HAA Q1 2007

Custom View: 12/31/06 - 3/31/07

December 31, 2006 12:00:00 AM – March 31, 2007 5:58:40 PM

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Monday, August 6, 2007 12:34:15 PM
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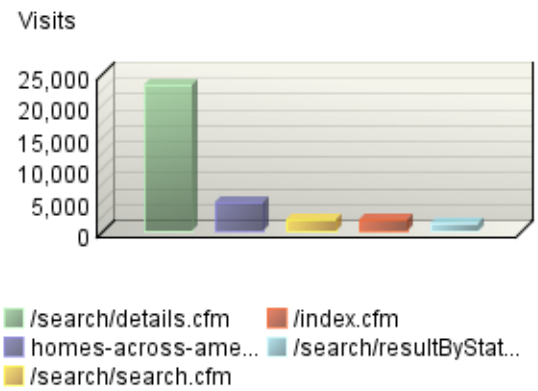
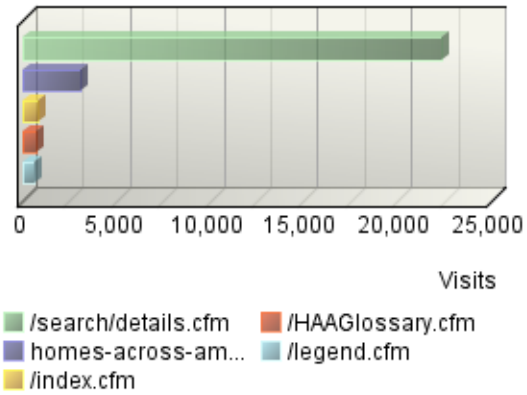
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

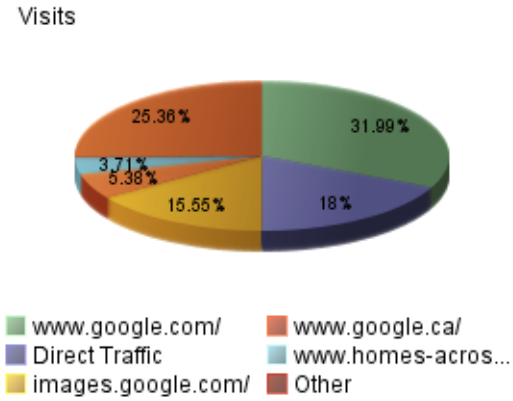
Pages



Exit Pages



Referring Site



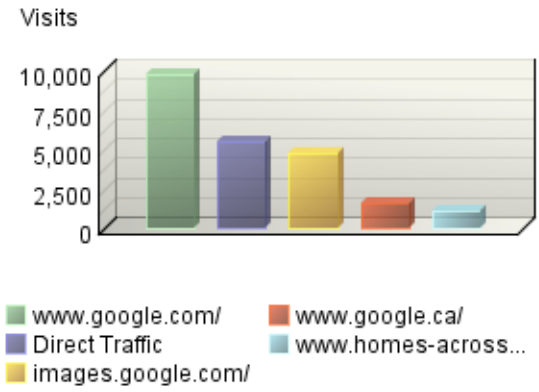
Visit Summary

Visits	30,311
Average per Day	333
Average Visit Duration	00:05:56
Median Visit Duration	00:01:11
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site



Onsite Ad Impressions Trend

No data is available for this graph.

Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

Visit Summary

Visits	30,311
Average per Day	333
Average Visit Duration	00:05:56
Median Visit Duration	00:01:11
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

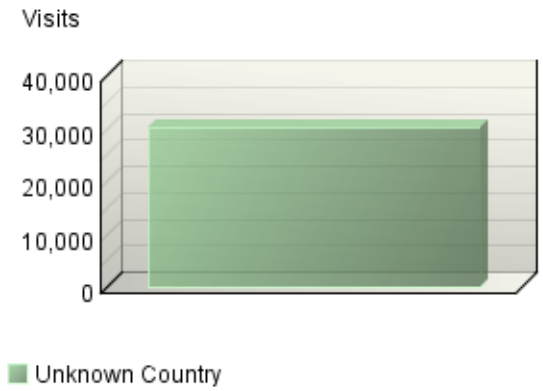
Visitor Summary

Visitors	27,652
Visitors Who Visited Once	26,363
Visitors Who Visited More Than Once	1,289
Average Visits per Visitor	1.1

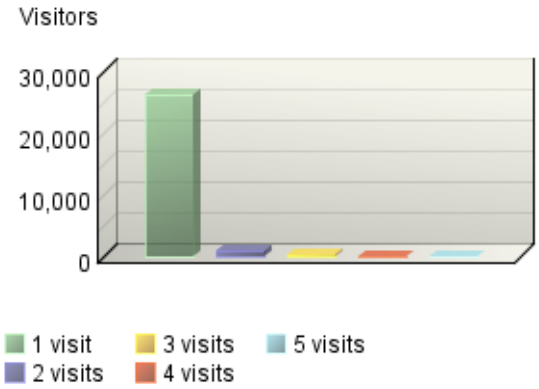
Organizations

No data is available for this graph.

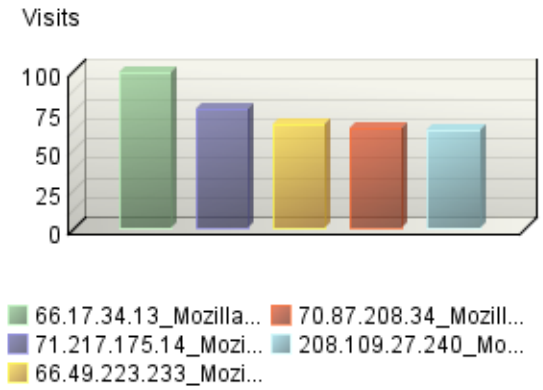
Countries



Visitors by Number of Visits



Top Visitors



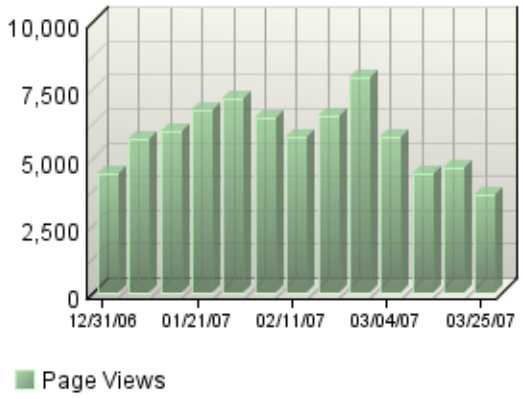
Authenticated Usernames

No data is available for this graph.

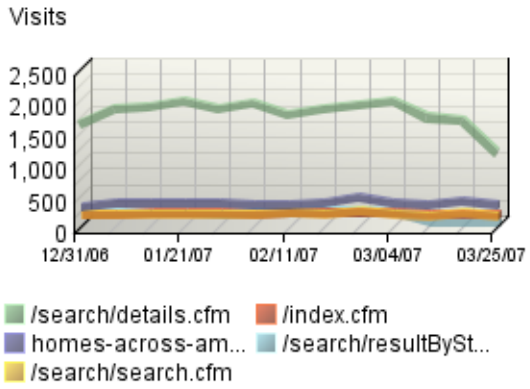
Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

Page Views Trend



Pages Trend



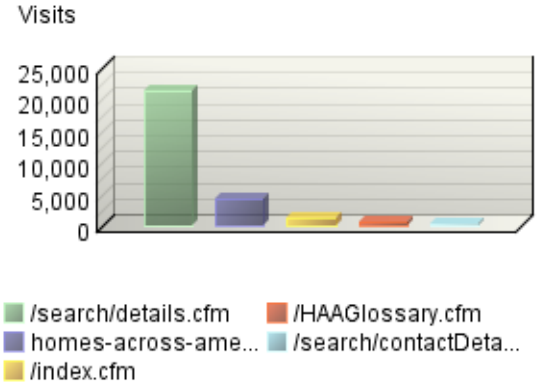
Content Groups

No data is available for this graph.

