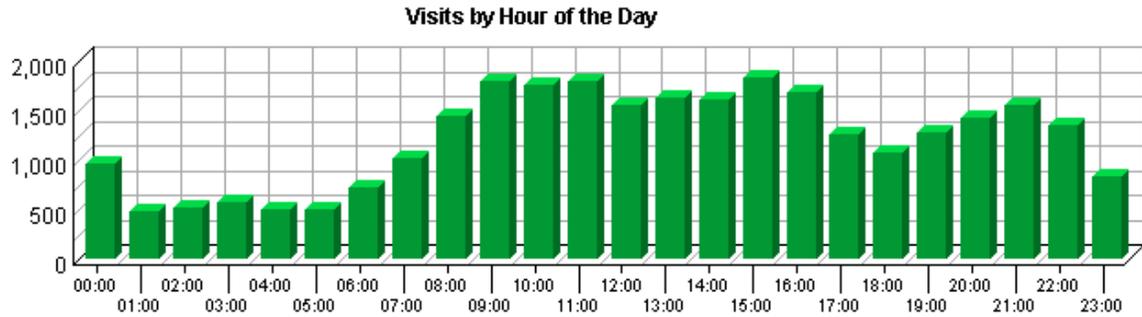
Hits – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – 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 | 954 | 3.27% |
| 01:00 | 475 | 1.63% |
| 02:00 | 524 | 1.80% |
| 03:00 | 567 | 1.95% |
| 04:00 | 509 | 1.75% |
| 05:00 | 496 | 1.70% |
| 06:00 | 719 | 2.47% |
| 07:00 | 1,025 | 3.52% |
| 08:00 | 1,449 | 4.97% |
| 09:00 | 1,798 | 6.17% |
| 10:00 | 1,759 | 6.04% |
| 11:00 | 1,788 | 6.14% |
| 12:00 | 1,553 | 5.33% |
| 13:00 | 1,636 | 5.61% |
| 14:00 | 1,609 | 5.52% |
| 15:00 | 1,836 | 6.30% |
| 16:00 | 1,693 | 5.81% |
| 17:00 | 1,256 | 4.31% |
| 18:00 | 1,072 | 3.68% |
| 19:00 | 1,279 | 4.39% |
| 20:00 | 1,422 | 4.88% |
| 21:00 | 1,550 | 5.32% |
| 22:00 | 1,344 | 4.61% |
| 23:00 | 827 | 2.84% |
| Total Visits during Work Hours (8:00am–5:00pm) | 15,121 | 51.89% |

| | | |
|--|---------------|----------------|
| Total Visits during After Hours (5:01pm–7:59am) | 14,019 | 48.11% |
| Total | 29,140 | 100.00% |

Summary of Visits by Hour of the Day

| | |
|-------------------------------------|-------------|
| Most Active Hour of the Day | 15:00–15:59 |
| Least Active Hour of the Day | 01:00–01:59 |

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.

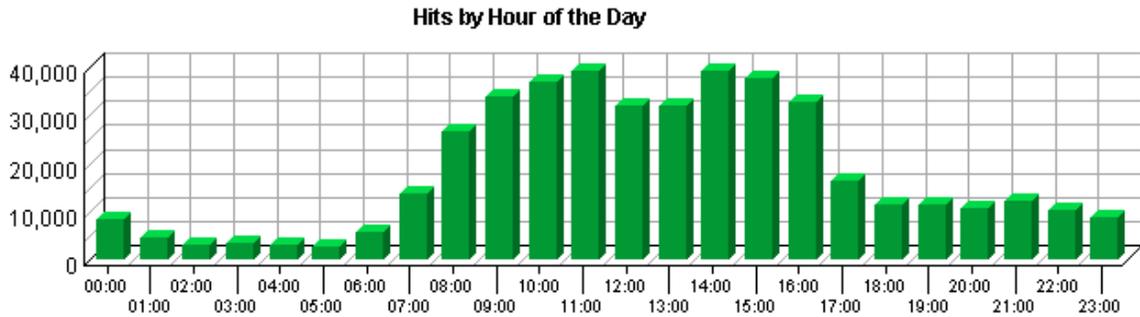
% – Percentage of visits to your site that occurred during the specified hour.

