

## **P2Rx Web Statistics - 4th Quarter 2006**

<http://www.p2rx.org>

Quarterly View: Q4 2006

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# Table of Contents

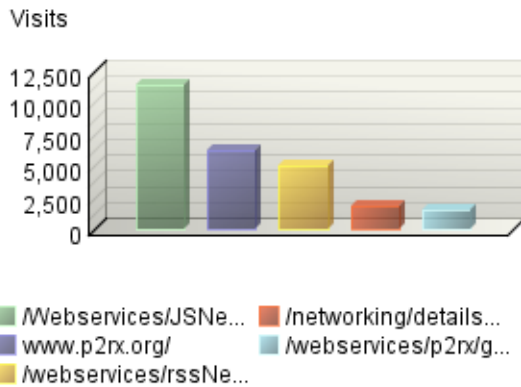
Overview Dashboard .....	1
Marketing Dashboard .....	2
Visitors Dashboard .....	3
Pages Dashboard .....	5
Navigation Dashboard .....	7
Technical Dashboard .....	8
Activity Dashboard .....	10
Browsers and Platforms Dashboard .....	12
Marketing Dashboard .....	13
Onsite Advertising Dashboard .....	14
Onsite Ad Impressions .....	15
Onsite Ad Clickthroughs .....	16
Onsite Ad Clickthrough Rates .....	17
Referrers Dashboard .....	18
Referring Site .....	19
Referring Domain .....	21
Referring Page .....	24
Search Phrases .....	26
Search Keywords .....	30
Visitors Dashboard .....	35
Top Visitors .....	37
Visitors by Number of Visits .....	40
Visits Trend .....	42
Organizations .....	44
Authenticated Usernames .....	49
Domain Names .....	51
Top-Level Domain Types .....	54

Geography Dashboard .....	57
Regions .....	58
Countries .....	60

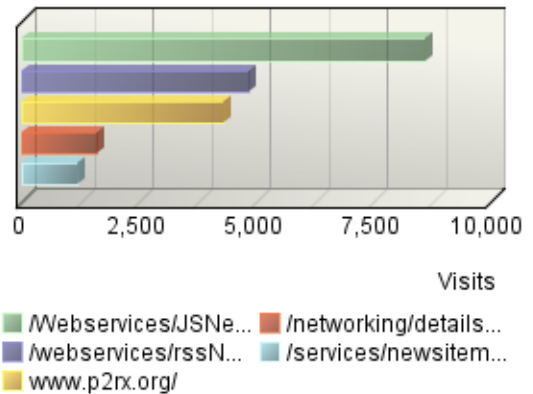
# Overview Dashboard

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.

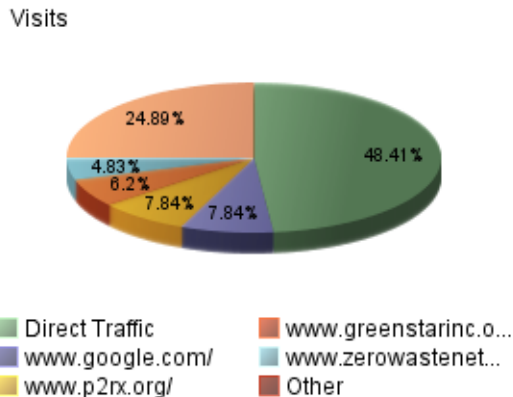
**Pages**



**Exit Pages**



**Referring Site**



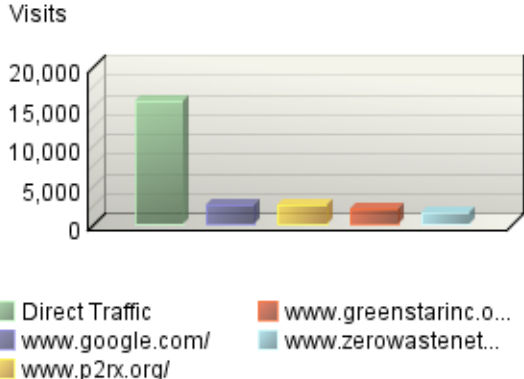
**Visit Summary**

Visits	32,245
Average per Day	350
Average Visit Duration	00:21:03
Median Visit Duration	00:01:58
International Visits	23.66%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	76.34%

# 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.

## Content Group Duration 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.

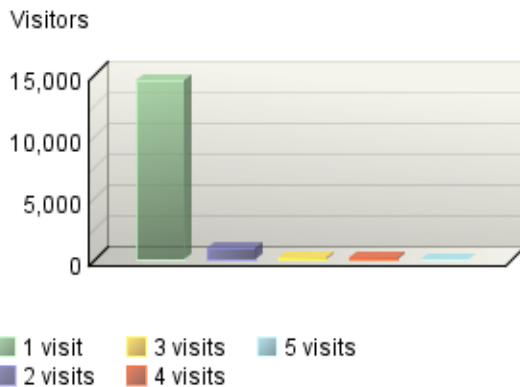
## Visit Summary

Visits	32,245
Average per Day	350
Average Visit Duration	00:21:03
Median Visit Duration	00:01:58
International Visits	23.66%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	76.34%

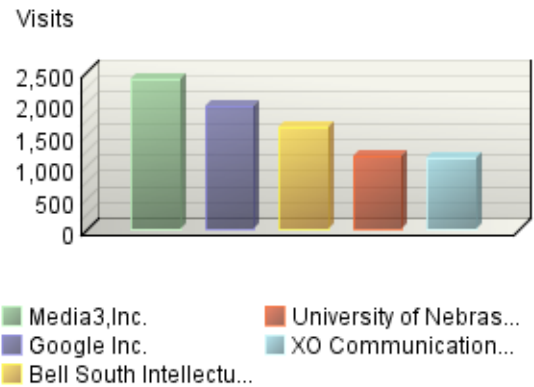
## Visitor Summary

Visitors	16,211
Visitors Who Visited Once	14,568
Visitors Who Visited More Than Once	1,643
Average Visits per Visitor	1.99

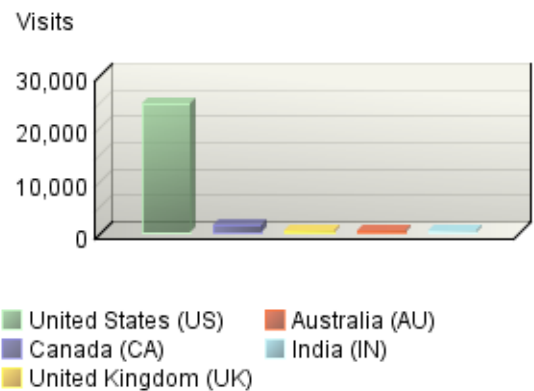
## Visitors by Number of Visits



## Organizations

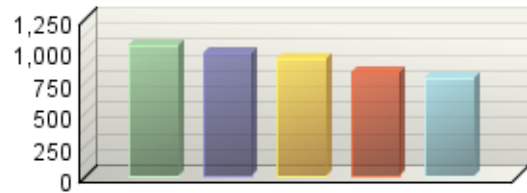


## Countries



### Top Visitors

Visits



- 206.67.52.1\_ColdF...
- 208.249.124.177\_C...
- 67.71.215.182\_Dru...
- host100.newsgator...
- 137.48.124.8\_Cold...

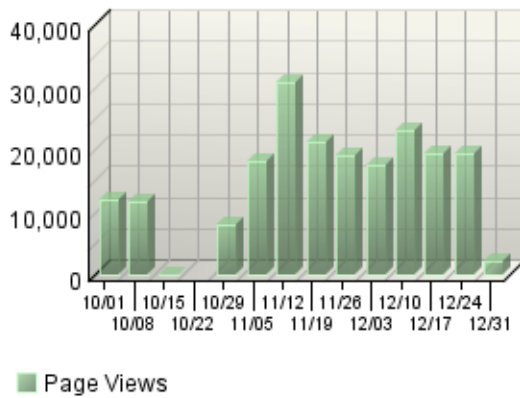
### Authenticated Usernames

No data is available for this graph.

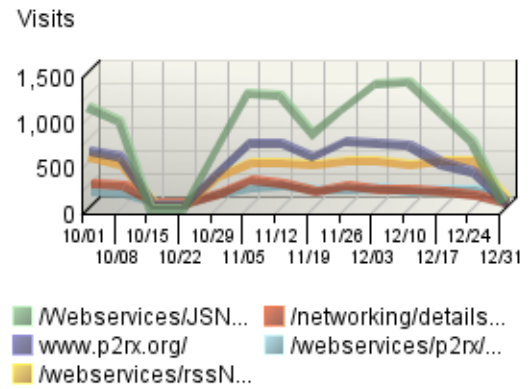
# Pages Dashboard

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**



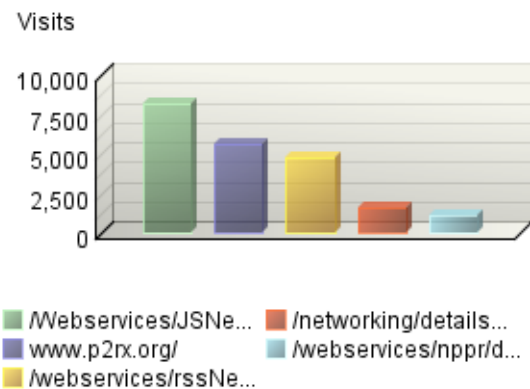
**Content Groups**

No data is available for this graph.

