# Access Logs & Stats Tutorial

**OnYourMark**, LLC

A Fine Family of Companies

## How to interpret and utilize your website's traffic reports

22603 West Main Street Sussex, WI 53089

Ph: 262.820.8201 Fax: 262.820.8202

Outside Metro Milwaukee Call Toll Free: 800.747.3399

<u>www.OnYourMark.com</u> office@OnYourMark.com

#### **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 the <u>Bubbler.com</u> as an example. You may contact us for assistance.

Summary				
<ul> <li>Synopsis</li> <li>Shows how many visitors have come to your website monthly</li> <li>Shows how many pages were viewed</li> </ul>	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 pe- riod you wish to view from the drop-down menu at the top of the logs page and click "OK".	Statistics for: Last Update: Reported period: When: Who:	thebubbler. 04 Nov 2004 Oct Jan Feb Mar	COM - 16:41 2004 V OK Days of month list Hosts Full li

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	onth Nov 2004								
First visit	01 Nov 2004 - 00	l 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.
Bandwith	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							
<ul> <li>Synopsis</li> <li>Show yearly traffic, month by month</li> </ul>	<b>Monthly history</b> 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	Jan Fe 2004 20	Monthly	history	Jul Aug 2004 2004 ;	Sep. Oct. 1 2004 2004 2	Vay Dec 004 2004
	statistics for each month. The same stats are presented in	Month	Unique	Number of visits	Pages	Hits	Bandwidth
an easy-to-read table be	elow the bar graphs.	Jan 2004 Feb 2004	6702 7550	9660 10572	46852	651973 002727	1.78 GB 2.51 GB

an easy-to-read table below the bar graphs.

#### **Days of Month** Days of month provides details about your Synopsis site's monthly traffic, separated into day by u<u>aa</u>daddaaaddddd Show the month's traffic, day by day day stats. You may move your mouse over 07 08 09 10 11 12 Oct Oct Oct Oct Oct Oct Oct 02 03 04 05 06 the bars in the bar graphs to get statistics for Day Hite each month. The same stats are presented in an easy-to-read table 01 Oct 2004 02 Oct 2004 761 5961 5361 65592 260.35 MB 198.14 MB

576

618

6041

03 Oct 2004

49303

54622

210.52 MB

below the bar graph.

Days and Hours		
Synopsis <ul> <li>Averages the daily and</li> </ul>	The <b>Days of week</b> chart takes each day of the week and creates an average for traffic. In the example above, the	tige of west
hourly traffic to your site	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							
			Vietors do	Harris/coor	itries		
Synopsis		Donanal howard	Cate .	Part	Colore Co	Burnet	
Tracks what countries	The <b>Countries</b> chart tracks where the domains	Tiphopi     Tuphopi     Tuphopi	- 48	8307	#6#01 91778	8,25,32,89	
your visitors are coming	of your website visitors are coming from. Every	Contraction	10	#18 200	1000	10 10 MB	
from	domain can be associated to a location by its do-	H Carata Oli Alexan Oli Destant	14 	17 18 19	610 624 411	6.17 ME 434 ME 1 21 ME	
	main extension. For example, US Commercial	Stell zeter Aspanel     Somer knighten     Spanel     Spanel	10 10	.11 .17 16	200 440 104	2100 000 2110 000 1105.69 200	
-	websites have .com domain extensions. Internet	Cartings	-	18 10 10	147	11/16 11/16	

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	Hosts provides a list of your website visi-	Hosts (Top 20) - Tull list - Last vin Hosts : 3257 Known, 1262 Unknown (unresolved ip)	it - Unresolv Geolf	ed IP Address Pages	Hits	Bandwidth	Last visit
<ul> <li>Shows the domains of</li> </ul>	tors' domains and IPs. This chart is a key	mkedef1.rockwellautomation.com	United States	874	1487	41.07 MB	21 Mar 2007 - 23:46
your website visitors	sales tool that can be used to seek out new	h150,31.170,216.jp.alitel.net	Canada United States	445	7462 446	6.65 MB 5.75 MB	16 Mar 2007 - 17:18 09 Mar 2007 - 10:46
<ul> <li>Use to track companies</li> </ul>	prospects. Many of the domains you will	c-71-192-216-229.hsd1.ma.comcast.net 194.130.120.123	United States Great Britain	401	6901 5580	5,59 MB 6.10 MB	19 Mar 2007 - 00:37 08 Mar 2007 - 06:59
and competitors that	see in the list are Internet service providers	usleo-66-255-2-162.cust.usleo.net 66-195-77-130.statio.twtelecom.net	United States Unknown	323 277	5306 277	5.02 M8 48.03 MB	07 Mar 2007 • 16:00
have visited you	(Road Runner, AOL, etc.). You will also						

