HAA Q2 2007

Custom View: 4/1/07 - 6/30/07

April 1, 2007 12:00:00 AM – June 30, 2007 5:50:27 PM

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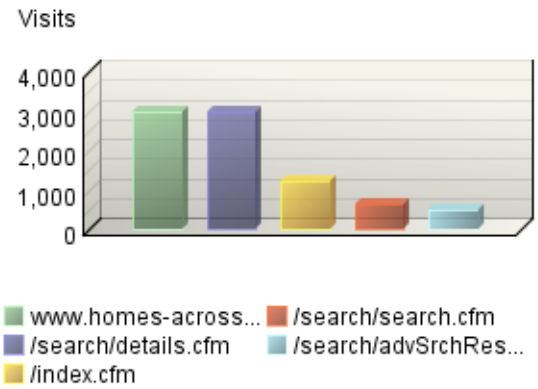
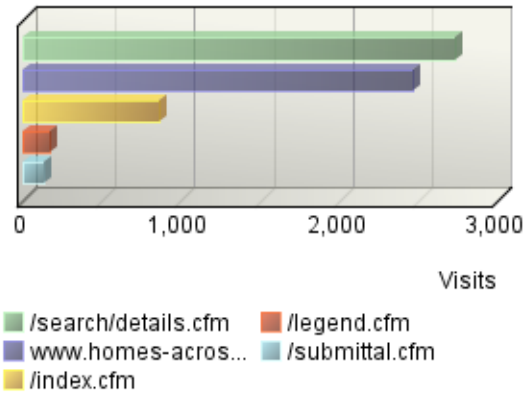
Overview Dashboard

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.

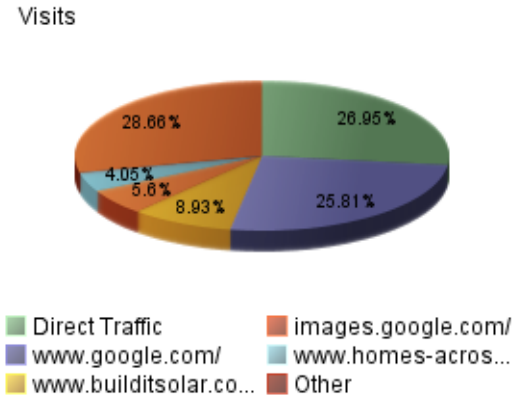
Pages



Exit Pages



Referring Site



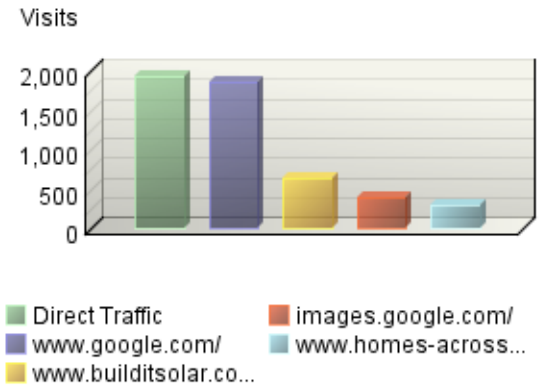
Visit Summary

Visits	7,142
Average per Day	78
Average Visit Duration	00:04:59
Median Visit Duration	00:01:18
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	7,142
Average per Day	78
Average Visit Duration	00:04:59
Median Visit Duration	00:01:18
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

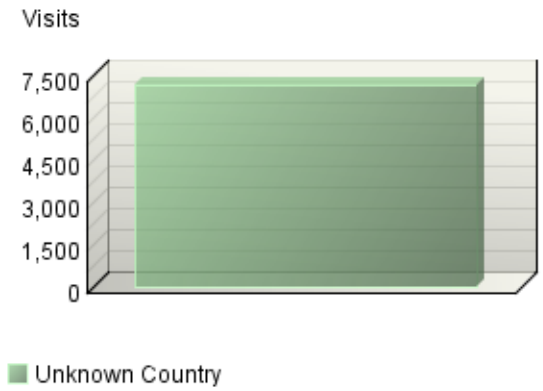
Visitor Summary

Visitors	6,460
Visitors Who Visited Once	6,098
Visitors Who Visited More Than Once	362
Average Visits per Visitor	1.11

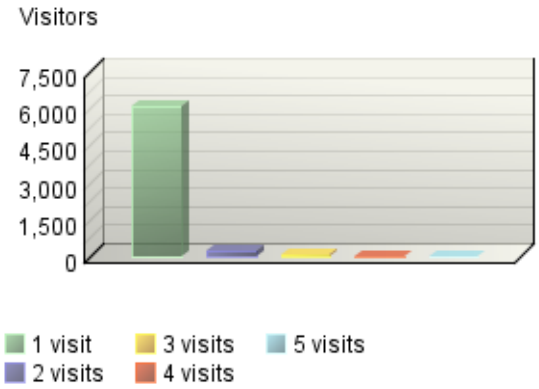
Organizations

No data is available for this graph.

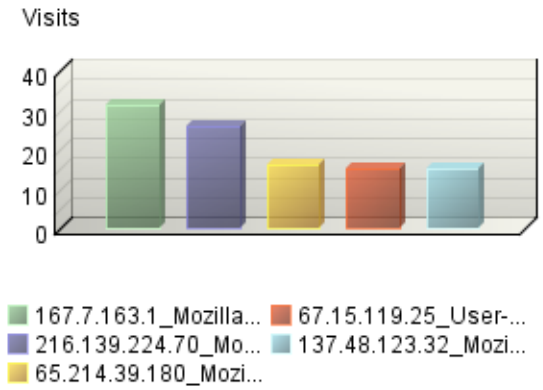
Countries



Visitors by Number of Visits



Top Visitors



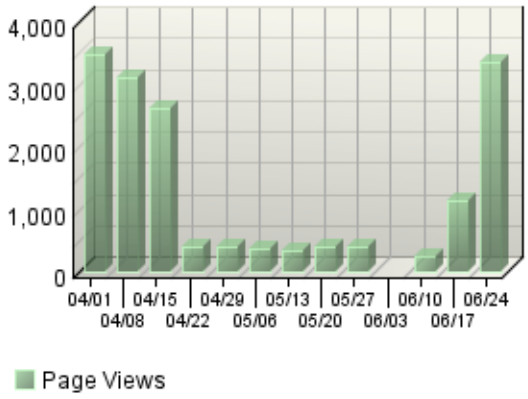
Authenticated Usernames

No data is available for this graph.

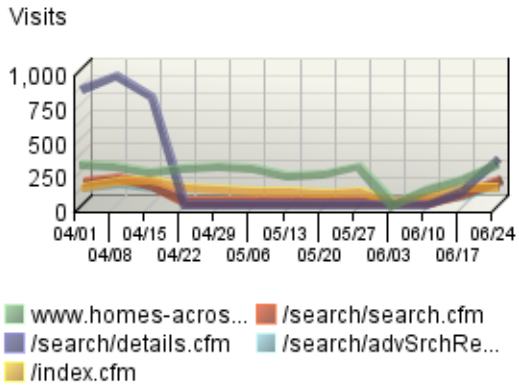
Pages Dashboard

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



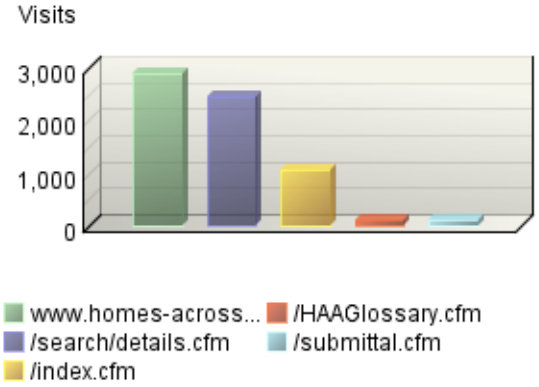
Content Groups

No data is available for this graph.