—

💡 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 | 8,431 | 1.94% |
| 01:00 | 4,445 | 1.02% |
| 02:00 | 2,932 | 0.67% |
| 03:00 | 3,281 | 0.75% |
| 04:00 | 3,151 | 0.72% |
| 05:00 | 2,598 | 0.60% |
| 06:00 | 5,581 | 1.28% |
| 07:00 | 13,781 | 3.17% |
| 08:00 | 26,520 | 6.09% |
| 09:00 | 33,857 | 7.78% |
| 10:00 | 36,959 | 8.49% |
| 11:00 | 39,368 | 9.04% |
| 12:00 | 32,023 | 7.35% |
| 13:00 | 31,894 | 7.32% |
| 14:00 | 39,064 | 8.97% |
| 15:00 | 37,554 | 8.62% |
| 16:00 | 32,728 | 7.52% |
| 17:00 | 16,407 | 3.77% |
| 18:00 | 11,266 | 2.59% |
| 19:00 | 11,329 | 2.60% |
| 20:00 | 10,760 | 2.47% |
| 21:00 | 12,140 | 2.79% |
| 22:00 | 10,449 | 2.40% |
| 23:00 | 8,898 | 2.04% |

| | | |
|--|----------------|----------------|
| Total Hits during Work Hours (8:00am–5:00pm) | 309,967 | 71.19% |
| Total Hits during After Hours (5:01pm–7:59am) | 125,449 | 28.81% |
| Total | 435,416 | 100.00% |

Summary of Hits by Hour of the Day

| | |
|-------------------------------------|-------------|
| Most Active Hour of the Day | 11:00–11:59 |
| Least Active Hour of the Day | 05:00–05:59 |

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 | 24,345 | 83.54% |
| 1-2 | 772 | 2.65% |
| 2-3 | 515 | 1.77% |
| 3-4 | 330 | 1.13% |
| 4-5 | 288 | 0.99% |
| 5-6 | 212 | 0.73% |
| 6-7 | 190 | 0.65% |
| 7-8 | 158 | 0.54% |
| 8-9 | 147 | 0.50% |
| 9-10 | 128 | 0.44% |
| 10-11 | 110 | 0.38% |
| 11-12 | 98 | 0.34% |
| 12-13 | 99 | 0.34% |
| 13-14 | 98 | 0.34% |
| 14-15 | 74 | 0.25% |
| 15-16 | 66 | 0.23% |
| 16-17 | 86 | 0.30% |
| 17-18 | 66 | 0.23% |
| 18-19 | 75 | 0.26% |
| 19-20 | 71 | 0.24% |
| Subtotal | 27,928 | 95.84% |
| Other | 1,212 | 4.16% |
| Total | 29,140 | 100.00% |

Visit Duration by Visits – Help Card

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

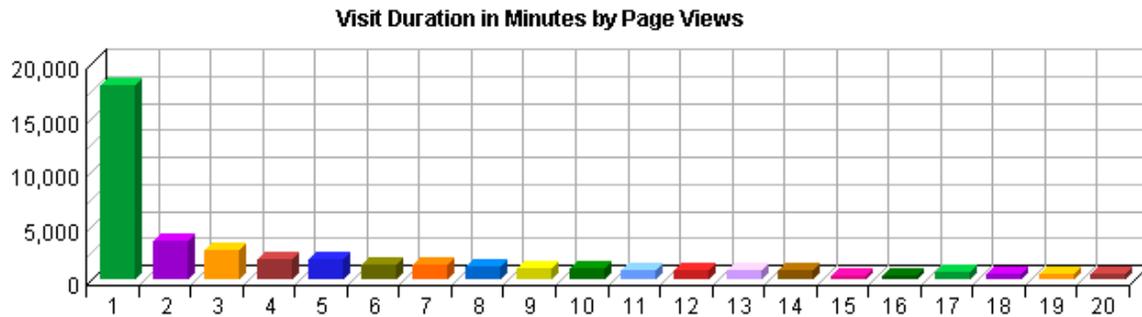
Visits – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty 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 | 17,886 | 22.09% |
| 1-2 | 3,497 | 4.32% |
| 2-3 | 2,777 | 3.43% |
| 3-4 | 1,863 | 2.30% |
| 4-5 | 1,947 | 2.40% |
| 5-6 | 1,391 | 1.72% |
| 6-7 | 1,379 | 1.70% |
| 7-8 | 1,127 | 1.39% |
| 8-9 | 1,090 | 1.35% |
| 9-10 | 949 | 1.17% |
| 10-11 | 788 | 0.97% |
| 11-12 | 919 | 1.13% |
| 12-13 | 784 | 0.97% |
| 13-14 | 849 | 1.05% |
| 14-15 | 412 | 0.51% |
| 15-16 | 416 | 0.51% |
| 16-17 | 742 | 0.92% |
| 17-18 | 477 | 0.59% |
| 18-19 | 551 | 0.68% |
| 19-20 | 545 | 0.67% |
| Subtotal | 40,389 | 49.88% |
| Other | 40,586 | 50.12% |
| Total | 80,975 | 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.

