

Access Logs & Stats Tutorial

How to interpret and utilize your website's traffic reports

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Overview

Access Logs & Statistics record the traffic to your website. Using the logs, you may see how often your website is visited, what pages were viewed, what search engines were used to find you and more! Each section of the logs is detailed in this tutorial. A yellow synopsis box gives a quick overview as to what information each section presents. This tutorial uses logs and stats from theBubbler.com as an example. You may contact us for assistance.

Summary

Synopsis

- Shows how many visitors have come to your website monthly
- Shows how many pages were viewed

Access Logs & Stats will always default to the current month when you open the program. To view logs from previous months and years, select the time period you wish to view from the drop-down menu at the top of the logs page and click "OK".

Statistics for: thebubbler.com
 Last Update: 04 Nov 2004 - 16:41
 Reported period: Oct 2004 OK
 When: Jan Feb Mar Days of month
 Who: list Hosts Full list

The main summary gives an overview of the traffic for the selected month.

All statistics are generated by tracking a visitor's IP (how they access the Internet). The following statistics are given about the month's traffic:

Summary					
Reported period	Month Nov 2004				
First visit	01 Nov 2004 - 00:01				
Last visit	04 Nov 2004 - 16:45				
	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic *	2801	3725 (1.32 visits/visitor)	38018 (10.2 pages/visit)	294842 (79.15 hits/visit)	1.30 GB (366.15 KB/visit)
Not viewed traffic *			15873	17400	135.96 MB

* Not viewed traffic includes traffic generated by robots, worms, or replies with special HTTP status codes.

Unique Visitors	The number of visitors who have come to the site once in the given month. Even if a visitor comes to your site 10 times in one month, they are only counted once in this figure.
Number of Visits	The total number of visitors for the month, including repeat visitors. If a visitor comes to your site 10 times in one month, all 10 visits will count in this figure.
Pages	The total number of individual pages viewed by all visitors.
Hits	Any component that makes up a webpage counts as a Hit. If, for example, an HTML page has two images on one page, the server registers three hits for the page: one hit for the HTML page itself and two hits for the two images. Hits does not reflect the number of visitors to your website.
Bandwidth	The amount of data sent to visitors to your website in the given month.

The "Viewed traffic" line lists how much of your website's traffic was generated by actual visitors. This line counts visits from live, human viewers of your website. The "Not viewed traffic" line separates out robot and spider visits. Page 3 of this tutorial lists more information on robots and spiders, which are automated programs used to visit websites (such as search engine spiders). These automated programs are not actual, live people visiting your sites. This additional set of numbers helps you see how much traffic was from automated programs versus real people visiting your website. Logs prior to December 2004 will not list "Not viewed traffic."

Monthly History

Synopsis

- Show yearly traffic, month by month

Monthly history provides details about your site's yearly traffic, separated into month by month stats. You may move your mouse over the bars in the bar graphs to get statistics for each month. The same stats are presented in an easy-to-read table below the bar graphs.

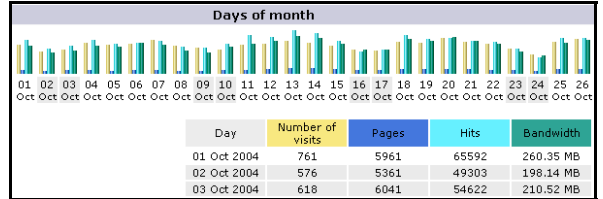


Days of Month

Synopsis

- Show the month's traffic, day by day

Days of month provides details about your site's monthly traffic, separated into day by day stats. You may move your mouse over the bars in the bar graphs to get statistics for



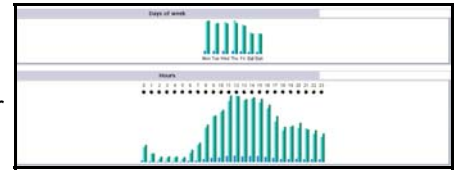
each month. The same stats are presented in an easy-to-read table below the bar graph.

Days and Hours

Synopsis

- Averages the daily and hourly traffic to your site

The **Days of week** chart takes each day of the week and creates an average for traffic. In the example above, the most traffic coming to the website is coming on week-days. Mousing over the bars in the graph will give further details. Similar information is presented in the **Hours** chart. The chart to the right shows that most traffic is coming to the website during business hours.