**Page View Summary**

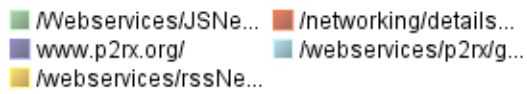
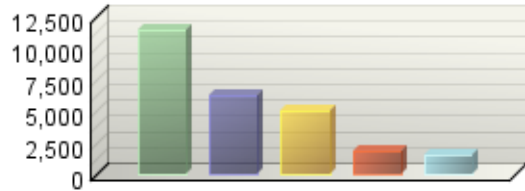
Page Views	203,140
Average per Day	2,208
Average Page Views per Visit	6.3

**Entry Pages**



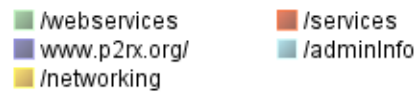
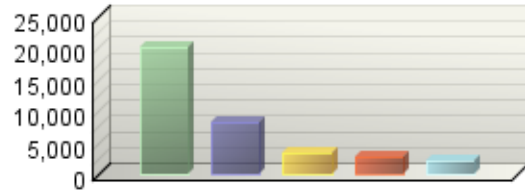
### Pages

Visits



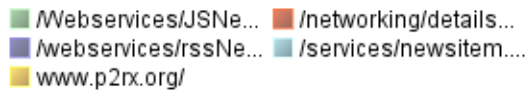
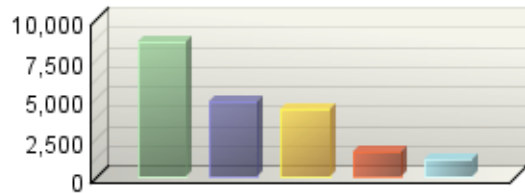
### Directories

Visits



### Exit Pages

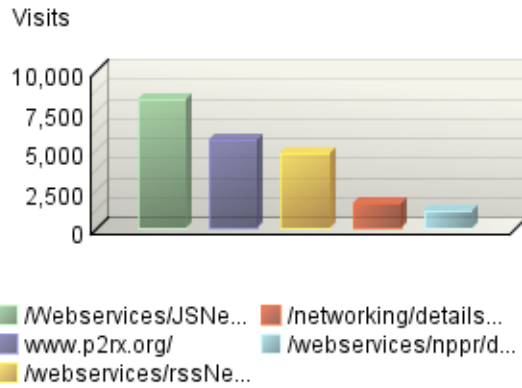
Visits



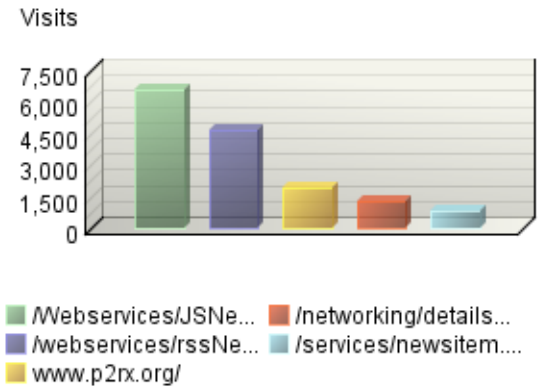
# Navigation Dashboard

This dashboard summarizes important information related to online navigation.

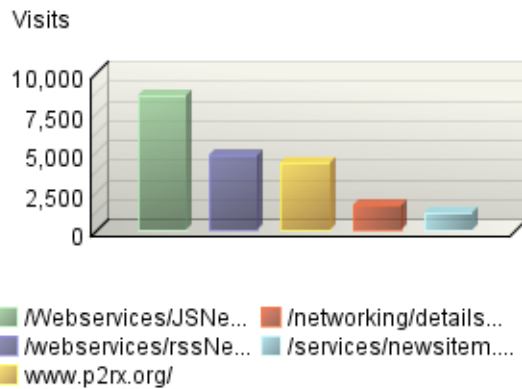
## Entry Pages



## Single-Page Visits



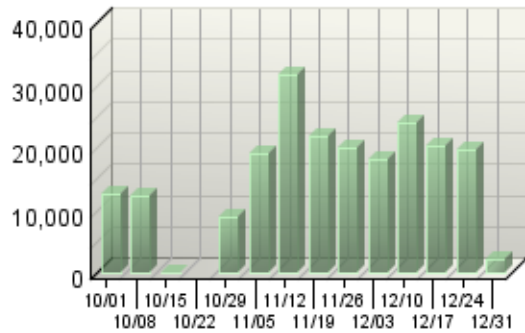
## Exit Pages



# Technical Dashboard

This dashboard summarizes important information related to online technical activity.

### Hits Trend

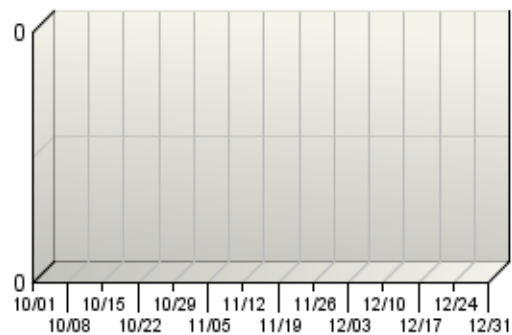


Hits

### Technical Summary

Total Hits	212,938
Successful Hits	211,162
Successful Hits (as Percent)	99.17%
Failed Hits	1,776
Failed Hits (as Percent)	0.83%
Cached Hits	474
Cached Hits (as Percent)	0.22%

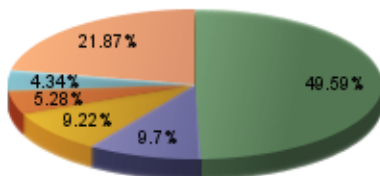
### Average Time to Serve Pages



Average Time to Serve

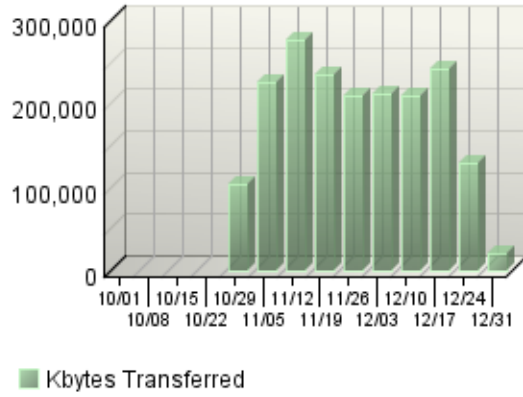
### Browsers by Version

Visits



■ Microsoft Internet Ex...
 ■ Feedfetcher-Google...
 ■ ColdFusion
 ■ Other Netscape Co...
 ■ Firefox
 ■ Other

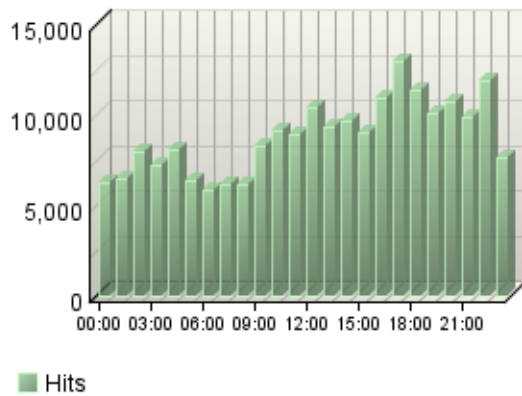
### Bandwidth: Kbytes Transferred Trend



# 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**



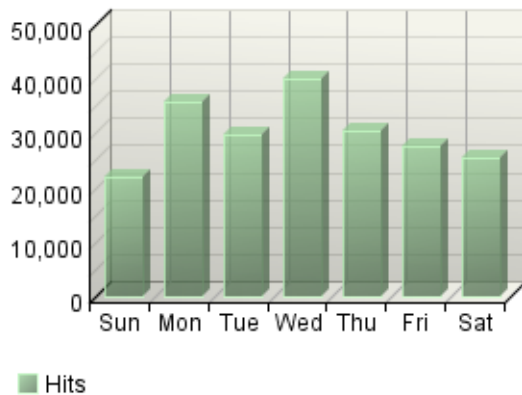
**Most Active Summary**

Most Active Date	11/15/06
Number of Hits on Most Active Date	7,776
Most Active Day of the Week	Wednesday
Most Active Hour of the Day	17:00-17:59

**Least Active Summary**

Least Active Date	10/15/06
Number of Hits on Least Active Date	1
Least Active Day of the Week	Sunday
Least Active Hour of the Day	06:00-06:59

**Hits by Day of the Week**



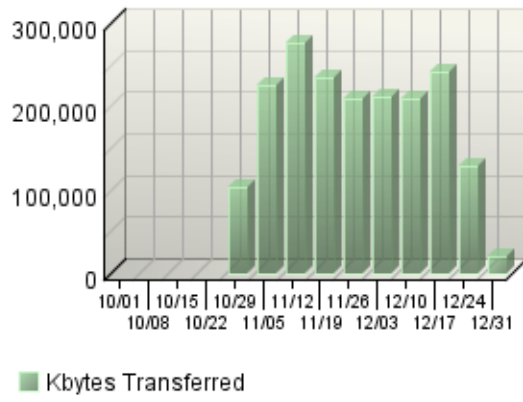
**Activity on Weekdays Summary**

Total Hits Weekdays	163,712
Total Visits Weekdays	25,676
Average Number of Visits per day on Weekdays	466
Average Number of Hits per day on Weekdays	2,976

**Activity on Weekends Summary**

Total Hits Weekend	47,450
Total Visits Weekend	6,569
Average Number of Visits per Weekend	547
Average Number of Hits per Weekend	3,954

### Bandwidth: Kbytes Transferred Trend

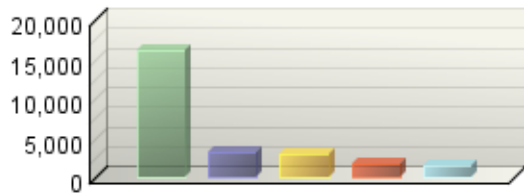


# Browsers and Platforms Dashboard

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.

