

# ***SmartAnalytics***<sup>®</sup>

## ***Manual***

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## **Glossary**

# Help for Site Administrators & Users

## Login

How to log in to SmartAnalytics®:

1. Log on to the System Configurator at [www.webland.ch](http://www.webland.ch).
2. Select the item "Hosting(s) verwalten".
3. Select the appropriate hosting (domain).
4. Select the item "Hosting Statistiken".
5. Click on "Login". You will now be automatically logged in to Smart Analytics®.

## Site Activity

### Traffic

#### Traffic Trend

This report displays your website activity (page views, visits, hits, and bandwidth) for the selected date range.

Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Visitor Trend

This report displays information about your website visitors for the selected date range.

Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

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### Files

#### Top Pages

This report displays the most popular pages of your website, as determined by page views and visits. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these popular pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Top Directories

This report displays the website directories that received the most page views. Site administrators and users can use this report to determine the most popular areas of a website.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Top Documents

This report displays the most frequently downloaded documents on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these documents.

Note: By default, SmartAnalytics considers the following extensions to be documents:

.CHM,.DOC,.PDF,.PS,.RTF,.TXT,.XLS,.XML. However, the system administrator may set up additional extensions as documents.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Top Downloads

This report displays the most frequently downloaded files on your website. By data mining this report item, site administrators and users can identify the websites/pages that referred visitors to these files.

Note: By default, SmartAnalytics considers the following extensions to be downloads: .ASF,.AVI,.DOC,.EXE,.GZIP,.MP2,.MP3,.MPEG,.MPG,.MSI,.MSP,.QT,.QTM,.RA,.RAR,.SWF,.TAR.BZ,.TAR.BZ2,.TAR.GZ,.WMA,.WMF,.WPD,.ZIP. However, the system administrator may set up additional extensions as downloads.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

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## Top Dynamic Pages

This report displays the most frequently viewed dynamic pages (webpages that change content based on database information or user settings) on your website. An important step in optimizing the performance of your website is to identify the most commonly accessed dynamic pages and speed up the script execution on those pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Top Images

This report displays the most frequently downloaded image files on your website. Note: By default, SmartAnalytics considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF.

Use this report to reduce bandwidth usage on your site by identifying the images that are downloaded most often and optimizing their size. If an image is getting excessive hits, use data mining to identify the direct referrals of the image. This will help you determine if another site is hot-linking to your images.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Top Files

This report displays the most frequently accessed files on your website, regardless of the file extension.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Top File Types

This report displays the most popular file extensions on your website, as determined by hits and visits.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Paths

### Page Bounces

This report displays the pages on which visitors landed and left without navigating to other pages of your site. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### Entry Files

This report displays the top entry files (the first files downloaded by a visitor during a visit to your website) for the selected date range. Depending on the optimization of the site or the scripting used, any file extension can be the first file that loads. Image files are often listed as the top entry files, as there are various scripts that enable image files to load in a browser prior to an actual page displaying.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Entry Pages**

This report displays the pages on which visitors most frequently entered your website. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

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## **Exit Pages**

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Paths**

This report displays the most frequent traffic patterns of your website visitors. When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank\_you.html. Therefore, the path for this visit would look like: default.html/product.html/order.html/thank\_you.html.

Single-hit paths near the top of the list should be investigated as potential areas for optimization, as they sometimes indicate a lack of interest-generating content or a bad visitor experience (slow load times, bad design, cultural issues, etc.).

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Search Engines**

### **Search Engine Breakdown**

This report displays the number of visits referred to your website by each search engine. By default, SmartAnalytics keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website.

Note: This report can be added as a report item to a custom report. For more information on report items, refer

to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Phrases**

This report displays the most popular search phrases used to access your website. The phrases listed can be single keywords or longtail keywords.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Phrase Sources**

This report displays the most popular search phrases used to access your website by search engine. The phrases listed can be single keywords or longtail keywords.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Keywords**

This report displays the most popular search words used to access your website. The words listed can either be individual keywords or search phases broken down into individual words.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Keyword Sources**

This report displays the most popular search words used to access your website by search engine. The words listed can either be individual keywords or search phases broken down into individual words.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Visitors**

### **Authenticated Users**

This report displays information about website visitors that logged in to the site using authentication.

Note: Scripted authentication like ASP.NET forms authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the Web server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items. For a definition of the terms listed on this page, please refer to the Glossary.

## **IP Addresses**

This report displays information about the IP addresses that accessed your website during the selected date range. The IPs are listed in descending order based on the number of page views generated by the IP. This report can prove useful if your site is under attack, as it can help you determine who your attacker is (or at least his proxy).

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **ISPs**

This report displays information about the Internet Service Providers (ISPs) that visitors used to access your website.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Recent Visitor Details**

This report displays information about your most recent website visitors (based on a 15 minute period). Information available pertains to the last hit logged for the visitor and information about their path through the site, the browser they were using, and the platform used.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Recent Visitor Activity**

This report displays information about your most recent website visitors (based on a 15 minute period). Information available pertains to the first hit for the visitor, the last logged hit for the visitor, and their hits, views and bandwidth usage.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Return Visits**

This report displays the number of times website visitors returned to your site during the selected date range. To get the most accurate view of the information, use larger date ranges when viewing this report.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Views per Visit

This report displays the correlation between the number of page views and the number of visits made during the specified date range.

If you visit a site multiple times (regardless of the timeframe between visits), your IP is still counted as a single visit. However, the different pages you access during your various visits are counted individually as different views. Therefore, one visit can account for one, 10, or a 1,000 different views.

As way of explanation, say you have 200 visits that generate 50 views. This means that 200 different IPs have all viewed 50 pages each.

As a general rule-of-thumb, if you have the highest number of visitors only viewing a single page, run the Top Entry Pages report and identify ways to carry visitors to other areas of your site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Visit Length Trend

This report displays the average visit lengths for the selected date range. Visit lengths are counted in seconds from the moment a website session starts to the moment it ends. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Referrals

### Referring Sites

Any time a visitor comes to your site, chances are they came from somewhere else. The site that they come from, therefore, is called the referring site. This report shows you the domain name or IP address that referred a visitor to your site, in descending order, based on the number of times that domain name or IP address was the referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### Referring URLs

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the referring URL. This report displays the referring URL (minus the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the

referrer. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Referring Links**

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the referring URL. This report displays the full URL (including the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Note: Occasionally, you may see a "No Referrer" listed.

This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **In-Site Referrers**

Referring URLs are those that send you traffic. Many times, the referring URL comes from your own website (when someone clicks from one page to another within your site). This report displays the insite URL that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Demographics

### User Agents

#### Browsers

This report displays the most popular browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Browser Versions

This report displays the most popular versions of browsers used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the browsers used by your visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Devices

This report displays the most popular devices (mobile or desktop) used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by your visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Device Versions

This report displays the most popular versions of the devices (mobile or desktop) used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the devices used by your visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Operating Systems

This report displays the most popular operating systems used by your website visitors during the selected date range. It should be noted that some user agents, such as Microsoft Web Service Client, do not send information

about the platform they are running on. In those cases, they will be categorized as "unknown" in this report.  
Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Operating System Versions**

This report displays the most popular versions of operating systems used by your website visitors during the selected date range. Webmasters can use this report to ensure that their website loads properly in all of the operating systems used by your visitors.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **User Agents**

A user agent is the raw information relating to the visitor connecting to your site. Whenever someone, or some thing, connects to your website, they are passing information pertaining to the agent used to connect to your site. While most see Internet Explorer as the method of connection, a Web server sees something like: mozilla/4.0 (compatible; msie 6.0; windows nt 5.0). This is the user agent. Web browsers, search engine spiders and robots, and various website monitoring tools all have specific user agents.

This report displays information about the user agent and is most commonly used by advanced users and website developers. For example, this report can be used to determine the proportion of users that are using traditional Web browsers versus accessing your site via mobile phone or other devices.