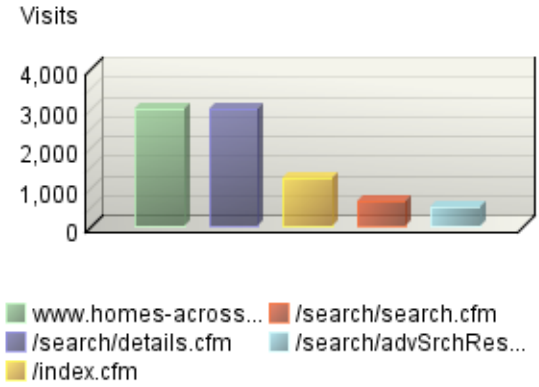
Page View Summary

Page Views	16,255
Average per Day	178
Average Page Views per Visit	2.28

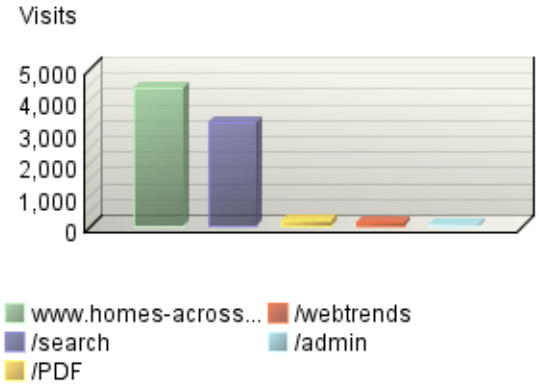
Entry Pages



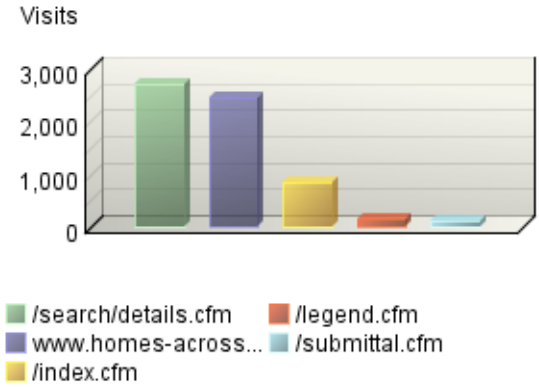
Pages



Directories



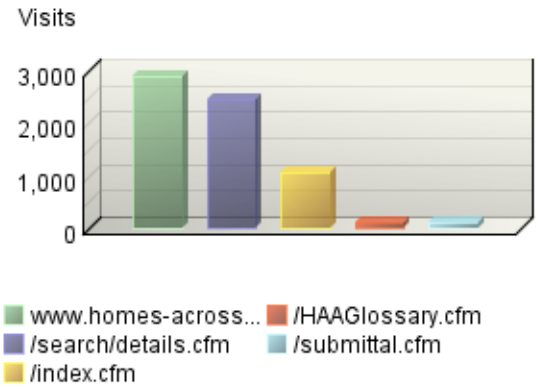
Exit Pages



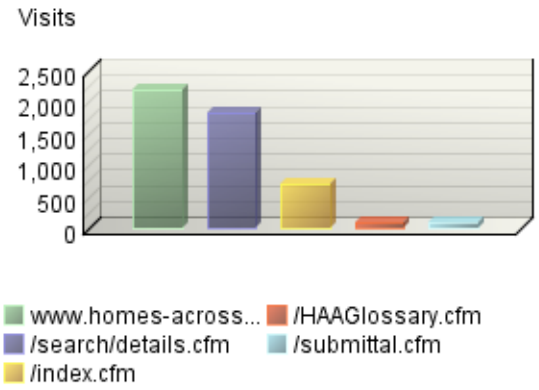
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

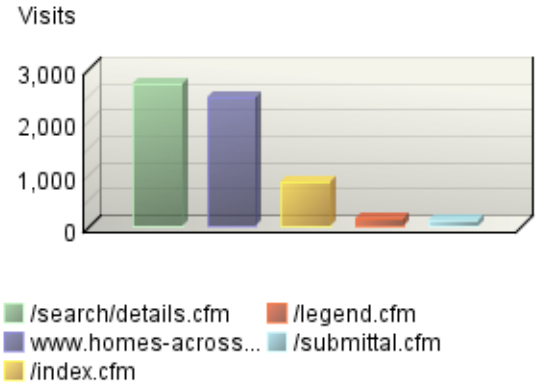
Entry Pages



Single-Page Visits



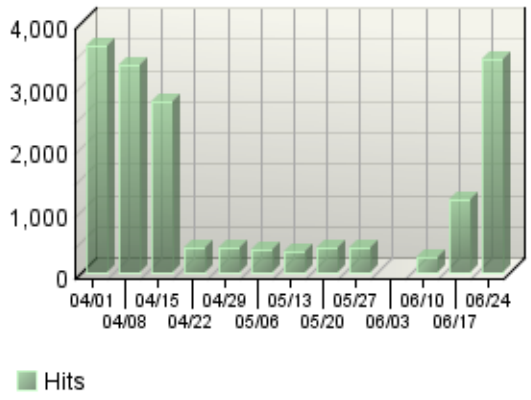
Exit Pages



Technical Dashboard

This dashboard summarizes important information related to online technical activity.

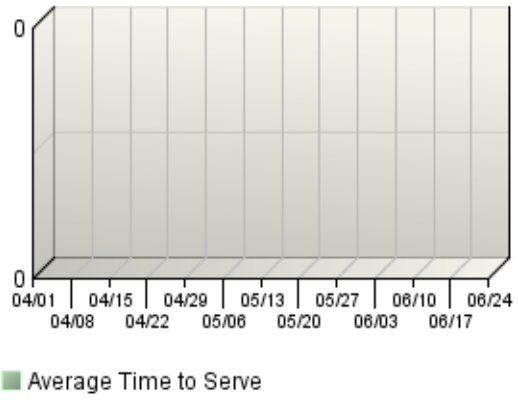
Hits Trend



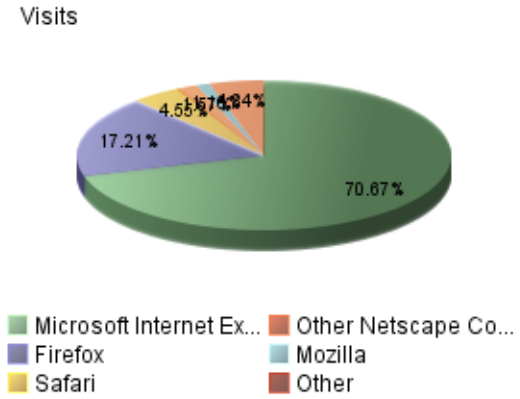
Technical Summary

Total Hits	29,046
Successful Hits	16,815
Successful Hits (as Percent)	57.89%
Failed Hits	12,231
Failed Hits (as Percent)	42.11%
Cached Hits	6
Cached Hits (as Percent)	0.02%