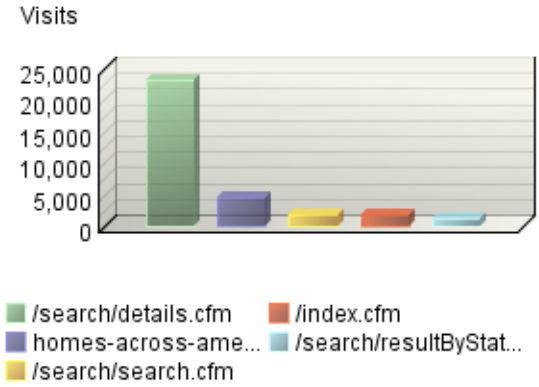
Page View Summary

Page Views	74,971
Average per Day	823
Average Page Views per Visit	2.47

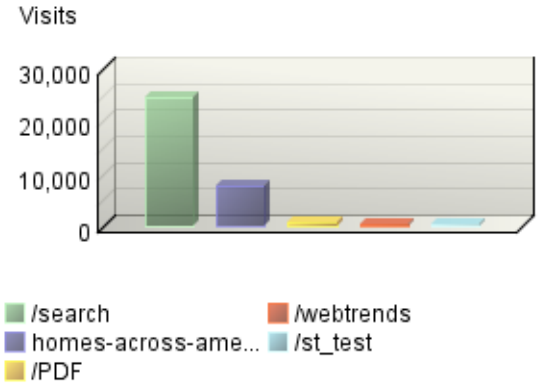
Entry Pages



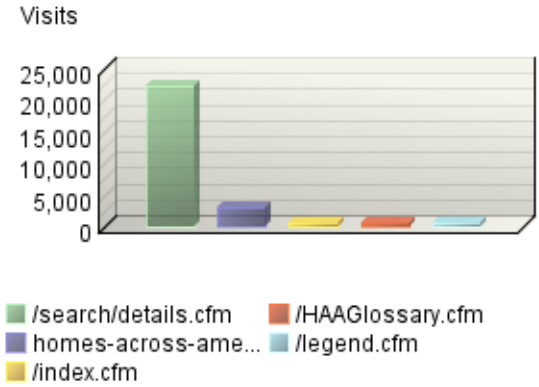
Pages



Directories



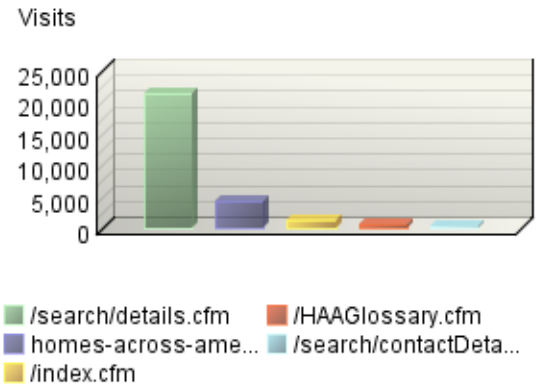
Exit Pages



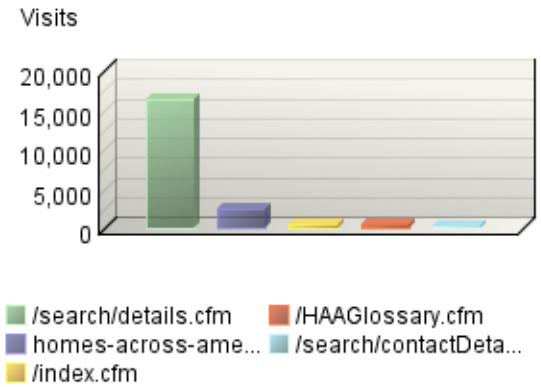
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

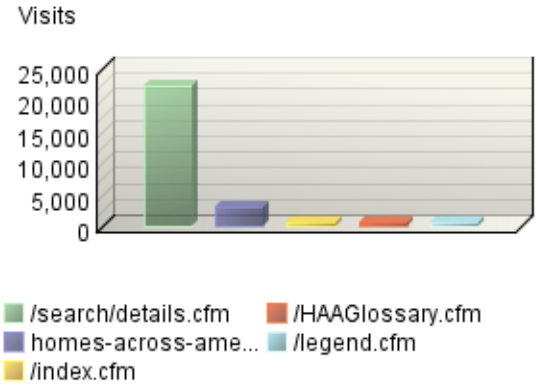
Entry Pages



Single-Page Visits



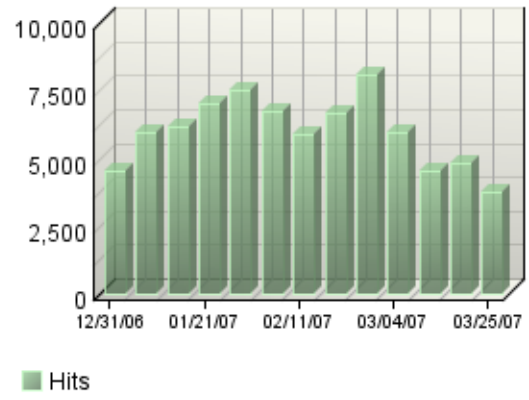
Exit Pages



Technical Dashboard

This dashboard summarizes important information related to online technical activity.

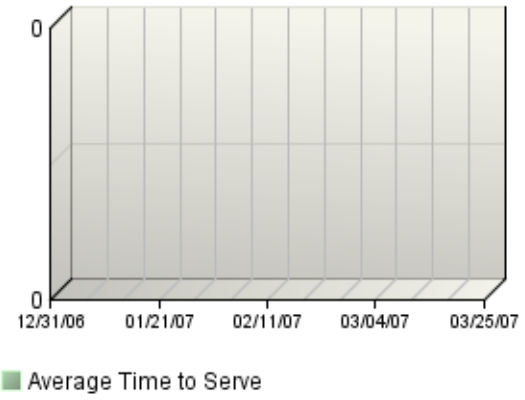
Hits Trend



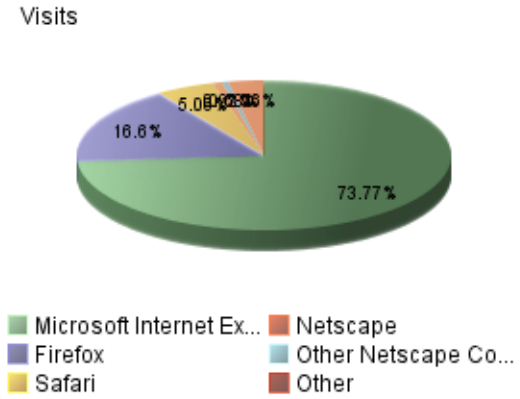
Technical Summary

Total Hits	98,588
Successful Hits	77,767
Successful Hits (as Percent)	78.88%
Failed Hits	20,821
Failed Hits (as Percent)	21.12%
Cached Hits	64
Cached Hits (as Percent)	0.06%

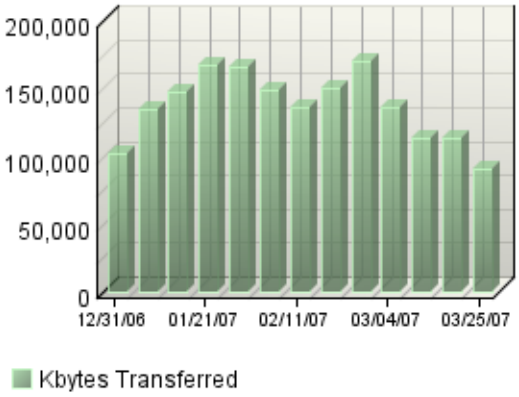
Average Time to Serve Pages



Browsers by Version



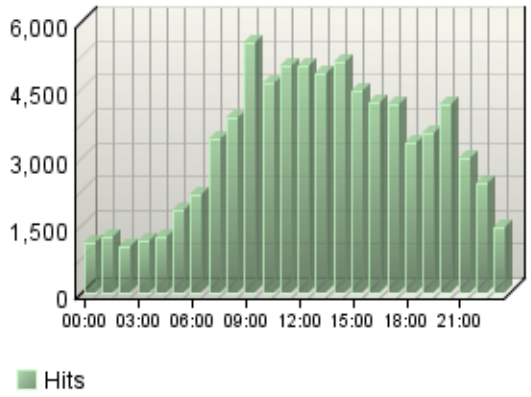
Bandwidth: Kbytes Transferred Trend



Activity Dashboard

This dashboard displays key graphs and tables that provide an overview of the Activity chapter. You can click on a graph title to navigate to the corresponding report page.

Hits by Hour of the Day



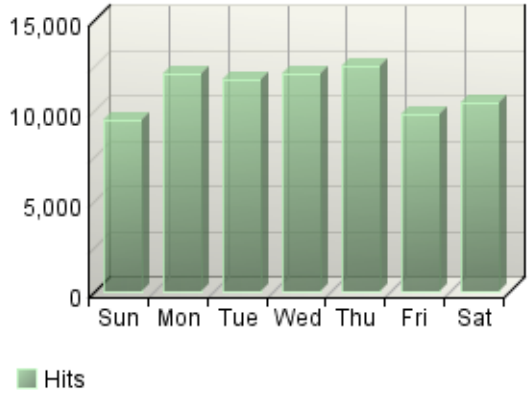
Most Active Summary

Most Active Date	2/26/07
Number of Hits on Most Active Date	1,537
Most Active Day of the Week	Thursday
Most Active Hour of the Day	09:00-09:59

Least Active Summary

Least Active Date	12/31/06
Number of Hits on Least Active Date	95
Least Active Day of the Week	Sunday
Least Active Hour of the Day	02:00-02:59

Hits by Day of the Week



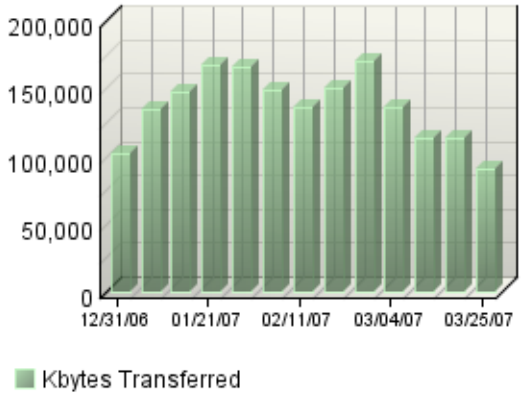
Activity on Weekdays Summary

Total Hits Weekdays	57,913
Total Visits Weekdays	22,547
Average Number of Visits per day on Weekdays	346
Average Number of Hits per day on Weekdays	890

