



Guide to Analyzing Feedback from Web Trends

Where to find the figures to include in the report

How many times was the site visited?

([General Statistics](#))

What dates and times had peak amounts of traffic?

([General Statistics](#))

How many people entered the URLs from the newsletter and/or other publications?

(See [Documentation page 296](#) to find out how to specify “unique URLs”)

What sites did visitors come from?

([Referrers & Keywords](#))

What words did visitors enter on search engines that brought them to the site?

([Referrers and Keywords](#))

What pages did visitors visit?

([General Statistics](#)>Top Pages)

How many times did visitors download documents like pdfs?

([Resources Accessed](#)>Top Files Downloaded)

What pages were visitors viewing when they left?

([Resources Accessed](#)>Top Exit Pages)

What paths did they take?

([Resources Accessed](#)>Top Paths Through Site)

How long did visitors stay?

([Activity Statistics](#)>By Length of Visit)

Meaning of Questions

How many times was the site visited?

These figures will show drop-offs or surges in traffic that might have something to do with how well we are communicating.

What dates and times had peak amounts of traffic?

These figures will tell us when people visit and therefore when to post new material. For example, if the site experiences the most traffic on Mondays, it makes sense to post new material on Mondays so that the most people will see it.

How many people entered the URLs from the newsletter and/or other publications?

These figures will tell us how effective our paper communication is, or at least how many people are reading it.

What sites did visitors come from?

This information will tell us how many users simply type in or bookmark the SEI's URL, which sites link to ours, and how many of the visitors are internal to the SEI. This will also tell us the search engines our visitors are using so that we can maximize our visibility with those search engines.

What words did visitors enter on search engines that brought them to the site?

We can use this information to figure out what people are looking for (or expect to find) on the SEI site.

What pages did visitors visit?

Using this information, we can focus our communications improvements on sites that experience heavy traffic.

How many times did visitors download documents like pdfs?

This information is an indicator of not only what visitors are interested in, but in their levels of interest. If visitors are willing to download documents from the site, they are very interested in the information they request.

What pages were visitors viewing when they left?

If many visitors leave the site at a certain page, this could be an indication that that page is not communicating effectively or that the page simply did not contain what the visitor was looking for.

How long did visitors stay?

This information could tell us how valuable visitors find the information in the site. By investing more time in the site, visitors show that they value the information therein.

What paths did visitors take through the site?

This information tells us how visitors navigate the site, whether it is intuitive or not. By studying the patterns within the site, we can find out a little about how people expect things to go.

Interpreting Information from Web Trends

Hits vs. visits/ requests

Hits are requests for individual parts of the website. This includes both graphics and html pages. For example, if a visitor visits a webpage with 2 graphics, Web Trends will register 3 hits—one for the page itself, and one for each graphic.

