



Web Stats Terminology

- **Hits:** Number of files requested from server. This includes every button, picture, CGI script (for processing form requests, for example), as well as the actual pages.
- **Files:** Number of files sent out from server. This is restricted to graphics and actual pages.
- **Sites:** Number of unique places from which people are coming to your Web site. This is the most accurate gauge available for how many unique people have visited your Web site.
- **Kbytes:** Amount of data transferred from the server to visitors' Web browsers. This measures how much outgoing traffic a Web site is generating.
- **Referrers:** Pages leading visitors to your Web site. This helps track which search engines people are successfully reaching your site through, as well as other sites that are linking to you.
- **Agents:** What kinds of browsers your visitors are using. This helps your Web builder determine the level of technology used by people accessing your Web site.
- **URLs:** Which pages in your site are most popular? This helps track which pages are popular—and which ones need work.
- **Response Code:** Codes that begin with a 2 or 3 – for example, Code 200 – do not indicate problems. However, a Code 404 signifies that someone tried to access information on your Web site that could not be found. This could be because you've deleted a page or have a problem on your site. It could also indicate that the server is overloaded with traffic or that the user was having an access problem.

1. Usage Summary for yourdomain.com

This graph visually summarizes the traffic for the last 12 months.

2. Summary by Month

This second graph shows monthly statistics numerically, giving averages by day and totals for each month.

Click on the month's name (underlined in red) to see detailed reports for each month.

3. Monthly Summary

www.businessdirectorysolutions.com www.nicayla.com www.nicayla.net www.gregrobert.com
www.esavvymarketing.com www.erenamanager.com www.computervirus.us



Click on the links at the top to jump to specific sections of the report. The monthly statistics summary provides a snapshot of the information farther into the report.

A. Hits By Response Code

Response code is a way of measuring how well your Web site is working from the user's standpoint.

- Code 200 means everything is working as it should.
- Code 206 literally means "partial content" displayed—which could be caused by a user hitting the "stop" button before the page completely loads. It is not an error.
- Code 304 is primarily found in Netscape and means the browser is using saved content, or pages stored in the cache. It is not an error.
- Code 404 means the user got an error and could not display content. The document requested isn't on the server. This code can also be sent if the server has been told to protect the document by telling unauthorized people that it doesn't exist.

B. Daily Usage Graph & Statistics

This shows how many hits, files, sites and Kbytes were logged for each day. It helps determine what days you get the most traffic.

C. Hourly Usage Graph & Statistics

This shows how many hits, files, sites and Kbytes were logged by time of day, in one-hour intervals, over the whole month. It helps determine when people are visiting your Web site most often, which could help you plan updates during less busy times.

D. Top Sites

This chart shows where your visitors are coming from, either by an IP address (a series of numbers) or a DNS address (a series of words; for example, coral.tci.com). You can sometimes determine where your users are coming from by associating a specific Internet service provider with the IP address or DNS address.

E. Top URLs

This chart is useful in determining what your users are looking at on your Web site. It lists the most popular pages on your site.

F. Top Referrers

www.businessdirectorysolutions.com www.nicayla.com www.nicayla.net www.gregrobert.com
www.esavvymarketing.com www.erenamanager.com www.computervirus.us

High End eBusiness Solutions

27907 Copper Creek Lane
Farmington Hills, MI 48331

succeed@nicayla.com



Referrers tell you how people get to your Web site. Direct requests indicate that the user has input the URL directly. Other referrers show things like search engines and Web sites that contain links to your site.

G. Top User Agents

This information tells you what kinds of browsers people are using to look at your Web site.

H. Usage by Country Graph & Chart

This chart tells you what countries and kinds of domains your users are coming from. U.S. residents are divided by the different extensions they're using.

- US Commercial: .com addresses
- Network: .net addresses
- US Educational: .edu addresses
- US Government: .gov addresses

Other countries are distinguished by a different extension. For example, French ISPs have a .fr at the end of their addresses.

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www.esavvymarketing.com www.erenamanager.com www.computervirus.us

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