Activity on Weekends Summary

Total Hits Weekend	19,854
Total Visits Weekend	7,764
Average Number of Visits per Week-end	597
Average Number of Hits per Weekend	1,527

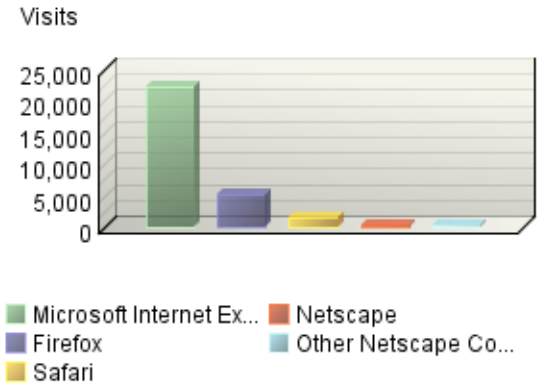
Bandwidth: Kbytes Transferred Trend



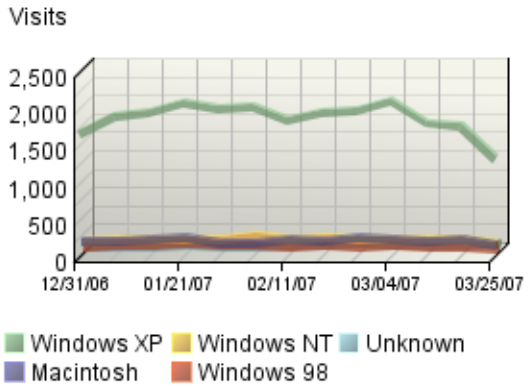
Browsers and Platforms Dashboard

This dashboard displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. You can click on a graph title to navigate to the corresponding report page.

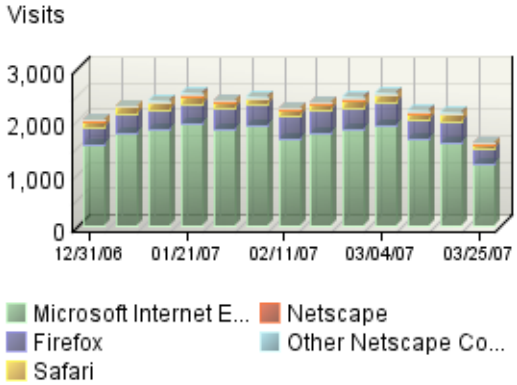
Browsers



Platforms Trend



Browsers Trend



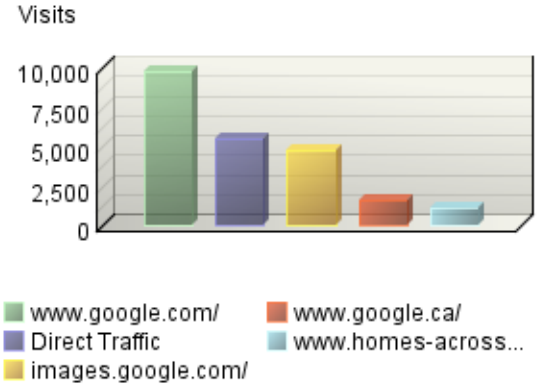
Spiders

No data is available for this graph.

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site



Onsite Ad Impressions Trend

No data is available for this graph.

Onsite Advertising Dashboard

This dashboard displays key graphs and tables that provide an overview of the Onsite Advertising chapter. You can click on a graph title to navigate to the corresponding report page.

Onsite Ad Clickthrough Rates

No data is available for this graph.

Onsite Ad Clickthroughs

No data is available for this graph.

Onsite Ad Impressions Trend

No data is available for this graph.

Onsite Ad Clickthroughs Trend

No data is available for this graph.

Onsite Ad Impressions

This report shows how often specific ads were viewed by visitors.

Onsite Ad Impressions Trend

No data is available for this graph.

Onsite Ad Impressions

No data is available for this graph.

Onsite Ad Impressions

No data is available for this table.

Onsite Ad Impressions - Help Card

Column Definitions

Ad Title

Name of the ad being analyzed.

Ad View Visits

Number of visits by visitors who saw the specified ad. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator. A visitor may see an ad more than once during a visit, but the ad will only be counted once in this table and graph.

Onsite Ad Impressions

Number of times the specified ad was displayed on a page viewed by a visitor.

Report Descriptions

Use this information to sell ad space and bill clients.

Onsite Ad Clickthroughs

This report shows how often specific ads were viewed by visitors.

Onsite Ad Clickthroughs Trend

No data is available for this graph.

Onsite Ad Clickthroughs

No data is available for this graph.

Onsite Ad Clickthroughs

No data is available for this table.

Onsite Ad Clickthroughs - Help Card

Column Definitions

Ad Title

Name of the ad being analyzed.

Ad Click Visits

Number of visits to your site that resulted in the specified ad being clicked on. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Onsite Ad Clickthroughs

Number of times the ad was clicked on by a visitor.

Report Descriptions

You can track the ongoing effectiveness of specific ads and patterns of potential customers throughout a given period. This can be used to help summarize the click-through rate during a marketing campaign.

Onsite Ad Clickthrough Rates

This report shows you the effectiveness of the ads on your web site.

Onsite Ad Clickthrough Rates

No data is available for this graph.

Onsite Ad Clickthrough Rates

No data is available for this table.

Onsite Ad Clickthrough Rates - Help Card

Column Definitions

Ad Title

Name of the ad being analyzed.

Clickthrough Rate

Percentage of ads that were clicked on.

Onsite Ad Clickthroughs

Number of times the ad was clicked on by a visitor.

Onsite Ad Impressions

Number of times the specified ad was displayed on a page viewed by a visitor.

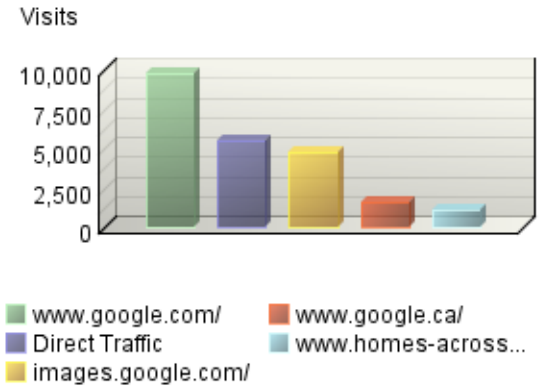
Report Descriptions

This report shows you the effectiveness of the ads on your web site.

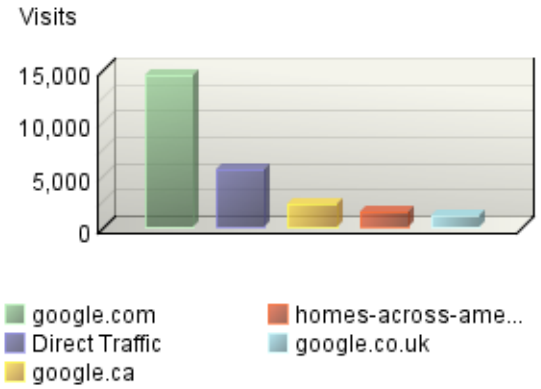
Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