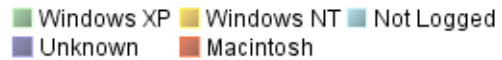
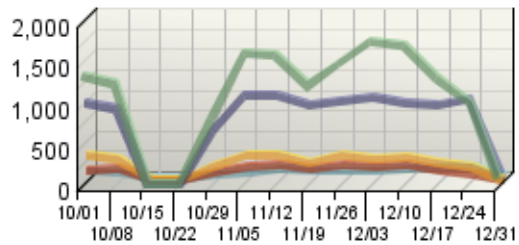
## Browsers

Visits



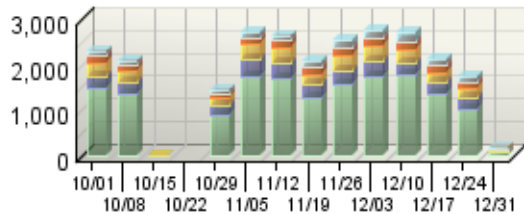
## Platforms Trend

Visits



## Browsers Trend

Visits



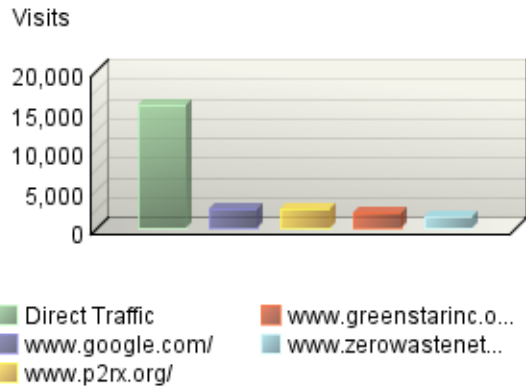
## Spiders

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.

## Content Group Duration 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.



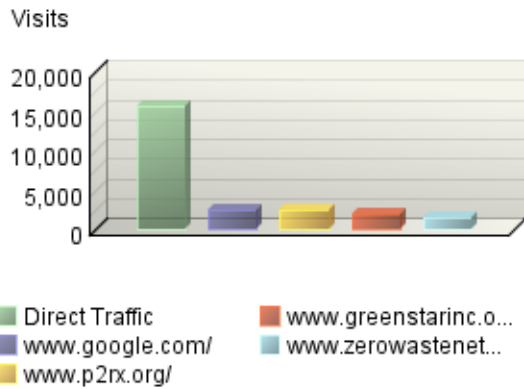
#### Report Descriptions

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

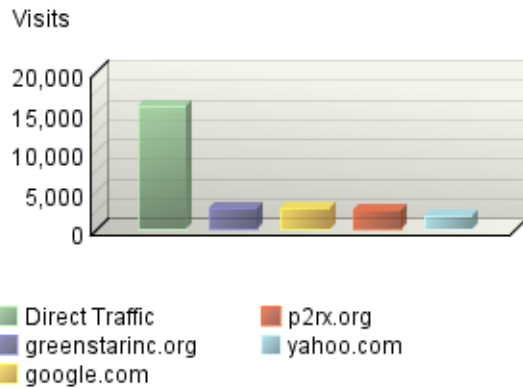
# Referrers Dashboard

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.

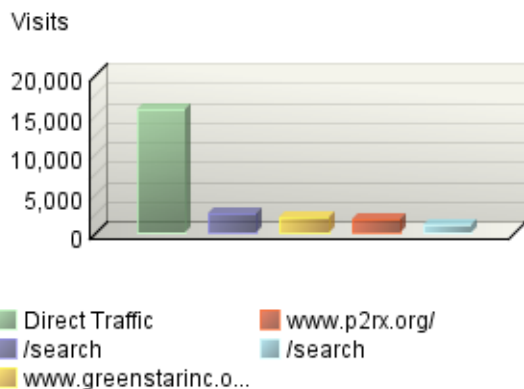
### Referring Site



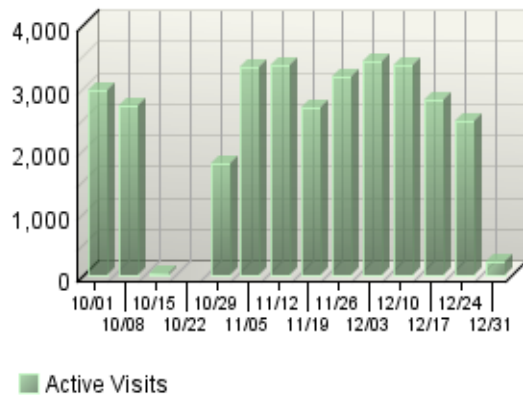
### Referring Domain



### Referring Page



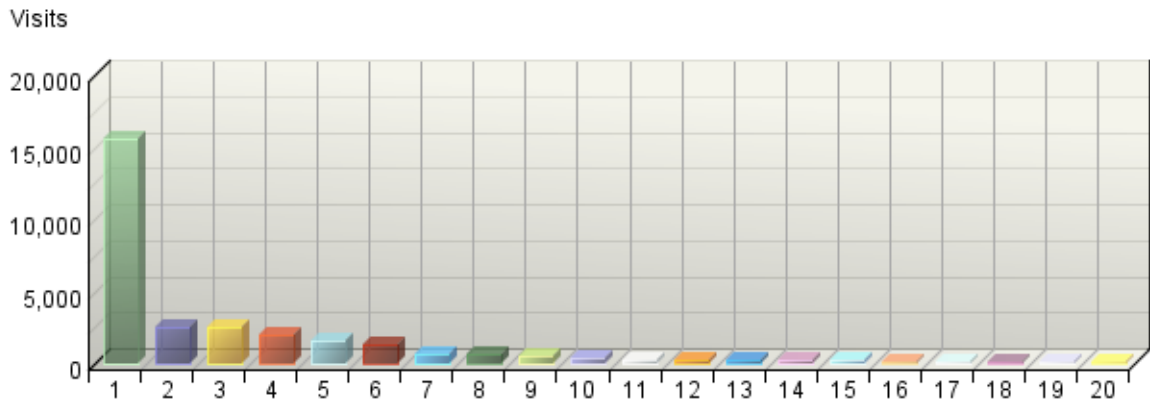
### Active Visits Trend



# 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	15,609	48.41%
2. <a href="http://www.google.com/">http://www.google.com/</a>	2,528	7.84%
3. <a href="http://www.p2rx.org/">http://www.p2rx.org/</a>	2,527	7.84%
4. <a href="http://www.greenstarinc.org/">http://www.greenstarinc.org/</a>	1,998	6.20%
5. <a href="http://www.zerowastenetwork.org/">http://www.zerowastenetwork.org/</a>	1,556	4.83%
6. <a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	1,272	3.94%
7. <a href="http://greenstarinc.org/">http://greenstarinc.org/</a>	666	2.07%
8. <a href="http://www.wrppn.org/">http://www.wrppn.org/</a>	651	2.02%
9. <a href="http://www.westp2net.org/">http://www.westp2net.org/</a>	526	1.63%
10. <a href="http://peakstopprairies.org/">http://peakstopprairies.org/</a>	355	1.10%
11. <a href="http://www.epa.gov/">http://www.epa.gov/</a>	296	0.92%
12. <a href="http://my.yahoo.com/">http://my.yahoo.com/</a>	281	0.87%
13. <a href="http://lunaticliberal.blogspot.com/">http://lunaticliberal.blogspot.com/</a>	236	0.73%
14. <a href="http://www.p2ric.org/">http://www.p2ric.org/</a>	234	0.73%
15. <a href="http://www.google.ca/">http://www.google.ca/</a>	221	0.69%
16. <a href="http://www.newmoa.org/">http://www.newmoa.org/</a>	195	0.60%
17. <a href="http://www.peakstopprairies.org/">http://www.peakstopprairies.org/</a>	184	0.57%

	Site	Visits	% Visits
18.	<a href="http://www.bridgingthegap.org/">http://www.bridgingthegap.org/</a>	169	0.52%
19.	<a href="http://wrrc.p2pays.org/">http://wrrc.p2pays.org/</a>	118	0.37%
20.	<a href="http://www.google.co.uk/">http://www.google.co.uk/</a>	99	0.31%
<b>Subtotal for rows 1–20</b>		<b>29,721</b>	<b>92.17%</b>
<b>Other</b>		<b>2,524</b>	<b>7.83%</b>
<b>Total</b>		<b>32,245</b>	<b>100.00%</b>