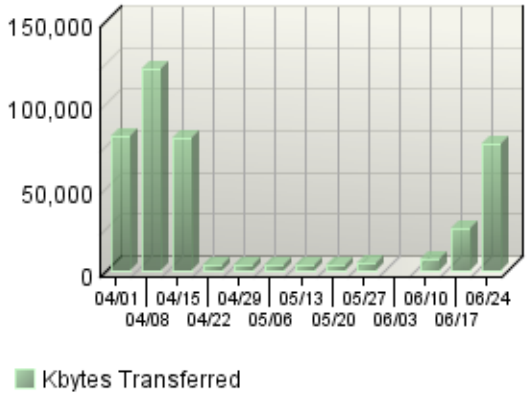
Average Time to Serve Pages



Browsers by Version



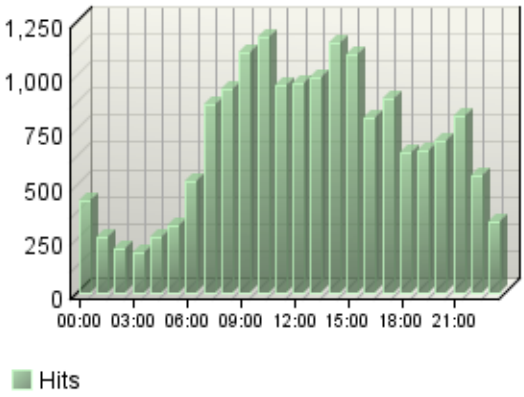
Bandwidth: Kbytes Transferred Trend



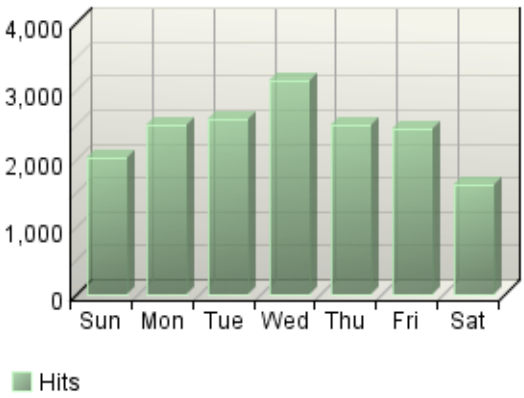
Activity Dashboard

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



Hits by Day of the Week



Most Active Summary

Most Active Date	6/27/07
Number of Hits on Most Active Date	786
Most Active Day of the Week	Wednesday
Most Active Hour of the Day	10:00-10:59

Least Active Summary

Least Active Date	6/12/07
Number of Hits on Least Active Date	15
Least Active Day of the Week	Saturday
Least Active Hour of the Day	03:00-03:59

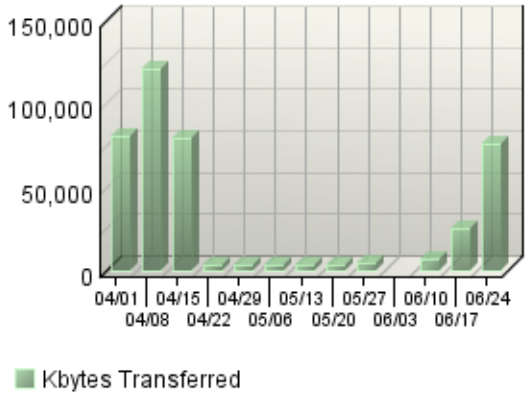
Activity on Weekdays Summary

Total Hits Weekdays	13,194
Total Visits Weekdays	5,599
Average Number of Visits per day on Weekdays	94
Average Number of Hits per day on Weekdays	223

Activity on Weekends Summary

Total Hits Weekend	3,621
Total Visits Weekend	1,543
Average Number of Visits per Week-end	128
Average Number of Hits per Weekend	301

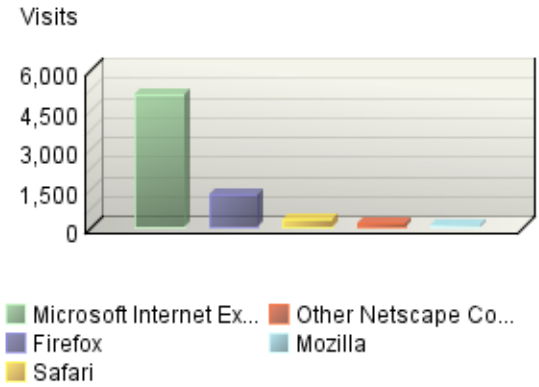
Bandwidth: Kbytes Transferred Trend



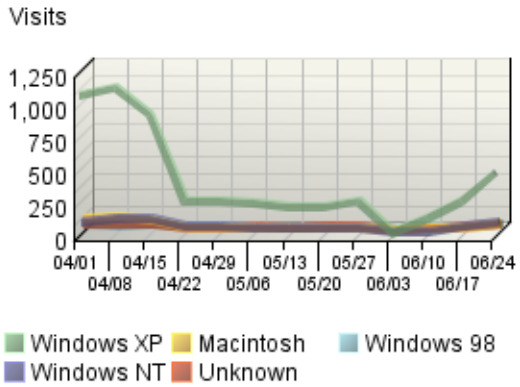
Browsers and Platforms Dashboard

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.

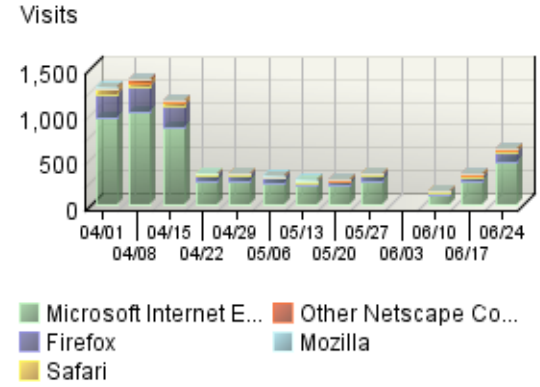
Browsers



Platforms Trend



Browsers Trend



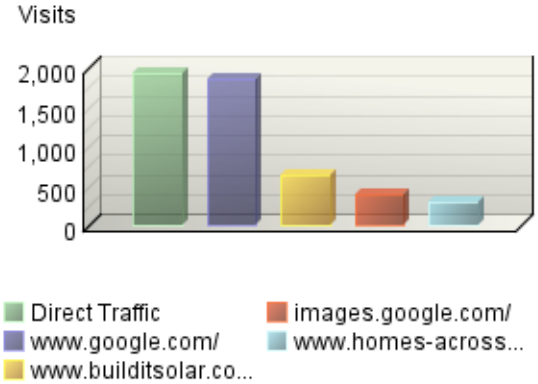
Spiders

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.