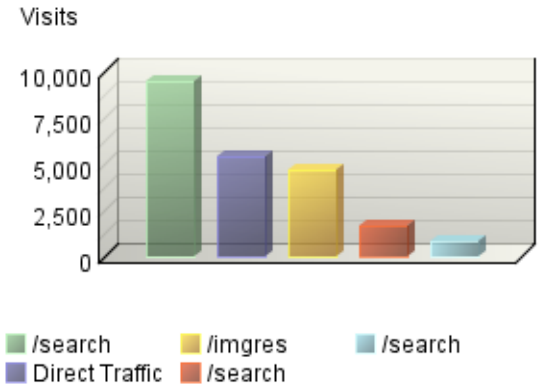
Referring Site



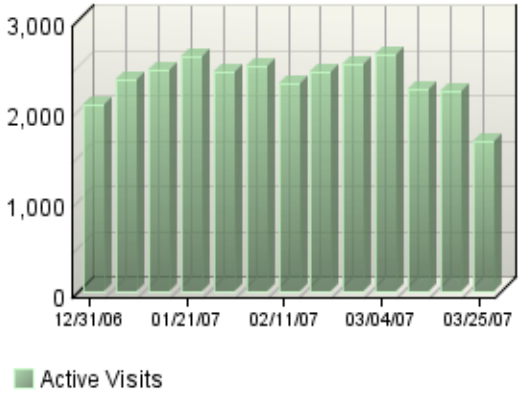
Referring Domain



Referring Page



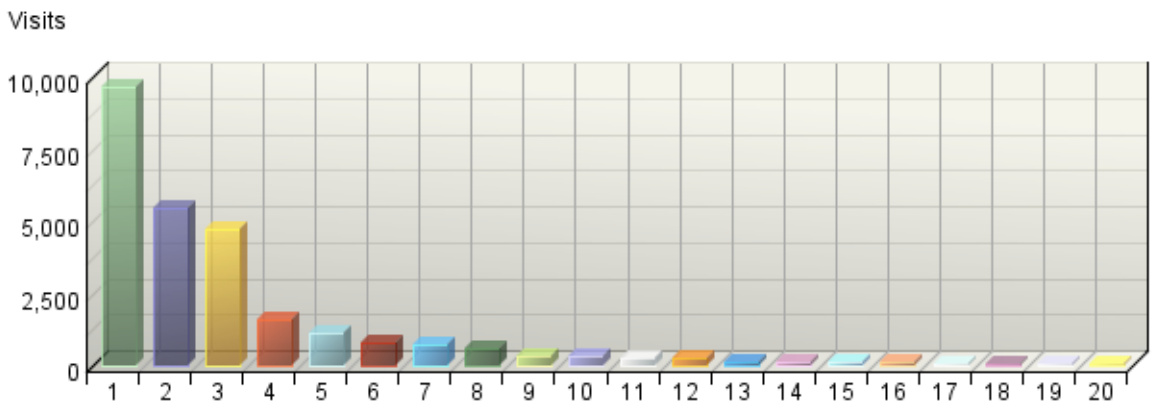
Active Visits Trend



Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

Referring Site



Referring Site

	Site	Visits	% Visits
1.	http://www.google.com/	9,696	31.99%
2.	Direct Traffic	5,457	18.00%
3.	http://images.google.com/	4,714	15.55%
4.	http://www.google.ca/	1,630	5.38%
5.	http://www.homes-across-america.org/	1,126	3.71%
6.	http://www.google.co.uk/	802	2.65%
7.	http://www.builditsolar.com/	752	2.48%
8.	http://images.google.ca/	598	1.97%
9.	http://search.yahoo.com/	353	1.16%
10.	http://images.google.co.uk/	351	1.16%
11.	http://aolsearch.aol.com/	269	0.89%
12.	http://homes-across-america.org/	266	0.88%
13.	http://search.msn.com/	144	0.48%
14.	http://www.greenhomebuilding.com/	142	0.47%
15.	http://www.google.com.au/	121	0.40%
16.	http://images.google.co.in/	118	0.39%
17.	http://images.google.com.au/	98	0.32%

	Site	Visits	% Visits
18.	http://www.google.co.in/	80	0.26%
19.	http://search.comcast.net/	76	0.25%
20.	http://www.eere.energy.gov/	73	0.24%
	Subtotal for rows 1–20	**26,866**	**88.63%**
	Other	**3,445**	**11.37%**
	Total	**30,311**	**100.00%**

Items 1–20 of 608

Referring Site - Help Card

Column Definitions

Referring Sites

A web site that refers a visitor to your site by linking to it.

Site

The specific referring site being analyzed.

Visits

Number of times the specified site referred visitors to your site.

%

Percentage of referrals that came from the specified site.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.

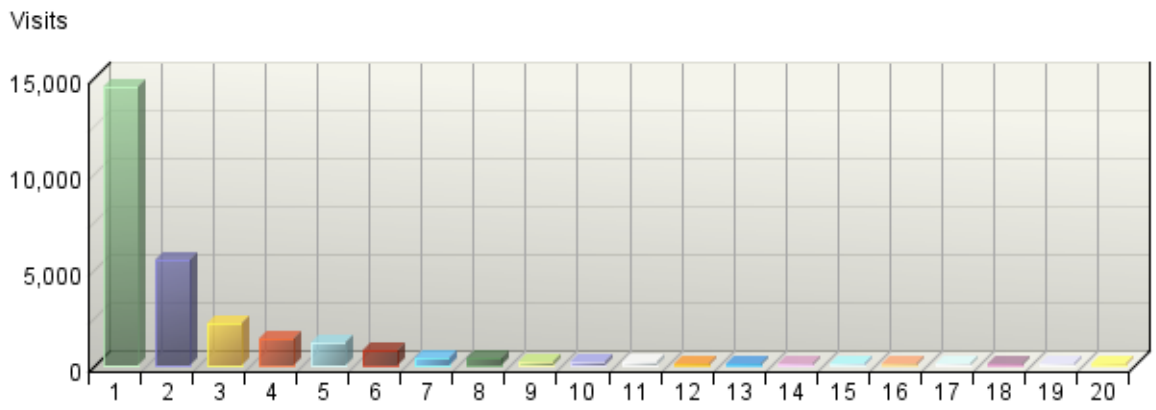
Report Descriptions

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

Referring Domain



Referring Domain

	Domain	Visits	% Visits
1.	google.com	14,452	47.68%
2.	Direct Traffic	5,457	18.00%
3.	google.ca	2,228	7.35%
4.	homes-across-america.org	1,392	4.59%
5.	google.co.uk	1,153	3.80%
6.	builditsolar.com	765	2.52%
7.	yahoo.com	444	1.46%
8.	aol.com	352	1.16%
9.	google.com.au	219	0.72%
10.	google.co.in	198	0.65%
11.	msn.com	150	0.49%
12.	greenhomebuilding.com	148	0.49%
13.	comcast.net	77	0.25%
14.	energy.gov	73	0.24%
15.	donaldwatson.com	69	0.23%
16.	peakstoprairies.org	69	0.23%
17.	google.ie	68	0.22%

	Domain	Visits	% Visits
18.	google.de	65	0.21%
19.	google.fr	62	0.20%
20.	google.com.ph	62	0.20%
	Subtotal for rows 1–20	**27,503**	**90.74%**
	Other	**2,808**	**9.26%**
	Total	**30,311**	**100.00%**

Items 1–20 of 414

Referring Domain - Help Card

Column Definitions

Referring Domain

A web site that refers a visitor to your site by linking to it.

Domain

Top-level domains to which belong the web sites which refer visitors to your site by linking to it.

Visits

Number of times the specified domain referred visitors to your site.

%

Percentage of referrals that came from the specified domain.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.

Unknown

Represents traffic for which a referrer was logged, but the referring domain was blocked or otherwise could not be resolved to a valid domain.

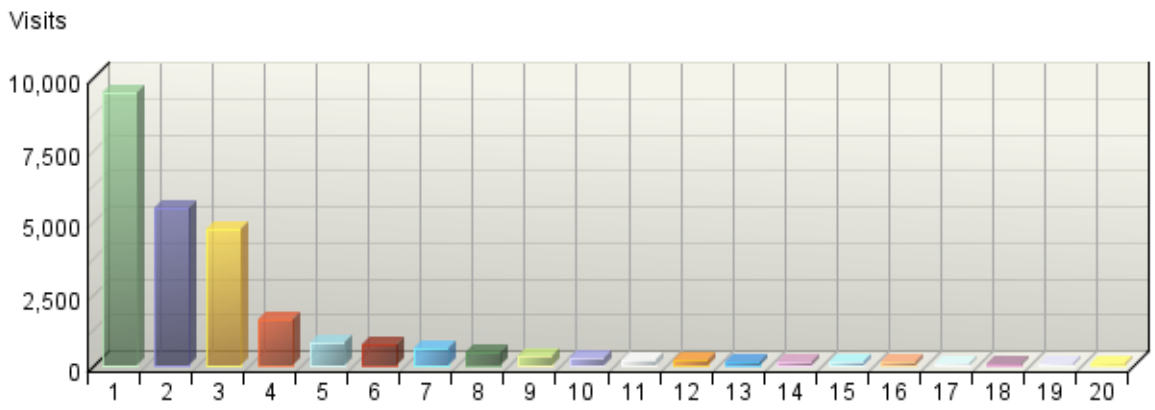
Report Descriptions

You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

Referring Page



Referring Page

	Page	Visits	% Visits
1.	http://www.google.com/search	9,493	31.32%
2.	Direct Traffic	5,457	18.00%
3.	http://images.google.com/imgres	4,712	15.55%
4.	http://www.google.ca/search	1,622	5.35%
5.	http://www.google.co.uk/search	799	2.64%
6.	http://www.builditsolar.com/Projects/SolarHomes/plansps.htm	737	2.43%
7.	http://images.google.ca/imgres	598	1.97%
8.	http://www.homes-across-america.org/search/details.cfm	493	1.63%
9.	http://images.google.co.uk/imgres	351	1.16%
10.	http://search.yahoo.com/search	249	0.82%
11.	http://aolsearch.aol.com/aol/search	220	0.73%
12.	http://www.homes-across-america.org/	205	0.68%
13.	http://homes-across-america.org/search/details.cfm	124	0.41%
14.	http://www.greenhomebuilding.com/sustainable_architecture.htm	123	0.41%
15.	http://www.google.com.au/search	121	0.40%

	Page	Visits	% Visits
16.	http://images.google.co.in/imgres	118	0.39%
17.	http://images.google.com.au/imgres	98	0.32%
18.	http://www.homes-across-america.org/search/search.cfm	87	0.29%
19.	http://search.msn.com/results.aspx	82	0.27%
20.	http://www.homes-across-america.org/search/resultByState.cfm	81	0.27%
	Subtotal for rows 1–20	**25,770**	**85.02%**
	Other	**4,541**	**14.98%**
	Total	**30,311**	**100.00%**

Items 1–20 of 952

Referring Page - Help Card

Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visitors referred from the specified URL.