In addition, the user agent string is one of the criteria by which Web crawlers can be excluded from certain pages or parts of a website using the robots.txt file. This allows webmasters to request exclusion of individual webpages or directories from the data gathered by a particular crawler, or when a particular crawler is using up too much bandwidth, by requesting that crawler not to visit certain pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Countries**

### **World Countries**

This report shows the traffic from the countries of the world, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **African Countries**

This report shows the traffic from the countries of Africa, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Asian Countries**

This report shows the traffic from the countries of Asia, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **European Countries**

This report shows the traffic from the countries of Europe, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **North American Countries**

This report shows the traffic from the countries of North America, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Oceanic Countries**

This report shows the traffic from the countries of Oceania, with the highest activity country being listed first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **South American Countries**

This report shows the traffic from the countries of South America, with the highest activity country being listed

first. The countries visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## ***Regions***

### **United States**

This report shows the traffic from the states of the United States of America, with the highest activity state being listed first. The states visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Canadian Provinces**

This report shows the traffic from the provinces of Canada, with the highest activity state being listed first. The provinces visitors are coming from are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## ***Cities***

### **World Cities**

This report shows the traffic from cities around the world, with the highest activity city being listed first. The visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **African Cities**

This report shows the traffic from the cities and countries of Africa, with the highest activity country being listed first. The visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Asian Cities**

This report shows the traffic from the cities and countries of Asia, with the highest activity city being listed

first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **European Cities**

This report shows the traffic from the cities and countries of Europe, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **North American Cities**

This report shows the traffic from the cities and states of North America, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Oceanic Cities**

This report shows the traffic from the cities of Oceania, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **South American Cities**

This report shows the traffic from the cities of South America, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **United States Cities**

This report shows the traffic from the cities of the United States of America, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items. For a definition of the terms listed on this page, please refer to the Glossary.

## Canadian Cities

This report shows the traffic from the cities and provinces of Canada, with the highest activity city being listed first. The cities visitors are identified by IP address.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Server Health

### Server Responses

#### Result Codes

When a request is made to your server for a page on your website (for instance, when a visitor accesses your page in a browser or when spider crawls the page), your server returns a result code (also called an HTTP status code) in response to the request. This report item shows the most common codes returned by your server during the selected date range. Codes are grouped according to the list below:

- 200-level codes - Indicate a successful return of data. 2xx codes are good.
- 300-level codes - Indicate that the browser was redirected to another site resource. 3xx codes do not usually indicate a problem.
- 400-level codes - Indicate that a resource was either not found or was denied for some reason. If you get many 4xx codes, it may be worth investigating the cause.
- 500-level codes - Indicate that an error occurred while responding to the request. If you get many 5xx codes, it may be worth investigating the cause.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### 404 - Page Not Found

This report displays a list of the files that a visitor attempted to access that no longer exist on the server, possibly because they were deleted, they were never created, or the URL was misspelled.

While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Using data mining to find the referrers to the 404 pages will yield useful information as to the cause.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### 5xx - Server Errors

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a

problem on your web server preventing the data from being returned (usually a scripting problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Server Utilization**

### **Activity by Server IP**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if one server is being utilized more than others and/or to get an overall idea of the health of the environment.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Activity by Server Name**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if one server is being utilized more than others and/or to get an overall idea of the health of the environment.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Activity by Hostname**

If your website has multiple host headers pointing to it, this report displays the activity by hostname. Users and site administrators can use this information to determine which host header is more popular.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Time Taken by Server IP**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if a specific server is slow to generate pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Time Taken by Server Name**

If your website is configured in a load-balanced or Web garden environment, this report displays server activity on a per server basis. Users and site administrators can use this information to determine if a specific server is slow to generate pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Time Taken by Hostname**

If your website has multiple host headers pointing to it, this report displays the activity by each hostname. Users and site administrators can use this information to determine if a specific host header is slow to generate pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Page Utilization**

#### **Page Bandwidth In**

This report displays the incoming bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on incoming bandwidth. High utilization scores in this section are typically due to very large amounts of form data or viewstate, but can also be attributed to file upload pages. Note: If your site is based on ASP.Net, the pages in this page should be examined to see if viewstate can be reduced.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### **Page Bandwidth Out**

This report displays the outgoing bandwidth for pages on the site. Website developers can use this report to identify the pages that will need the most optimization on outgoing bandwidth. Highly accessed pages that are smaller than others may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that is 500 bytes long causes much more load than a page that is hit 10 times that is 10,000 bytes long.

To optimize the page size, reduce the amount of HTML or content in the page or enable HTTP compression on the web server.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Page Time Taken

Website developers can use this report to identify the pages that need the most optimization for CPU usage on the server.

Highly accessed pages that are very fast may have a higher score because of the number of hits. In this way, the report shows you the key pages that will have the most impact if optimized. For example, a page that is hit 10,000 times a day that takes 10ms to process causes much more load than a page that is hit 10 times that takes 1000ms to process.

To optimize the time taken on the page, optimize the code to reduce database calls, improve the page flow to reduce the work the server has to do, or implement caching.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Document Bandwidth Out

This report displays the outgoing bandwidth for documents on the site. Website developers can use this report to identify files that could be compressed or reduced in size.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Download Bandwidth Out

This report displays the outgoing bandwidth for downloads on the site. Website developers can use this report to identify files that should be compressed for downloads.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Image Bandwidth Out

This report displays the outgoing bandwidth for images on the site. Website developers can use this report to identify images that could be compressed or reduced in size.

Note: Many image optimization software products and services are available online. In general, these can greatly reduce the size of images without sacrificing image quality.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Spiders and Bots

### Traffic

#### Spiders

Spiders and robots are applications that crawl the Web indexing and retrieving content, usually for the benefit of search engines, information resources, and news organizations. For example, the primary search engine robots for Google, Bing, and Yahoo! are Googlebot, Slurp, and MSNbot.

This report displays information about the search engine spider activity (spider, page views, hits, and bandwidth) on your website. Site administrators and users can use this report to evaluate and enhance their SEO efforts.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Spider Traffic Trend

This report displays the spider and/or bot activity (page views hits, and bandwidth) on your website for the selected date range. Note: You can specify how data is displayed (hourly, daily, weekly, etc.) by using the Group By report option.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Recent Spider Details

This report displays information about your most recent website spiders (based on a 15 minute period). Information available pertains to the last hit logged for the spiders and information about their path through the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

#### Recent Spider Activity

This report displays information about your most recent website spiders (based on a 15 minute period). Information available pertains to the first hit for the spiders, the last logged hit for the spiders, and their hits, views and bandwidth usage.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## **Files**

### **Pages Not Indexed**

This report displays a list of the webpages that were not indexed by spider and/or bots. Site administrators and users can use this report to determine which pages may not be available in search engine results pages.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Pages Indexed Not Viewed**

This report displays a list of the webpages that were indexed by spiders and/or bots but that were not viewed by the public. Site administrators and users can use this report to identify pages that may be deleted or may need to be optimized to increase page views.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Spider Pages**

This report displays a the top pages of your website crawled by spiders and/or bots. By selecting a specific spider in the report options pane, you can see the top pages indexed by that spider.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Spider Directories**

This report displays the website directories that received the most page views by spiders and/or bots. Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Spider Top Files**

This report displays the website files most frequently accessed by spiders and/or bots, regardless of the file extension.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## ***Server Responses***

### **Spider 404 - Page Not Found**

This report displays a list of the files that a spider attempted to access that no longer exist on the server, possibly because they were deleted, they were never created, or the URL was misspelled.

While some 404 errors are common due to user error, many 404 errors to a specific resource indicate a problem with your site. Typically, a 404 result to a spider will result in the page being removed from the spider's index and could affect your SEO efforts.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Spider 5xx - Server Errors**

This report displays a list of the files that resulted in an internal server error when trying to process the request. These errors tend to be with the server itself, not with the request, and usually occur when there is a problem on your web server preventing the data from being returned (usually a scripting problem). While some 5xx errors occur due to server restarts, any 5xx error that occurs more than a few times should be investigated.

Spiders encountering 500-level errors will usually try loading the page again later. After several failed retries, the page will likely be removed from the spider's index.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## ***Server Utilization***

### **Spider Page Bandwidth In**

Website developers can use this report to identify the pages that need the most optimization for incoming bandwidth for spiders and/or bots.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

### **Spider Page Bandwidth Out**

Website developers can use this report to identify the pages that need the most optimization for outgoing bandwidth for spiders and/or bots.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## Spider Page Time Taken

Website developers can use this report to identify the pages that need the most optimization for page processing time for spiders and/or bots.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to Understanding Report Items.

For a definition of the terms listed on this page, please refer to the Glossary.

