
WEBTRENDS[®]



**Website Usage Report
June 2007
Oldham Council**

Report Range: 01/06/2007 - 30/06/2007

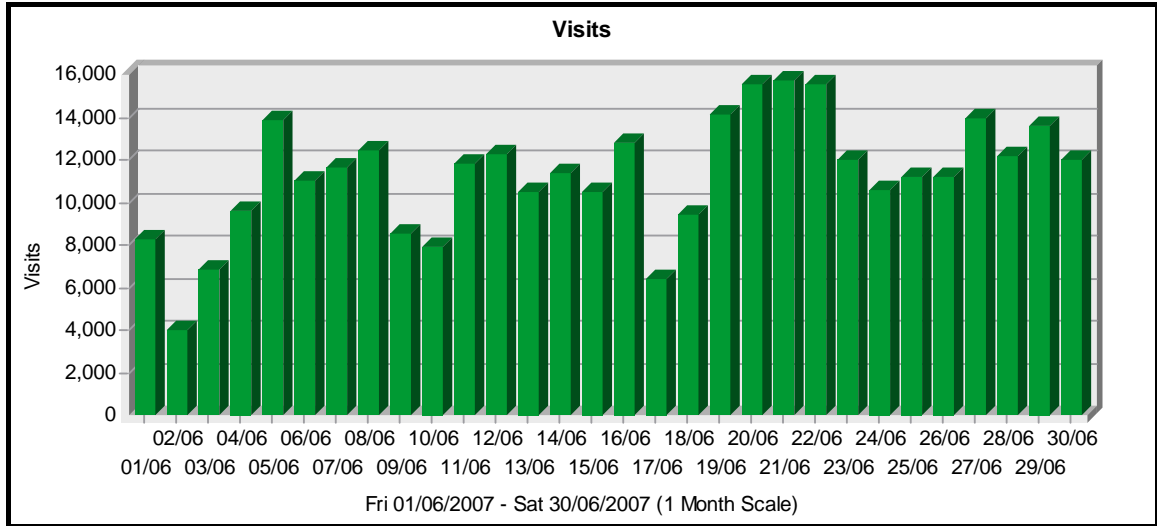
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on 17/07/2007

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General Statistics

The Visits graph displays the overall number of visits to your Web site. The General Statistics table provides an overview of the activity for your Web site during the specified time frame.



General Statistics - Report Range: 01/06/2007 00:00:01 - 30/06/2007 23:59:59		
Hits	Entire Site (Successful)	3,094,907
	Average per Day	103,163
	Home Page	77,640
Page Views	Page Views	1,382,319
	Average per Day	46,077
	Average per Unique Visitor	24
	Document Views	1,116,717
Visits	Visits	338,327
	Average per Day	11,277
	Average Visit Length	00:13:43
	Median Visit Length	00:02:54
	Visits Referred by Search Engines	52,964
	Visits from Spiders	205,889
Visitors	Unique Visitors	56,502
	Visitors Who Visited Once	41,408
	Visitors Who Visited More Than Once	15,094

General Statistics - Help Card



Average Hits per Day - Number of successful hits divided by the total number of days in the log.

Average Page Views per Day - Number of page views divided by the total number of days in the log.

Average Page Views per Unique Visitor - Number of page views divided by the total number of unique visitors.

Average Visits per Day - Number of visits divided by the total number of days in the log.

Average Visit Length - Average of non-zero length visits in the log.

Document Views - Number of hits to pages that are considered documents--not dynamic pages or forms--as defined by the system administrator.

Hit - A single action on the Web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a Web page including two images registers as three hits on the server; one hit is the request for the .html page, and two additional hits are requests for the downloaded image files. While the volume of hits is an indicator of Web server traffic, it is not an accurate reflection of how many pages are being looked at.

Hits: Entire Site (Successful) - Number of hits that had a "success" status code.

Hits: Home Page - Number of times the home page (as defined in the profile) was viewed.

Median Visit Length - Median of non-zero length visits in the log. Half the visit lengths are longer than the median, and half are shorter. This number is often closer to the "typical" visit length than the average visit length. Numbers that are wildly atypical can skew the average, but will not skew the median so much.