%

Percentage of referred visitors who came from the specified site.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.

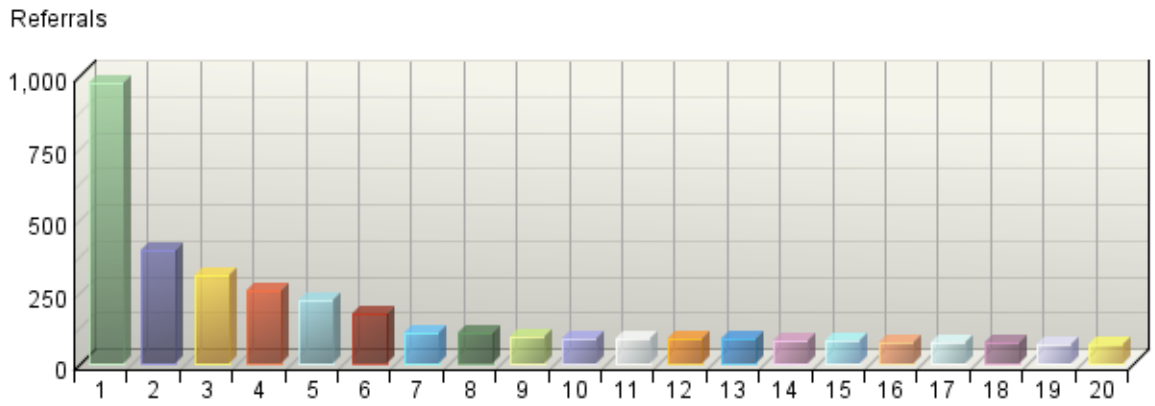
Report Descriptions

You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Phrases

This report identifies search phrases that led the most visitors to your site, and for each phrase, which search engines led visitors to the site.

Search Phrases



Search Phrases

	Phrases Engines	Referrals	% Referrals
1.	homes in america	970	4.36%
	Google UK	628	2.82%
	Google	224	1.01%
	AOL NetFind	24	0.11%
	Google Australia	23	0.10%
	Google Ireland	15	0.07%
2.	homes across america	392	1.76%
	Google	290	1.30%
	Yahoo	55	0.25%
	MSN	30	0.13%
	Google Canada	5	0.02%
	Ask Jeeves	3	0.01%
3.	window seat	306	1.38%
	Google	252	1.13%
	Google Canada	24	0.11%
	Google UK	19	0.09%

	Phrases Engines	Referrals	% Referrals
	Google Australia	6	0.03%
	AOL NetFind	2	0.01%
4.	homes	255	1.15%
	Google	212	0.95%
	Google UK	13	0.06%
	MSN	10	0.04%
	Google Canada	7	0.03%
	AOL NetFind	6	0.03%
5.	paperless sheetrock	220	0.99%
	Google	205	0.92%
	Yahoo	12	0.05%
	AOL NetFind	2	0.01%
	Netscape	1	0.00%
6.	flowing water	174	0.78%
	Google	99	0.44%
	Google UK	53	0.24%
	Google Canada	11	0.05%
	Google Australia	6	0.03%
	Google France	3	0.01%
7.	section drawing	109	0.49%
	Google	67	0.30%
	Google UK	22	0.10%
	Google Australia	9	0.04%
	Google Canada	7	0.03%
	Netscape	4	0.02%
8.	straw bale homes	106	0.48%
	Google	79	0.36%
	Google Canada	23	0.10%
	Google Australia	2	0.01%
	Yahoo Spain	1	0.00%
	Google UK	1	0.00%
9.	home profile	94	0.42%
	Google	89	0.40%
	Google India	2	0.01%
	AOL NetFind	1	0.00%
	Google Canada	1	0.00%
	Google Brazil	1	0.00%
10.	homes america	89	0.40%
	Google	35	0.16%
	Google UK	34	0.15%

	Phrases Engines	Referrals	% Referrals
	Yahoo	7	0.03%
	MSN	4	0.02%
	AOL NetFind	2	0.01%
11.	posey windows	88	0.40%
	Google	86	0.39%
	AOL NetFind	2	0.01%
12.	cork floor	87	0.39%
	Google	69	0.31%
	Google Canada	17	0.08%
	Google UK	1	0.00%
13.	bathroom tile	84	0.38%
	Google	74	0.33%
	Google Canada	9	0.04%
	Google UK	1	0.00%
14.	cinder block homes	81	0.36%
	Google	75	0.34%
	AOL NetFind	3	0.01%
	Google Canada	2	0.01%
	Yahoo	1	0.00%
15.	earth homes	79	0.36%
	Google	55	0.25%
	Google Canada	13	0.06%
	Google Australia	6	0.03%
	MSN	4	0.02%
	Google UK	1	0.00%
16.	woonerf	76	0.34%
	Google	52	0.23%
	Google UK	13	0.06%
	Google Italy	8	0.04%
	Google Australia	1	0.00%
	Google Germany	1	0.00%
17.	energy efficient homes	74	0.33%
	Google	54	0.24%
	Google UK	6	0.03%
	Google Canada	4	0.02%
	Google Australia	3	0.01%
	AOL NetFind	2	0.01%
18.	homes of america	71	0.32%
	Google	50	0.22%
	Yahoo	9	0.04%

	Phrases Engines	Referrals	% Referrals
	MSN	6	0.03%
	Google UK	3	0.01%
	Yahoo UK & Ireland	1	0.00%
19.	wall paint	67	0.30%
	Google	60	0.27%
	Google Canada	5	0.02%
	Google Italy	1	0.00%
	Google Australia	1	0.00%
20.	papercrete	67	0.30%
	Google	53	0.24%
	Google Germany	4	0.02%
	Google Canada	4	0.02%
	Yahoo	2	0.01%
	AOL NetFind	2	0.01%
	Subtotal for rows 1–20	**3,489**	**15.68%**
	Other	**18,764**	**84.32%**
	Total	**22,253**	**100.00%**

Items 1–20 of 200

Search Phrases - Help Card

Column Definitions

Phrase

The search phrase a visitor used to find your site.

Engines

The specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Referrals

The number of visits to your site from visitors, who were referred by using the specified search engine and search phrases.

%

Percentage of visitors referred from search engines who used the specified search engine and phrase.

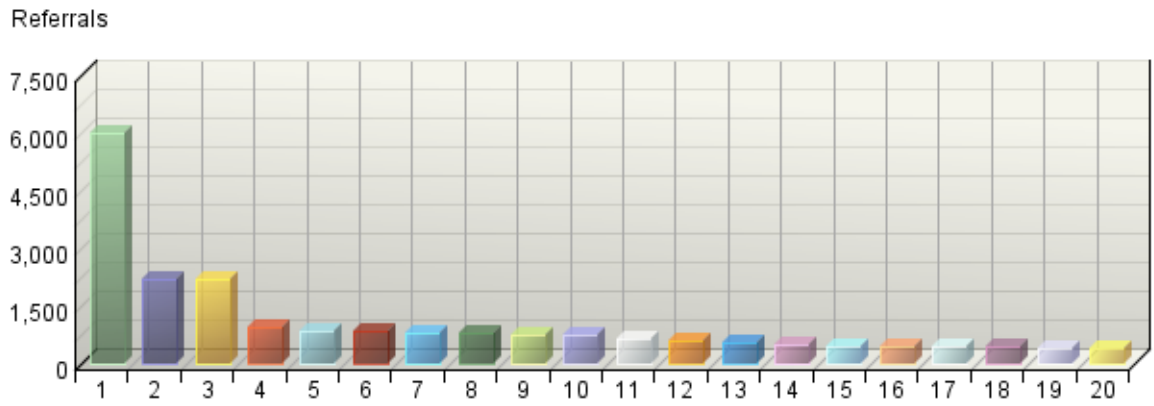
Report Descriptions

How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?