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		Robots/Spiders visitors						
e ynopolo	Robots and Sniders are automated to	Robots	Hits	Lastvisit				
<ul> <li>Shows that search en-</li> </ul>	Nobols and opiders are automated to	Googlebot	2712	23 Oct 2002 - 11:57				
gines have spidered	crawl websites and gather information. The	Road Runner: The ImageScape Robot	504	21 Oct 2002 - 13:10				
ginoo navo opiaoroa	ment common relate and eniders come	Fast-Webcrawler	120	22 Oct 2002 - 21:38				
your website	most common robots and spiders come	Inktomi Slurp	95	23 Oct 2002 - 13:36				
	from search engines. In this chart, you will	ia_archiver	90	19 Oct 2002 - 19:43				
	nom search engines. In this chart, you will	IBM_Planetwide	47	20 Oct 2002 - 17:58				
	see a list of the robots and spiders that	Jeeves	39	19 Oct 2002 - 16:38				
have visited the website in the given month. In the example above		Unknown robot	34	13 Oct 2002 - 10:04				

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 it's index vet. 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 dura	tion	
	Visits duration	Number of visits
0s-30s		5867
30s-2mn		1737
2mn-5mn		823
5mn-15mn		572
15mn-30mn		223
30mn-1h		170
th•		64
Unknown		31

64.05 KB

Files type					
Synopsis <ul> <li>Shows what type of files</li> </ul>	The <b>Files type</b> chart shows what types of files are most often accessed on your website. Images like .jpg and .gif are usu-	Files type Files type gif	Hits 6931	Percent 48.9 %	Bandwith 14.59 MB
are most often found on your site	ally accessed the most, as images make up your website de- sign.	ipg html Unknown je	3406 958 842 805	24 % 6.7 % 5.9 % 5.6 %	37.19 MB 11.04 MB 8.09 MB 18.79 MB
	J	ess jar php	707 406 24	5.5 % 2.8 % 0.1 %	2.00 MB 4.15 MB 163.12 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.

Page	s-URL (Top 20) -	Put let		
198 different pages	Contraction of the local division of the loc	Anter Sign Willia	Entry paper	Extenses
HOME PAGE	1942	SAATIS	1247	745
the effective end	1300	9576H3K	itz.	321
Wareflage	- 874	12.0510	121	188
Reserve Architect	882	127270	- 46	347
terreteren at an	. 534	5.01+0	476	418
Naurobiol prig-	. 110	1.0018		19.
Street advertigence state	303	10.0710		16
Southanshawing scale.	ITA	25648	. 6	10
Several tracks of the	321	simil		T.
Infamilie dutestat pro-	211	37.5412	10	44
Annaria St. Nurses 1911	297	42.31 kB		10
n tarathada/arcmetate	206	362648	3	16
lever dut	187	824410	28	. 44
a smarigs.covi.tates	1.00	di titeli		42
See also have	101	95.521(6)	36	65
a fail official defension and to a short the state of the	191	10.82148	(.6.)	20
Breamadd_a_lws.phrid	142	120.86 49	42	- 25
istertasi	104	38.2010	14	28
intersthempteenth pro-	128	54.50.1/8		38
Otwa	2016	TROAKD	378	443

Operating Systems						
Synonsis				Operating Systems		
Synopsis				08	Hits	Percent
• Chause the execution	The Operating Systems list shows what op-	調	Windows 99		81795	20.1 %
<ul> <li>Snows the operating</li> </ul>	The operating oystems list shows what op-	12	Windows XP		62045	21.8%
evetome your visitore	erating systems your visitors are using to view	1	Windows 2000		61801	21.2 %
Systems your visitors	erating systems your visitors are using to view	推	Windows Me		29720	10.2%
are using	your website Windows versions are the most	#	Windows NT		20667	7.5.%
	your website. Windows versions are the most	1	Windows 95		11372	3.9%
	common	10	Mar OS		11047	38%

Browsers						
Synopsis			Browsers			1 0.000 mm
Shows the browsers your visitors are using	The <b>Browsers</b> list shows what web browsers your visi- tors 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.	5 7 9 8 73 5 73	Wall Internet Exporter (Versions) Netscape (Versions) Unknown Öpera WebTV brokser Arctobr Galeon Kongueror	No           No           No           No           No           No           No           No           No	374969 32300 9062 \$96 306 107 99 94	827% 7.7% 21% 0.1% 0% 0% 0%