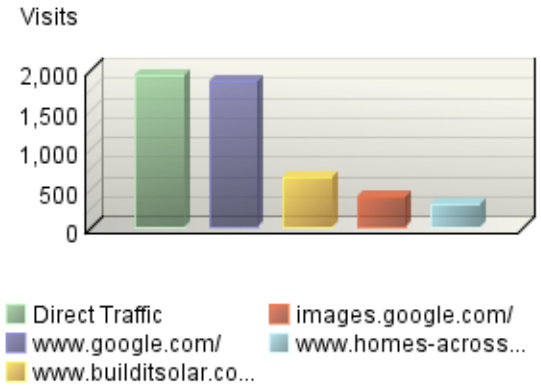
Report Descriptions

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

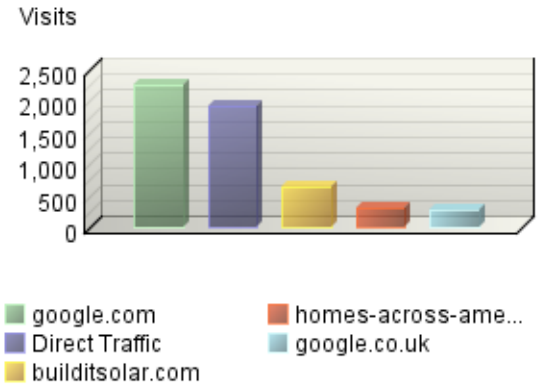
Referrers Dashboard

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

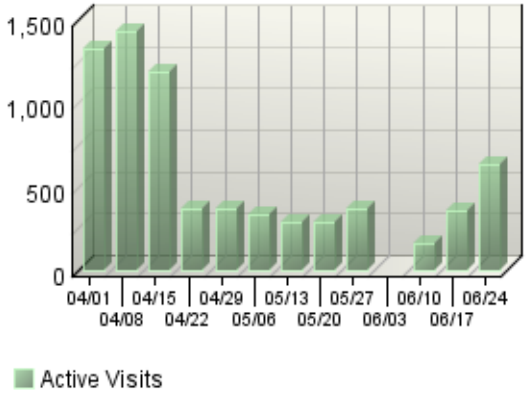


Referring Domain



Referring Page

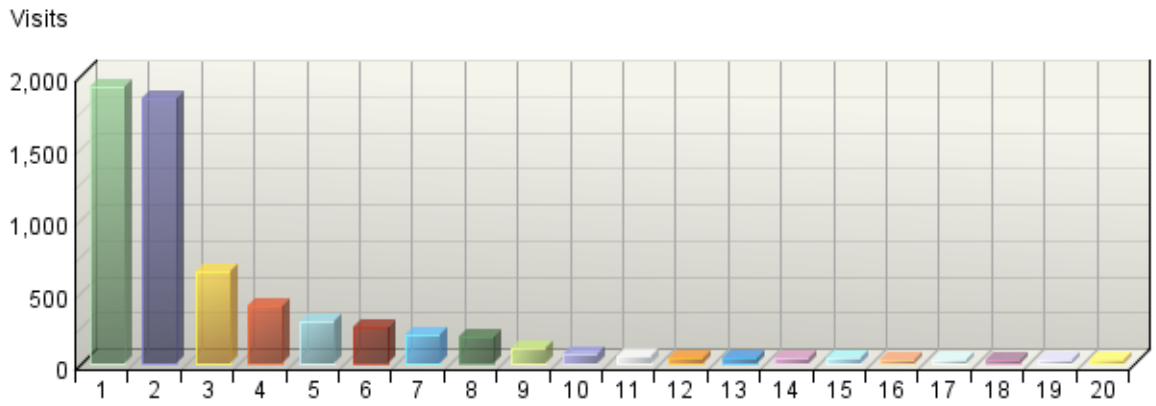
Active Visits Trend



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.	Direct Traffic	1,925	26.95%
2.	http://www.google.com/	1,843	25.81%
3.	http://www.builditsolar.com/	638	8.93%
4.	http://images.google.com/	400	5.60%
5.	http://www.homes-across-america.org/	289	4.05%
6.	http://www.google.co.uk/	251	3.51%
7.	http://www.google.ca/	198	2.77%
8.	http://search.yahoo.com/	185	2.59%
9.	http://www.greenhomebuilding.com/	103	1.44%
10.	http://aolsearch.aol.com/	69	0.97%
11.	http://search.msn.com/	59	0.83%
12.	http://images.google.ca/	44	0.62%
13.	http://www.eere.energy.gov/	40	0.56%
14.	http://search.live.com/	35	0.49%
15.	http://www.montana.edu/	34	0.48%
16.	http://www.p2rx.org/	33	0.46%
17.	http://wrrc.p2pays.org/	31	0.43%

	Site	Visits	% Visits
18.	http://homes-across-america.org/	30	0.42%
19.	http://www.tierraconcretehomes.com/	22	0.31%
20.	http://www.redfeather.org/	20	0.28%
	Subtotal for rows 1–20	**6,249**	**87.50%**
	Other	**893**	**12.50%**
	Total	**7,142**	**100.00%**

Items 1–20 of 300

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.

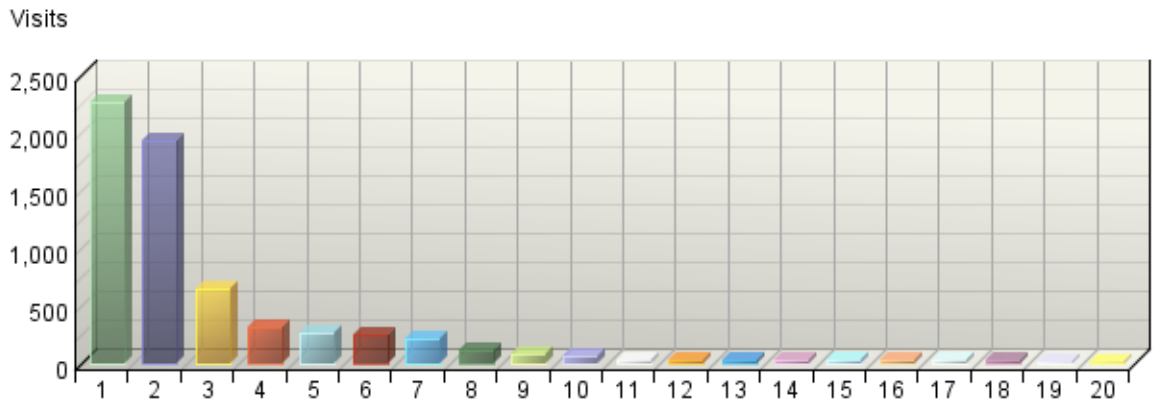
Report Descriptions

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	2,262	31.67%
2.	Direct Traffic	1,925	26.95%
3.	builditsolar.com	649	9.09%
4.	homes-across-america.org	319	4.47%
5.	google.co.uk	268	3.75%
6.	google.ca	243	3.40%
7.	yahoo.com	217	3.04%
8.	greenhomebuilding.com	112	1.57%
9.	aol.com	89	1.25%
10.	msn.com	60	0.84%
11.	energy.gov	40	0.56%
12.	p2rx.org	36	0.50%
13.	live.com	35	0.49%
14.	montana.edu	34	0.48%
15.	p2pays.org	31	0.43%
16.	peakstoprairies.org	28	0.39%
17.	google.co.in	28	0.39%

	Domain	Visits	% Visits
18.	google.com.au	25	0.35%
19.	tierraconcretehomes.com	22	0.31%
20.	gardenatriums.com	21	0.29%
	Subtotal for rows 1–20	**6,444**	**90.23%**
	Other	**698**	**9.77%**
	Total	**7,142**	**100.00%**

Items 1–20 of 205

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.

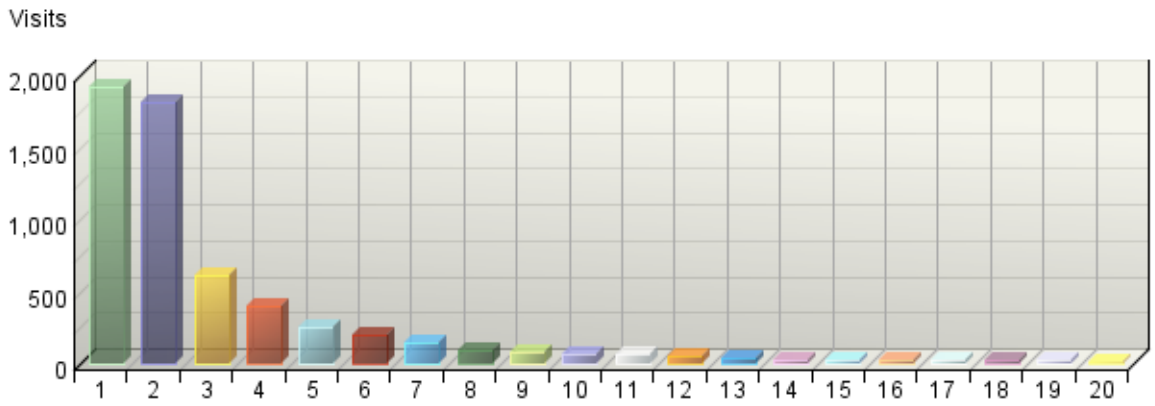
Report Descriptions

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.	Direct Traffic	1,925	26.95%
2.	http://www.google.com/search	1,811	25.36%
3.	http://www.builditsolar.com/Projects/SolarHomes/plansps.htm	610	8.54%
4.	http://images.google.com/imgres	400	5.60%
5.	http://www.google.co.uk/search	248	3.47%
6.	http://www.google.ca/search	196	2.74%
7.	http://search.yahoo.com/search	144	2.02%
8.	http://www.greenhomebuilding.com/sustainable_architecture.htm	87	1.22%
9.	http://www.homes-across-america.org/	81	1.13%
10.	http://www.homes-across-america.org/search/details.cfm	72	1.01%
11.	http://aolsearch.aol.com/aol/search	63	0.88%
12.	http://search.msn.com/results.aspx	50	0.70%
13.	http://images.google.ca/imgres	44	0.62%
14.	http://www.montana.edu/siteindex/	30	0.42%
15.	http://www.homes-across-america.org/search/advSrchResult01.cfm	30	0.42%