Search Keywords

This report identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

Search Keywords



Search Keywords

	Keywords Engines	Referrals	% Referrals
1.	homes	6,004	8.28%
	Google	3,948	5.45%
	Google UK	849	1.17%
	Google Canada	404	0.56%
	Yahoo	206	0.28%
	AOL NetFind	121	0.17%
2.	america	2,205	3.04%
	Google	984	1.36%
	Google UK	745	1.03%
	Yahoo	113	0.16%
	Google Poland	63	0.09%
	MSN	49	0.07%
3.	in	2,185	3.01%
	Google	1,049	1.45%
	Google UK	743	1.03%
	Google Canada	153	0.21%

	Keywords Engines	Referrals	% Referrals
	Google Australia	50	0.07%
	Google India	34	0.05%
4.	home	928	1.28%
	Google	745	1.03%
	Google Canada	85	0.12%
	Google UK	33	0.05%
	Yahoo	22	0.03%
	AOL NetFind	8	0.01%
5.	solar	856	1.18%
	Google	619	0.85%
	Google Canada	102	0.14%
	Google UK	48	0.07%
	Google Australia	15	0.02%
	AOL NetFind	14	0.02%
6.	of	845	1.17%
	Google	604	0.83%
	Google Canada	91	0.13%
	Google UK	32	0.04%
	Yahoo	30	0.04%
	AOL NetFind	21	0.03%
7.	house	815	1.12%
	Google	620	0.86%
	Google Canada	105	0.14%
	Google UK	25	0.03%
	Yahoo	14	0.02%
	Google Australia	11	0.02%
8.	for	798	1.10%
	Google	582	0.80%
	Google Canada	114	0.16%
	Google UK	32	0.04%
	AOL NetFind	15	0.02%
	Yahoo	13	0.02%
9.	floor	765	1.06%
	Google	597	0.82%
	Google Canada	106	0.15%
	Google UK	18	0.02%
	AOL NetFind	10	0.01%
	Google Australia	5	0.01%
10.	concrete	764	1.05%
	Google	596	0.82%

	Keywords Engines	Referrals	% Referrals
	Google Canada	94	0.13%
	Yahoo	17	0.02%
	Google UK	13	0.02%
	Google Australia	13	0.02%
11.	across	644	0.89%
	Google	417	0.58%
	Yahoo	78	0.11%
	Google Italy	65	0.09%
	MSN	39	0.05%
	AOL NetFind	14	0.02%
12.	water	591	0.82%
	Google	411	0.57%
	Google Canada	78	0.11%
	Google UK	58	0.08%
	Google Australia	15	0.02%
	AOL NetFind	7	0.01%
13.	window	571	0.79%
	Google	473	0.65%
	Google Canada	46	0.06%
	Google UK	25	0.03%
	Google Australia	11	0.02%
	AOL NetFind	4	0.01%
14.	energy	499	0.69%
	Google	383	0.53%
	Google Canada	40	0.06%
	Google UK	19	0.03%
	Yahoo	12	0.02%
	Google Australia	10	0.01%
15.	roof	463	0.64%
	Google	382	0.53%
	Google Canada	38	0.05%
	Yahoo	11	0.02%
	Google UK	7	0.01%
	Google Australia	5	0.01%
16.	wall	450	0.62%
	Google	346	0.48%
	Google Canada	66	0.09%
	Google Australia	8	0.01%
	Yahoo	7	0.01%
	Google UK	5	0.01%

	Keywords Engines	Referrals	% Referrals
17.	earth	445	0.61%
	Google	347	0.48%
	Google Canada	41	0.06%
	Google UK	16	0.02%
	Google Australia	15	0.02%
	AOL NetFind	7	0.01%
18.	straw	430	0.59%
	Google	304	0.42%
	Google Canada	79	0.11%
	Google UK	19	0.03%
	Google Australia	9	0.01%
	Yahoo	6	0.01%
19.	with	412	0.57%
	Google	319	0.44%
	Google Canada	50	0.07%
	Yahoo	15	0.02%
	Google UK	11	0.02%
	AOL NetFind	6	0.01%
20.	insulation	409	0.56%
	Google	265	0.37%
	Google Canada	117	0.16%
	AOL NetFind	8	0.01%
	Google UK	5	0.01%
	Yahoo	4	0.01%
	Subtotal for rows 1–20	**21,079**	**29.08%**
	Other	**51,405**	**70.92%**
	Total	**72,484**	**100.00%**

Items 1–20 of 200

Search Keywords - Help Card

Column Definitions

Keywords

The specific keywords being analyzed. To see the entire search strings entered by visitors, see the Search Phrases report.

Engines

The specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Referrals

The number of hits from visitors referred to your site with the specified keywords.

% Percentage of referred visitors who used the specified search engine and keyword.

Report Descriptions

At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the words you expect and that other search engines are not.

Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

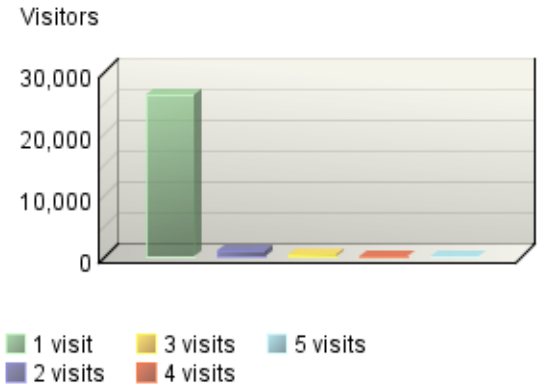
Visit Summary

Visits	30,311
Average per Day	333
Average Visit Duration	00:05:56
Median Visit Duration	00:01:11
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

Visitor Summary

Visitors	27,652
Visitors Who Visited Once	26,363
Visitors Who Visited More Than Once	1,289
Average Visits per Visitor	1.1

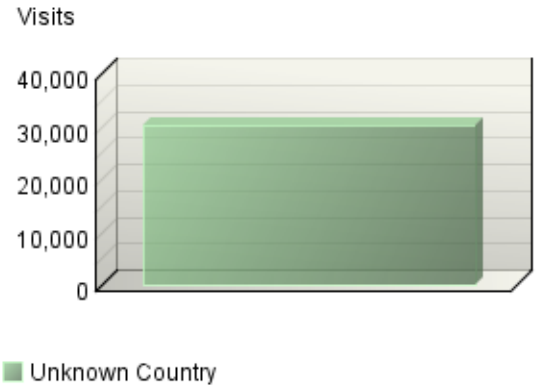
Visitors by Number of Visits



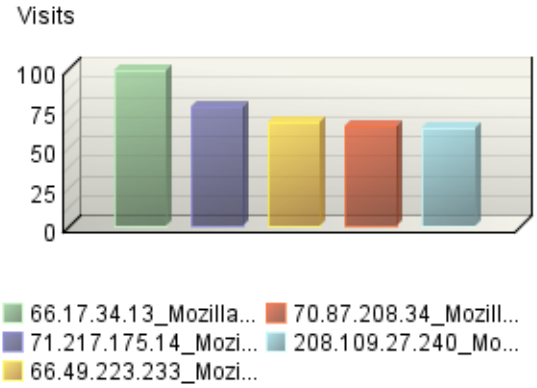
Organizations

No data is available for this graph.

Countries



Top Visitors



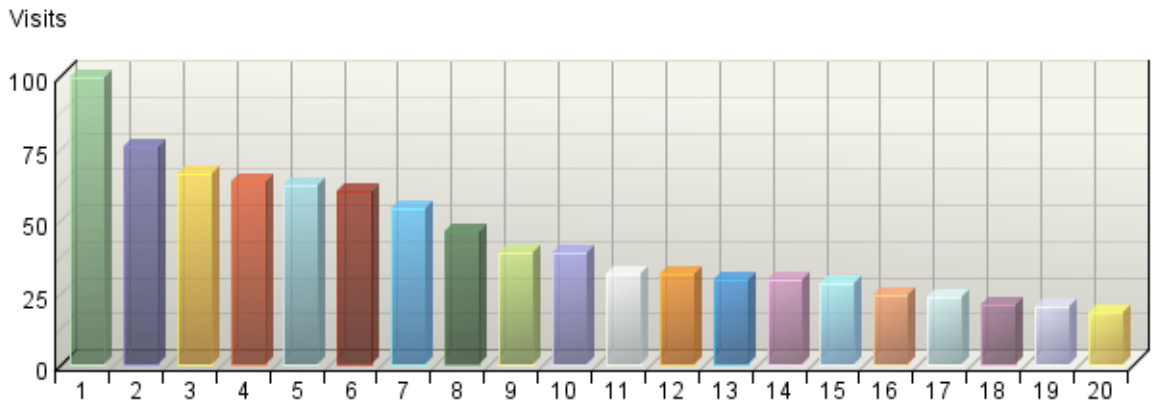
Authenticated Usernames

No data is available for this graph.

Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's activity level on the site. If you use cookies to track visits, WebTrends can differentiate between hits from different visitors with the same IP address.