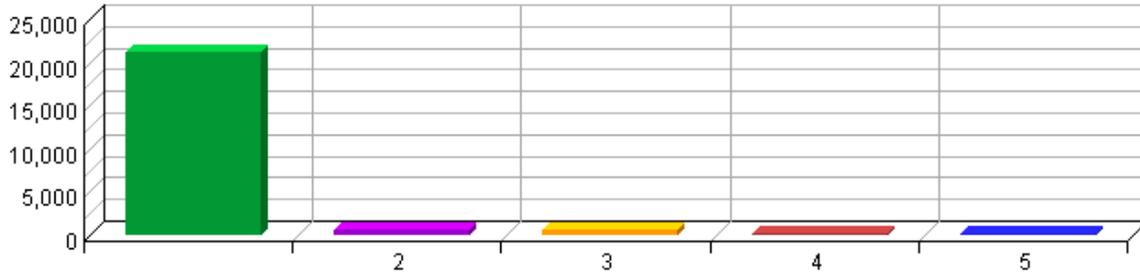
% – Percentage of visitors who viewed your page for the specified duration of time.

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

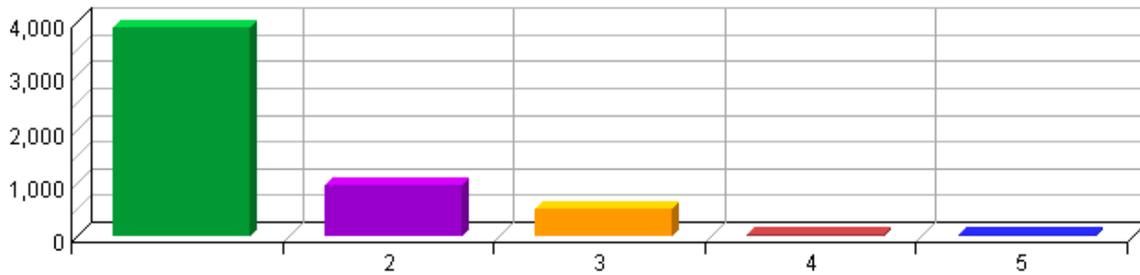
Browsers and Platforms Dashboard

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.

