

Chapter 4: Site Statistics

Feature Overview

Statistics allows you to see the statistics on your site for the last twelve months. You may view hits, files viewed, files cached, pageviews, sessions, and KB sent.

Hits The number of times a browser requests information from your website. This can be misleading, because it includes all file requests for a particular page. For example, a web page with three graphics would generate four hits. One for the page itself, and three for the image files.

Files The number files successfully requested and delivered between your server and users' browsers.

Cached The number of files already in the users' cache. If the file hasn't been updated since the last time the user visited your website, then the server doesn't need to send the file. Instead, the users' computer displays the cached file.

Pageviews The number of times a browser requests a text or html file, and is a much better indicator of site traffic than hits.

Sessions The number of unique visitors to your site during a specified time. The default is one day.

KB (kilobytes) The amount of data sent to browsers.

To access your Site Statistics

- 1 Click the Site Statistics icon in your Control Panel.



- 2 You will be asked to enter your username and password. Do so, then click OK.

You have the option of navigating your Site Statistics via a pop-up window or Java Script frames.

To view your Site Statistics with pop-up navigation:

Click Statistics for the last 12 months.

To view your Site Statistics with frame navigation (requires Java Script):

Click Frames Version.

Pop-up Navigation

Your Site Statistics will load. In the main window, a line graph showing your hits, files, pageviews, cached files, session, and KB sent for the last year (by month) is displayed. Beneath this graph is a table, listing the same information. You may view the short statistics (bar graph and table, broken down by day) for the current month by clicking the Short Statistics link at the top of the table.

At the bottom of your screen are links to the Frame Version and a 3D version of the graph.

To view the Statistics for a particular month:

Click the month in the Navigation Window.

The Navigation Window will change. You may view the Full Statistics for the month (the page that automatically loads in the Main window when you view statistics by month by clicking on the Full Statistics link at the top of the Navigation Window.

Full Statistics

A table with information about your site is displayed.

The monthly summary displays information about your website.

The following information is shown by name, graphical representation, percentage of total, and number:

- Total hits: total number of files requested.
- Total files sent (code 200): total number of files actually sent by the server.
- Total files saved by cache (code 304): total number of files saved in users' caches.
- Other response codes: any other transfer of information from your sever.
- Total page views: total number of HTML and text files viewed.
- Remaining responses: other files viewed.
- Total KB requested: total kilobytes your sever was asked to send.
- Total KB transferred: total kilobytes actually sent.
- Total KB saved by cache: total kilobytes saved in users' caches.

The following information is displayed by name and number.

- Total unique URLs

- Total unique sites
- Total user sessions
- Total unique agents
- Total Unique referer URLs

Log file statistics are displayed by name and number.

- Total logfile entries read
- Total logfile entries processed
- Total authenticated requests

Other response codes are displayed by name and number.

Request Methods other than GET/POST are listed by name and number.

Hits

The following options for viewing hits are available.

Day Hits, files, pageviews, sessions, and kilobytes sent are displayed in a bag graph, broken down by day. The actual data may be viewed in a table below the graph.

Weekday and Hour (Wday/ Hour in the frames menu) Bar graphs by day of the week, and by hour of the day, are broken down by hits, files, pageviews, sessions, and KB sent. Tables for the top 24 hours of the month, the top 5 minutes of the month, and top 5 seconds for the month are also shown, listing hits, files, pageviews, KB sent, and the units' date/ time.

Country Countries from which your site has been visited are displayed in a pie chart, broken down by country. Data concerning hits, files, pageviews, sessions, and kilobytes may be viewed in the table, organized by country, that sits below the graph.

3D Model (in the frames menu, check the VRML box near the bottom) A 3-dimensional model of the hit count.

Items/ URL

You may view the items most visited on your site.

Top 10 (Top URLs in frames view) Displays a list of the top 20 URLs visited in your site for the given month. A pie chart breaks the information down by percentage, and below the pie chart, a table lists the hits, files, pageviews, sessions, and KB sent for each URL.

Overview (to access in the frames view, click the Top URL link, then click More Information at the top of the table.) Displays information similarly to the Top URLs, but in a text format.

Not Found A text listing of hits, session, bytes sent, and URLs of pages not found when users requested them.

List (not available in frames view) This page will open in a new window. It is a textual list of every single URL requested on your site during the given month, broken down by directory. This page lists hits, files, pageviews, bytes sent, size, and the URL for each item.

Browser Type

Displays information about the browsers used to view your website.

Top 10 (Top Brow in frames view) Displays up to the top 20 browsers used to visit your domain. The information is broken down by percentage, and displayed in a pie chart, and displayed in a table listing hits, files, pageviews, sessions, KB sent, and the browsers. Each browser serves as a link to the browser list.

Overview (click on Browsers, in frames view) The overview displays the information in a textual format, broken down into two sections. The first shows hits, files, pageviews, and bytes sent for each browser family. The second shows information about unknown browsers used to view the site.

List (in frames view, click on Browsers, then click on the name of a specific browser to open up the List in a new window) The list opens up in a new window, and breaks down each browser family down into specific browsers. Total hits, pageviews, bytes sent, and browser type are displayed for each browser.

Reference URL

Displays information about how your site is accessed by users, and what other websites are linking to you.

Top 10 (click Top Refer in frames view) Breaks your referer down by percentage and displays them in a pie chart. Up to the top 20 referer are then displayed in a table by hits, files, pageviews, sessions, and KB sent. The URL listed is a link to the referring website.

Overview (Referer in frames view) A textual representation of referral URLs, displayed by hits, files, pageviews, bytes sent, and referer URL. Here, the URLs are links to the referral list. At the bottom, a breakdown of URLs by unknown vs. known is also displayed.

List (not available in frames view) The exact files requested by each referer are listed, broken down by referer. For each file, hits, files, pageviews, bytes sent, and the file address (a working link to the file) is listed.

Domains

Note: Not available in pop-up view.

This is a list of all the servers that have request a file on your website. Hits, files, pageviews, and bytes sent are displayed for each domain. The domain name is a link to a list, where the domain is further broken down into separate domains of that server.

Reverse Domain

Note: Not available in pop-up view.

Similar to Domain, but lists each domain by it's .com, .net, etc. This allows you to see what type of domains access your site the most frequently. Clicking on a domain name will take you to the same list as clicking a domain name in the Domains window.