Screen sizes								
Synopsis Shows the resolution	<b>Screen sizes</b> 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						
your visitors' browsers are set at		12247886 1280x1024 000x600 2049x768	47 % 29.4 % 17.6 % 5.0 %					

#### Connect to site from

S	vnopsis	The Connect to site from chart shows web-	Connect to site from				
•	Lists what sites referred visitors to your website through a link. Includes search engines	sites which have linked visitors to your web- site. Search engines are the most common source of refers, as shown in the chart to the right. Google alone referred 4348 visitors to	Origin Direct address (Rodmarks) Labels from a NeuroScope Label from a NeuroScope Label from a NeuroScope Label from an Worker Scope - Full Inj - Viscop - 034 - ADi - ADi - ADi - 00471 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 00471 - 015 - 0047 - 015 - 0047 - 015 - 0047 - 015 - 0047 - 015 - 0047 - 015 - 0047 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 - 015 - 004 -	0 0 85736	0.% 0% 21.5%	0 0 8195	0 0 21
	and other sites linking to you	theBubbler.com in this example.	Links fram an endernal page (offer web sites except search engines) - Full Bitt     - Itily Untry Lobie com     - 2000     - Itily Untry Lobie com     - 2000     - Itily Untry Lobie com     - 201     - Itily Untry Lobie com     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 201     - 2	2044	7.1%	16500	. 55

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.

Ke	Keyphrases/Keywords							
Synoneis		The <b>Keyphrases</b> lists shows all of the	Keyphrases used on search engines (Top 25)		un u	Search Keywords (Top 20)		
0,	liopolo		4302 officient septrement	Seats.	Pariant	2870 different keywords	Search	Parcent.
	Kovphrases list phrases	phrases used in a search engine to find	mitra line	82	185	wiscosin	1238	12.7 %
•	Reyphrases ist phrases		phone has march electron 2002		67%	in .	587	17%
	used to find your web	your website In the example to the right	Tab Perve thetholdari ( cha	- 44	07%	milwasker	406	23%
	used to find your web-		whorphose claroffedb	54	058	for	361	1.9%
	site in a search engine	"milition" was the tan key manage wood to	Professional and Control of Contr	- 11	0.6%	classifieds	317	17.5
	site in a search engine	milwaukee was the top keyphrase used to	New classified als	26	0.2%	sale	244	1.3%
			capach	10	0.7%	and the	243	13%
•	Keywords shows the	I find the Bubbler com I his phrase was	and the second se	30	0.2%	rounty	199	1.1.%
	the all states at some set at the		20ghettreuts ren		0.2%	403	170	0.9%
	individual words in	used 02 times to find the site. This is the	weighter aufen	11	82%	Tee	118	116%
	these phrases that were		The bullder	10	0.2%	bobtler	118	118%
	these phrases that were	was at a survival survival list to use who are sure	14/18	12	22%	1944	113	0.6%
	upod most	I most comprehensive list to use when ana-	The second	10	01%	nerd	110	0.6%
	used most		Principles at Publication	18	61%	waceosta	105	115%
		lyzing what terms were used in search en-	Comme Barbadellas carto		81%	af	103	0.5%
			The strength of the second strength of the se		0.2			4

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.

Mi	Miscellaneous									
Synopsis		The Miscellaneous chart gives information on	Miscellanous							
			Miscellanous							
	Shows how many visi-	how many visitors bookmarked your site and	Add to favorites (estimated)	0 / 71 Visitors	0 %					
-		now many violoro bookmantoa yoar olto, ana	Browsers with Java support		52.9 %					
	tors bookmarked your	what plus-ins their browsers have.	Browsers with Macromedia Director Support	-	64.7 %					
	site		Browsers with Flash Support		94.1 %					
	onto		Browsers with Real audio playing support	-	17.6 %					
•	Lists specialty plug-ins	In the example to the right. O visitors book	Browsers with Quicktime audio playing support		23.5 %					
	vour visitore are able to	In the example to the right, o visitors book-	Browsers with Windows Media audio playing support	-	47 %					
	your visitors are able to	marked the site	Browsers with PDF support	-	94.1 %					
	use									
		The "Proweers with" eastions show how many o	f your visitors have common hr	oweer pl	ua ina					

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 <u>theBubbler.com</u>'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