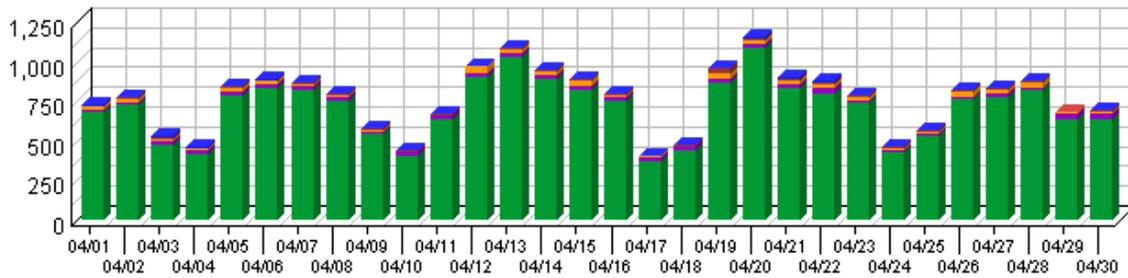
Top Browsers by Visits



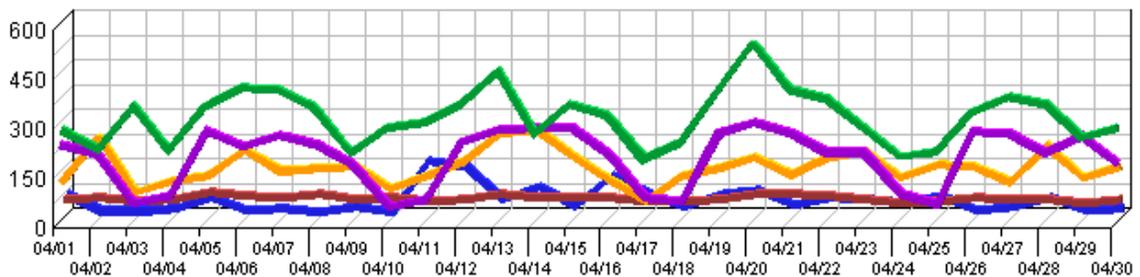
Top Spiders by Visits



Top Browsers by Visits Trend

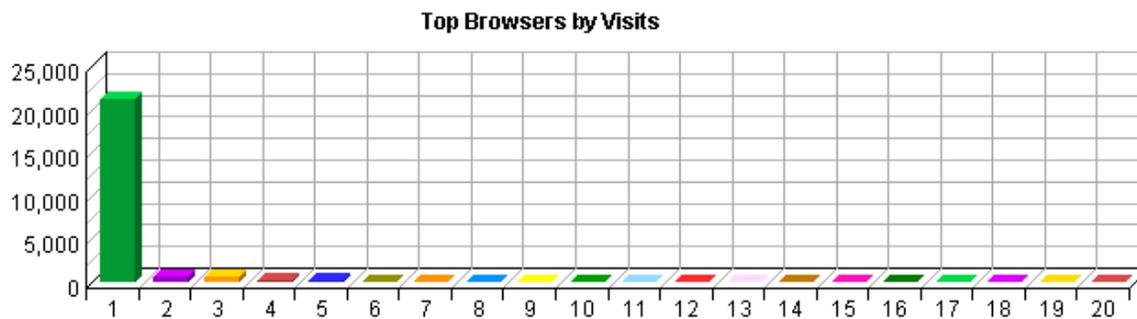
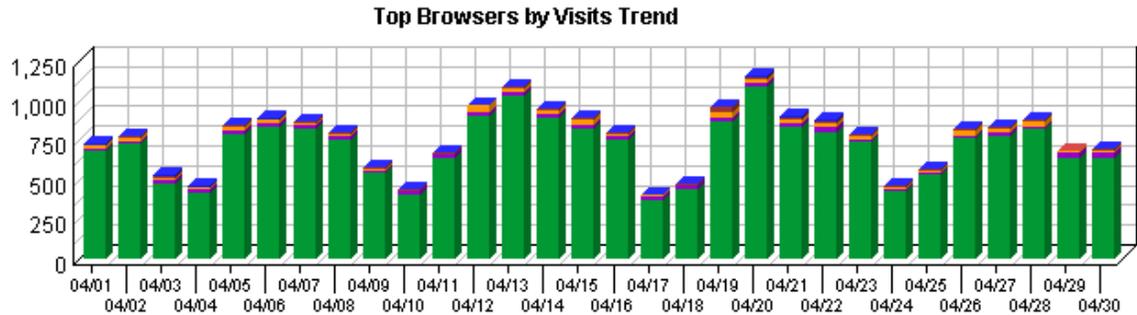


Top Platforms by Visits Trend



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

| | Browser | Visits | % | Hits |
|-----|--|---------------|---------------|-------------|
| 1. | Microsoft Internet Explorer | 21,186 | 89.66% | 384,447 |
| 2. | Other Netscape Compatible | 666 | 2.82% | 5,509 |
| 3. | Netscape | 575 | 2.43% | 9,625 |
| 4. | Mozilla | 271 | 1.15% | 2,141 |
| 5. | NPBot (http://www.nameprotect.com/botinfo.html) | 115 | 0.49% | 115 |
| 6. | msnbot/0.11 (http://search.msn.com/msnbot.htm) | 102 | 0.43% | 189 |
| 7. | Safari | 65 | 0.28% | 785 |
| 8. | Others | 59 | 0.25% | 625 |
| 9. | ia_archiver | 47 | 0.20% | 243 |
| 10. | Il trovatore-Setaccio | 46 | 0.19% | 55 |
| 11. | MSFrontPage/4.0 | 35 | 0.15% | 185 |
| 12. | ColdFusion | 29 | 0.12% | 144 |
| 13. | NLese | 29 | 0.12% | 2,692 |
| 14. | Konqueror | 28 | 0.12% | 28 |
| 15. | WebTV | 27 | 0.11% | 103 |
| 16. | psbot/0.1 (http://www.picsearch.com/bot.html) | 27 | 0.11% | 62 |
| 17. | Il trovatore-Setaccio/0.3-dev (Indexing; http://www.iltrovatore.it/bot.html ; info@iltrovatore.it) | 20 | 0.08% | 25 |

| | | | | |
|-----|---|---------------|----------------|----------------|
| 18. | Opera | 19 | 0.08% | 156 |
| 19. | Dumbot(version 0.1 beta – dumbfind.com) | 18 | 0.08% | 18 |
| 20. | webcollage/1.107 | 14 | 0.06% | 26 |
| | Subtotal | 23,378 | 98.93% | 407,173 |
| | Other | 252 | 1.07% | 6,840 |
| | Total | 23,630 | 100.00% | 414,013 |

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.