Top Visitors



Top Visitors

	Visitor	Visits	% Visits	Hits
1.	66.17.34.13_Mozilla/4.0 (compatible; MSIE 5.5; Windows NT 5.0)	99	0.33%	99
2.	71.217.175.14_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)	75	0.25%	2,867
3.	66.49.223.233_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	66	0.22%	81
4.	70.87.208.34_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	63	0.21%	77
5.	208.109.27.240_Mozilla/4.0 (compatible; MSIE 5.01; Windows 98)	62	0.20%	633
6.	216.185.128.200_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	60	0.20%	66
7.	64.29.209.218_Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.0.4) Gecko/20060508 Firefox/1.5.0.4	54	0.18%	59
8.	64.27.29.45_Mozilla/4.0 (compatible ; MSIE 6.0; Windows NT 5.1)	46	0.15%	873

	Visitor	Visits	% Visits	Hits
9.	71.36.194.180_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)	39	0.13%	1,013
10.	71.217.172.29_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)	39	0.13%	1,903
11.	74.208.16.4_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1)	31	0.10%	36
12.	206.127.122.29_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322)	31	0.10%	1,451
13.	64.239.7.216_POE-Component-Client-HTTP/0.65 (perl; N; POE; en; rv:0.650000)	29	0.10%	33
14.	167.7.163.1_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727; InfoPath.1)	29	0.10%	151
15.	71.217.167.225_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)	28	0.09%	839
16.	147.91.22.145_Java/1.5.0_05	24	0.08%	25
17.	206.127.122.29_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; (R1 1.5); .NET CLR 1.1.4322)	23	0.08%	1,110
18.	66.232.103.246_No Agent	21	0.07%	62
19.	65.160.238.180_Mozilla/4.0 (compatible; MSIE 6.0; Bluecoat DRTR)	20	0.07%	24
20.	67.15.119.25_User-Agent: User-Agent: Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0)	18	0.06%	18
	Subtotal for rows 1–20	**857**	**2.83%**	**11,420**
	Other	**29,462**	**97.17%**	**66,324**
	Total	**30,319**	**100.00%**	**77,744**

Items 1–20 of 5,000

Top Visitors - Help Card

Column Definitions

Visitor

The IP address, domain name, or cookie of the visitor.

Visits

Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Report Descriptions

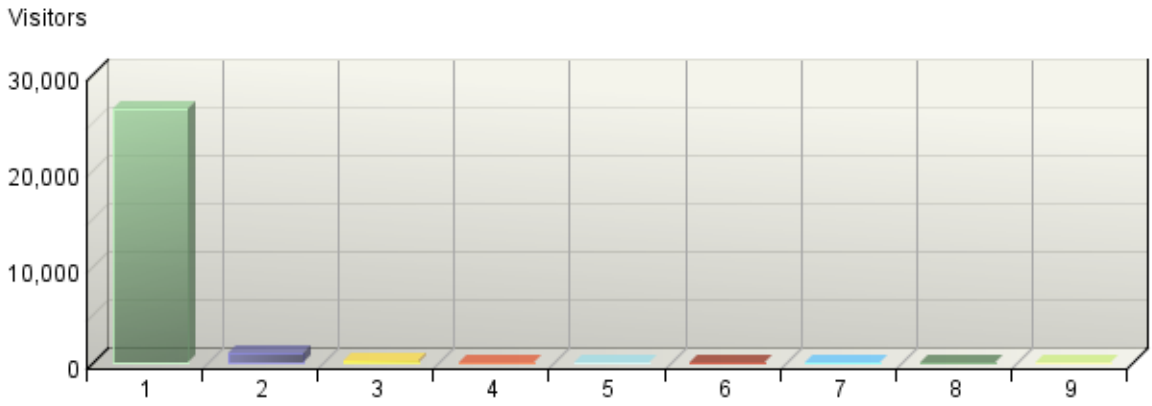
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.

Visitors by Number of Visits



Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	26,363	95.34%
2 visits	946	3.42%
3 visits	178	0.64%
4 visits	55	0.20%
5 visits	26	0.09%
6 visits	14	0.05%
7 visits	12	0.04%
8 visits	13	0.05%
9 visits	3	0.01%
Other	**42**	**0.15%**
Total	**27,652**	**100.00%**

Visitors by Number of Visits - Help Card

Column Definitions

Number of Visits

The number of visits by each visitor during the period of the report.

Visitors

Number of individuals who came to your site the amount of times specified in the Number of Visits column.

%

Percentage of visitors who came to your site the amount of times specified in the Number of Visits column.

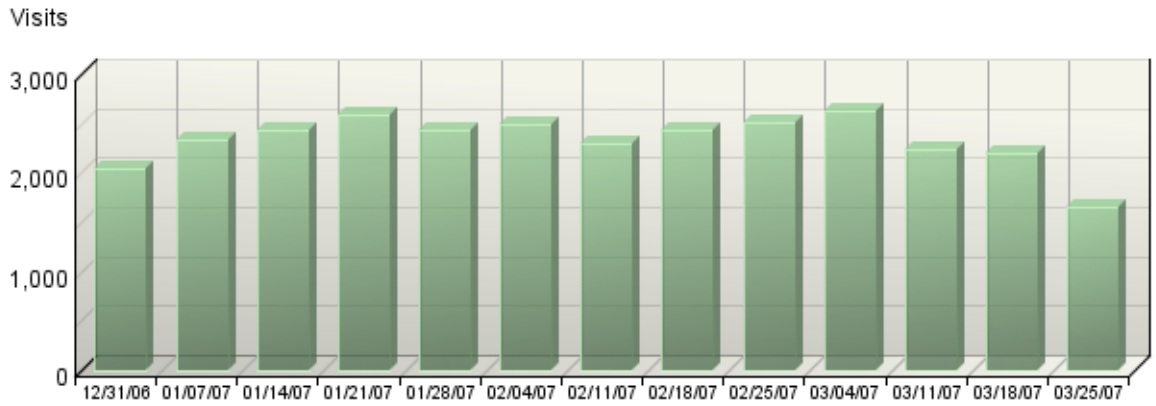
Report Descriptions

This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visits Trend

This report shows how the number of visits to your site changes over the course of the report period.

Visits Trend



Visits Trend

Time Interval	Visits	% Visits
12/31/06	2,053	6.77%
01/07/07	2,338	7.71%
01/14/07	2,437	8.04%
01/21/07	2,588	8.54%
01/28/07	2,436	8.04%
02/04/07	2,495	8.23%
02/11/07	2,306	7.61%
02/18/07	2,426	8.00%
02/25/07	2,505	8.26%
03/04/07	2,622	8.65%
03/11/07	2,241	7.39%
03/18/07	2,205	7.27%
03/25/07	1,659	5.47%
Total	**30,311**	**100.00%**

Visits Trend - Help Card

Column Definitions

Time Interval (hour, day, etc.)

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits

Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.

Report Descriptions

Periods of less activity can be considered good times for maintenance and content improvement.

Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The data for this report is obtained from GeoTrends and DNS lookup. Therefore, the data presented in this report can differ from the data presented in the Domain Names report, which is based on DNS lookup.

Organizations

No data is available for this graph.

Organizations

No data is available for this table.

Organizations - Help Card

Column Definitions

Organization

The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by either of the following methods:

- The visitor's IP address matched an Intranet Domain configuration within the Admin Console.
- Looking up the visitor's IP address in the WebTrends GeoTrends Database.

Unknown

The organization could not be determined.

Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, anycompany.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at www.networksolutions.com.

Visits

Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of

server traffic, it is not an accurate reflection of the number of pages viewed.

Report Descriptions

Use this information when you are interested in an organization as a whole, such as Webtrends Inc. You can identify the major domain names from each company, such as webtrends.com from WebTrends Inc.

Authenticated Usernames

This report identifies the true name and activity level of the visitors logging onto a server that requires a user name and password.

Authenticated Usernames Trend

No data is available for this graph.

Authenticated Usernames

No data is available for this graph.

Authenticated Usernames

No data is available for this table.

Authenticated Usernames - Help Card

Column Definitions

Authenticated Username

A visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

Visits

Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

%

Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

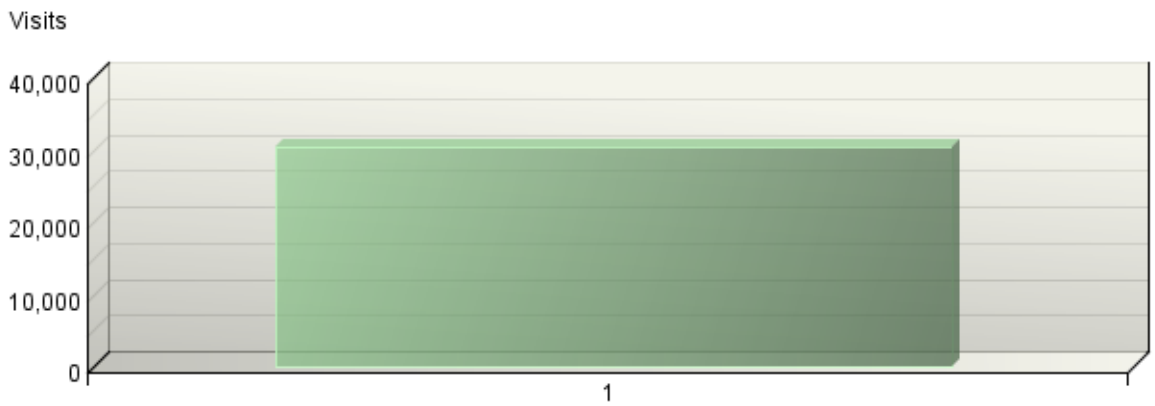
Report Descriptions

You may use this information for your marketing efforts, such as special promotions or newsletters.

Domain Names

This report lists the domain name that generates the most activity to your web site. The data for this report is obtained from DNS lookups, which is not available with Express Analysis. Therefore, the data presented in this report can differ from the data presented in the Organizations report, which is based on GeoTrends and DNS lookup.

Domain Names



Domain Names

	Domain Name	Visits	% Visits	Hits
1.	Unresolved IP Address	30,311	100.00%	77,767
	Total	**30,311**	**100.00%**	**77,767**

Items 1–1 of 1

Domain Names - Help Card

Column Definitions

Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, anycompany.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at www.networksolutions.com.