	Page	Visits	% Visits
16.	http://www.eere.energy.gov/consumer/your_home/designing_remodeling/index.cfm/mytopic=10080	26	0.36%
17.	http://www.p2rx.org/P2InfoNexpert/homes.cfm	22	0.31%
18.	http://www.builditsolar.com/NewsLetter/newsletterArch01.htm	22	0.31%
19.	http://www.redfeather.org/publicity.html	20	0.28%
20.	http://www.homes-across-america.org/search/search.cfm	19	0.27%
	Subtotal for rows 1–20	**5,900**	**82.61%**
	Other	**1,242**	**17.39%**
	Total	**7,142**	**100.00%**

Items 1–20 of 454

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.

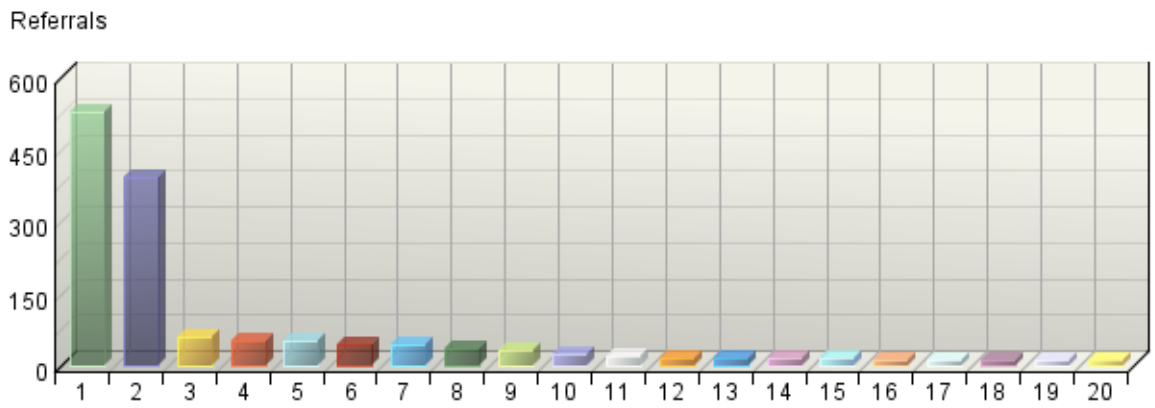
Report Descriptions

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 across america	529	14.62%
	Google	386	10.67%
	Yahoo	86	2.38%
	MSN	28	0.77%
	Google Canada	10	0.28%
	AOL NetFind	10	0.28%
2.	homes in america	392	10.83%
	Google UK	237	6.55%
	Google	124	3.43%
	AOL NetFind	9	0.25%
	Google Australia	7	0.19%
	Google Germany	3	0.08%
3.	paperless sheetrock	61	1.69%
	Google	57	1.58%
	AOL NetFind	2	0.06%
	Earthlink	1	0.03%

	Phrases Engines	Referrals	% Referrals
	Yahoo	1	0.03%
4.	homes of america	53	1.46%
	Google	39	1.08%
	Yahoo	6	0.17%
	Google UK	3	0.08%
	Google Ireland	3	0.08%
	AOL NetFind	1	0.03%
5.	efficient homes	53	1.46%
	Google	45	1.24%
	Yahoo	3	0.08%
	AOL NetFind	2	0.06%
	Ask Jeeves	1	0.03%
	Google South Africa	1	0.03%
6.	homes america	44	1.22%
	Google	18	0.50%
	Google UK	12	0.33%
	Yahoo	9	0.25%
	Google Switzerland	1	0.03%
	Google India	1	0.03%
7.	section drawing	43	1.19%
	Google	21	0.58%
	Google Canada	15	0.41%
	Google UK	4	0.11%
	AOL NetFind	2	0.06%
	Google Australia	1	0.03%
8.	window seat	34	0.94%
	Google	26	0.72%
	Google Canada	6	0.17%
	Google Australia	2	0.06%
9.	energy efficient homes	33	0.91%
	Google	28	0.77%
	Google France	2	0.06%
	Google Australia	1	0.03%
	AOL NetFind	1	0.03%
	Google Canada	1	0.03%
10.	posey windows	23	0.64%
	Google	21	0.58%
	AOL NetFind	2	0.06%
11.	cinder block homes	19	0.53%
	Google	18	0.50%

	Phrases Engines	Referrals	% Referrals
	AOL NetFind	1	0.03%
12.	straw bale homes	16	0.44%
	Google	15	0.41%
	MSN	1	0.03%
13.	cast earth	16	0.44%
	Google	16	0.44%
14.	home across america	15	0.41%
	Google	13	0.36%
	AOL NetFind	2	0.06%
15.	america homes	15	0.41%
	Google UK	11	0.30%
	AOL NetFind	2	0.06%
	Google Australia	1	0.03%
	Google	1	0.03%
16.	papercrete	13	0.36%
	Google	8	0.22%
	Google Canada	2	0.06%
	Google France	2	0.06%
	AOL NetFind	1	0.03%
17.	concrete coils	13	0.36%
	Google Germany	13	0.36%
18.	www.homes	12	0.33%
	Google	5	0.14%
	Netscape	2	0.06%
	Google India	2	0.06%
	Google Brazil	1	0.03%
	AOL NetFind	1	0.03%
19.	french drain	11	0.30%
	Google	7	0.19%
	Google Canada	4	0.11%
20.	earth berm	11	0.30%
	Google	9	0.25%
	Google Australia	2	0.06%
	Subtotal for rows 1–20	**1,406**	**38.86%**
	Other	**2,212**	**61.14%**
	Total	**3,618**	**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.

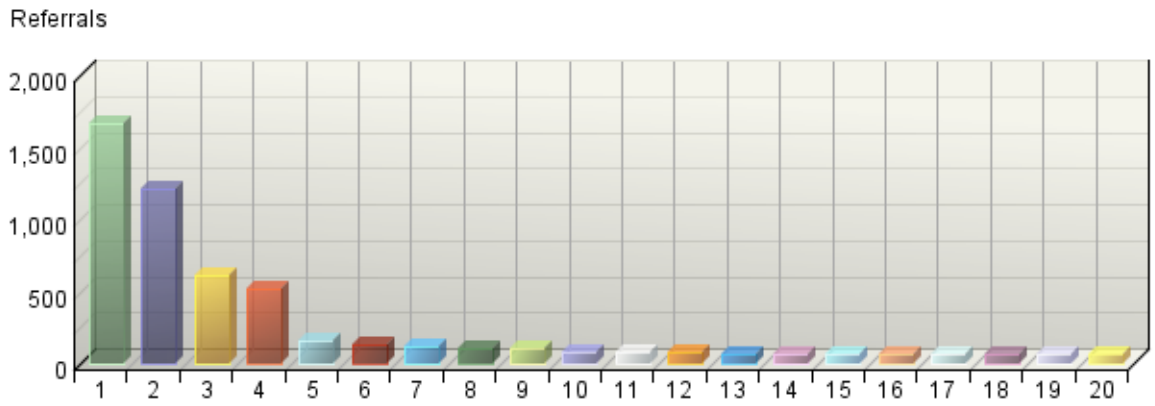
Report Descriptions

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	1,665	14.41%
	Google	1,050	9.09%
	Google UK	275	2.38%
	Yahoo	146	1.26%
	Google Canada	47	0.41%
	AOL NetFind	42	0.36%
2.	america	1,210	10.47%
	Google	688	5.95%
	Google UK	271	2.35%
	Yahoo	119	1.03%
	MSN	31	0.27%
	AOL NetFind	30	0.26%
3.	across	612	5.30%
	Google	444	3.84%
	Yahoo	94	0.81%
	MSN	31	0.27%