Countries

Synopsis

- Tracks what countries your visitors are coming from

The **Countries** chart tracks where the domains of your website visitors are coming from. Every domain can be associated to a location by its domain extension. For example, US Commercial websites have .com domain extensions. Internet service providers often use .net addresses, while non-profit organizations use .org extensions. Countries also have domain extensions, such as Canada (.ca), the United Kingdom (.uk) and Japan (.jp).



Hosts

Synopsis

- Shows the domains of your website visitors
- Use to track companies and competitors that have visited you

Hosts provides a list of your website visitors' domains and IPs. This chart is a key sales tool that can be used to seek out new prospects. Many of the domains you will see in the list are Internet service providers (Road Runner, AOL, etc.). You will also

Hosts (Top 20)	GeoIP Country	Pages	Hits	Bandwidth	Last visit
mkedef1.rockwellautomation.com	United States	874	1487	41.87 MB	21 Mar 2007 - 13:46
mail.simarkcontrols.com	Canada	445	7462	6.66 MB	16 Mar 2007 - 17:10
h150.31.179.216.ip.attel.net	United States	414	446	5.75 MB	09 Mar 2007 - 10:46
0-71-192-216-229.hsd1.ma.comcast.net	United States	401	6801	5.59 MB	19 Mar 2007 - 00:37
194.130.120.123	Great Britain	336	5580	6.10 MB	08 Mar 2007 - 06:59
usleo-66-258-2-142.cust.usleco.net	United States	323	5306	5.02 MB	07 Mar 2007 - 16:00
66-195-77-130.static.twtelecom.net	Unknown	277	277	48.03 MB	10 Mar 2007 - 13:42

see company domains listed (rockwellautomation.com). The GeoIP Country column shows you each visitor's country of origin. Clicking [Full List](#) at the top of this chart will give you the entire list of domains that have visited your website.

The hosts chart can be used for *Key Prospect Analysis*. While there is no way to tell which individual person using an ISP or company Internet connection looked at your website, you may use the domains to research the companies that looked at your site. To learn more about visitor, take the last portion of the domain's listing (i.e. *rockwellautomation.com* from "mkedef1.rockwellautomation.com") and type the address into your web browser. You will see the visitor's website. Most websites provide contact information; explore the site to find a contact.

Robots/Spiders visitors

Synopsis

- Shows that search engines have spidered your website

Robots and Spiders are automated to crawl websites and gather information. The most common robots and spiders come from search engines. In this chart, you will see a list of the robots and spiders that

Robots/Spiders visitors	Robots	Hits	Lastvisit
Googlebot	2712	23 Oct 2002 - 11:57	
Road Runner: The ImageScape Robot	504	21 Oct 2002 - 13:10	
Fast-Webcrawler	120	22 Oct 2002 - 21:38	
Inktoml Slurp	95	23 Oct 2002 - 13:36	
ia_archiver	90	19 Oct 2002 - 19:43	
IBM_Planetwide	47	20 Oct 2002 - 17:58	
Jeeves	39	19 Oct 2002 - 16:38	
Unknown robot	34	13 Oct 2002 - 10:04	

have visited the website in the given month. In the example above, Googlebot, Google's spider, is shown to have visited the website. This chart shows that search engines have visited your website for indexing purposes, it does not mean that the search engine has included your site's data in its index yet. The amount of traffic that search engines have actually sent to your website is detailed in the **Connect to site from** and **Keyphrases** charts, described later in this tutorial.

Visits duration

Synopsis

- Logs how long visitors have stayed at your website

The **Visits duration** chart averages the amount of time visitors have spent at your website. In the example above, the majority of visitors have spent 0-30 seconds on the site.

Visits duration		Number of visits
Visits duration		
0s-30s		5867
30s-2mn		1737
2mn-5mn		823
5mn-15mn		572
15mn-30mn		223
30mn-1h		170
1h+		64
Unknown		31

Files type

Synopsis

- Shows what type of files are most often found on your site

The **Files type** chart shows what types of files are most often accessed on your website. Images like .jpg and .gif are usually accessed the most, as images make up your website design.