Page - Any document, dynamic page, or form. Documents are user-defined in Options, but typically include all static content, such as complete html pages. Dynamic pages are created with variables and do not exist anywhere in a static form. Forms are scripted pages which get information from a visitor and pass it back to the server.

Page Views - Hits to files designated as pages. Supporting graphics and other non-page files are not counted.

Page Views: Document Views - Hits to pages that are defined as documents. This entry excludes hits to dynamic pages and forms.

Unique Visitors - Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.

Visits - Number of times a visitor came to your site. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes.

Visits from Spiders - Number of visits from any site classified as a spider.

Visits Referred by Search Engines - Number of visits that began with a referral from any site classified as a search engine.

Visitors Who Visited More Than Once - Number of individual visitors who appear more than once in the log file. Individuals can be tracked by IP addresses, domain names, and cookies. Cookies provide the most accurate count.

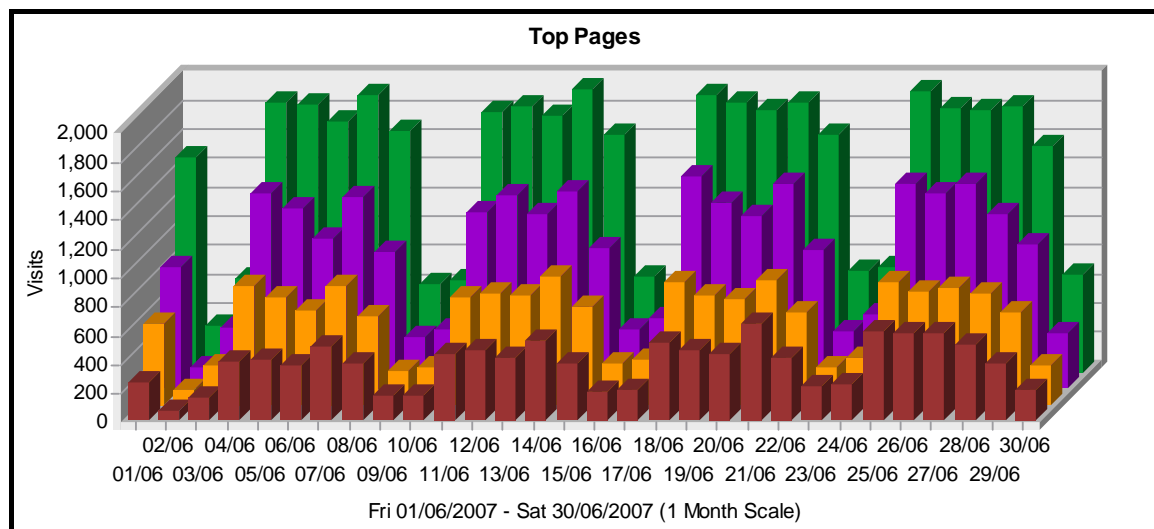
Visitors Who Visited Once - Number of individual visitors who appear only once in the log file. Individuals can be tracked by IP addresses, domain names, and cookies. Cookies provide the most accurate count.



The General Statistics page provides an overview of your Web site's performance and visitor behavior and can help you determine which chapters will be most valuable to you.

Top Pages

This page identifies the most popular Web pages on your site, shows you how often they were viewed, and displays the average length of time the page was viewed.