	Keywords Engines	Referrals	% Referrals
	AOL NetFind	20	0.17%
	Google Canada	11	0.10%
4.	in	519	4.49%
	Google UK	248	2.15%
	Google	214	1.85%
	AOL NetFind	10	0.09%
	Google Australia	9	0.08%
	Google Canada	7	0.06%
5.	of	158	1.37%
	Google	113	0.98%
	Yahoo	11	0.10%
	Google Canada	10	0.09%
	Google UK	9	0.08%
	AOL NetFind	5	0.04%
6.	efficient	130	1.13%
	Google	104	0.90%
	AOL NetFind	6	0.05%
	Google Canada	5	0.04%
	Yahoo	5	0.04%
	Ask Jeeves	3	0.03%
7.	home	119	1.03%
	Google	96	0.83%
	Google Canada	8	0.07%
	Yahoo	5	0.04%
	AOL NetFind	3	0.03%
	Google India	3	0.03%
8.	energy	108	0.93%
	Google	78	0.68%
	Yahoo	8	0.07%
	Google Canada	7	0.06%
	AOL NetFind	5	0.04%
	Google Australia	2	0.02%
9.	for	103	0.89%
	Google	83	0.72%
	Google Canada	11	0.10%
	Yahoo	5	0.04%
	Google India	1	0.01%
	AOL NetFind	1	0.01%
10.	concrete	84	0.73%
	Google	55	0.48%

	Keywords Engines	Referrals	% Referrals
	Google Germany	13	0.11%
	Google Canada	9	0.08%
	AOL NetFind	3	0.03%
	Google Venezuela	1	0.01%
11.	house	84	0.73%
	Google	61	0.53%
	Google Canada	10	0.09%
	Yahoo	2	0.02%
	Google France	2	0.02%
	Google UK	2	0.02%
12.	sheetrock	84	0.73%
	Google	80	0.69%
	AOL NetFind	2	0.02%
	Earthlink	1	0.01%
	Yahoo	1	0.01%
13.	earth	68	0.59%
	Google	53	0.46%
	Google Canada	10	0.09%
	Google Australia	3	0.03%
	Yahoo	1	0.01%
	Google New Zealand	1	0.01%
14.	block	65	0.56%
	Google	57	0.49%
	Google Canada	5	0.04%
	AOL NetFind	2	0.02%
	Yahoo	1	0.01%
15.	paperless	65	0.56%
	Google	61	0.53%
	AOL NetFind	2	0.02%
	Earthlink	1	0.01%
	Yahoo	1	0.01%
16.	window	65	0.56%
	Google	52	0.45%
	Google Canada	7	0.06%
	Google Australia	3	0.03%
	Google UK	3	0.03%
17.	green	64	0.55%
	Google	55	0.48%
	AOL NetFind	4	0.03%
	Google India	2	0.02%

	Keywords Engines	Referrals	% Referrals
	Google Canada	2	0.02%
	Earthlink	1	0.01%
18.	french	64	0.55%
	Google	50	0.43%
	Google Canada	10	0.09%
	Netscape	2	0.02%
	MSN	1	0.01%
	AOL NetFind	1	0.01%
19.	solar	63	0.55%
	Google	47	0.41%
	Google Canada	7	0.06%
	Yahoo	3	0.03%
	Google Romania	1	0.01%
	Google Austria	1	0.01%
20.	section	62	0.54%
	Google	34	0.29%
	Google Canada	15	0.13%
	Google UK	8	0.07%
	Google Australia	2	0.02%
	AOL NetFind	2	0.02%
	Subtotal for rows 1–20	**5,392**	**46.67%**
	Other	**6,162**	**53.33%**
	Total	**11,554**	**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.

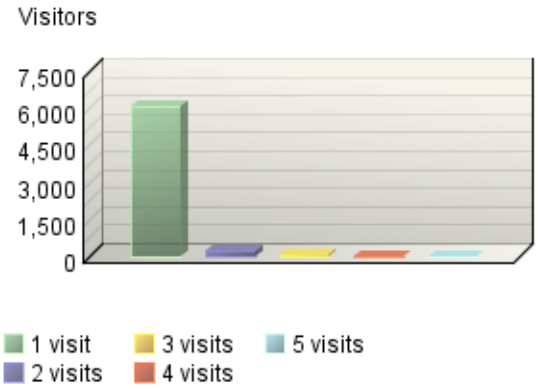
Visit Summary

Visits	7,142
Average per Day	78
Average Visit Duration	00:04:59
Median Visit Duration	00:01:18
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

Visitor Summary

Visitors	6,460
Visitors Who Visited Once	6,098
Visitors Who Visited More Than Once	362
Average Visits per Visitor	1.11

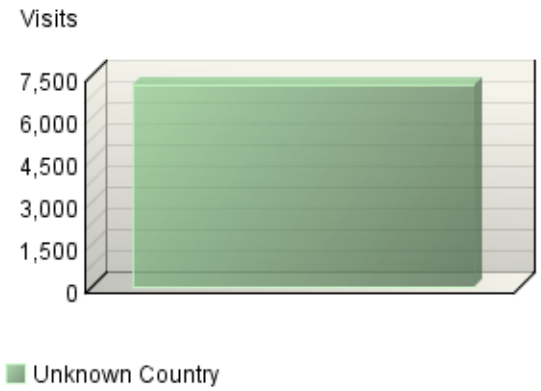
Visitors by Number of Visits



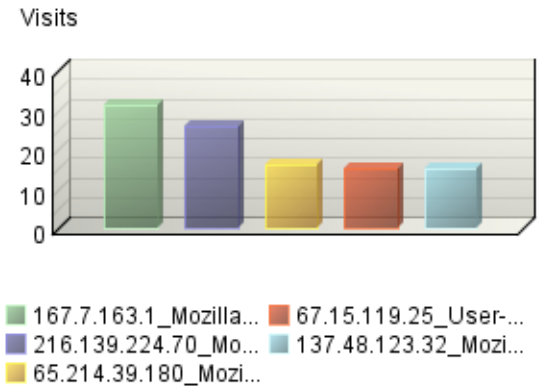
Organizations

No data is available for this graph.