Items 1–20 of 456

### 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.



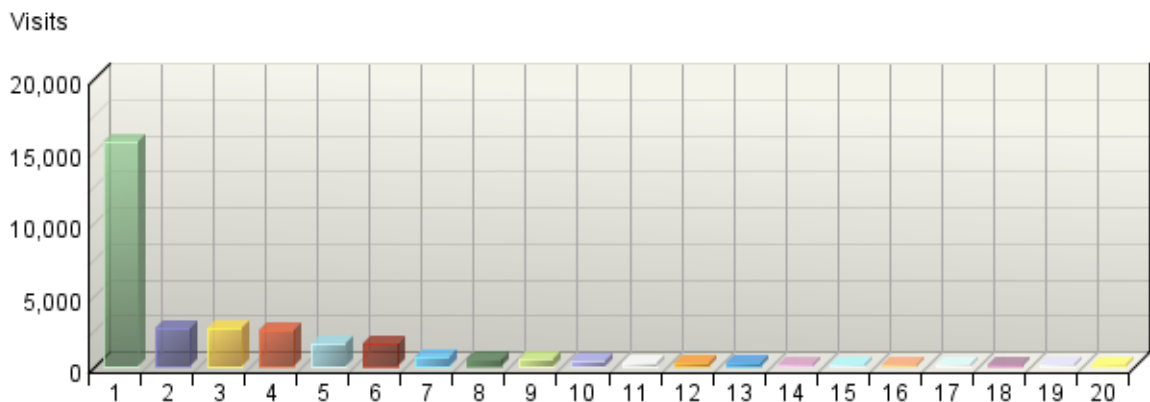
#### Report Descriptions

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. Direct Traffic	15,609	48.41%
2. greenstarinc.org	2,664	8.26%
3. google.com	2,613	8.10%
4. p2rx.org	2,552	7.91%
5. yahoo.com	1,621	5.03%
6. zerowastenetwork.org	1,570	4.87%
7. wrppn.org	693	2.15%
8. westp2net.org	541	1.68%
9. peakstoprairies.org	539	1.67%
10. blogspot.com	394	1.22%
11. epa.gov	319	0.99%
12. p2ric.org	248	0.77%
13. google.ca	226	0.70%
14. newmoa.org	196	0.61%
15. bridgingthegap.org	185	0.57%
16. p2pays.org	162	0.50%
17. google.co.in	105	0.33%

	<b>Domain</b>	<b>Visits</b>	<b>% Visits</b>
■	18. google.co.uk	99	0.31%
■	19. msn.com	83	0.26%
■	20. glrppr.org	75	0.23%
	<b>Subtotal for rows 1–20</b>	<b>30,494</b>	<b>94.57%</b>
	<b>Other</b>	<b>1,751</b>	<b>5.43%</b>
	<b>Total</b>	<b>32,245</b>	<b>100.00%</b>

Items 1–20 of 358

### 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.



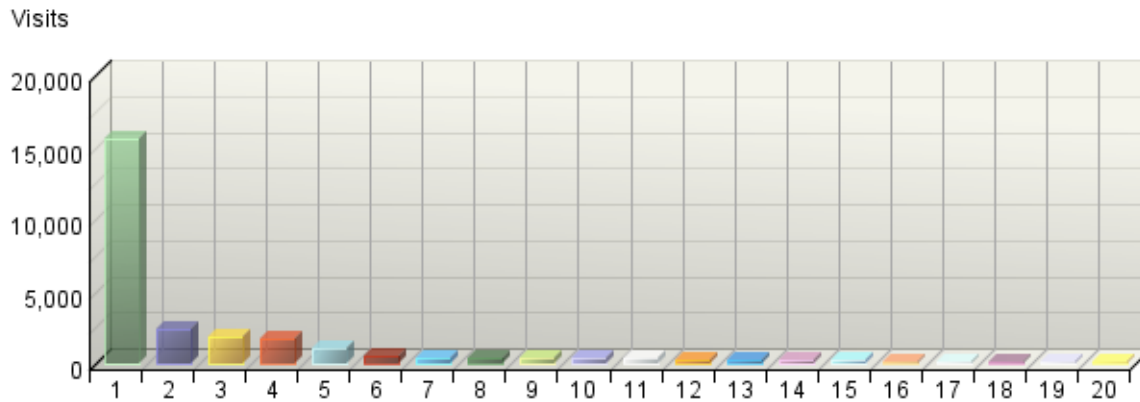
### **Report Descriptions**

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	15,609	48.41%
2.	<a href="http://www.google.com/search">http://www.google.com/search</a>	2,464	7.64%
3.	<a href="http://www.greenstarinc.org/">http://www.greenstarinc.org/</a>	1,925	5.97%
4.	<a href="http://www.p2rx.org/">http://www.p2rx.org/</a>	1,683	5.22%
5.	<a href="http://search.yahoo.com/search">http://search.yahoo.com/search</a>	1,047	3.25%
6.	<a href="http://www.wrppn.org/">http://www.wrppn.org/</a>	474	1.47%
7.	<a href="http://www.westp2net.org/">http://www.westp2net.org/</a>	466	1.45%
8.	<a href="http://www.p2rx.org/AdminInfo/topichubdevguide.cfm">http://www.p2rx.org/AdminInfo/topichubdevguide.cfm</a>	411	1.27%
9.	<a href="http://www.zerowastenetwork.org/success/story.cfm">http://www.zerowastenetwork.org/success/story.cfm</a>	408	1.27%
10.	<a href="http://www.zerowastenetwork.org/news/newsbydate.cfm">http://www.zerowastenetwork.org/news/newsbydate.cfm</a>	366	1.14%
11.	<a href="http://greenstarinc.org/">http://greenstarinc.org/</a>	350	1.09%
12.	<a href="http://greenstarinc.org/index.php">http://greenstarinc.org/index.php</a>	305	0.95%
13.	<a href="http://peakstoprairies.org/">http://peakstoprairies.org/</a>	244	0.76%
14.	<a href="http://www.google.ca/search">http://www.google.ca/search</a>	219	0.68%
15.	<a href="http://www.p2ric.org/EnvNews/index.cfm">http://www.p2ric.org/EnvNews/index.cfm</a>	204	0.63%
16.	<a href="http://my.yahoo.com/">http://my.yahoo.com/</a>	197	0.61%
17.	<a href="http://www.zerowastenetwork.org/programs/index.cfm">http://www.zerowastenetwork.org/programs/index.cfm</a>	175	0.54%

	Page	Visits	% Visits
■	18. <a href="http://www.peakstoprairies.org/">http://www.peakstoprairies.org/</a>	171	0.53%
■	19. <a href="http://www.newmoa.org/prevention/p2news/">http://www.newmoa.org/prevention/p2news/</a>	169	0.52%
■	20. <a href="http://lunaticliberal.blogspot.com/">http://lunaticliberal.blogspot.com/</a>	169	0.52%
<b>Subtotal for rows 1–20</b>		<b>27,056</b>	<b>83.91%</b>
<b>Other</b>		<b>5,189</b>	<b>16.09%</b>
<b>Total</b>		<b>32,245</b>	<b>100.00%</b>

