

WEBSITE STATISTICS – GLOSSARY

Summary

A summary of your web site's usage over the entire period in both graphical and tabular formats. This is the report shown when you first access the statistics page, click on a month title in the table to obtain in depth statistics for that month.

The resulting monthly report contains the following sections. Note that some sections may be absent if no data to populate them exists.

Daily Summary

A summary of your web site's usage for each day of the month displayed graphically and numerically.

Hourly Summary

A summary of your web site's usage for each hour of the day displayed graphically and numerically.

Request Report

Shows the number of times each file on your web site has been requested over the entire month. Two request reports are shown with files ranked firstly by hits and then by data transfer.

Entry Pages

Shows the pages visitors use to enter your web site ranked by visits.

Exit Pages

Shows the pages visitors use to leave your web site ranked by visits.

Referrers Report

Shows the pages visitors were referred from to get to your site ranked by hits. This normally means the user clicked a link on this page to get to your site. Common referrers include links from another web site to your own, links to your site from a browsers 'Favorites' list, and links from search engine results that have indexed your site. A large percentage of referrers will also be your own web pages, which naturally carry links to other areas of your site, these referrers are excluded from the report.

Search String Report

Shows the search keywords which were used to find your site on search engines. Note that if there are no referrals from search engines this report will not be shown.

User Agent Report

Shows the types of web browser used to view your site ranked by visits.

Throughout the reports, the parameters listed have the following meanings.

Hits

Any request made to the server which is logged, is considered a 'hit'. Each valid line in the server log is counted as a hit. This number represents the total number of requests that were made to the server during the specified report period.

Files

Any request made to the server which actually resulted in something being sent back to the user is counted as a file. Not all hits will send data, such as 404 Not Found requests and requests for pages that are already in the browser's cache.

Pages

Any request made to the server for an actual page, and not all of the individual items that make it up (such as images and audio clips). This can also be termed as page views or page impressions. A page is deemed to be any file with one of the following extensions: .htm, .html, .cgi, .php, .pl, .shtml, .asp.

Visits

A visit occurs when a remote site (IP address) requests a page on the server for the first time. As long as the same site keeps making requests within the timeout period of 30 minutes they will all be considered part of the same Visit. If the site makes a request to your site, and the length of time since the last request is greater than the timeout period of 30 minutes, a new Visit is started and counted, and the sequence repeats.

KBytes

This value shows the amount of data that was transferred between the server and the remote machine, based on the information found in the server log.

Sites

Each request made to the server comes from a unique site, which can be determined by a name or an IP address. The value shows how many unique IP addresses made requests to the server during the reporting time period.