| | |
|-------------------------|---|
| Authentication | Technique that limits access to Internet or intranet resources to those visitors who identify themselves by entering a username and password. |
| Bandwidth | Measure (in kilobytes of data transferred) of the traffic on a site. |
| Browser | A program used to locate and view Web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others. |
| Client | The browser used by a visitor to a Web site. |
| Client Errors | An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Return Code" glossary entry for more information. |
| Company Database | The database installed and used by WebTrends to look up the company name, city, state, and country corresponding to a specific domain name. |
| Cookies | Files containing information about Web site visitors. This information can include the visitor's username, preferences, etc. The information is provided by visitors during their first visit to a Web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided. |
| Documents | Pages that were defined as "documents" in Options. Typically, pages are defined as a document if the content is static, such as complete HTML pages. However, you can define dynamic pages and forms as documents if you choose. |
| Domain Name | The text name corresponding to the numeric IP address of a computer on the Internet. For example, www.webtrends.com is a domain name. |
| Domain Name Lookup | The process of converting a numeric IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com). |
| Dynamic Pages and Forms | Pages that are generated dynamically based on values selected by a visitor. They are generated with variables, and do not exist anywhere in a static, predictable form. WebTrends counts any file with an HTTP Post command or a Get command with a "?" as a dynamic page/form. |
| Entry File | The first file the visitor downloaded when entering your Web site. |
| Entry Page | The first page a visitor viewed when entering your Web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits. |
| Exit Page | The last page a visitor viewed before leaving your Web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits. |
| File Type | Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type 'gif.' |
| Filters | A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude. |
| Forms | Scripted pages which pass variables back to the server. These pages are used to gather information from visitors. WebTrends counts any file with an HTTP Post command as a form. |
| HTML | Hypertext Markup Language. It is the programming language for static Web pages. It usually includes hypertext links between related objects and documents. |
| HTTP | Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser. |
| Hit | A single action on the Web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a Web page including two images registers as three hits on the server; one hit is the request for the .html page, and two additional hits are requests for the downloaded image files. While the volume of hits is an indicator of Web server traffic, it is not an accurate reflection of how many pages are being looked at. |
| Home Page | The main or introductory page of a Web site. The home page provides visitors with an overview and links to the rest of the site. It often contains or links to a table of contents. |
| Home Page URL | The URL for the home page of the site analyzed in the report. |
| IP Address | Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address. |
| Log File | A file created by a Web or proxy server which contains information about the server's activity. |
| Page | Any document, dynamic page, or form. Documents are user-defined in Options, but typically include all static content, such as complete html pages. Dynamic pages are created with variables and do not exist anywhere in a static form. Forms are scripted pages which get information from a visitor and pass it back to the server. |
| Path Through Site | The sequence of pages a visitor views, from the entry page to the exit page. |
| Paths from Start | With the exception of the starting page, the path a visitor takes to a destination or exit page. |
| Platform | Refers to the operating system, such as Linux or Windows 98. |
| Protocol | An established method of transmitting data from one computer to another. |
| Referrer | URL of a Web page that refers visitors to your site. |
| Return Code | The return status of the request which specifies whether the transfer was successful and why. |

Possible "Success" codes are:
 200 = Success: OK
 201 = Success: Created
 202 = Success: Accepted
 203 = Success: Partial Information
 204 = Success: No Response
 300 = Success: Redirected
 301 = Success: Moved
 302 = Success: Found
 303 = Success: New Method
 304 = Success: Not Modified

Possible "Failed" codes are
 :
 400 = Failed: Bad Request
 401 = Failed: Unauthorized
 402 = Failed: Payment Required
 403 = Failed: Forbidden
 404 = Failed: Not Found
 500 = Failed: Internal Error
 501 = Failed: Not Implemented
 502 = Failed: Overloaded Temporarily
 503 = Failed: Gateway Timeout

| | |
|----------------------|---|
| Returning Visitors | Visitors who already had a cookie from your site before they visited. |
| Server | A computer that hosts information available to anyone accessing the Internet or an internal intranet. |
| Server Error | An error occurring on the server. Web server errors have codes in the 500 range. |
| Single Access Page | A page on your Web site that visitors open, then exit from, without viewing any other page. To qualify the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations. |
| Spider | An automated program which searches the internet. |
| Suffix (Domain Name) | See Top-Level Domain. |
| Time Interval | A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59. |
| Top-Level Domain | The suffix of a domain name is the top-level domain. A top-level domain is generic (.com, edu, .museum, .name, etc) or a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains: ARPANET: .arpa Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn International: .int .int.co .int.ve .intl.tn Government: .gov .gov.[country code] .gove.[country code] .go.[country code] Military: .mil .mil.[country code] Network: .net .ad.jp .ne.kr .net.[country code] Organization: .org .or .org.[country code] .or.[country code] |
| URL | Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the WebTrends Corporation Web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm). |
| Unique Visitors | Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. |
| Visit | All the activity of one visitor to a Web site. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit ended. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes, but can be changed in Options. |
| Visit Duration | Number of minutes your Web site was viewed by a visitor. |

(Minutes)

Visitor-Minutes Total number of minutes your site was viewed by all visitors during the specified report period.