Top Pages					
	Pages	Views	% of Total Views	Visits ▼	Avg. Time Viewed
1	Oldham Council - Home http://www.oldham.gov.uk/	80,863	5.84%	43,545	00:02:02
2	Oldham Council - Council Jobs http://www.oldham.gov.uk/working/council_vacancies/council-vacancies-search.htm	47,805	3.45%	29,144	00:00:48
3	Oldham Council - Working in Oldham - Council Jobs http://www.oldham.gov.uk/working/council_vacancies.htm	27,732	2.00%	18,324	00:00:54
4	http://www.oldham.gov.uk/council-vacancies-job-details.htm	27,569	1.99%	11,881	00:02:34
5	http://www.oldham.gov.uk/a-z_of_services.htm	18,699	1.35%	10,057	00:00:23
6	http://www.oldham.gov.uk/search_result.htm	39,923	2.88%	9,749	00:01:04
7	http://www.oldham.gov.uk/fcho_home.htm	13,706	0.99%	8,941	00:01:48
8	http://www.oldham.gov.uk/decision_recording.htm	20,704	1.49%	7,492	00:01:29
9	http://www.oldham.gov.uk/robots.txt	9,224	0.66%	7,293	00:02:17
10	Oldham Council - Working in Oldham http://www.oldham.gov.uk/working.htm	13,184	0.95%	6,560	00:00:18
11	http://www.oldham.gov.uk/fcho_find_a_home.htm	6,003	0.43%	4,975	00:00:37
12	http://www.oldham.gov.uk/contrast/decision_recording.htm	12,997	0.94%	4,837	00:01:01
13	http://www.oldham.gov.uk/fcho_find_a_home/fcho_this_weeks_homes.htm	6,067	0.43%	4,756	00:04:23
14	http://www.oldham.gov.uk/view_press_release.htm	18,495	1.33%	4,619	00:00:47
15	Oldham Council - Oldham Council http://www.oldham.gov.uk/council.htm	10,172	0.73%	3,959	00:00:16
16	Oldham Council - Living in Oldham http://www.oldham.gov.uk/living.htm	9,701	0.70%	3,509	00:00:14

Top Pages					
	Pages	Views	% of Total Views	Visits ▼	Avg. Time Viewed
17	http://www.oldham.gov.uk/print/decision_recording.htm	9,465	0.68%	3,463	00:01:25
18	http://www.oldham.gov.uk/council/decision_making/decision_recording.htm	11,380	0.82%	3,193	00:00:33
19	http://www.oldham.gov.uk/contact_us.htm	9,560	0.69%	3,111	00:00:34
20	http://www.oldham.gov.uk/learning/schools_in_oldham.htm	7,060	0.51%	3,078	00:01:02
21	http://www.oldham.gov.uk/living/planbuildmatters/plandev_home/plansearch.htm	6,317	0.45%	2,939	00:01:29
22	Oldham Council - Learning in Oldham http://www.oldham.gov.uk/learning.htm	8,862	0.64%	2,689	00:00:16
23	http://www.oldham.gov.uk/print/council/decision_making/decision_recording.htm	6,802	0.49%	2,569	00:01:03
24	http://www.oldham.gov.uk/contrast/council/decision_making/decision_recording.htm	6,195	0.44%	2,487	00:01:06
25	http://www.oldham.gov.uk/a-z_of_services/a-z_of_services_az.htm	2,631	0.19%	2,418	00:00:23
26	Oldham Council - Oldham Community http://www.oldham.gov.uk/community.htm	7,868	0.56%	1,854	00:00:11
27	http://www.oldham.gov.uk/council/council-news.htm	5,024	0.36%	1,830	00:00:55
28	http://www.oldham.gov.uk/council-vacancies-search.htm	2,681	0.19%	1,774	00:01:00
29	http://www.oldham.gov.uk/fcho_find_a_home/fcho_bid_for_a_home.htm	1,869	0.13%	1,676	00:00:49
30	http://www.oldham.gov.uk/fcho-bid-for-property-form-js/	1,841	0.13%	1,663	00:00:47
31	http://www.oldham.gov.uk/print/council/council-news/view_press_release.htm	2,602	0.18%	1,607	00:02:07
32	http://www.oldham.gov.uk/contrast/council/council-news/view_press_release.htm	2,835	0.20%	1,591	00:01:45
33	http://www.oldham.gov.uk/factsheets.htm	7,584	0.54%	1,569	00:00:22
34	http://www.oldham.gov.uk/es/decision_recording.htm	2,177	0.15%	1,569	00:02:54
35	http://www.oldham.gov.uk/council/online-services.htm	4,612	0.33%	1,567	00:00:15
36	http://www.oldham.gov.uk/fcho_rent_and_other_charges.htm	1,537	0.11%	1,409	00:00:27
37	http://www.oldham.gov.uk/living/housing.htm	1,523	0.11%	1,379	00:00:48
38	http://www.oldham.gov.uk/fcho_os_rent_results.htm	3,692	0.26%	1,377	00:00:38
39	http://www.oldham.gov.uk/fcho_rent_and_other_charges/fcho_os_rent_enquiry.htm	1,489	0.10%	1,370	00:00:40
40	http://www.oldham.gov.uk/council/council-news/view_press_release.htm	2,221	0.16%	1,300	00:01:35
41	http://www.oldham.gov.uk/living/planbuildmatters.htm	1,378	0.09%	1,242	00:01:44
42	http://www.oldham.gov.uk/council/councillors.htm	4,237	0.30%	1,221	00:00:11
43	Oldham Council http://www.oldham.gov.uk/site_index.htm	7,159	0.51%	1,214	00:00:08
44	http://www.oldham.gov.uk/living/maps.htm	4,161	0.30%	1,138	00:00:31
45	http://www.oldham.gov.uk/community/libraries/library-catalog.htm	1,307	0.09%	1,131	00:03:32
46	http://www.oldham.gov.uk/community/libraries.htm	2,285	0.16%	1,105	00:02:22
47	http://www.oldham.gov.uk/council/online-services/pay-it.htm	4,079	0.29%	1,080	00:00:41
48	http://www.oldham.gov.uk/fcho-property-bid-	2,491	0.18%	1,076	00:01:01