## SEO

### SEO Overview

Improving a website's search engine visibility and competing with other websites for a top position isn't easy, but SmartAnalytics users can use the SEO tools to evaluate their site's search engine performance and compare their ranking against their competitors. To access the SEO tools, click the SEO icon.

### SEO Overview Report

The SEO overview provides general details about your SEO statistics, including the date they were last processed, the search engines being evaluated and the number of keywords and competitors in each campaign.

### SEO Campaigns

A SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts. For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

Each campaign will have the following report items available:

- Campaign Details - Displays general information about the SEO campaign, including the site URL, keywords and competitors.
- PageRank - Displays the PageRank of your website and your competitors' website
- PageRank Trend - Displays the PageRank of your site and a competing site during the selected date range.
- Position - Displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. SEO analysts can use this report to compare their website's position for a specific keyword to that of a competitor's.

Note: To see these metrics for a different search engine, choose the desired search engine from the report options header.

- Position by Search Engine - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the campaign.

Note: To see these metrics for a competing website, choose the desired site from the report options header.

- Position by Keyword - Displays the highest ranking page of the selected website for each keyword in the top search engines. SEO analysts can use this report to evaluate the position of a specific keyword across all search engines. Note: To see these metrics for a competing website, choose the desired site from the report options

header.

- Position Trend - Displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range.

Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options header.

- Visibility - Displays the link popularity and search engine saturation of your website and your competitors' websites in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

- Visibility by Competitor - Displays the link popularity and search engine saturation of your website and your competitors' websites by search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation.

- Visibility Trend - Displays the link popularity and search engine saturation of your website and a competing website in each search engine. In general, SEO analysts should aim to have high numbers for popularity and saturation. Note: To see these metrics for a different competing website, choose the desired site from the report options pane.

Note: Although users can access and view each report item, only site administrators can create or edit SEO campaigns. In addition, any of these report items can be added to a custom report.

For a definition of the terms listed in these report items, please refer to the Glossary.

## Creating SEO Campaigns

A SEO campaign is a set of related keywords and websites that can be monitored to aid SEO efforts.

For example, a beverage company that sells fruit juice, soda, and coffee may set up a different collection for each product it sells. This way the beverage company can monitor keywords related to each product and evaluate the performance of its website against each product's competitors.

To create a SEO campaign, click the SEO icon and then click New in the navigation pane toolbar. The campaign settings will load in a new window and the following tabs will be available:

### Options

Use this tab to specify the following options:

- Campaign Name - The name used to identify the SEO collection.
- Site Name - The name used to identify your website.
- Site URL - The URL to your website. Type the URL following the format [www.example.com](http://www.example.com)

### Keywords

Use this tab to add keywords to the campaign. To add a new keyword, click the Add menu in the toolbar and click Add Keyword. The following options will be available:

- Keyword - The keyword to be added to the campaign.
- Enabled - Select this checkbox to enable SEO processing on the keyword.

Note: Disabled keywords will remain a part of the campaign, but SEO processing will not be performed on them and they will not appear in applicable reports.

## Competing Sites

Use this tab to add competing sites to the campaign. To add a new competitor, click the Add menu in the toolbar and click Competitor. The following options will be available:

- Name - The name used to identify the competitor's website.
- Site - The URL to the competing website. Type the URL following the format `www.example.com`

## Getting Keyword and Competitor Suggestions

SmartAnalytics' built-in suggestion tools can help SEO analysts refine their SEO campaigns by identifying alternative keywords to monitor and/or by identifying additional websites that may be competing for traffic.

### Using the Keyword Suggestion Tool

The keyword suggestion tool is available when creating or editing a campaign.

Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details. Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see [Creating a SEO Campaign](#).

To access the keyword suggestion tool, click the Keyword tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- Suggestion Method - The method SmartAnalytics will use to create a list of suggested keywords.
- Site URL - The URL of the site for which you want keyword suggestions.

Note: If you are editing an existing campaign, this field may be pre-filled.

### Adding Keyword Suggestions to a Campaign

If the keyword suggestion tool has suggestions that you want to add to your SEO campaign, select the desired keyword(s) from the suggestion list and click Finish. The selected keyword(s) will be added as enabled keywords for the campaign. If there are no keywords that you want to add to the campaign, simply click Cancel.

### Using the Competitor Suggestion Tool

The competitor suggestion tool is available when creating or editing a campaign.

Note: To edit an existing campaign, expand the desired campaign folder and click Campaign Details. Then click Edit in the content pane toolbar. The campaign settings will load in a new window. For information on creating a campaign, see [Creating a SEO Campaign](#).

To access the competitor suggestion tool, click the Competing Sites tab in the campaign settings window and then click Get Suggestions in the toolbar. The following options will be available:

- Suggestion Method - The method SmartAnalytics will use to create a list of suggested competitors.
- Site URL - The URL of the site for which you want competitor suggestions.

Note: If you are editing an existing campaign, this field may be pre-filled.

## Adding Competitor Suggestions to a Campaign

If the competitor suggestion tool has suggestions that you want to add to your SEO campaign, select the desired site(s) from the suggestion list and click Finish. The selected site(s) will be added as enabled competitors for the campaign. If there are no competitors that you want to add to the campaign, simply click Cancel.

## Site Tuning

### Site Tuning Overview

Users and site administrators can use SmartAnalytics' site tuning functionality to scan their site for problems known to affect a site's search engine ranking, such as broken links, excessive linking, META and title tags, and multiple redirects. By correcting the issues site tuning uncovers, you can improve both the visitor experience and your search engine ranking. To access site tuning, click the site tuning icon.

### Site Tuning Overview Report

The site tuning overview provides general details about the site scan, including the site URL, number of pages and links scanned and the number of issues identified.

### Site Tuning Results

Users and administrators can view site tuning results by the severity of the issue(s) or by the type(s) of issue. When a site tuning scan is performed, potential issues may fall under one of the following types:

#### Blank Page

It's important that every page of your website includes quality content. Empty website pages may indicate that your website is under construction and can lower the credibility of your website to both visitors and search engines. Possible fixes include creating unique content for the page or deleting the page.

Note: If you choose to remove the page from your site, there may be unintended consequences, such as newly broken links if other pages linked to this page.

#### Broken Link

Broken links are a serious problem and can adversely affect your website's search engine ranking. Poor usability from broken links can drive visitors away and can prevent search engines from properly indexing your website. Possible fixes include updating/correcting the URL, using a redirect or removing the link. Note: SmarterTools recommends double-checking any broken links to make sure the website wasn't temporarily offline or overloaded when the scan was performed.

## Cache Expiration

Website visitors and search engines like sites that load quickly. Well-coded pages send freshness indicators with each request to the server so the Web browser can pull files directly from the browser's cache on subsequent visits. This negates the need for server validation until the expiration time is reached and greatly improves the responsiveness of the website.

## Duplicate Page

Best practice dictates that you should eliminate, to the best of your ability, the occurrence of duplicate pages in the search engines. While the site tuning scan does not identify duplicate content issues with another website, it does notify you if pages within your website have duplicate content. Possible fixes include rewriting the content on one page or deleting one of the duplicate pages. Note: If you choose to remove the page from your site, there may be unintended consequences, such as newly broken links if other pages linked to this page.

## Long Description

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. Meta description tags can be short or long, but long descriptions won't display in full on SERPs. Most SEO experts recommend that the description be 100-200 characters.

## Long Title

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. Most SEO experts recommend that the title be under 65 characters to ensure the full title displays in the SERPs.

## Long View State

Search engines generally ignore ViewState code, but large quantities of ViewState code will force the actual content of the page further down in the HTML. Since search engines may analyze only the first 100 KB of a page, it is possible that the ViewState block may prevent search engines from indexing page content. Possible fixes include disabling ViewState on pages that don't need it or moving the ViewState code to the bottom of the page.

## Missing Canonical

If your webpages load with both `www.example.com` and `example.com`, you have not specified the preferred link structure. Failing to properly define the canonical URL results in duplicate content penalties, as search engines will view all URL versions of a webpage as different websites. Adding a canonical URL tag to the HTML header or Robots.txt file will tell search engines to treat the page as a copy (rather than a separate and distinct page) and that the link and content metrics should technically flow back to the preferred URL.

## Missing Description

The meta description provides the search engine a brief description of the page content. While this description is not visible to website visitors, the search engine usually displays the descriptions in the SERPs. A good description might encourage search engine users to visit your website instead of others. If your page doesn't have a meta description, the search engine may arbitrarily choose text to display in the SERPs, which may result in less search engine traffic. Most SEO experts recommend that the description be 100-200 characters.