Items 1–20 of 1,000

### 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.



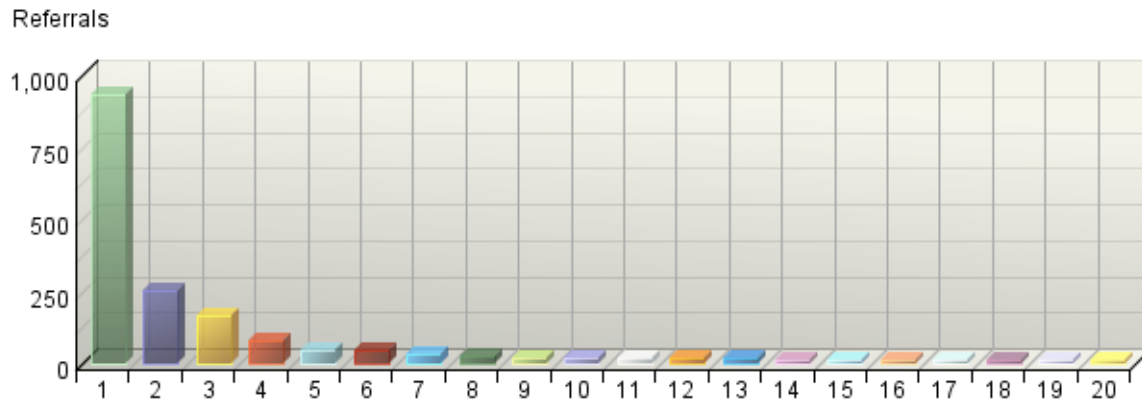
#### Report Descriptions

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.	pollution	930	16.13%
	Yahoo	801	13.89%
	Google	78	1.35%
	Ask Jeeves	34	0.59%
	Google India	3	0.05%
	AltaVista	3	0.05%
■ 2.	environmental pollution	251	4.35%
	Yahoo	251	4.35%
■ 3.	pollution prevention	167	2.90%
	Google	137	2.38%
	Ask Jeeves	9	0.16%
	Google India	4	0.07%
	Google Thailand	3	0.05%
	Google Puerto Rico	3	0.05%
■ 4.	p2rx	78	1.35%
	Google	61	1.06%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Google Canada	8	0.14%
	Yahoo	6	0.10%
	Yahoo Canada	2	0.03%
	Google Brazil	1	0.02%
■ 5.	pollution	49	0.85%
	Yahoo	49	0.85%
■ 6.	marketing goals	44	0.76%
	Yahoo	42	0.73%
	Google	1	0.02%
	All The Web	1	0.02%
■ 7.	what is pollution	30	0.52%
	Yahoo	30	0.52%
■ 8.	the pollution	25	0.43%
	Google	18	0.31%
	Google France	2	0.03%
	Google Israel	2	0.03%
	Google Canada	1	0.02%
	Google Belgium	1	0.02%
■ 9.	environment pollution	23	0.40%
	Yahoo	23	0.40%
■ 10.	web filters	21	0.36%
	Yahoo	14	0.24%
	AltaVista	3	0.05%
	Google	2	0.03%
	Yahoo Argentina	1	0.02%
	Yahoo UK & Ireland	1	0.02%
■ 11.	document.writeln	20	0.35%
	Google	14	0.24%
	Google India	2	0.03%
	Google Canada	2	0.03%
	Google Israel	1	0.02%
	Google Australia	1	0.02%
■ 12.	stories pollution in semiconductor industry	17	0.29%
	Google	17	0.29%
■ 13.	tortoise cvs manual	17	0.29%
	Google	6	0.10%
	Google UK	2	0.03%
	Google Korea	2	0.03%
	Google Italy	2	0.03%
	Google Poland	1	0.02%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
■ 14.	1	14	0.24%
	dogpile	14	0.24%
■ 15.	tortoise cvs manual	12	0.21%
	Google	5	0.09%
	Google Spain	2	0.03%
	Google UK	2	0.03%
	Google Germany	1	0.02%
	Google India	1	0.02%
■ 16.	p2 rx	11	0.19%
	Google	10	0.17%
	Google Canada	1	0.02%
■ 17.	homes across america	11	0.19%
	MSN	9	0.16%
	Yahoo	2	0.03%
■ 18.	xenu filetype:ppt	11	0.19%
	Google	11	0.19%
■ 19.	green energy powers cadbury	11	0.19%
	Google	11	0.19%
■ 20.	new mexico natural resources	11	0.19%
	Google	11	0.19%
	<b>Subtotal for rows 1–20</b>	<b>1,753</b>	<b>30.40%</b>
	<b>Other</b>	<b>4,013</b>	<b>69.60%</b>
	<b>Total</b>	<b>5,766</b>	<b>100.00%</b>

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.



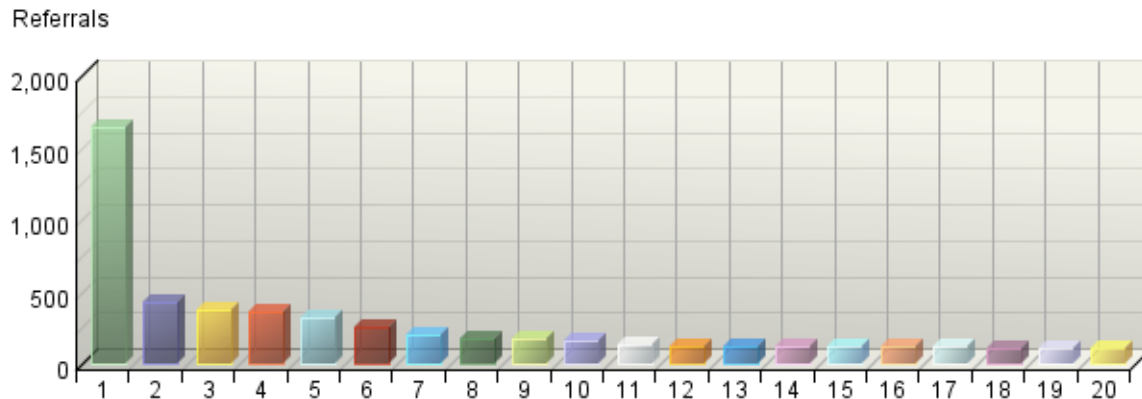
### Report Descriptions

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. pollution	1,645	7.69%
Yahoo	1,121	5.24%
Google	380	1.78%
Ask Jeeves	49	0.23%
Google India	18	0.08%
Google Canada	14	0.07%
2. of	424	1.98%
Google	290	1.36%
Yahoo	43	0.20%
Google India	18	0.08%
Google Canada	18	0.08%
MSN	11	0.05%
3. environmental	374	1.75%
Yahoo	254	1.19%
Google	95	0.44%
Google Canada	6	0.03%


	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Google UK	4	0.02%
	MSN	4	0.02%
■ 4.	the	359	1.68%
	Google	185	0.87%
	Google Canada	25	0.12%
	Google Australia	20	0.09%
	Yahoo	17	0.08%
	Google UK	14	0.07%
■ 5.	in	322	1.51%
	Google	161	0.75%
	Yahoo	37	0.17%
	Google Canada	33	0.15%
	Google India	30	0.14%
	MSN	14	0.07%
■ 6.	prevention	256	1.20%
	Google	196	0.92%
	Google India	13	0.06%
	Ask Jeeves	10	0.05%
	Google Canada	6	0.03%
	Yahoo	4	0.02%
■ 7.	for	204	0.95%
	Google	140	0.65%
	Yahoo	23	0.11%
	MSN	8	0.04%
	Google UK	8	0.04%
	Google India	6	0.03%
■ 8.	to	178	0.83%
	Google	113	0.53%
	Yahoo	13	0.06%
	Google Canada	11	0.05%
	Google Australia	5	0.02%
	Google UK	5	0.02%
■ 9.	chicago	173	0.81%
	Google	166	0.78%
	Yahoo	4	0.02%
	Google Canada	2	0.01%
	Google Italy	1	0.00%
■ 10.	a	161	0.75%
	Google	104	0.49%
	Google UK	15	0.07%

	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Yahoo	10	0.05%
	Google Australia	6	0.03%
	Google Canada	5	0.02%
■ 11.	what	132	0.62%
	Google	55	0.26%
	Yahoo	38	0.18%
	Google Canada	7	0.03%
	Google UK	7	0.03%
	Ask Jeeves	5	0.02%
■ 12.	on	126	0.59%
	Google	66	0.31%
	Yahoo	13	0.06%
	Google UK	7	0.03%
	MSN	6	0.03%
	Google Canada	6	0.03%
■ 13.	you	124	0.58%
	Google	77	0.36%
	Google UK	8	0.04%
	Google Germany	7	0.03%
	Google Canada	7	0.03%
	AOL NetFind	4	0.02%
■ 14.	recycling	121	0.57%
	Google	106	0.50%
	Yahoo	4	0.02%
	Google Canada	4	0.02%
	AOL NetFind	1	0.00%
	Google UK	1	0.00%
■ 15.	me	120	0.56%
	Google	51	0.24%
	Google UK	10	0.05%
	Google France	9	0.04%
	Google Spain	6	0.03%
	Google Mexico	6	0.03%
■ 16.	lyrics	118	0.55%
	Google	74	0.35%
	Google UK	9	0.04%
	Google Australia	6	0.03%
	Google Canada	5	0.02%
	AOL NetFind	4	0.02%
■ 17.	energy	116	0.54%

<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
Google	88	0.41%
Google Canada	10	0.05%
Yahoo	4	0.02%
Google UK	4	0.02%
MSN	2	0.01%
■ 18. is	110	0.51%
Yahoo	35	0.16%
Google	35	0.16%
Google Canada	5	0.02%
Google France	5	0.02%
Google Spain	5	0.02%
■ 19. waste	107	0.50%
Google	70	0.33%
Google India	16	0.07%
Yahoo	4	0.02%
HotBot	4	0.02%
MSN	3	0.01%
■ 20. center	100	0.47%
Google	95	0.44%
Yahoo	4	0.02%
Google France	1	0.00%
<b>Subtotal for rows 1–20</b>	<b>5,270</b>	<b>24.64%</b>
<b>Other</b>	<b>16,116</b>	<b>75.36%</b>
<b>Total</b>	<b>21,386</b>	<b>100.00%</b>

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.

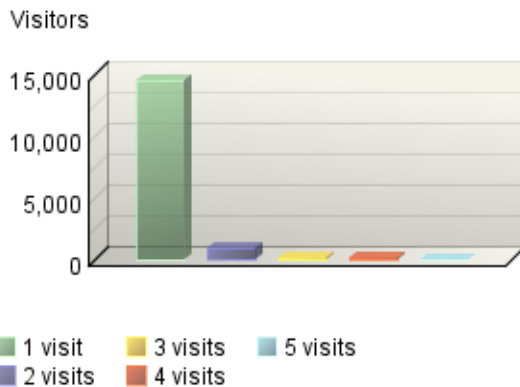
## Visit Summary

Visits	32,245
Average per Day	350
Average Visit Duration	00:21:03
Median Visit Duration	00:01:58
International Visits	23.66%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	76.34%

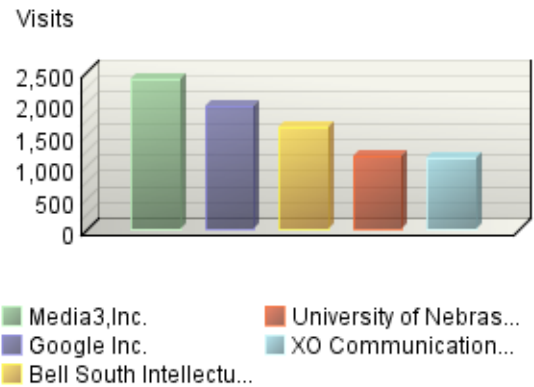
## Visitor Summary

Visitors	16,211
Visitors Who Visited Once	14,568
Visitors Who Visited More Than Once	1,643
Average Visits per Visitor	1.99

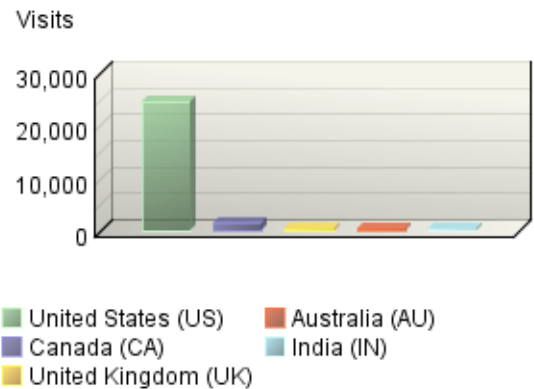
## Visitors by Number of Visits



## Organizations

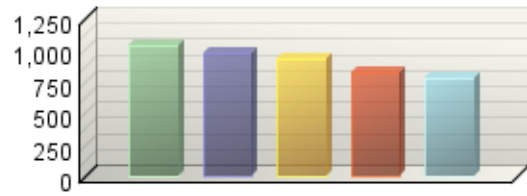


## Countries



### Top Visitors

Visits



- 206.67.52.1\_ColdF...
- 208.249.124.177\_C...
- 67.71.215.182\_Dru...
- host100.newsgator...
- 137.48.124.8\_Cold...