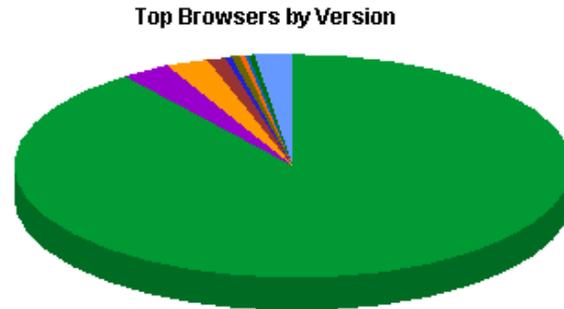
% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

💡 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 | 16,906 | 71.54% | 333,928 |
| | 5.5 | 2,803 | 11.86% | 35,802 |
| | 5.0 | 723 | 3.06% | 4,358 |
| | 5.01 | 349 | 1.48% | 8,416 |
| | Version Unknown | 134 | 0.57% | 209 |
| | 4.01 | 117 | 0.50% | 313 |
| | 7.01 | 39 | 0.17% | 40 |
| | 5.22 | 36 | 0.15% | 685 |
| | 5.23 | 19 | 0.08% | 239 |
| | 5.16 | 16 | 0.07% | 72 |
| | 5.15 | 8 | 0.03% | 126 |
| | 5.17 | 8 | 0.03% | 92 |
| | 5.05 | 7 | 0.03% | 11 |
| | 5.21 | 6 | 0.03% | 44 |
| | 6.0b | 3 | 0.01% | 8 |
| | 5.13 | 3 | 0.01% | 21 |
| | 5.14 | 2 | 0.01% | 19 |
| | 4.5 | 2 | 0.01% | 13 |
| | 4.0 | 2 | 0.01% | 21 |
| | 5.12 | 2 | 0.01% | 28 |
| 1. | 1 | 0.00% | 2 | |
| Other | | 0 | 0.00% | 0 |
| 2. Other Netscape Compatible | Version Unknown | 666 | 2.82% | 5,509 |
| | Other | 0 | 0.00% | 0 |
| 3. Netscape | 7.1 | 183 | 0.77% | 3,208 |
| | 4.78 | 65 | 0.28% | 1,227 |

| | | | | |
|-----------------|----------|--------------|----------|-----|
| 7.02 | 60 | 0.25% | 904 | |
| 7.0 | 34 | 0.14% | 631 | |
| 4.7 | 31 | 0.13% | 656 | |
| 7.01 | 27 | 0.11% | 442 | |
| 4.79 | 27 | 0.11% | 576 | |
| 4.76 | 25 | 0.11% | 320 | |
| 4.0 | 20 | 0.08% | 23 | |
| 4.5 | 14 | 0.06% | 402 | |
| 6.1 | 12 | 0.05% | 115 | |
| 4.72 | 9 | 0.04% | 255 | |
| 4.61 | 9 | 0.04% | 93 | |
| 4.08 | 7 | 0.03% | 70 | |
| 4.75 | 6 | 0.03% | 116 | |
| 4.77 | 6 | 0.03% | 99 | |
| 4.8 | 5 | 0.02% | 43 | |
| 6.2.1 | 5 | 0.02% | 126 | |
| 6.2.3 | 5 | 0.02% | 77 | |
| 3.04Gold | 4 | 0.02% | 26 | |
| 4.05 | 4 | 0.02% | 4 | |
| 4.73 | 3 | 0.01% | 62 | |
| 4.77C-CCK-MCD | 2 | 0.01% | 13 | |
| 6.0 | 2 | 0.01% | 2 | |
| 4.06 | 2 | 0.01% | 10 | |
| Version Unknown | 1 | 0.00% | 1 | |
| 3.01C-KC032698 | 1 | 0.00% | 24 | |
| 6.2 | 1 | 0.00% | 10 | |
| 4.x | 1 | 0.00% | 2 | |
| 4.79C-CCK-MCD | 1 | 0.00% | 59 | |
| 4.74 | 1 | 0.00% | 3 | |
| 4.04 | 1 | 0.00% | 11 | |
| 4.07 | 1 | 0.00% | 15 | |
| Other | 0 | 0.00% | 0 | |
| 4. Mozilla | 20021112 | 87 | 0.37% | 107 |
| | 20040206 | 44 | 0.19% | 332 |
| | 20040113 | 42 | 0.18% | 866 |
| | 20031007 | 23 | 0.10% | 316 |
| | CAMINO | 17 | 0.07% | 17 |
| | 20030624 | 8 | 0.03% | 30 |
| | 20030728 | 8 | 0.03% | 101 |
| | 20030312 | 7 | 0.03% | 58 |
| | 20020924 | 6 | 0.03% | 7 |
| | 20030425 | 4 | 0.02% | 55 |