## Missing Sitemap

A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can more intelligently crawl the site. Creating a sitemap is not difficult and there are services available that can help you create a sitemap quickly.

## Missing Sitemap Page

A sitemap is an XML file that lists URLs for a site along with additional metadata about each URL so that search engines can more intelligently crawl the site. It is important to ensure that all the URLs in the sitemap are up-to-date and direct to an existing webpage. Possible fixes include correcting the URL, adding the missing page or removing the URL from the sitemap.

## Missing Title

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. If your page does not have a title, the search engines may arbitrarily choose text to display in the SERPs, which may result in less search engine traffic. Most SEO experts recommend that the title be under 65 characters to ensure the full title displays in the SERPs.

## Multiple Descriptions

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. While this description is not visible to website visitors, the search engine usually displays the descriptions in the SERPs. There is no benefit to having multiple meta descriptions, as the search engine will only use one of them or display arbitrary text from the site. Keep the most descriptive and keyword-rich description and delete the rest from the page.

## Multiple Redirect

Redirection is process of forwarding one URL to a different URL. A 301 redirect is a permanent redirect which passes between 90-99% of link juice (ranking power) to the redirected page and is the preferred method for implementing redirects on a website. However, multiple 301 redirects (i.e, when a link on page A redirects to page B and page C before going to the intended page) will affect the ranking of that page. For this reason, it is

best to do a one-to-one 301 redirect from the old page to the new page.

### **Multiple Titles**

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. There is no benefit to having multiple titles, as the search engine will only use one of them or display arbitrary text from the site. Keep the most descriptive title and delete the rest from the page.

### **Robot File Missing**

The robots.txt file has become a standard way of giving instructions to the search engines concerning your website, such as the location of the XML sitemap or which pages to exclude from indexing. For this reason, all sites should have a robots.txt file in the root directory.

### **Same Title and Description**

Because the title and meta description summarize the content of a specific webpage, it is important that each page of your site have a unique title and description. These tags help the search engines determine the relevancy of a page and can play an important role in determining how a page ranks in the SERPs. Rewrite the title and descriptions to ensure they are unique and relevant to the content on each page.

### **Short Description**

The meta description is used in the search engine results pages (SERPs) to describe the purpose or content of a webpage. Meta description tags can be short or long, but short descriptions may not provide enough information to entice search engine users to click. Most SEO experts recommend that the description be 100-200 characters.

### **Short Title**

The title is the main text that describes a webpage. It is the single most important on-page SEO element (behind overall content) and typically appears in three places: at the top of the browser and/or tabs, in the SERPs and as anchor link text on external websites. Most SEO experts recommend that the title be at least 20 characters.

### **Too Many Links**

Linking to internal and external webpages is a good practice, provided the links are relevant to the content on the page. However, search engines may penalize a site if there are too many links on a page, as this can indicate the site is spammy or is lower quality. Keep the links on a given page to a reasonable number. To help determine the correct number of links on a given page, think about the visitor experience: When they run

across a link, they either click the link to get to the information they are searching for or they ignore the link and continue reading the current page. If you have 100 links on a single page, you are asking the visitor to choose 100 times whether they think the link provides the information they seek.

## Too Many Scripts

Although scripts like JavaScript can be great for adding interesting elements to your website that will make it more user-friendly, too many scripts they can also slow a site to a crawl. Because both website visitors and search engines like sites that load quickly, it is recommended to remove unnecessary script and/or combine multiple scripts when possible.

## Performing a Site Tuning Scan

Users and site administrators can use SmartAnalytics' site tuning functionality to scan their site for more than 20 problems known to affect a site's search engine ranking, such as broken links, excessive linking, META and title tags, and multiple redirects.

To perform a site scan, click the site tuning icon. Then click Site Tuning Details in the navigation pane. The site tuning details will load in the content pane and the following options will be available in the content pane toolbar:

- Scan Site - Scans/re-scans the site for errors or potential issues affecting the visitor experience and search engine ranking.

Depending on the size of your website, the site tuning may take a few seconds or a few minutes. For more information on site tuning and the possible issues it identifies, see Site Tuning Overview.

## Custom Reports

Most of the reports items display only one type of statistic pulled from the site's log files. For example, the only purpose of the Top Pages report is to identify the most popular Web pages on your site. It provides no additional information or analysis. With custom reports, statistics from multiple report items can be combined to give site administrators and users a comprehensive analysis of your website.

To access the custom reports, click the custom reports icon. A list of custom reports will load in the navigation pane and the following options will be available in the navigation pane toolbar:

- New - Creates a new custom report.
- Actions - Click this button and choose the appropriate option to select all reports or delete the selected report(s).

By default, SmartAnalytics includes the following custom reports, which you can modify to meet your unique needs:

- CEO Overview - The CEO report is designed to give the chief executive officer an overview of the website statistics and reports used by the other employees in the organization (such as top pages, referring sites, browsers and traffic trends).
- Marketing - The marketing report is a useful tool for an individual in marketing to make informed decisions about search engine marketing campaigns, as well as to see the impact a banner advertising or showcase advertising campaign has on website traffic and/or sales. This report shows which search engines provide the most referring traffic, and which keywords and phrases are pointing users to their site. Using this report, site

administrators and users can target specific entry pages in their advertising campaigns, judge which campaigns are most effective, or even compare the statistics returned by SmartAnalytics with the statistics given by the sites featuring the advertising.

- Search Engine - The search engine report contains the report items relevant to analyzing and determining a site's presence and prominence on any search engine.
- Site Activity - The site activity report is designed to give you a snapshot of the activity on your website. The report includes statistics relating to views and visits, bandwidth, entry and exit pages, browsers, platforms, IP information, and visitor details.
- Site Usage - The site usage report is designed to give the user a complete and thorough look at bandwidth usage from every angle. Using this report, a site owner can see what files are responsible for the highest bandwidth usage and act accordingly (optimize, etc.).
- Site User - The site user report displays information about the users that are visiting your site, such as browsers, platforms, IPs (by views/visits, hits, bandwidth), and recent visitor stats and details.
- Webmaster - The webmaster report give the webmaster a look at the browsers and platforms connecting to the site, along with any errors (404, 500, etc.) that may happen. Additionally, the top documents and downloads by views/visits and top entry pages will be displayed. The webmaster can then target obvious or potential trouble spots on a site, optimize pages and/or graphics, or work in cooperation with a SEO or marketing specialist to help drive traffic to particular pages.

## Viewing Custom Reports

Because custom reports may include an unlimited number of report items, they may take a while to load. For this reason, custom reports do not load automatically. To view a custom report, select the desired report and click Generate Report. The report will load in the content pane and the following options will be available in the content pane toolbar:

- Generate Report - Processes the report data and loads the custom report in the content pane.
- Edit - Edits the custom report settings.
- Delete - Permanently removes the report from the list of custom reports.
- Email - Sends a copy of the custom report to the desired recipient(s).
- Export - Exports the report in CSV or TAB format.
- Print - Prints the report.

## Creating Custom Reports

To create a new custom report, click the custom reports icon and click New in the navigation pane. When editing or creating a custom report, the following configuration tabs are available:

### Custom Report

Use this tab to specify the following options:

- Name - The name of the custom report. Default Date Range - The default time period from which report item data is collected.
- Filter Set - To apply a default filter set to the report items, select the appropriate filter from the list.

- Use default date range on all report items - Checking this box will apply to the default date range to all report items in the custom report. Note: To allow each report item to override the date range, uncheck the box.
- Use default filter set on all report items - Checking this box will apply the selected filter set to all report items in the custom report. Note: To allow each report item to have a different filter, uncheck the box. This will allow you to compare different filter sets on the same report.

## Report Items

Use this tab to specify which report items to include in the custom report:

- Report Item - The specific site report to be added to the custom report. Note: Depending on the report item selected, some of the options listed below may not be available.
- Name - The name of the report item.
- Date Range - The time period from which report item data is collected.
- Rows - The number of rows that should display for this report item in the custom report.
- Sort By - The sort order of the data. Numerical values (like bandwidth, views, etc) will be sorted in descending order when selected.
- Chart - To specify a specific chart type, select the appropriate option from the list. Note: 3D charts will use the perspective selected in My Settings.
- Values - The values that will be charted. Note: If you have chosen pie as the chart type, only Value 1 will be used.
- Filter Set - The filter set that will be applied to the report item. Note: This item will not appear if you have chosen to use the default filter set for all report items in the custom report.
- SEO Campaign - The specific SEO campaign that will be applied to the report item.
- Site - The specific website that will be applied to the report item.
- Search Engine - The specific search engine that will be applied to the report item.