Visits

Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

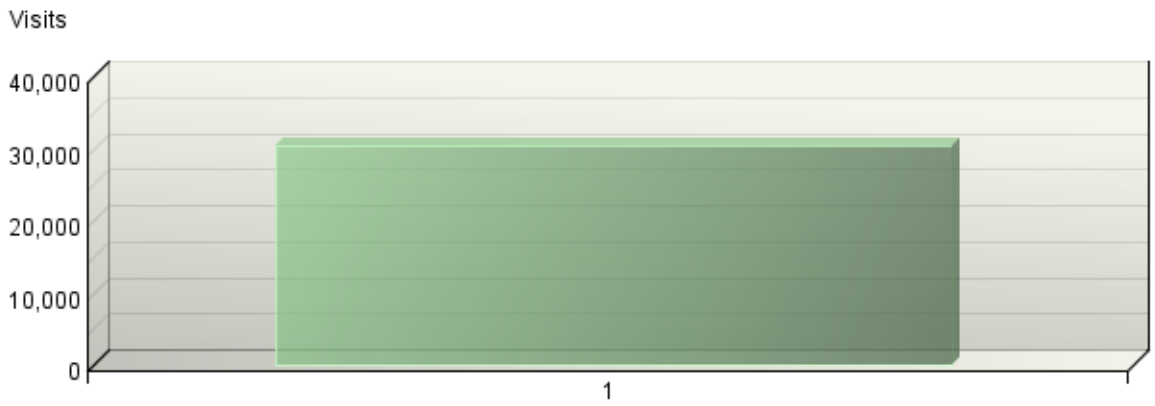
Report Descriptions

Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

Top-Level Domain Types

This report provides a breakdown of top-level domain types.

Top-Level Domain Types



Top-Level Domain Types

Top-Level Domain Types	Visits	% Visits	Hits
Unresolved IP Address	30,311	100.00%	77,767
Total	**30,311**	**100.00%**	**77,767**

Top-Level Domain Types - Help Card

Column Definitions

Reserved IP Address

The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.

Unresolved IP Address

Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

Unknown

The domain suffix did not match any of the top-level domain categories.

Top-Level Domain

The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

- ARPANET: .arpa
- Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz
- Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn
- International: .int .int.co .int.ve .intl.tn
- Government: .gov .gov.[country code] .gove.[country code] .go.[country code]
- Military: .mil .mil.[country code]
- Network: .net .ad.jp .ne.kr .net.[country code]
- Organization: .org .or .org.[country code] .or.[country code]
- Personal: .name

Visits

Number of visits to your site from the specified top-level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from the specified top-level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Report Descriptions

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

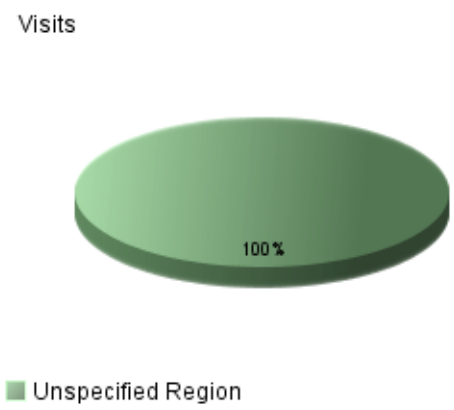
Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

Total - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

Geography Dashboard

This page contains key graphs and tables that provide an overview of this chapter. You can click on a graph title to navigate to the corresponding report page.

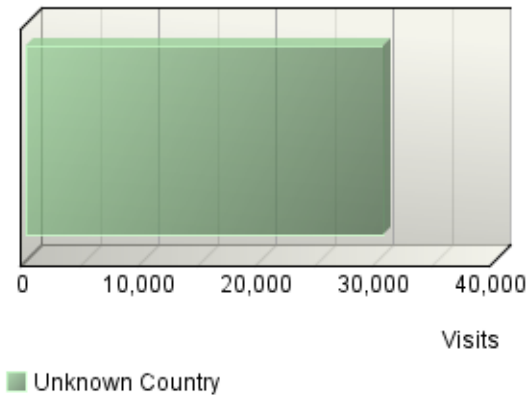
Regions



Cities

No data is available for this graph.

Countries



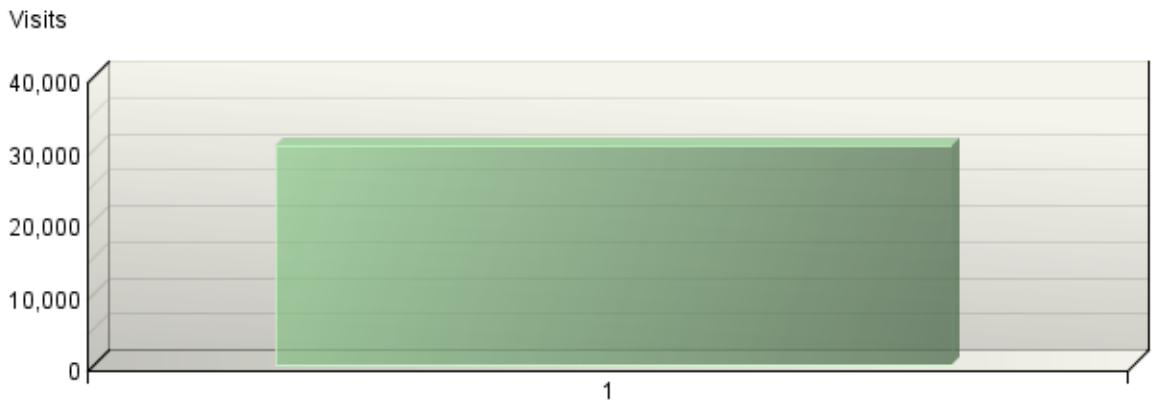
North American States and Provinces

No data is available for this graph.

Regions

This report identifies the top geographic regions of the visitors to your site.

Regions



Regions

	Regions	Visits	% Visits
1.	Unspecified Region	30,311	100.00%
	Total	**30,311**	**100.00%**

Items 1–1 of 1

Regions - Help Card

Column Definitions

Regions

The geographic part of the world where visitors to your web site are located. "Unspecified Region" represents visitors whose geographic region could not be determined. "Unknown Region" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name.

Visits

Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of total visits that were from this geographic region.

Report Descriptions

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

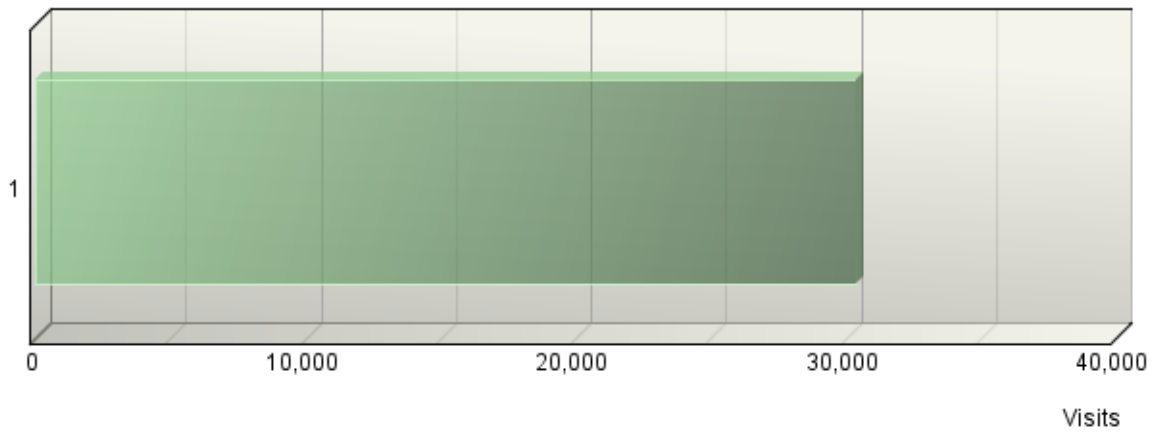
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for which the IP address does not match an entry in GeoTrends database. This is the case for countries that do not have states or simply entries for which this information was not provided in the GeoTrends database.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Geography Drilldown

Drilldown presentation of the geographical information (region, country, state/province, city) relating to the visitor's IP address. The WebTrends GeoTrends Database is required to get complete information down to the state and city level.

Geography Drilldown



Geography Drilldown

Geography Drilldown

	Geography (Drilldown)	Visits	% Visits	Page Views
1.	Unspecified Region	30,311	100.00%	74,971
	Unknown Country	30,311	100.00%	74,971
	Total	**30,311**	**100.00%**	**74,971**

Items 1–1 of 1

Geography Drilldown - Help Card

Column Definitions

Geography (Drilldown)

Drilldown presentation of the geographical information (region, country, state/province, city) relating to the visitor's IP address. The WebTrends GeoTrends Database is required to get complete information down to the state and city level.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Report Descriptions

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for which the IP address does not match an entry in GeoTrends database. This is the case for countries that do not have states or simply entries for which this information was not provided in the GeoTrends database.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.