Top Pages					
	Pages	Views	% of Total Views	Visits ▼	Avg. Time Viewed
	success.htm				
49	http://www.oldham.gov.uk/common_questions.htm	6,982	0.50%	1,076	00:00:05
50	Oldham Council - Home http://www.oldham.gov.uk/index/help.htm	7,003	0.50%	1,064	00:00:06
Subtotal For the Page Views Above		521,753	37.74%	N/A	N/A
Total For the Log File		1,382,319	100%	N/A	N/A

Top Pages - Help Card

 **Average Time Viewed** - Average length of time the specified page was viewed.

Pages - Specific page being analyzed. If the page has a formal title, you will see the title of the page and the URL. Otherwise, you will only see the URL.


Subtotal - Sum of all data rows for each listed page.

Total - Sum of the subtotal and all data that does not appear on the page.

Views - Number of times the specified page was viewed by a visitor. Each page can be viewed more than once by the same visitor, and each view is counted. If you want to ignore repeated page views by the same visitor, look in the Visits column.

Visits - Number of visits that include a view of the specified page. Individual visitors are counted each time they come to the Web site, and are counted only once per visit no matter how many pages they look at. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted.

% - Percentage of visitors who viewed the specified page.

 Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Most Downloaded Files

This page identifies the most popular files downloaded from your site.

Most Downloaded Files				
	File	No. of Downloads	% of Total Downloads	Visits ▼
1	http://www.oldham.gov.uk/corpbulletin.pdf	12,876	5.90%	6,171
2	http://www.oldham.gov.uk/teachersbulletin.pdf	5,418	2.48%	2,832
3	http://www.oldham.gov.uk/cbl_advert_-_week_0907.pdf	2,689	1.23%	1,793
4	http://www.oldham.gov.uk/cbl_advert_-_week_1107.pdf	2,505	1.14%	1,554
5	http://www.oldham.gov.uk/advert_1207.pdf	2,581	1.18%	1,062
6	http://www.oldham.gov.uk/council-atoz.pdf	9,002	4.12%	980
7	http://www.oldham.gov.uk/ocfs-env-epeh27s.pdf	1,203	0.55%	772
8	http://www.oldham.gov.uk/ocfs-strat-jv1s.pdf	1,603	0.73%	718
9	http://www.oldham.gov.uk/cbl_advert_-_week_1307.pdf	1,745	0.80%	693
10	http://www.oldham.gov.uk/job_vacancies.pdf	887	0.40%	644
11	http://www.oldham.gov.uk/cbl_advert_-_week_1007-3.pdf	976	0.44%	606
12	http://www.oldham.gov.uk/primark_vacs-2.pdf	522	0.23%	401
13	http://www.oldham.gov.uk/equal_opps_guide.pdf	488	0.22%	394
14	http://www.oldham.gov.uk/ocfs-env-epeh44s.pdf	589	0.27%	393
15	http://www.oldham.gov.uk/RecruitmentApplicationFormStandard.pdf	590	0.27%	381
16	http://www.oldham.gov.uk/oldhamer-37.pdf	3,315	1.51%	360
17	http://www.oldham.gov.uk/ocfs-env-epeh60s.pdf	504	0.23%	327
18	http://www.oldham.gov.uk/cbl_advert_-_week_1007-2.pdf	492	0.22%	322
19	http://www.oldham.gov.uk/results_may_07.pdf	429	0.19%	312
20	http://www.oldham.gov.uk/fcho_10.pdf	438	0.20%	268
Total For the Files Above		48,852	22.39%	N/A