Note: To add a report item to the report, click the Report Items tab and click Add Item in the toolbar.

## Data Mining

### Data Mining Overview

While custom provide a general overview of the various statistics extracted from your log files, data mining allows site administrators and users to drill-down and analyze statistical data on a deeper level.

These reports are an invaluable resource for tracking customers through your ordering process, for seeing which marketing campaigns are providing the highest return on your investment(s), or for a variety of other tasks requiring a large-scale, detailed analysis of website traffic.

To reduce the complexity often associated with data mining, SmartAnalytics presents data mining in an intuitive question and answer format. For example, by asking the question, "What are the referrers of this file," or "What sites were people on before they hit this file," businesses can get the insight they need to evaluate the effectiveness of an online marketing or advertising campaign.

To access data mining reports, click the data mining icon. The following options will be available in the navigation pane:

- Report - Select the data mining report you would like to run on the selected file. For more information on each report, see Data Mining Report Types.

- Filename - The file to be data mined. To browse for a specific file, click the magnifying glass.
- Start and End Date - The time frame on which the data mining report statistics are generated.
- Rows - The number of rows in the data mining report.
- Chart - The chart type displayed in the data mining report.
- Filter Set - The filter set that should be applied to the data mining report.

You can also perform data mining by clicking on the data mining icon next to items returned in a report (where applicable).

## Data Mining Report Types

Site administrators and users can choose to generate the following data mining report types:

- Daily Activity - This query allows you to select a single page or resource contained within your website and see the daily activity over time. This type of mining is good to identify trends in the activity of that resource, to see if people are accessing the file more or less than they used to.
- Entry Pages - This query allows you to select a single page contained within your website and see the top pages used to access the page. This is a particularly useful form of data mining that allows you to track where people are coming from when they access a specific page. For example, if a page is specified in an advertising campaign or marketing campaign, users can see exactly how people are accessing that page and verify any information that is given by the particular site that contains the advertising.
- Exit Pages - This query allows you to select a single page contained within your website and see the last pages people viewed before exiting the website. This is useful in order to track how far users get in a process (such as placing an order) and where they are exiting your site.
- IP Addresses - This query allows you to track which visitors (IP addresses) most often requested a file on your website. When used in conjunction with other data mining queries, this report is helpful in understanding the behavior of visitors that request certain files.
- Paths through Page - This query allow you to track the most common paths taken for visitors that request a specific file. This report is useful in understanding how visitors are accessing various files on your website.
- Query Items - This query allows you to view the various query string items that are passed to a particular page of your website. A typical example is the SmartAnalytics help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmartAnalytics application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which individual items were passed to generate the page. Note: This report differs from the Query Strings report in that it separates each query string item and reports them individually.

For example, assuming you have a hit that looks like `/help/default.aspx?section=Administrator&page=Getting+Started`. The Query Items report will show two lines: One for `section=Administrator` and one for `page=Getting+Started`. Conversely, the Query Strings report will show one line that looks like `section=Administrator&page=Getting+Started`.

- Query Strings - This query allows you to view the various query strings that are passed to a particular page of your website. A typical example is the SmartAnalytics help system. Whenever anyone clicks on the "Help" graphic or a "What is this?" link within a specific report, a query string is passed from the SmartAnalytics application to the SmarterTools Online Help. This query string relates to the particular page or report the user is seeking help with. This report shows which query string was passed to generate the page. Note: This report

differs from the Query Items report in that it does not separate query string items. For example, assuming you have a hit that looks like `/help/default.aspx?section=Administrator&page=Getting+Started`. The Query Items report will show two lines: One for `section=Administrator` and one for `page=Getting+Started`. Conversely, the Query Strings report will show one line that looks like `section=Administrator&page=Getting+Started`.

- Referrers - This query is useful for marketing or to detect image leaching. For example, if you have an image that you have exposed on other websites that resides on your Web server, the URL it was viewed on is recorded every time a browser views your image. This report will list the top URLs or "refferals" in which your image was viewed. If you have a nice graphic, chances are that someone else will want to use it on their website. If they link your image path to their website, this report will list the top URLs that the image or graphic is viewed from.
- Referring Sites - This query reports the original source of visitors that came into your site that eventually hit the page or file you choose. This can be most useful for marketing purposes. For example, if you have a "Thank You" page after a person orders your product, you can identify the original sources of visitors that reached that page, effectively discovering where your orders came from.
- Top Files from IP Address - This query allows you to track the files most commonly requested by a particular IP address. This report is useful in understanding the behavior of specific visitors on your website.
- Top Paths from IP Address - This query allows you to track the most common paths taken by an IP address during its visits to your website. This report is useful in understanding the behavior of specific visitors on your website.
- Usernames - This query allows you to track which authenticated users hit a specific page of your site. This report is useful in understanding the behavior of specific visitors on your website.
- Visitor Bandwidth - This query allows users to track the bandwidth usage, total bandwidth usage, and the IP address of requests for specific files you have placed on your website. This report is most useful in detecting web site abuse. Typically, you will identify a high-bandwidth file from Top Files or a related report item, then start data mining on it to discover if there are a few IP addresses that are attempting to use your bandwidth by repeatedly downloading files. Those IP addresses can then be metered or denied access on your Web server.
- Visits Before Hit - This query allows you to select a single page contained within your website and see the number of times a person visited the site prior to reaching and viewing the page selected. The report itself shows the IP address of the visitor, the initial entry page for that visitor before they viewed the page selected, and the number of visits before the page selected was viewed.
- World Cities - This query allows you to identify the geographic regions that accessed a specific file on your website.

For a definition of the terms listed on this page, please refer to the Glossary.

## Settings

### My Settings

#### Account Settings

To edit your personal settings, click the settings icon. Then expand the My Settings folder and click Account Settings in the navigation pane. The account settings will load in the content pane and the following tabs will be available:

## User

Use this tab to edit the following user settings:

- Username - The username the user uses to login to SmartAnalytics.
- Current Password - The current password used to login to SmartAnalytics.
- New Password - The new password the user wants to use to login to SmartAnalytics.
- Confirm Password - The new password the user wants to use to login to SmartAnalytics Note: To successfully change the password, be sure the text typed into this field matches the text typed into the New Password field.

## Report Options

Use this tab to edit the following report settings for reports and report items:

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Report Rows - The default number of rows in each table of a report or report item.
- SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.
- Enable IP address resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses.
- Enable percentage indicators in report columns - Select this options to display percentages next to the data in report columns.
- Generate reports automatically on page load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmartAnalytics slower, but will reduce the amount of clicking you have to do to see reports.

## Filter Sets

Site administrators and users can exclude data from a report with filter sets. For example, filter sets can be created to limit the report data to certain website directories or products, allowing users to quickly flip between subsets of data when viewing reports. Note: When a filter set is actively applied to a report, a separate line item will display near the bottom of report to indicate the totals for the filtered items. In this fashion, the totals that appear in the tables still represent the actual values of your site.

In addition, site administrators and users can easily turn a filter set exclusion into an inclusion by prefixing the item with an exclamation point. For example, the filter set /SmarterMail/ will exclude any paths that start with /SmarterMail/ from reports. By changing the filter set to !/SmarterMail/, only paths that start with /SmarterMail/ will be included in reports.

To access this section, click the settings icon. Then expand the My Settings folder and click Filter Sets in the navigation pane. A list of the existing filter sets will load in the content pane.

### Adding a Filter Set

To create a new filter set, click New in the content pane toolbar. The following options will be available:

- Filter Name - The name of the filter set.
- Filters - Type the items you want to exclude, one per line. Any text field in reports that contain any item in

this list will be removed from the report and its values will be added to a summary line. Note: Filters are NOT case sensitive.