Countries



Top Visitors



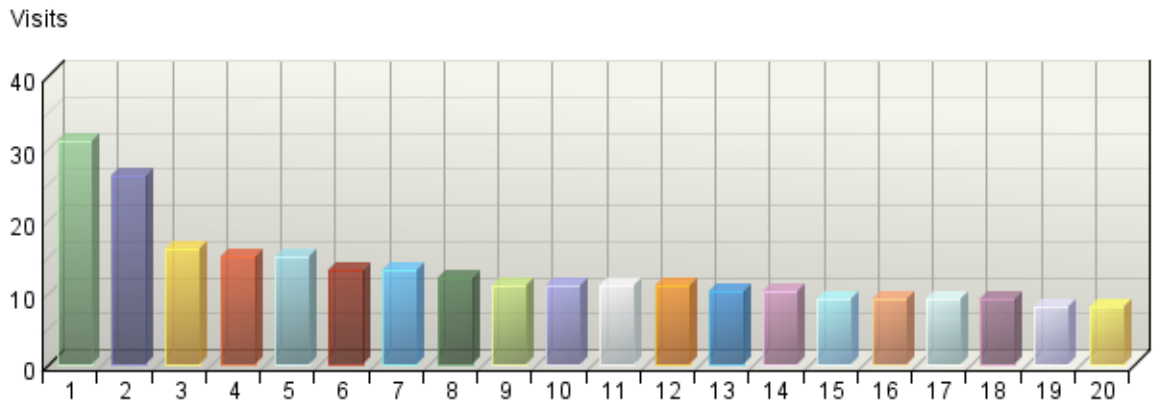
Authenticated Usernames

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.	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)	31	0.43%	58
2.	216.139.224.70_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0;)	26	0.36%	26
3.	65.214.39.180_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1) Gecko/20070308 Minefield/3.0a1	16	0.22%	16
4.	67.15.119.25_User-Agent: User-Agent: Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.0)	15	0.21%	15
5.	137.48.123.32_Mozilla/4.0 (compatible; MSIE 7.0; Windows NT 5.1; InfoPath.1; .NET CLR 2.0.50727; .NET CLR 1.1.4322)	15	0.21%	362
6.	147.91.22.145_Java/1.5.0_05	13	0.18%	18
7.	192.73.224.66_Mozilla/4.0 (compatible; MSIE 6.0; Windows 98) Web Link Validator 4.7	13	0.18%	13
8.	64.27.29.45_Mozilla/4.0 (compatible ; MSIE 6.0; Windows NT 5.1)	12	0.17%	33

	Visitor	Visits	% Visits	Hits
9.	193.95.154.69_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1) Gecko/20070308 Minefield/3.0a1	11	0.15%	11
10.	65.160.238.180_Mozilla/4.0 (compatible; MSIE 6.0; Bluecoat DRTR)	11	0.15%	19
11.	164.119.66.253_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; SV1; .NET CLR 1.1.4322; .NET CLR 2.0.50727)	11	0.15%	27
12.	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	11	0.15%	12
13.	209.63.134.99_Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; Q312461)	10	0.14%	10
14.	64.124.85.80_Mozilla/5.0 (compatible; BecomeBot/3.0; http://www.become.com/site_owners.html)	10	0.14%	12
15.	64.124.85.74_Mozilla/5.0 (compatible; BecomeBot/3.0; http://www.become.com/site_owners.html)	9	0.13%	10
16.	217.169.46.98_Mozilla/4.0 (compatible; MSIE 6.0; Bluecoat DRTR)	9	0.13%	11
17.	69.144.169.1_Mozilla/5.0 (Macintosh; U; PPC Mac OS X Mach-O; en-US; rv:1.8.1.3) Gecko/20070309 Firefox/2.0.0.3	9	0.13%	163
18.	64.124.85.75_Mozilla/5.0 (compatible; BecomeBot/3.0; http://www.become.com/site_owners.html)	9	0.13%	11
19.	206.80.1.253_Mozilla/5.0 (X11; U; Linux i686; en-US; rv:1.9a1) Gecko/20070308 Minefield/3.0a1	8	0.11%	8
20.	64.124.85.79_Mozilla/5.0 (compatible; BecomeBot/3.0; http://www.become.com/site_owners.html)	8	0.11%	8
	Subtotal for rows 1–20	**257**	**3.60%**	**843**
	Other	**6,885**	**96.40%**	**15,935**
	Total	**7,142**	**100.00%**	**16,778**

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

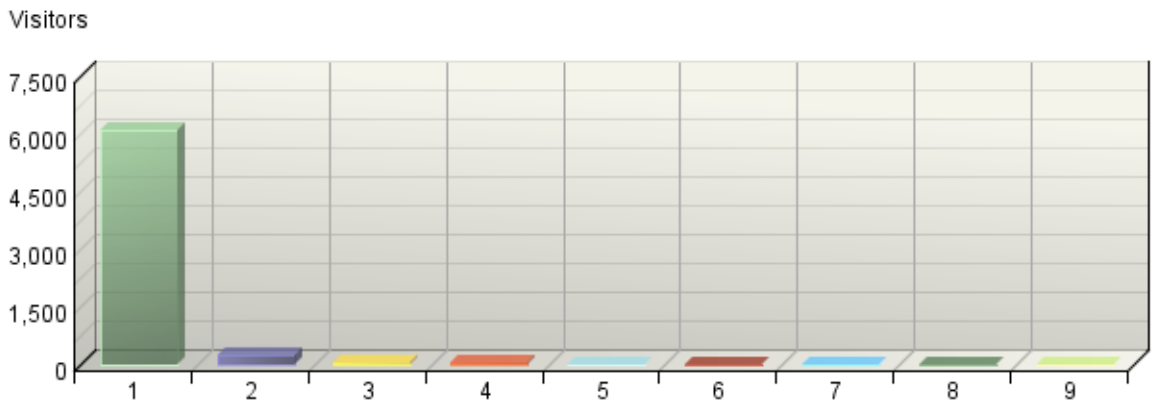
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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	6,098	94.40%
2 visits	233	3.61%
3 visits	65	1.01%
4 visits	27	0.42%
5 visits	11	0.17%
6 visits	9	0.14%
7 visits	6	0.09%
8 visits	4	0.06%
9 visits	2	0.03%
Other	**5**	**0.08%**
Total	**6,460**	**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.

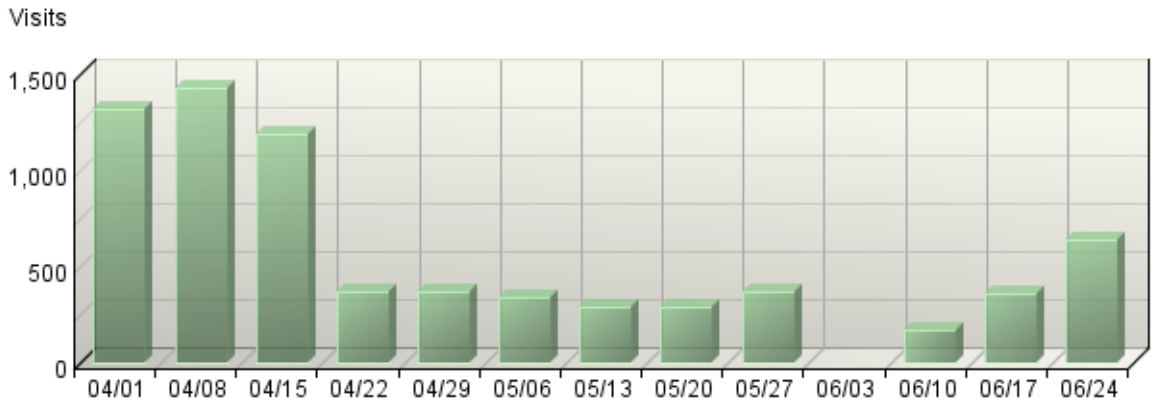
Report Descriptions

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
04/01	1,324	18.54%
04/08	1,428	19.99%
04/15	1,189	16.65%
04/22	370	5.18%
04/29	374	5.24%
05/06	339	4.75%
05/13	292	4.09%
05/20	293	4.10%
05/27	368	5.15%
06/03	0	0.00%
06/10	165	2.31%
06/17	357	5.00%
06/24	643	9.00%
Total	**7,142**	**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.