| | | | | | |
|-----|--|-----------------|----------|--------------|----------|
| | | 20031030 | 2 | 0.01% | 10 |
| | | 20030922 | 2 | 0.01% | 15 |
| | | 20030703 | 2 | 0.01% | 8 |
| | | 20030925 | 1 | 0.00% | 5 |
| | | 20040405 | 1 | 0.00% | 1 |
| | | 20011012 | 1 | 0.00% | 1 |
| | | 20031221 | 1 | 0.00% | 4 |
| | | 20040316 | 1 | 0.00% | 26 |
| | | 20030507 | 1 | 0.00% | 6 |
| | | 20021207 | 1 | 0.00% | 2 |
| | | 20040207 | 1 | 0.00% | 18 |
| | | 20021216 | 1 | 0.00% | 47 |
| | | 20020910 | 1 | 0.00% | 4 |
| | | 20040412 | 1 | 0.00% | 3 |
| | | 20021130 | 1 | 0.00% | 2 |
| | | | 1 | 0.00% | 21 |
| | | 20040421 | 1 | 0.00% | 4 |
| | | 20030306 | 1 | 0.00% | 4 |
| | | 20030225 | 1 | 0.00% | 18 |
| | | 20021003 | 1 | 0.00% | 22 |
| | | 20021212 | 1 | 0.00% | 29 |
| | | DEVONTECH | 1 | 0.00% | 2 |
| | | Other | 0 | 0.00% | 0 |
| 5. | NPBot (http://www.nameprotect.com/botinfo.html) | Version Unknown | 115 | 0.49% | 115 |
| | | Other | 0 | 0.00% | 0 |
| 6. | msnbot/0.11 (http://search.msn.com/msnbot.htm) | Version Unknown | 102 | 0.43% | 189 |
| | | Other | 0 | 0.00% | 0 |
| 7. | Safari | 125.1 | 43 | 0.18% | 507 |
| | | 85.7 | 8 | 0.03% | 100 |
| | | 125 | 3 | 0.01% | 13 |
| | | 85 | 3 | 0.01% | 32 |
| | | 100.1 | 2 | 0.01% | 32 |
| | | 100 | 2 | 0.01% | 81 |
| | | 85.5 | 2 | 0.01% | 2 |
| | | 85.6 | 2 | 0.01% | 18 |
| | | Other | 0 | 0.00% | 0 |
| 8. | Others | Version Unknown | 59 | 0.25% | 625 |
| | | Other | 0 | 0.00% | 0 |
| 9. | ia_archiver | Version Unknown | 47 | 0.20% | 243 |
| | | Other | 0 | 0.00% | 0 |
| 10. | Il trovatore-Setaccio | Version Unknown | 46 | 0.19% | 55 |
| | | Other | 0 | 0.00% | 0 |

| | | | | | |
|-----------------|--|-----------------|---------------|----------------|----------------|
| 11. | MSFrontPage/4.0 | Version Unknown | 35 | 0.15% | 185 |
| | | Other | 0 | 0.00% | 0 |
| 12. | ColdFusion | Version Unknown | 29 | 0.12% | 144 |
| | | Other | 0 | 0.00% | 0 |
| 13. | NLese | Version Unknown | 29 | 0.12% | 2,692 |
| | | Other | 0 | 0.00% | 0 |
| 14. | Konqueror | 3.0-RC6 | 4 | 0.02% | 4 |
| | | 3.1-RC2 | 4 | 0.02% | 4 |
| | | 3.1 | 4 | 0.02% | 4 |
| | | 3.0-RC3 | 3 | 0.01% | 3 |
| | | 3.0-RC1 | 3 | 0.01% | 3 |
| | | 3.1-RC5 | 2 | 0.01% | 2 |
| | | 3.1-RC6 | 2 | 0.01% | 2 |
| | | 3.0 | 2 | 0.01% | 2 |
| | | 3.1-RC1 | 1 | 0.00% | 1 |
| | | 3.1-RC4 | 1 | 0.00% | 1 |
| | | 3.0-RC2 | 1 | 0.00% | 1 |
| | | 3.0-RC5 | 1 | 0.00% | 1 |
| | | Other | 0 | 0.00% | 0 |
| | | 15. | WebTV | 2.6 | 19 |
| 1.2 | 8 | | | 0.03% | 22 |
| Other | 0 | | | 0.00% | 0 |
| 16. | psbot/0.1 (http://www.picsearch.com/bot.html) | Version Unknown | 27 | 0.11% | 62 |
| | | Other | 0 | 0.00% | 0 |
| 17. | Iltrovatore-Setaccio/0.3-dev (Indexing; http://www.iltrovatore.it/bot.html; info@iltrovatore.it) | Version Unknown | 20 | 0.08% | 25 |
| | | Other | 0 | 0.00% | 0 |
| 18. | Opera | 7.23 | 12 | 0.05% | 54 |
| | | 7.11 | 2 | 0.01% | 37 |
| | | 7.50 | 1 | 0.00% | 1 |
| | | 6.05 | 1 | 0.00% | 38 |
| | | 7.20 | 1 | 0.00% | 1 |
| | | 7.10 | 1 | 0.00% | 15 |
| | | 6.01 | 1 | 0.00% | 10 |
| | | Other | 0 | 0.00% | 0 |
| 19. | Dumbot(version 0.1 beta – dumbfind.com) | Version Unknown | 18 | 0.08% | 18 |
| | | Other | 0 | 0.00% | 0 |
| 20. | webcollage/1.107 | Version Unknown | 14 | 0.06% | 26 |
| | | Other | 0 | 0.00% | 0 |
| Subtotal | | | 23,378 | 98.93% | 407,173 |
| Other | | | 252 | 1.07% | 6,840 |
| Total | | | 23,630 | 100.00% | 414,013 |