- Filter out blank user agents from demographic reports - Check this box to exclude blank user agents from demographic report statistics. Filtering out blank user agents is another method users can use to gather stats on real website visitors, as blank user agents often indicate an automated script or bot.
- Filter out blank referrers from referral reports - Check this box to remove the No Referrer row in reports that include stats on referrers.
- Mark as default filter set - Check this box to automatically apply this filter set to reports upon loading. Enable as active filter set - Check this box to use this set as the default whenever viewing reports. Note: If this option is not selected, the filter set can be applied to a report from the report options pane.

### Scheduled Email Reports

SmartAnalytics has the ability to email standard and custom reports on a daily, weekly, and monthly basis.

- Daily email reports are sent at 2:00 AM the next day.
- Weekly email reports are sent on 2:00 AM Monday.
- Monthly email reports are sent at 2:00 AM of the first day of the month.

The reports are generated and sent by SmartAnalytics according to the time zone configured for that particular site. This gives the Web server a solid opportunity to flush all log files out and allows the system to import the previous day's log file before generating the report. Note: The time zone is configured during the initial site setup, but can be changed by logging in as the site administrator and editing the site importing settings.

To see which reports are scheduled to be emailed, click the settings icon. Then expand the My Settings folder and click Scheduled Email Reports in the navigation pane. A list of scheduled email reports will load in the content pane and the following options will be available in the content pane toolbar:

- New - Creates a new scheduled email report
- Edit - Edits the email options for the report
- Actions - Click this button and choose the appropriate option to send the selected email report(s) immediately.
- Delete - Permanently removes the selected report(s) from the emailed reports list.

## Site Settings

### General Settings

This feature is only available to site administrators.

Site administrators can use this page to control how the website's log files are processed. For example, SmartAnalytics can be configured to ignore specific query strings variables, directories, or host headers.

Note: Some changes to these settings may require a reprocessing of your log files. Keep in mind that statistics are unavailable during reprocessing.

To access this section, click the settings icon. Then expand the Site Settings folder and click General Settings in the navigation pane. The general settings will load in the content pane and the following tabs will be available:

## Options

Use this tab to specify the following options:

- Site URL - The URL of the website in which you are gathering statistics for.
- Time Zone - Select your time zone from the list.

## Ignore Items

Use this tab to specify items that should be ignored:

- Query string items to ignore - If you have query string variables in your site that have near random values (page refresh randomizers, session IDs, etc), add the names of the query variables to this text box, separated with commas. If you enable this option, the system will start ignoring the value of those variables when calculating page hits. The hits will still be registered, but without that variable. Please note that this option is a pre-filter, meaning that once you enable it, you cannot get the values of those variables back unless you kept the original logs.
- Enable removal of URL items after semicolon - Check this box if the website passes session variables in the URL separated with a semicolon.

## Import Filters

Use this tab to add exclusions or inclusions to your stats data. These act as pre-filters and allow a subsite to be created that ignores specific directories, host headers, or hits from specific IP addresses.

Unlike filter sets, exclusions and inclusions are processed before logs are analyzed, meaning that SmartAnalytics acts as if removed rows do not exist in the logs. (Filter sets simply hide the data from specific reports.)

To create an exclusion or inclusion, click the Add menu in the content pane toolbar and click Import Filter. The following options will be available:

- Type - To specify the type of item to be included or excluded from log processing, select the appropriate option from the list. Depending on the item selected, you may be asked to provide the specific directory, IP address, path, filename, or host header.
- Make exclusions permanent (data cannot be recovered) - Check this box to permanently exclude the filtered information. With this option, data cannot be recovered by deleting the exclusion or inclusion and reprocessing the site.

## Dynamic Pages

Use this tab to specify dynamic pages that should be processed as separate pages based on the variables passed through the page.

To add a dynamic page to SmartAnalytics, click the Add menu in the content pane toolbar and click Dynamic Page. The following options will be available:

- Match Type - To specify how the page information is used to determine which pages are dynamic pages, select the appropriate option from the list.
- Page - The page information used to determine which pages are dynamic pages. For example, for the page /SmartAnalytics/info.aspx, you would type /SmartAnalytics/info.aspx if the match type was "exact" or info.aspx

if the match type was "ends with."

- Query String Variables - The variables used to determine which pages are dynamic pages. For example, if the variable ProductID has a value of 1, it would be treated as a separate page from a value of 10.

## Export Logs

This feature is only available to site administrators.

Site administrators have the ability to export processed log files into a single compressed file that contains the daily logs for the specified date range. To export log files, click the settings icon. Then expand the Site Settings folder and click Export Logs in the navigation pane.

Logs can be exported in any log file format, regardless of the original web server that initially created the log files. This means that, even if your site is hosted on a Windows server running IIS, you will be able to export your log files in an Apache format.

Note: Cookies are not maintained in SmarterLogs; if this information is needed by the end user, they will need to maintain a backup of the original log files. SmarterLogs does keep the first cookie used in a session, but does not keep the subsequent cookies.

## Page Alias

This feature is only available to site administrators.

Site administrators can create aliases for pages by replacing the page URL with a friendly name. For example, a site administrator may change the longer URL /smartertools/products/SmartAnalytics/pricing.aspx to "SmartAnalytics Pricing," making it easier to identify in reports. This feature is especially useful when using dynamic pages, which can have cryptic or numerical variables such as ProductID=37.

To access this section, click the settings icon. Then expand the Site Settings folder and click Page Aliases in the navigation pane. A list of existing page aliases will load in the content pane.

To add a new page alias, click New in the content pane toolbar. To edit a page alias, select the desired page alias and click Edit in the content pane toolbar. The following options will be available:

- Page - The page for which the alias is created.
- Page Alias - The friendly name of the page.

## SEO Settings

This feature is only available to site administrators.

Site administrators can use this page to specify which search engines SmartAnalytics should use for reporting. By default, SmartAnalytics gathers data from the following search engines: Google, Yahoo!, Ask and Bing.

To access this section, click the settings icon. Then expand the Site Settings folder and click SEO Settings in the navigation pane. The SEO settings will load in the content pane.

## Users

This feature is only available to site administrators.

Site administrators can add or delete end users for a particular site in SmartAnalytics. Users without administrator permissions can access site reports, SEO reports, and user settings. However, only users with administrator permissions can access the research tools, add or edit SEO collections, and change site settings.

To view a list of users for the site, click the settings icon. Then expand the Site Settings folder and click Users in the navigation pane. A list of users will load in the content pane.

To create a new user, click New in the content pane toolbar. To edit a user's settings, select the desired user and click Edit in the content pane toolbar. The user settings will load and the following tabs will be available:

### User

Use this tab to specify the following user-based settings:

- Username - The username the user uses to login to SmartAnalytics.
- Email Address - The email address of the user.
- Password - The password the user will use to log in to SmartAnalytics.
- Confirm Password - The password the user will use to login to SmartAnalytics. Note: To successfully set the password, be sure the text typed into this field matches the text typed into the Password field.
- Mark as administrator - Select this option to give the user site administrator permissions.

### Report Options

Use this tab to edit the following report settings for reports and report items:

- Default Date Range - The default date range for which statistics are calculated upon login.
- Default Report Rows - The default number of rows in each table of a report or report item.
- SEO Report Charts - To enable charts for SEO reports, choose the appropriate option from the list.
- Enable IP address resolution - Select this option to resolve all IP addresses that show up in reports to their host names. Note: Enabling this feature will increase the amount of time it takes to render report items with IP addresses. System administrators may limit the number of resolutions performed per report item.
- Enable percentage indicators in report columns - Select this options to display percentages next to the data in report columns.
- Generate reports automatically on page load - Select this option to automatically generate reports when they are selected. Enabling this option will make navigating SmartAnalytics slower, but will reduce the amount of clicking you have to do to see reports.

### Status

#### Log Import Status

This feature is only available to site administrators.

Site administrators can use this page to check the import status of the site's log files. By default, SmartAnalytics updates the log files every 15 minutes. Site administrators can also use the information provided under the good rows and bad rows columns to diagnose problems, such as choosing the wrong log file format.

#### SEO Processing Status

This feature is only available to site administrators.

Site administrators can use this page to check the retrieval status of the site's SEO statistics. By default, SmartAnalytics updates the SEO statistics daily. This process starts at midnight and can last several hours, depending on the number of SEO campaigns, keywords, search engines, etc. That SmartAnalytics is retrieving statistics for. If needed, site administrators can force SmartAnalytics to update statistics at any time from the SEO section.