Files type			
Files type	Hits	Percent	Bandwidth
gif	6931	48.9 %	14.59 MB
jpg	3406	24 %	37.19 MB
html	950	6.7 %	11.04 MB
Unknown	842	5.9 %	8.09 MB
js	805	5.6 %	18.79 MB
css	787	5.5 %	2.00 MB
jar	408	2.8 %	4.15 MB
php	24	0.1 %	163.12 KB
class	4	0 %	64.05 KB

Pages-URL

Synopsis

- Lists the pages on your website in the order of which were visited most

The **Pages-URL** chart lists all of the pages in your website in the order of most viewed. In the example to the right, the Home Page is the most viewed page of the site, with 1982

views. **Entry Pages** shows that 1247 visitors came to the Home Page first when visiting the site. **Exit Pages** shows that 745 visitors viewed the Home Page last before exiting the site. A complete list of the pages on your site can be viewed by clicking on [Full List](#) at the top of this chart.

Pages-URL (Top 20) - Full List					
193 different pages	Views (Hits)	Bandwidth	Entry pages	Exit pages	
HOME PAGE	1982	29.87 KB	1247	745	
file:///C:/inetpub/wwwroot/...	1360	55.76 KB	112	325	
file:///C:/inetpub/wwwroot/...	874	63.05 KB	323	196	
file:///C:/inetpub/wwwroot/...	867	52.32 KB	46	247	
file:///C:/inetpub/wwwroot/...	688	1.88 KB	428	418	
file:///C:/inetpub/wwwroot/...	319	1.06 KB	9	18	
file:///C:/inetpub/wwwroot/...	300	58.87 KB	1	16	
file:///C:/inetpub/wwwroot/...	274	2.96 KB	5	19	
file:///C:/inetpub/wwwroot/...	221	54.16 KB	1	1	
file:///C:/inetpub/wwwroot/...	211	57.54 KB	16	66	
file:///C:/inetpub/wwwroot/...	207	52.21 KB	4	19	
file:///C:/inetpub/wwwroot/...	200	55.28 KB	3	16	
www/...	193	82.44 KB	29	98	
file:///C:/inetpub/wwwroot/...	170	91.71 KB	38	63	
file:///C:/inetpub/wwwroot/...	151	55.58 KB	38	60	
file:///C:/inetpub/wwwroot/...	151	61.62 KB	5	20	
file:///C:/inetpub/wwwroot/...	142	128.08 KB	17	25	
file:///C:/inetpub/wwwroot/...	134	58.20 KB	14	35	
file:///C:/inetpub/wwwroot/...	124	54.58 KB	9	30	
Others	3075	28.84 KB	378	448	

Operating Systems

Synopsis

- Shows the operating systems your visitors are using

The **Operating Systems** list shows what operating systems your visitors are using to view your website. Windows versions are the most common.

Operating Systems			
OS	Hits	Percent	
Windows 98	81795	28.1 %	
Windows XP	62845	21.6 %	
Windows 2000	61801	21.2 %	
Windows Me	29720	10.2 %	
Windows NT	20687	7.1 %	
Windows 95	11372	3.9 %	
Mac OS	11047	3.8 %	

Browsers

Synopsis

- Shows the browsers your visitors are using

The **Browsers** list shows what web browsers your visitors are using to view your website. The most common is Internet Explorer. A "Grabber" is any browser that can be used to make local copies of a site.

Browsers			
Browsers	Grabber	Hits	Percent
MS Internet Explorer (Versions)	No	274989	89.7 %
Netscape (Versions)	No	32360	7.7 %
Unknown	?	9062	2.7 %
Opera	No	566	0.1 %
WebTV browser	No	306	0 %
Acrobat	Yes	107	0 %
Galeon	No	99	0 %
Konqueror	No	94	0 %

Screen sizes

Synopsis

- Shows the resolution your visitors' browsers are set at

Screen sizes lists the resolution your visitors' browsers are set at. The higher the numbers, the smaller the object and texts on the screen will appear.

Screen sizes (Top 5)	
Screen sizes	Percent
1024x768	47 %
1280x1024	29.4 %
800x600	17.6 %
2048x768	5.9 %

Connect to site from

Synopsis

- Lists what sites referred visitors to your website through a link.
- Includes search engines and other sites linking to you

The **Connect to site from** chart shows websites which have linked visitors to your website. Search engines are the most common source of refers, as shown in the chart to the right. Google alone referred 4348 visitors to theBubbler.com in this example.

