

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.

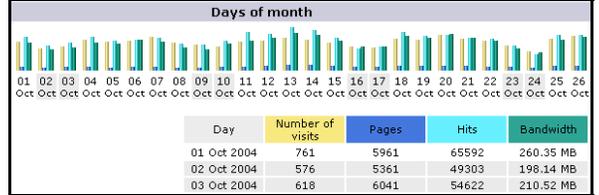


Days of Month

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



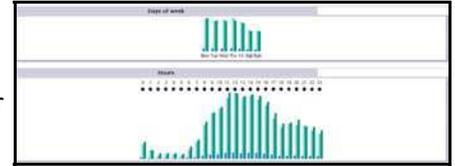
each month. The same stats are presented in an easy-to-read table below the bar graph.

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



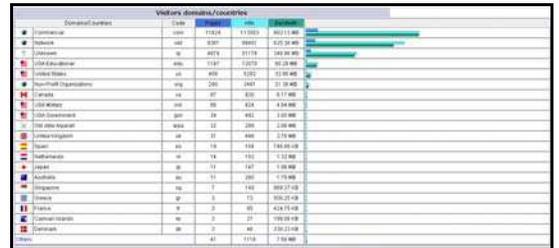
details. Similar information is presented in the **Hours** chart. The chart to the right shows that most traffic is coming to the website during business hours.

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



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		
Visits duration	Number of visits	
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 %	27.19 MB
html	958	6.7 %	11.04 MB
Unknown	842	5.9 %	8.09 MB
js	805	5.6 %	18.79 MB
css	767	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)					
Page-URL	Views (Hits)	Entry Pages	Exit Pages	Full List	
HOME PAGE	1982	1247	745		
...	1360	112	325		
...	879	323	186		
...	867	46	247		
...	688	408	418		
...	519	9	18		
...	365	16			
...	274	5	19		
...	221	1			
...	211	18	88		
...	207	4	19		
...	200	3	16		
...	193	29	88		
...	179	38	63		
...	151	38	65		
...	151	5	20		
...	142	17	25		
...	134	14	25		
...	124	9	30		
Others	3075	378	489		

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 99	81795	28.1 %
Windows XP	62845	21.6 %
Windows 2000	61801	21.2 %
Windows Me	29720	10.2 %
Windows NT	20667	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	274809	89.7 %
Netscape (Versions)	No	32308	7.7 %
Linkstorm	?	8062	2.1 %
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 %