# Concepts

## Understanding Server Logs and SmarterLogs

SmartAnalytics was developed for a wide variety of users, from the webmaster with one or two sites to large-scale enterprises with 10,000 sites. With this philosophy in mind, SmartAnalytics incorporates a data structure that reduces the amount of raw log files stored on a Web server.

In a nutshell, SmartAnalytics acts like an optimized file-based relational database by taking traditional Web server log files and segregating redundant data. This step, in and of itself, can reduce log file sizes up to 80%. Additionally, SmartAnalytics compresses the already small SmarterLogs even further, adding another 5-10% reduction in the size of the log files. If necessary, SmarterLogs can easily be exported in their original format.

Because the unique architecture results in smaller log files and smaller disk space requirements, the benefits include:

- Less disk space is required for log file storage
- Less backup space is required for backing up log file
- Shorter download times for clients
- Faster data queries and faster display times
- Faster backup schedules
- Lower overhead for monitoring backups
- Lower initial hardware investment

## Supported Log Files

SmartAnalytics supports these common log file types: W3C, IIS, NCSA, NCSA Extended, Apache, Apache NCSA, and IPlanet Common Logs. Compressed logs in.GZ or.ZIP format are also supported. Rotating logs are not supported.

## Understanding Report Items

SmartAnalytics breaks down various aspects of your website traffic into individual report items, which are considered to be the backbone of the SmartAnalytics application. Most of these report items display only one type of statistic pulled from the site's log files and typically contain a single table of information and a chart (when applicable). Examples include Top Pages, Referring Sites, Weekday Averages, Keyword Positions, and Google PageRank Trends.

Custom reports are user-created reports that combine an unlimited number of report items into a single, comprehensive report to meet your business needs. For more information on custom reports, see Custom Reports.

## Understanding Visits, Views, and Hits

A visit occurs when an individual (or spider) comes to your website and looks around a bit. He may go to one page or he may go to 100 pages, but he is only visiting your website once.

A view refers to the number of pages that were seen during that visit.

A hit refers to the number of physical resources requested from the server during that visit. Pages are made up of many items (images, text, etc). Each of those is a hit, while a view is the page itself.

Think of it like a book store. A person goes into the store (visit) and picks up five books to buy (views). While he is holding the books, he flips through them and looks at a few pictures (hits). So he would have one visit to the store, five books handled during his visit (views), and maybe 30 pictures he looked at (hits).

So which value is more useful? It depends on the use of the information. If you're in marketing and you're striving for bragging rights or high activity numbers, use hits. However, if you are using your stats to actually identify trends and the personal impact of your site, use views and visits. Hits can always be inflated artificially by adding a few more images to a page, for example. Visits and views, however, represent people coming to your site and the number of webpages they saw, which is much more useful for analyzing usage patterns.

## **SmartAnalytics vs. Google Analytics**

### **Who Should Use This Document**

This document provides a comparison of SmartAnalytics Web log analytics and SEO software and the Google Analytics website statistics service. The comparison is from the end user's point of view.

### **Overview**

Regardless of whether a website is designed for a business or individual, it is important to collect and evaluate the site's analytics. At a very basic level, this involves tracking information about unique visits, page views, bounce rates and conversion rates. Analyzing this data will help you predict visitor behavior and modify your website design and/or marketing campaigns for improved success.

### **Methods for Gathering Website Analytics**

The Web Analytics Association defines Web analytics as "the measurement, collection, analysis and reporting of Internet data for the purposes of understanding and optimizing Web usage." There are two main methods for collecting website analytics: log file analysis and script-based analysis.

Every time someone visits a website, the Web server records information about every file request, i.e., the HTML files, CSS files, JavaScript files, graphic files, PDF documents, MP3 s, etc., and stores them in log files. These log files also include information on site and Web server errors, page processing time, bandwidth used, visitor IP address, referring websites, and much more. Log file analyzers like SmartAnalytics interpret this data to create website statistics and reports.

Alternatively, script-based analyzers like Google Analytics require the use of tracking code (usually JavaScript) on each webpage that is to be tracked. As visitors surf the website, the code places a cookie on their computer so they have a unique identifier and can be tracked—provided the visitor is using a browser that supports JavaScript, has cookies enabled and is not using security software to protect the browser.

## Log Analyzers vs. Script-based Analyzers

Each method for gathering website analytics has its benefits and drawbacks. For example, script-based analyzers only record data from pages that have the JavaScript tracking code; any pages without the code will not have statistics available. This is also one of the reasons log file analyzers report higher traffic (views, visits and hits) than Google Analytics does, as the Web server log files track every interaction visitors have with a website.

Similarly, because log file analyzers process log file data instead of relying on forward-facing JavaScript, they have access to information that script-based analyzers don't (such as data relating to traffic from spiders and bots, server errors and bandwidth statistics).

Please refer to the following tables for further comparison on the strengths and weaknesses of log file analyzers and script-based analyzers.

### Log File Analyzers

| Pros  | Cons  |
|---|---|
| <ul style="list-style-type: none"> <li>• Access to server-side information (404 pages, 500 errors, time taken, etc.)</li> <li>• Every resource is counted (images, RSS feeds, etc.)</li> <li>• Bandwidth information is available</li> <li>• Since logs are always stored, privacy software is limited in the information it can mask (browser type and referrer)</li> <li>• Provides the most accurate view of what is actually happening on the Web server.</li> <li>• Visits by automated bots are tracked, which can reveal</li> <li>• security problems or hack attempts, as well as search engine spider activity.</li> </ul> | <ul style="list-style-type: none"> <li>• Not as good at counting "live" users that may visit the website via proxies</li> <li>• No intrinsic ability to report on browser-side data (resolution, number of colors, etc.)</li> </ul> |

### Script-based Analyzers

| Pros   | Cons  |
|--|---|
| <ul style="list-style-type: none"> <li>• More accurate "live" visitor count (for webpages only), if all pages are tagged correctly</li> <li>• Access to browser-side data</li> </ul> | <ul style="list-style-type: none"> <li>• Anti-spyware software and security software now block JavaScript callback methods, leading to untracked users</li> <li>• No server-side information about the website can be collected</li> <li>• Requires more maintenance to get the site set up for analytics</li> <li>• Potential for forgetting to tag some pages with</li> </ul> |

|  |   |
|--|---|
|  | <p>the tracking code, resulting in lost/incomplete analytics</p> <ul style="list-style-type: none"> <li>• No method for tracking items like downloads or RSS traffic</li> <li>• No information is stored on the server</li> <li>• No way to detect abusers/hack attempts</li> <li>• No access to historical data. Statistics start on the date the tracking code was implemented; data prior to that date is unavailable</li> </ul> |
|--|---|

### **SmartAnalytics and Google Analytics Feature Comparison**

Please refer to the chart below for a comparative list of key features available in SmartAnalytics and Google Analytics:

| <b>Features</b>   | <b>SmartAnalytics</b> | <b>Google Analytics</b> |
|---|-----------------------|-------------------------|
| Install and manage on your own server(s)                        | x                     |                         |
| Can be used on firewallprotected corporate Intranet             | x                     |                         |
| Ability to reprocess historical data (from log files)           | x                     |                         |
| Ability to process/reprocess log files locally                  | x                     |                         |
| Ability to collect information through tags                     |                       | x                       |
| Reports on spider and bot activity                              | x                     |                         |
| Reports on server errors and status codes                       | x                     |                         |
| Tightly integrated with Google AdWords                          |                       | x                       |
| Ability to report on paid search campaigns                      | x                     | x                       |
| Ability to report on banner and traditional marketing campaigns | x                     | x                       |
| Geo-targeted reporting  | x                     | x                       |
| Visitor session/navigation path analysis                        | x                     | x                       |

|   |   |  |
|---|---|--|
| Access to raw data for custom report-building | x |  |
| SEO reports to analyze search engine ranking  | x |  |
| Competitor analysis reports                   | x |  |

### ***Accuracy of Statistics from SmartAnalytics and Google Analytics***

As previously discussed, users of both analytics program may notice reporting discrepancies, particularly in regards to visitor counts. Because of the limitations of script-based analytics, Google Analytics will underreport or misrepresent some website statistics. Consider:

- When comparing data on website visits, it is important to realize that SmartAnalytics and Google Analytics process data at different intervals. Google Analytics uses a 30-minute window while SmartAnalytics uses a 20-minute idle timeout window. For this reason, SmartAnalytics will report a higher number of visits for visitors that keep the browser window open but do not navigate to new pages within the window.
- Look at the referral reports in SmartAnalytics. Are there any referrals listed that are part of the base domain (i.e., IP addresses or aliased domains)? These referrals are not available in Google Analytics reporting.
- Hits from people “borrowing” content from your website. Are people linking directly to documents or images on your website? SmartAnalytics counts any request for those files as visits and hits; Google never reports them because JavaScript can’t be placed on files, just HTML pages.