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.

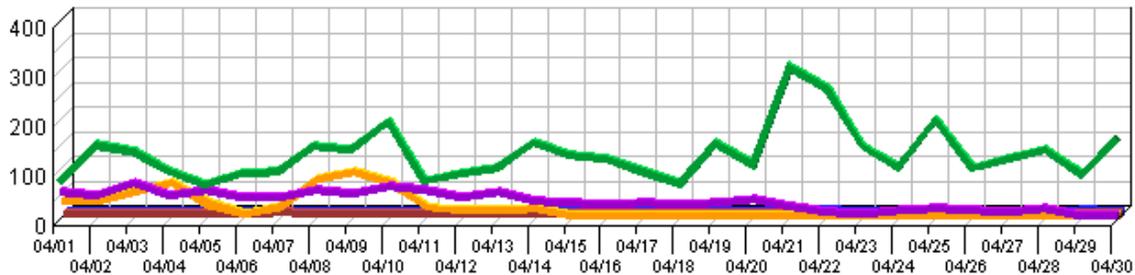
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

💡 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.

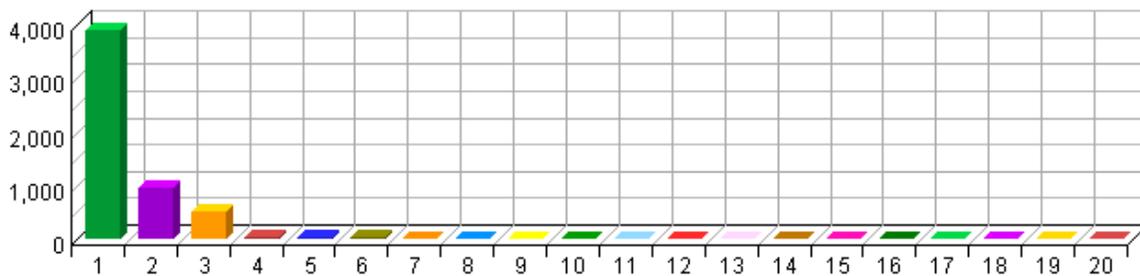
Top Spiders

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 by Visits Trend



Top Spiders by Visits



Top Spiders

| | Spider | Visits | % | Hits |
|-----|--|--------|--------|-------|
| 1. | Googlebot | 3,883 | 70.47% | 7,651 |
| 2. | Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp) | 968 | 17.57% | 1,093 |
| 3. | Googlebot-Image | 500 | 9.07% | 566 |
| 4. | FAST-WebCrawler | 27 | 0.49% | 4,319 |
| 5. | mozDex | 26 | 0.47% | 41 |
| 6. | Mozilla/4.0 compatible ZyBorg/1.0 (wn.zyborg@looksmart.net; http://www.WISEnutbot.com) | 20 | 0.36% | 27 |
| 7. | Linkbot | 13 | 0.24% | 34 |
| 8. | Mozilla/4.7 (compatible; FlipDog; http://www.whizbang.com/crawler) | 10 | 0.18% | 10 |
| 9. | Scooter | 10 | 0.18% | 10 |
| 10. | Mozilla/4.0 compatible ZyBorg/1.0 Dead Link Checker (wn.zyborg@looksmart.net; http://www.WISEnutbot) | 8 | 0.15% | 45 |
| 11. | Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot) | 7 | 0.13% | 24 |
| 12. | Yahoo-VerticalCrawler-FormerWebCrawler | 7 | 0.13% | 1,090 |