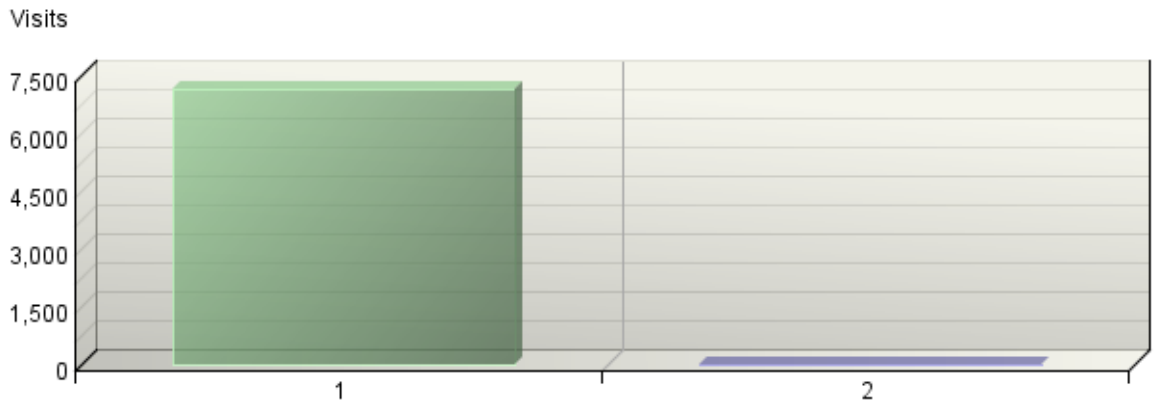
Report Descriptions

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	7,136	99.92%	16,719
2.	Reserved IP Address (private network)	6	0.08%	96
	Total	**7,142**	**100.00%**	**16,815**

Items 1–2 of 2

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.

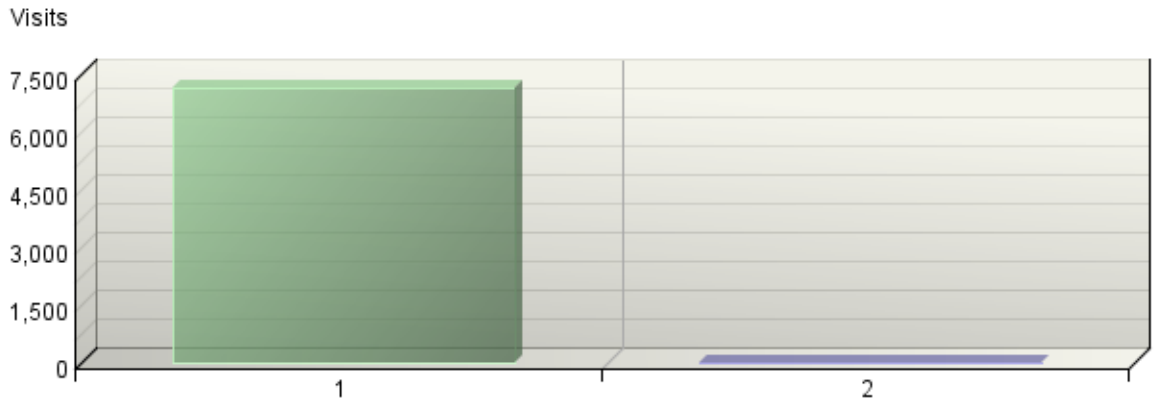
Report Descriptions

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	7,136	99.92%	16,719
Reserved IP Address	6	0.08%	96
Total	**7,142**	**100.00%**	**16,815**

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.

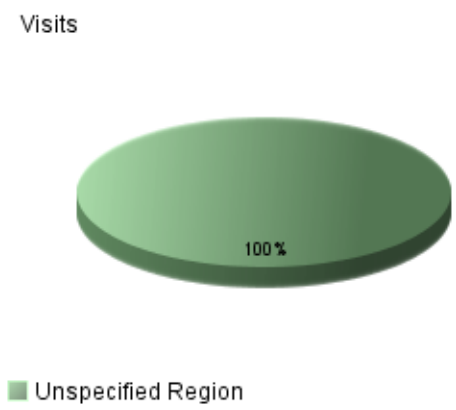
Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

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.

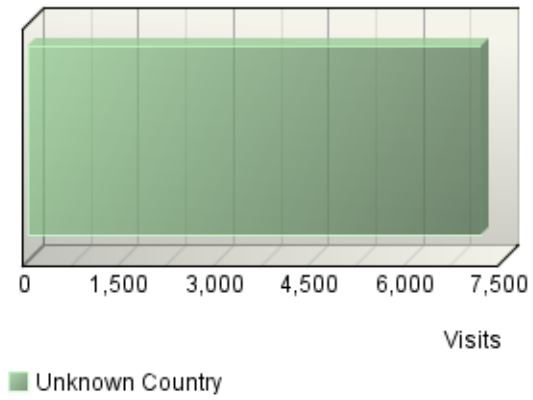
Regions



Cities

No data is available for this graph.

Countries



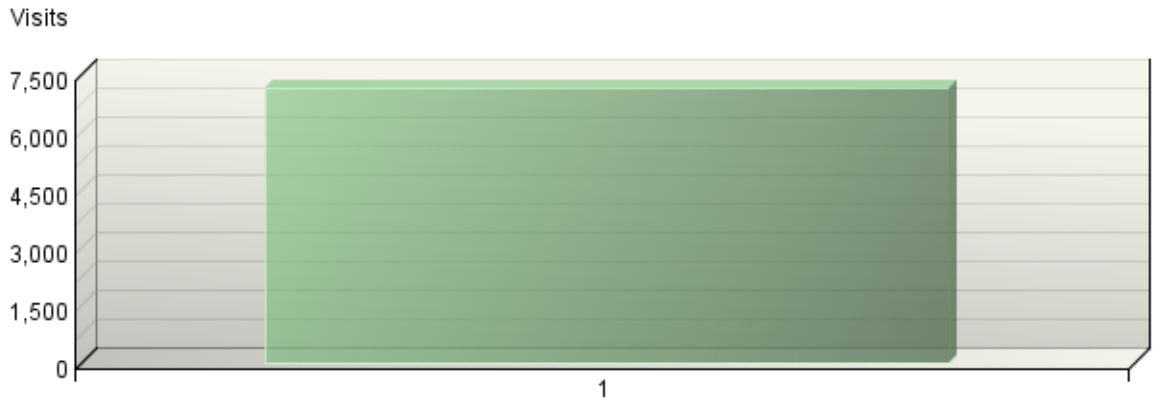
North American States and Provinces

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	7,142	100.00%
	Total	**7,142**	**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.

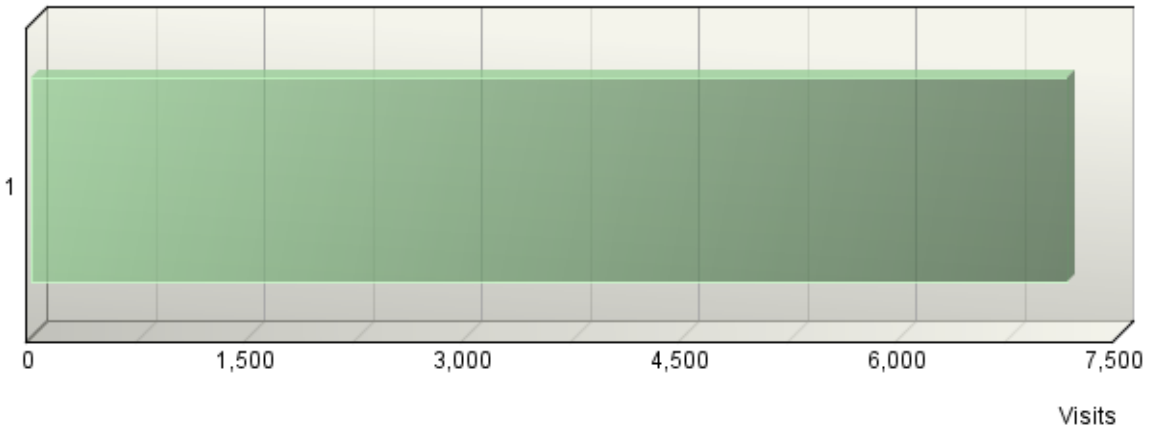
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for 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	7,142	100.00%	16,255
	Unknown Country	7,142	100.00%	16,255
	Total	**7,142**	**100.00%**	**16,255**

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.