In the end, SmartAnalytics provides more accurate website statistics than Google Analytics because SmartAnalytics reports all requests to the server, not just what is tagged with tracking code.

# Glossary

Below is an alphabetized list of the various terms and phrases used in SmartAnalytics.

**Area Chart** - A type of graph that highlights trends in the same manner as a line chart, using colored areas instead of lines. In SmartAnalytics, the top 10 results are used to create the area chart. All other results are grouped as "other items."

**Authenticated Visitor** - An authenticated visitor is a web site user who successfully logs into a website using authentication. Scripted authentication like ASP.NET Forms Authentication or database mechanisms do not count as authentication. Typically, authentication must be administrated on the web server.

**Bandwidth** - Bandwidth represents the total number of kilobytes that were sent to people visiting your site. Bandwidth includes all resources requested by the users.

**Bar Chart** - A type of graph in which different values are represented by rectangular bars. In SmartAnalytics, the top 10 results are used to create the bar chart. All other results are grouped as "other items."

**Browser** - Browser represents the program the web site visitor used to view your web site. Some typical browsers are Internet Explorer (IE), FireFox, and Opera.

**Current Page** - The current page is the most recent page that the visitor requested on the site.

**Directory** - A collection of folders that contain files, regardless of their file extensions, associated with a website. Statistics do not include sub-directories, as those are reported separately.

**Document** - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmartAnalytics considers the following extensions to be documents: .CHM,.DOC,.PDF,.PS,.RTF,.TXT,.XLS,.XML. Your administrator may set up additional extensions as documents.

**Download** - A file that is able to be downloaded, or saved, to a visitor's local machine. Generally, downloads are specified as such by the site owner, and given either freely or charged on a perdownload basis. By default, SmartAnalytics considers the following extensions to be downloads: .ASF,.AVI,.DOC,.EXE,.GZIP,.MP2,.MP3,.MPEG,.MPG,.MSI,.MSP,.QT,.QTM,.RA,.RAR,.SWF,.TAR.BZ,.TAR.BZ2,.TAR.GZ,.WMA,.WMF,.WPD,.ZIP. Your administrator may set up additional extensions as downloads.

**Dynamic Page** - Pages built using a variety of different scripting environments and/or scripting languages. Generally, this includes any page with an extension other than .htm or .html. By default, SmartAnalytics considers the following extensions to be dynamic pages: .ASP, .ASPX, .CFC, .CFM, .CFML, .CFMX, .CGI, .DLL, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML. Your administrator may set up additional extensions as downloads.

**Entry File** - The entry file for a visit is the very first file that completed downloading for the visitor. These may frequently be images.

**Entry Page** - The entry page is the first page a web site visitor goes to during a visit.

**Exclusion** - An exclusion is a pre-filter used to remove log file entries that may not be pertinent to a sites statistics. A common usage of exclusions is to ignore internal IP addresses or directories with temporary files.

**Exit Page** - The page a visitor leaving your site was on prior to moving to a different website.

**Extension** - The extension represents the type of file hit by a web site request.

**File** - Any and all file extensions that were viewed, visited, hit or downloaded from a particular website.

**First Hit** - First Hit represents the date and time that the visitor first hit your web site during this visit.

**Hits** - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

**Image** - Images are files that represent graphical bitmaps. By default, SmartAnalytics considers the following to be images: .BMP, .CDR, .CGM, .DIB, .EPS, .GIF, .ICO, .IMG, .JAS, .JPEG, .JPG, .PCX, .PIC, .PNG, .PSD, .TIF, .TIFF. Your administrator may set up specific extensions as images. Typically, a single web page can link to several images.

**Inclusion** - An inclusion is a pre-filter that is used to limit a site's statistics to only specific items of a log file. Inclusions are typically used to restrict a site's statistics to only one subdirectory of a larger parent site.

**Keyword** - A keyword represents a single word in the search string text used by web users to get to your site.

**Last Hit** - Last Hit represents the date and time that the visitor was last active on your site

**Line Chart** - A type of graph that highlights trends by drawing connecting lines between data points. In SmartAnalytics, the top 10 results are used to create the line chart. All other results are grouped as "other items."

**New Visitors** - A new visitor represents a visit by a computer that has not yet been to the web site in the time period of the report.

**Page** - The basic building blocks of any website. A website generally contains a collection of different pages that are accessible and viewable via a web browser. By default, SmartAnalytics considers the following extensions to be pages: .ASP, .ASPX, .CFC, .CFM, .CFMX, .CFML, .CGI, .HTM, .HTML, .IDA, .IDC, .JHTM, .JHTML, .JSP, .JWS, .MHT, .MHTML, .MV, .PHP, .PHP3, .PHTM, .PHTML, .PL, .SHTM, .SHTML, .STM, .WML, .XDL, .XHTML, .XML.

**Page Views** - A page view is a successful request for a file on your web site that is considered to be a page. These usually mean files with extensions such as .txt, .asp, .aspx, .php, etc. Views generated as a result of an error (either a 400 or 500 level error) are not counted as actual views for your site, and are kept separate from successful views.

**PageRank** - A Google patented method that uses a link analysis algorithm to measure the importance of a webpage. PageRank values range from 0 to 10, with 10 being the best. While no specific page is mentioned in SmartAnalytics' PageRank reports, it is possible that the PageRank reported in SmartAnalytics is only for your site's homepage.

**Phrase** - A phrase shows the entire search string text used by web users to get to your site.

**Pie Chart** - A type of graph that represents data as wedges in a circle, or pie shape, so that the relationship between the data can be seen and analyzed more easily. In SmartAnalytics, the top five results are used to create the pie chart. All other results are grouped as "other items."

**Platform** - Platform represents the operating system that the web site visitor is using. Some typical platforms are Windows 2003 Server, Windows XP, and Mac OSX.

**Popularity** - Refers to the number of links to your website from pages indexed in a search engine.

**Query Item** - A query item is an individual parameter passed to a web page, typically a script.

**Query String** - Query strings are parameters that are passed to web pages in the URL string, commonly scripted pages.

**Rank** - Rank indicates the position of the item when ordered.

**Referrer Host** - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

**Referrer URL** - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

**Result Code** - Result codes are returned by your web server, and indicate whether or not resources were successfully downloaded from your web site. Large numbers of 404 errors, for example, may indicate a problem with your web site links.

**Return Visitors** - A return visit is counted when a computer that has already been to the site before returns for another visit.

**Return Visits** - Return visits represent the times when previous visitors come back to the site again. A high percentage of return visits to total visits indicates that your web site is holding visitors' attention.

**Saturation** - Refers to the number of pages that a search engine has indexed from your website.

**Score** - This is the total for the column shown (e.g. bytes in, bytes out, or time taken) divided by the total for that column for all items multiplied by 10000. It is used to show what pages need the most optimization. Ex.  $(\text{itemBytesIn}/\text{totalBytesIn}) * 10000$ . When referring to the results listed by the competitor suggestion tool, score refers to the sum of competitor's position rankings across all selected search engines. The actual formula used is  $\text{Number of Search Engines} * (\text{Max Results} - \text{Ranking}) = \text{Score}$ .

**Search Engine** - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet.

**SEO** - Search Engine Optimization is the process of affecting the visibility of a website or a web page in a search engine's un-paid search results.

**Spider** - A spider is an automated program that searches and indexes web sites, usually with the intent of providing information for search engines.

**Unique Visitors** - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

**User Agent** - The User Agent string is sent by browsers to identify the browser, the operating system they are running on, and installed browser extensions. There are countless varieties of user agent strings.

**Visit Length** - The number of seconds that a visit lasts. On reports dealing with visit length, the average visit length is calculated and shown for all visits. Visits length assumes that the visitor stays several seconds after their last hit.

**Visits** - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more

than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

**Web Site Path (Path)** - When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank\_you.html. Therefore, the path for this visit would look like: default.html/product.html/order.html/thank\_you.html.



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