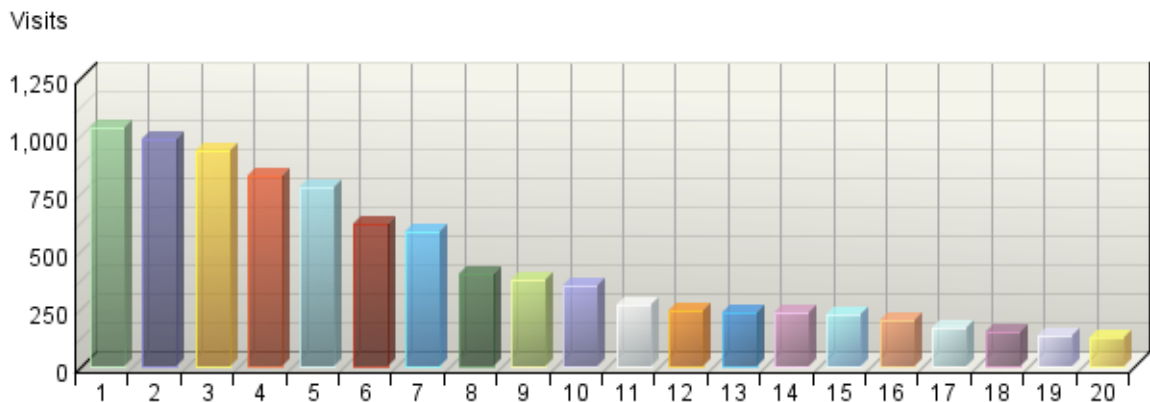
### Authenticated Usernames

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.	206.67.52.1_ColdFusion	1,037	3.20%	39,372
2.	208.249.124.177_ColdFusion	983	3.04%	14,227
3.	67.71.215.182_Drupal ( http://www.drupal.org/ )	937	2.90%	937
4.	host100.newsgator.com_NewsGatorOnline/2.0 (http://www.newsgator.com; 1 subscribers)	829	2.56%	829
5.	137.48.124.8_ColdFusion	774	2.39%	56,016
6.	153.90.2.82_No Agent	616	1.90%	5,228
7.	72.14.199.67_Feedfetcher-Google; ( http://www.google.com/feedfetcher.html)	587	1.81%	587
8.	rs29.media3.net_ColdFusion	402	1.24%	14,031
9.	72.14.199.84_Feedfetcher-Google; ( http://www.google.com/feedfetcher.html)	371	1.15%	447
10.	208.68.104.119_CFSCHEDULE	347	1.07%	476
11.	65.160.238.180_Mozilla/4.0 (compatible;)	266	0.82%	339
12.	165.151.54.155_RssReader/1.0.96.0 (http://www.rssreader.com) Microsoft Windows NT 5.1.2600 Service Pack 2	240	0.74%	240

	<b>Visitor</b>	<b>Visits</b>	<b>% Visits</b>	<b>Hits</b>
13.	crawl5.exabot.com_Exabot/3.0	234	0.72%	300
14.	72.14.199.65_Feedfetcher-Google; ( http://www.google.com/feedfetcher.html)	230	0.71%	230
15.	71.202.15.102_Mozilla/5.0 (Macintosh; U; PPC; en-US; rv:1.0.2) Gecko/20030208 Netscape/7.02	223	0.69%	246
16.	217.169.46.98_Mozilla/4.0 (compatible;)	203	0.63%	282
17.	72.14.199.11_Feedfetcher-Google; ( http://www.google.com/feedfetcher.html)	164	0.51%	164
18.	204.246.129.196_Mozilla/4.0 (compatible;)	146	0.45%	156
19.	72.14.199.66_Feedfetcher-Google; ( http://www.google.com/feedfetcher.html)	132	0.41%	132
20.	71.202.15.102_Mozilla/4.0 (compatible; MSIE 5.0; Mac_PowerPC)	129	0.40%	131
<b>Subtotal for rows 1–20</b>		<b>8,850</b>	<b>27.35%</b>	<b>134,370</b>
<b>Other</b>		<b>23,512</b>	<b>72.65%</b>	<b>76,780</b>
<b>Total</b>		<b>32,362</b>	<b>100.00%</b>	<b>211,150</b>

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

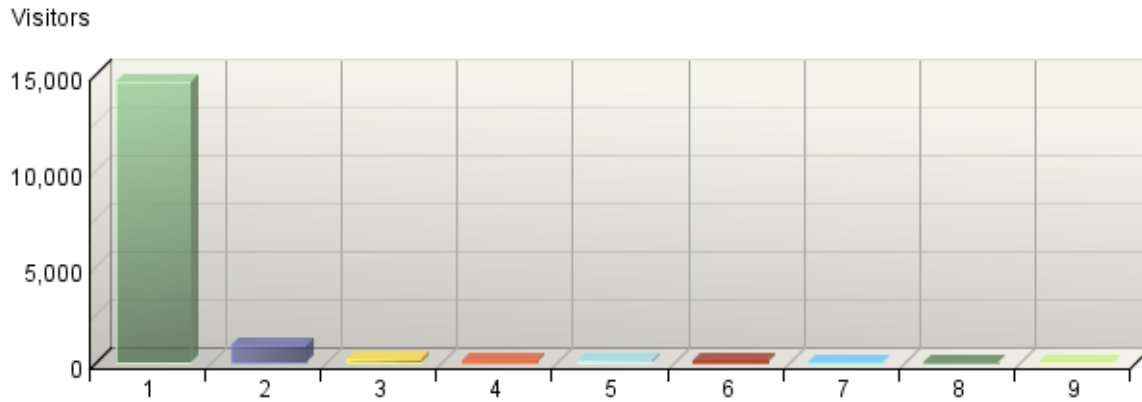
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

**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	14,568	89.86%
2 visits	870	5.37%
3 visits	226	1.39%
4 visits	134	0.83%
5 visits	75	0.46%
6 visits	60	0.37%
7 visits	45	0.28%
8 visits	34	0.21%
9 visits	17	0.10%
<b>Other</b>	<b>182</b>	<b>1.12%</b>
<b>Total</b>	<b>16,211</b>	<b>100.00%</b>

## 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.



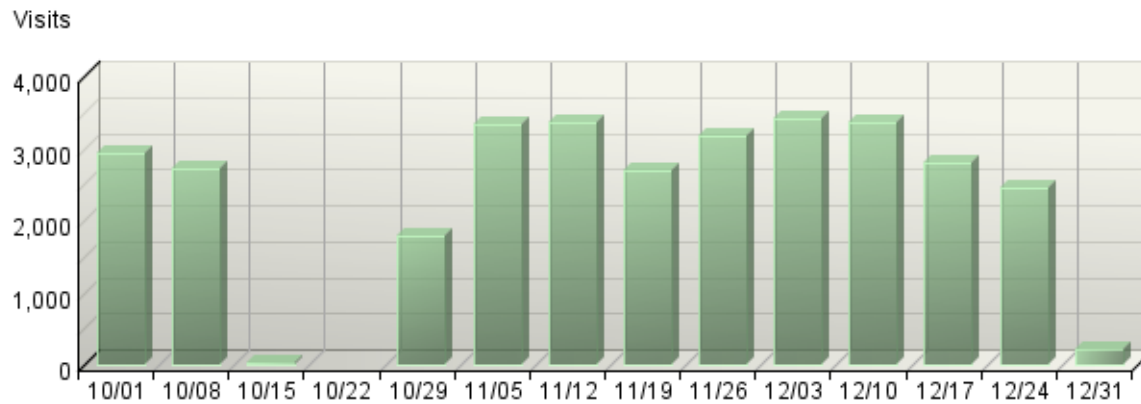
### Report Descriptions

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**

Week	Visits	% Visits
10/01	2,945	9.13%
10/08	2,712	8.41%
10/15	16	0.05%
10/22	0	0.00%
10/29	1,789	5.55%
11/05	3,326	10.31%
11/12	3,349	10.39%
11/19	2,691	8.35%
11/26	3,167	9.82%
12/03	3,421	10.61%
12/10	3,362	10.43%
12/17	2,804	8.70%
12/24	2,450	7.60%
12/31	213	0.66%
<b>Total</b>	<b>32,245</b>	<b>100.00%</b>