Connect to site from					
Origin	Pages	Percent	Hits	Percent	
Direct address / Bookmarks	0	0.0 %	0	0.0 %	
Links from a NewsGroup	0	0.0 %	0	0.0 %	
Links from an Internet Search Engine - Full list	4348	81.36 %	21.5 %	8190	21.1 %
Google	4348				
Yahoo	919				
AOL	261				
Other search engines	219				
Overture	189				
MSN	123				
Links from an external page (other web sites except search engines) - Full list	2044	7.1 %	16500	55.6 %	
http://theBubbler.com	2609				
http://www.scouts.com/forums.html	919				
http://www.kidsturnout.com	615				
http://theBubbler.com/forums/ubb_thanks.html	436				
http://www.onyourmark.com	375				
http://www.netrail-web.com/forums/ubb.html	128				

Below the list of search engines are other sites which have sent visitors to your website. You will see your domain listed; this counts for internal referrals (visitors going from page to page on your website). You may see trade publications or industry-related websites providing links to your site.

Keyphrases/Keywords

Synopsis

- Keyphrases list phrases used to find your website in a search engine
- Keywords shows the individual words in these phrases that were used most

The **Keyphrases** lists shows all of the phrases used in a search engine to find your website. In the example to the right, "milwaukee" was the top keyphrase used to find theBubbler.com. This phrase was used 92 times to find the site. This is the most comprehensive list to use when analyzing what terms were used in search engines to find your site.

Keyphrases used on search engines (Top 25)		
Full list	Search	Percent
4302 different keyphrases		
milwaukee	92	1.6 %
theBubbler	35	1.7 %
green bay mascot election 2002	44	0.7 %
http://www.theBubbler.com	42	0.7 %
milwaukee classifieds	39	0.5 %
indianapolis	39	0.5 %
indianapolis entertainment	30	0.6 %
free classified ads	29	0.3 %
search	19	0.3 %
web	17	0.2 %
doghousesforkids.com	17	0.2 %
searchand	16	0.2 %
indianapolis auction	15	0.2 %
theBubbler	13	0.2 %
louis	12	0.2 %
indianapolis newspaper	11	0.1 %
indianapolis online pages	10	0.1 %
indianapolis art museum	10	0.1 %
www.theBubbler.com	9	0.1 %
leading companies in wisconsin	2	0.1 %
indianapolis convention center	1	0.0 %
news paper in indianapolis	1	0.0 %
indianapolis phone listings	1	0.0 %
public color information set	1	0.0 %
Other phrases	5058	10.6 %

Search Keywords (Top 20)		
Full list	Search	Percent
2870 different keywords		
wisconsin	2238	12.7 %
in	587	3.2 %
milwaukee	408	2.3 %
car	351	1.9 %
classifieds	317	1.7 %
lake	244	1.3 %
wi	243	1.3 %
county	199	1.1 %
land	176	0.9 %
trip	170	0.9 %
theBubbler	116	0.6 %
lake	113	0.6 %
rent	110	0.6 %
waikaele	105	0.5 %
car	103	0.5 %
madison	97	0.5 %
christmas	83	0.4 %
classified	81	0.4 %
%	79	0.4 %
business	78	0.4 %
Other words	11797	66.3 %

gines to find your site.

Search Keywords lists individual words that were used the most to find your site. This list will often include terms such as "and" or "of" that were included as part of a search keyphrase. Clicking [Full List](#) will show the full view of these charts.

Miscellaneous

Synopsis

- Shows how many visitors bookmarked your site
- Lists specialty plug-ins your visitors are able to use

The **Miscellaneous** chart gives information on how many visitors bookmarked your site, and what plus-ins their browsers have.

In the example to the right, 0 visitors bookmarked the site.

Miscellaneous		
Miscellaneous	Count	Percent
Add to favorites (estimated)	0 / 71 Visitors	0 %
Browsers with Java support	-	52.9 %
Browsers with Macromedia Director Support	-	64.7 %
Browsers with Flash Support	-	94.1 %
Browsers with Real audio playing support	-	17.6 %
Browsers with Quicktime audio playing support	-	23.5 %
Browsers with Windows Media audio playing support	-	47 %
Browsers with PDF support	-	94.1 %

The "Browsers with" sections show how many of your visitors have common browser plug-ins used on the web today. In the example above, 94.1% of theBubbler.com's visitors are able to play Flash.

This information may be useful if you are considering adding multimedia elements to your site. Using the statistic above, 94.1% of theBubbler's visitors are able to view Flash. This means that if Flash is added to the site, the majority of visitors will be able to see it without problems.

Questions?

If you have questions on this tutorial, or Access Logs & Stats, please feel free to contact us at 262-820-8201. We are happy to help! The most current version of this tutorial can be found at: <http://www.onyourmark.com/tutorials/hslogstutorial.pdf>