| | | | | |
|-----------------|---|--------------|----------------|---------------|
| 13. | http: | 5 | 0.09% | 27 |
| 14. | Mozilla/4.0 (compatible; MSIE 4.01; Windows 95; FreeFind/1.0 (spider@freefind.com)) | 4 | 0.07% | 484 |
| 15. | Mozilla/4.0 (compatible; BorderManager 3.0) | 4 | 0.07% | 52 |
| 16. | CyberSpyder Link Test | 2 | 0.04% | 2 |
| 17. | vspider for EPA external links collection | 2 | 0.04% | 4 |
| 18. | Mozilla/4.0 (compatible; MSIE 4.0; Windows NT; Site Server 3.0 Robot) U.S. Army | 2 | 0.04% | 1,376 |
| 19. | WebTrends | 2 | 0.04% | 3,985 |
| 20. | Tutorial Crawler 1.4 (http: | 2 | 0.04% | 12 |
| Subtotal | | 5,502 | 99.85% | 20,852 |
| Other | | 8 | 0.15% | 551 |
| Total | | 5,510 | 100.00% | 21,403 |

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.

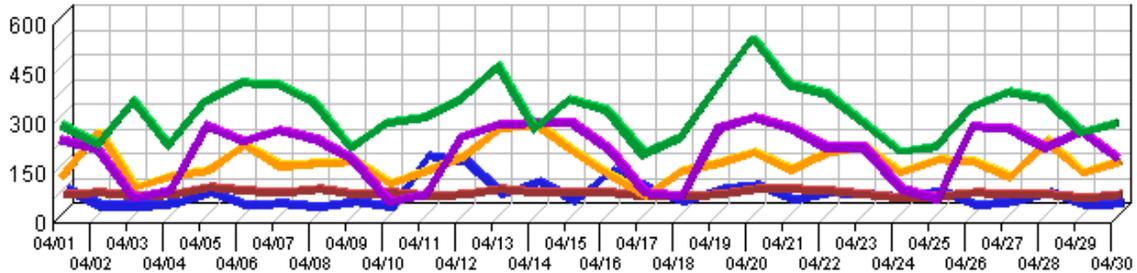
% – Percentage of total spider visits or hits by the specified spider.

💡 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.

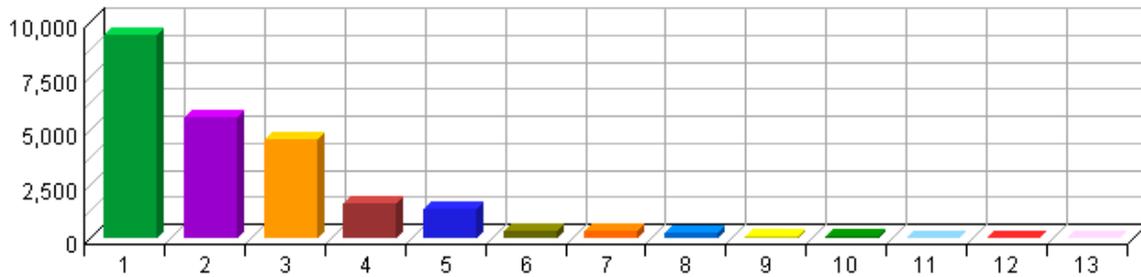
Top Platforms

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 | 9,384 | 39.71% | 119,916 |
| 2. | Windows 2000 | 5,619 | 23.78% | 201,917 |
| 3. | Windows 98 | 4,560 | 19.30% | 36,113 |
| 4. | Others | 1,631 | 6.90% | 16,965 |
| 5. | Windows ME | 1,389 | 5.88% | 10,476 |
| 6. | Macintosh PowerPC | 351 | 1.49% | 3,074 |
| 7. | Windows NT | 338 | 1.43% | 6,551 |
| 8. | Windows 95 | 239 | 1.01% | 2,002 |
| 9. | Windows Win32s | 48 | 0.20% | 16,305 |
| 10. | Linux | 47 | 0.20% | 200 |
| 11. | Windows 2003 | 12 | 0.05% | 230 |
| 12. | FreeBSD | 10 | 0.04% | 202 |
| 13. | SunOS | 2 | 0.01% | 62 |
| | Total | 23,630 | 100.00% | 414,013 |

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.

💡 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. |