## 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.



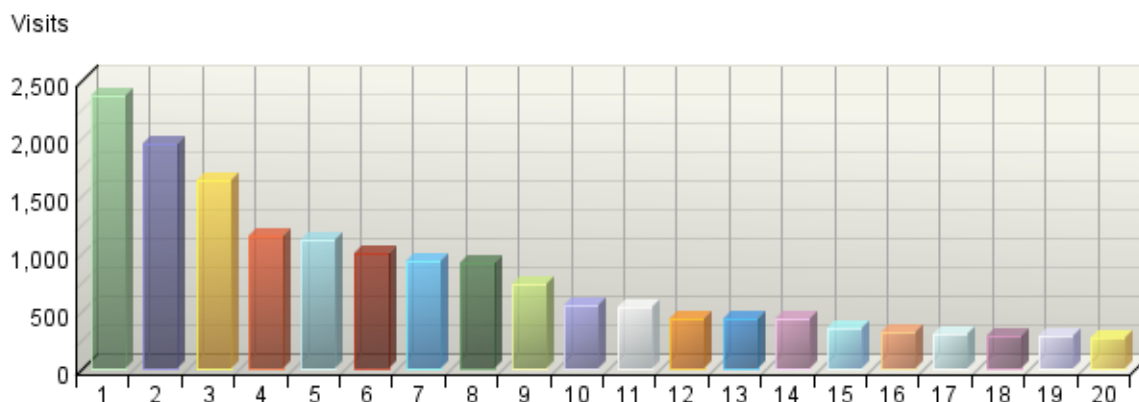
### Report Descriptions

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



## Organizations

	Organization Domain Name	Visits	% Visits	Hits
■ 1.	Media3,Inc.	2,365	7.33%	67,640
	Unresolved IP Address	1,969	6.11%	53,609
	media3.net	396	1.23%	14,031
■ 2.	Google Inc.	1,942	6.02%	2,143
	Unresolved IP Address	1,921	5.96%	2,114
	google.com	21	0.07%	29
■ 3.	Bell South Intellectual Property Corporation	1,629	5.05%	2,368
	bellsouth.net	614	1.90%	691
	Unresolved IP Address	579	1.80%	863
	acsalaska.net	424	1.31%	780
	lbisat.net	2	0.01%	2
	openband.net	1	0.00%	1
■ 4.	University of Nebraska at Omaha	1,153	3.58%	62,050
	Unresolved IP Address	1,145	3.55%	61,680
	unomaha.edu	8	0.02%	370

	<b>Organization Domain Name</b>	<b>Visits</b>	<b>% Visits</b>	<b>Hits</b>
■ 5.	XO Communications, Inc	1,113	3.45%	2,400
	Unresolved IP Address	913	2.83%	1,940
	verizon.net	78	0.24%	178
	qwest.net	22	0.07%	61
	comcast.net	19	0.06%	38
	pacbell.net	16	0.05%	36
■ 6.	RNB Communications	1,004	3.11%	1,022
	newsgator.com	829	2.57%	829
	Unresolved IP Address	175	0.54%	193
■ 7.	Tenth Power Inc.	937	2.91%	937
	Unresolved IP Address	937	2.91%	937
■ 8.	Internet Assigned Numbers Authority	919	2.85%	2,741
	Unresolved IP Address	666	2.07%	2,141
	sbcglobal.net	64	0.20%	190
	rr.com	35	0.11%	100
	rogers.com	16	0.05%	20
	bellsouth.net	15	0.05%	27
■ 9.	Montana State University	733	2.27%	6,354
	Unresolved IP Address	671	2.08%	5,600
	montana.edu	62	0.19%	754
■ 10.	GCI	542	1.68%	646
	Unresolved IP Address	317	0.98%	378
	gci.net	211	0.65%	254
	clearwire-dns.net	5	0.02%	5
	gci.com	5	0.02%	5
	k12.ak.us	2	0.01%	2
■ 11.	Southwestern Bell Internet Services, Inc.	527	1.63%	852
	Unresolved IP Address	420	1.30%	719
	swbell.net	53	0.16%	70
	zhonka.net	30	0.09%	30
	california.com	6	0.02%	6
	sfgov.org	3	0.01%	5
■ 12.	American Registry for Internet Numbers	436	1.35%	1,051
	Unresolved IP Address	288	0.89%	702
	verizon.net	27	0.08%	46
	bellsouth.net	22	0.07%	65
	cox.net	20	0.06%	77
	rr.com	17	0.05%	38
■ 13.	RIPE NCC	434	1.35%	1,306
	Unresolved IP Address	339	1.05%	1,135

	<b>Organization Domain Name</b>	<b>Visits</b>	<b>% Visits</b>	<b>Hits</b>
	btcentralplus.com	11	0.03%	26
	rima-tde.net	10	0.03%	10
	ttnet.net.tr	5	0.02%	10
	as9105.com	5	0.02%	6
■ 14.	U.S. Environmental Protection Agency	432	1.34%	1,964
	Unresolved IP Address	342	1.06%	1,656
	epa.gov	90	0.28%	308
■ 15.	Denoid Tucker	357	1.11%	515
	Unresolved IP Address	357	1.11%	515
■ 16.	D. A. Cox Enterprises, Incorporated	316	0.98%	808
	Unresolved IP Address	210	0.65%	443
	rr.com	20	0.06%	45
	hostgator.com	19	0.06%	19
	sbcglobal.net	15	0.05%	37
	cox.net	11	0.03%	165
■ 17.	RIPE Network Coordination Centre	295	0.91%	542
	Unresolved IP Address	187	0.58%	376
	emirates.net.ae	29	0.09%	38
	upc-a.chello.nl	16	0.05%	20
	aol.com	5	0.02%	5
	speed.planet.nl	5	0.02%	5
■ 18.	America Online, Inc.	288	0.89%	433
	Unresolved IP Address	150	0.47%	218
	aol.com	137	0.42%	214
	turner.com	1	0.00%	1
■ 19.	Comcast Cable Communications, Inc.	277	0.86%	710
	Unresolved IP Address	239	0.74%	653
	comcast.net	38	0.12%	57
■ 20.	State of Washington/Department of Ecology	265	0.82%	346
	Unresolved IP Address	265	0.82%	346
	<b>Subtotal for rows 1–20</b>	<b>15,964</b>	<b>49.51%</b>	<b>156,828</b>
	<b>Other</b>	<b>16,280</b>	<b>50.49%</b>	<b>54,333</b>
	<b>Total</b>	<b>32,244</b>	<b>100.00%</b>	<b>211,161</b>

Items 1–20 of 200

## 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](http://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.



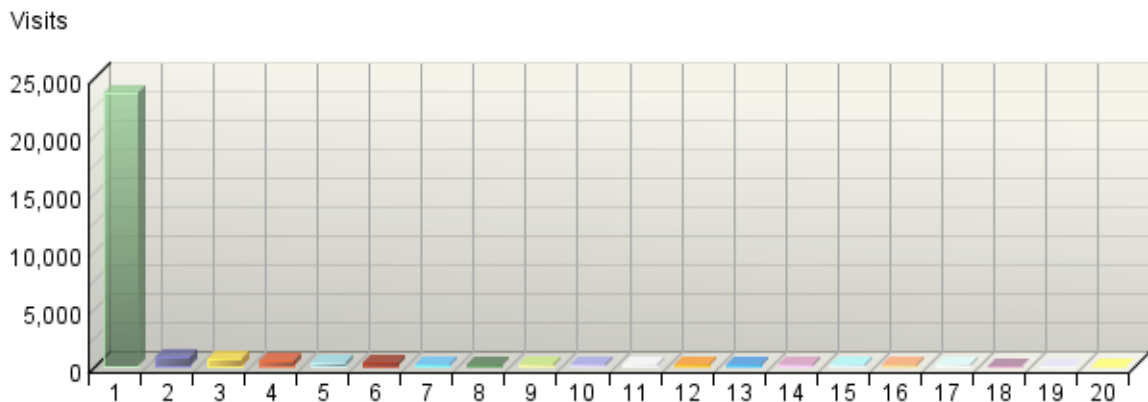
### Report Descriptions

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	23,742	73.63%	176,756
2.	newsgator.com	829	2.57%	829
3.	bellsouth.net	661	2.05%	801
4.	acsalaska.net	472	1.46%	842
5.	media3.net	396	1.23%	14,031
6.	conversent.net	256	0.79%	2,134
7.	exabot.com	238	0.74%	305
8.	rr.com	229	0.71%	506
9.	gci.net	212	0.66%	255
10.	cox.net	194	0.60%	648
11.	verizon.net	191	0.59%	387
12.	aol.com	166	0.51%	274
13.	twtelecom.net	127	0.39%	135
14.	comcast.net	119	0.37%	248
15.	sbcglobal.net	98	0.30%	264
16.	epa.gov	90	0.28%	308

	<b>Domain Name</b>	<b>Visits</b>	<b>% Visits</b>	<b>Hits</b>
17.	swbell.net	90	0.28%	239
18.	become.com	76	0.24%	494
19.	emirates.net.ae	74	0.23%	130
20.	ameritech.net	70	0.22%	188
<b>Subtotal for rows 1–20</b>		<b>28,330</b>	<b>87.86%</b>	<b>199,774</b>
<b>Other</b>		<b>3,915</b>	<b>12.14%</b>	<b>11,388</b>
<b>Total</b>		<b>32,245</b>	<b>100.00%</b>	<b>211,162</b>

Items 1–20 of 1,361

### 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](http://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.



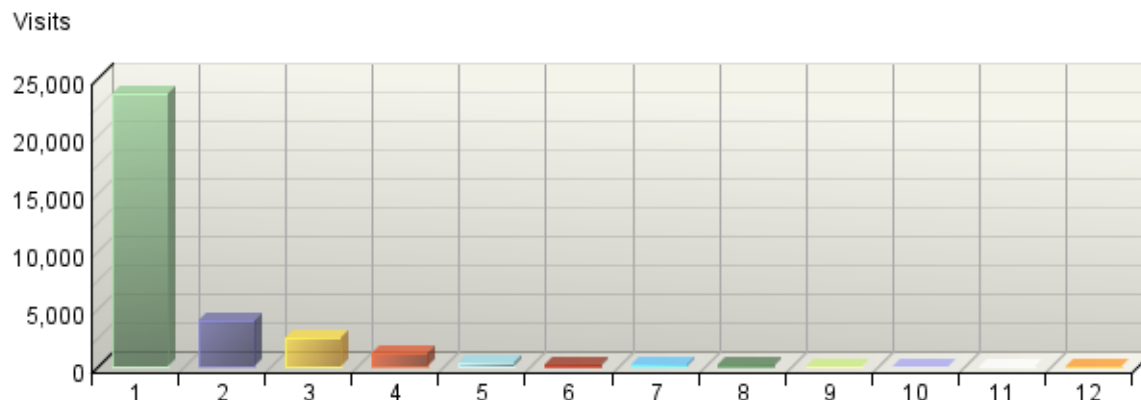
### **Report Descriptions**

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	23,743	73.63%	176,759
Network	4,054	12.57%	22,988
Commercial	2,457	7.62%	4,518
Unknown	1,225	3.80%	3,272
Education	333	1.03%	2,473
Government	199	0.62%	578
Military	113	0.35%	257
Organization	113	0.35%	303
ARPANET	4	0.01%	8
Informational	2	0.01%	4
Business	1	0.00%	1
Reserved IP Address	1	0.00%	1
<b>Total</b>	<b>32,245</b>	<b>100.00%</b>	<b>211,162</b>

## 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.

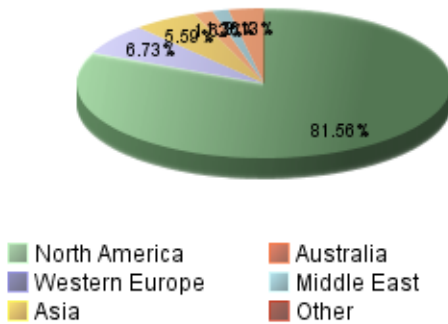
**Total** - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

# 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.

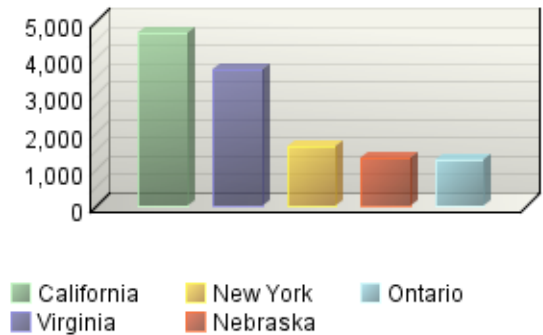
## Regions

Visits

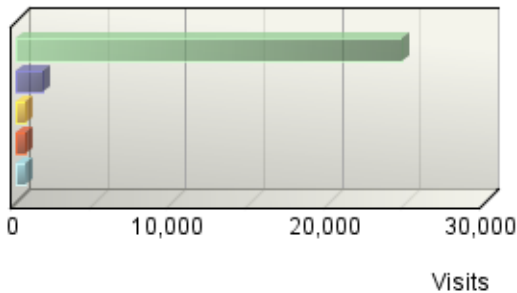


## North American States and Provinces

Visits

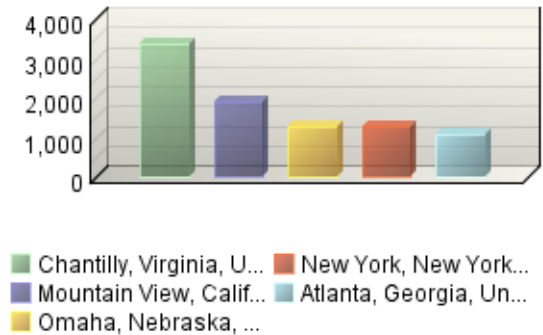


## Countries



## Cities

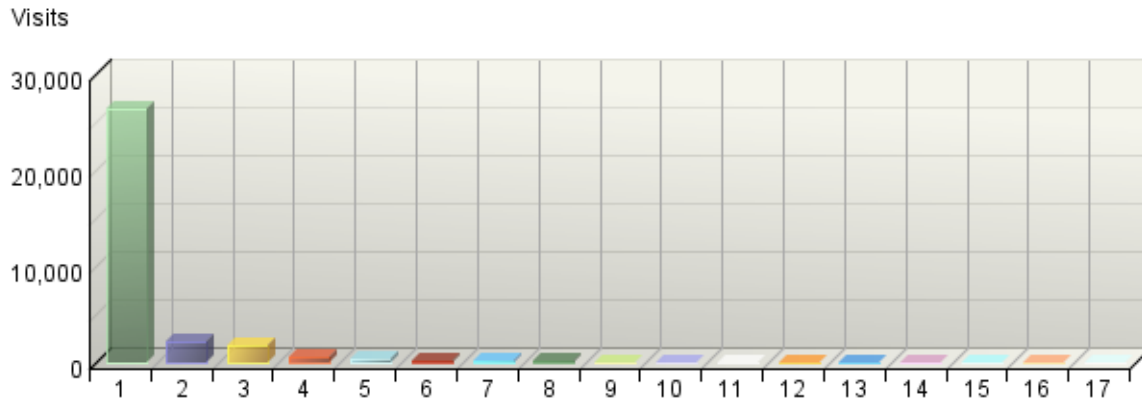
Visits



# Regions

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

## Regions



## Regions

Regions	Visits	% Visits
1. North America	26,300	81.56%
2. Western Europe	2,169	6.73%
3. Asia	1,804	5.59%
4. Australia	522	1.62%
5. Middle East	440	1.36%
6. South America	291	0.90%
7. Eastern Europe	252	0.78%
8. Northern Africa	114	0.35%
9. Northern Europe	95	0.29%
10. Western Africa	77	0.24%
11. Southern Africa	64	0.20%
12. Caribbean Islands	48	0.15%
13. Eastern Africa	31	0.10%
14. Pacific Islands	24	0.07%
15. Central America	12	0.04%
16. Central Africa	1	0.00%
17. Unspecified Region	1	0.00%

Regions	Visits	% Visits
<b>Total</b>	<b>32,245</b>	<b>100.00%</b>

Items 1–17 of 17

### 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.

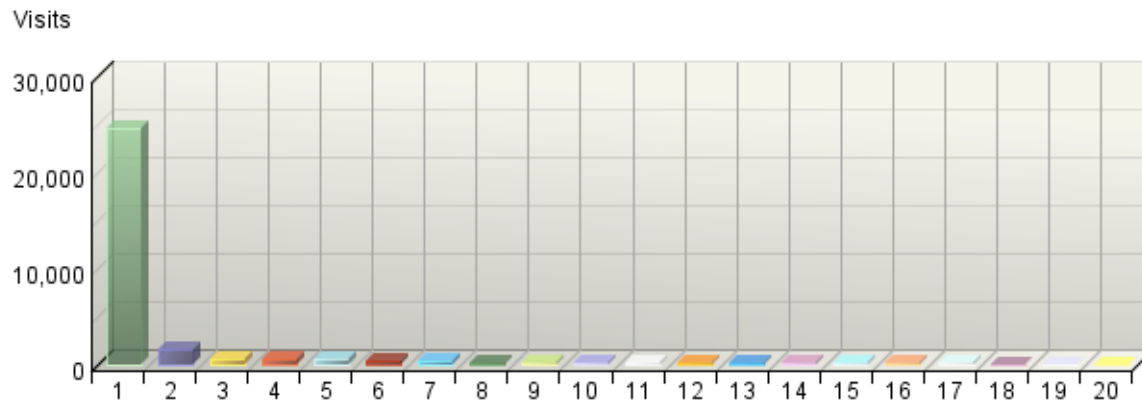
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for 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.

# Countries

This report identifies the top countries of the visitors to your site.

## Countries




## Countries

Countries	Visits	% Visits
1. United States (US)	24,615	76.34%
2. Canada (CA)	1,595	4.95%
3. United Kingdom (UK)	547	1.70%
4. Australia (AU)	522	1.62%
5. India (IN)	516	1.60%
6. Western Europe -country unspecified (EU)	441	1.37%
7. China (CN)	354	1.10%
8. Switzerland (CH)	262	0.81%
9. Germany (DE)	257	0.80%
10. Netherlands (NL)	216	0.67%
11. Spain (ES)	160	0.50%
12. United Arab Emirates (AE)	157	0.49%
13. Uruguay (UY)	155	0.48%
14. Philippines (PH)	154	0.48%
15. Malaysia (MY)	152	0.47%
16. Korea (South) (KR)	131	0.41%
17. France (FR)	114	0.35%
18. Singapore (SG)	96	0.30%

	<b>Countries</b>	<b>Visits</b>	<b>% Visits</b>
■	19. Egypt (EG)	91	0.28%
■	20. Mexico (MX)	90	0.28%
	<b>Subtotal for rows 1–20</b>	<b>30,625</b>	<b>94.98%</b>
	<b>Other</b>	<b>1,620</b>	<b>5.02%</b>
	<b>Total</b>	<b>32,245</b>	<b>100.00%</b>

Items 1–20 of 136

**Countries - Help Card**



### Column Definitions

#### Countries

If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name.

#### Visits

Number of visits from the specified country. 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 from the specified country.

#### Unknown Country

The country associated with the visitor's domain name could not be determined.

---



### 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.

**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.