Most Downloaded Files - Help Card

? **Downloads** - Number of times the specified file was downloaded by a visitor. If an error occurred during the transfer, that transfer is not counted.

Files - The path and filename of the downloaded file.

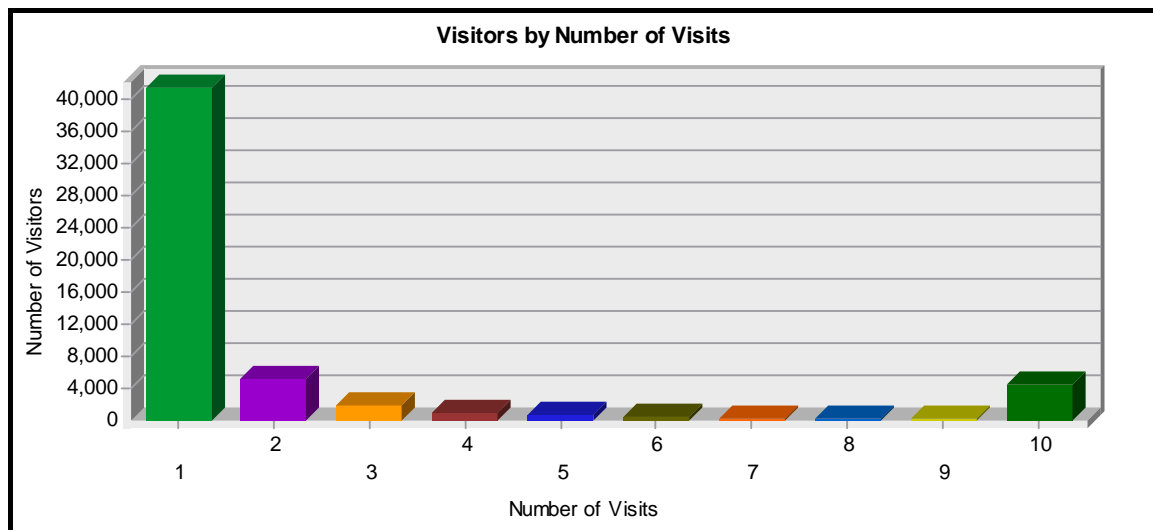
Visits - Number of visits which resulted in at least one download of the specified file. If a visitor downloads the file more than once per visit, it does not count as another visit. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes.

% - Percentage of times the specified file was downloaded out of all downloaded files.

? This information shows you the most popular downloadable files on your Web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Visitors by Number of Visits

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



Visitors by Number of Visits		
Number of Visits	Number of Visitors	% of Total Unique Visitors
1 visit	41408	73.28%
2 visits	5326	9.42%
3 visits	1933	3.42%
4 visits	1120	1.98%
5 visits	753	1.33%
6 visits	525	0.92%
7 visits	368	0.65%
8 visits	299	0.52%
9 visits	239	0.42%
10 or more visits	4531	8.01%

Visitors by Number of Visits - Help Card

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

Number of Visits - The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.



% of Total Unique Visitors - Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

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

Summary of Activity for Report Period

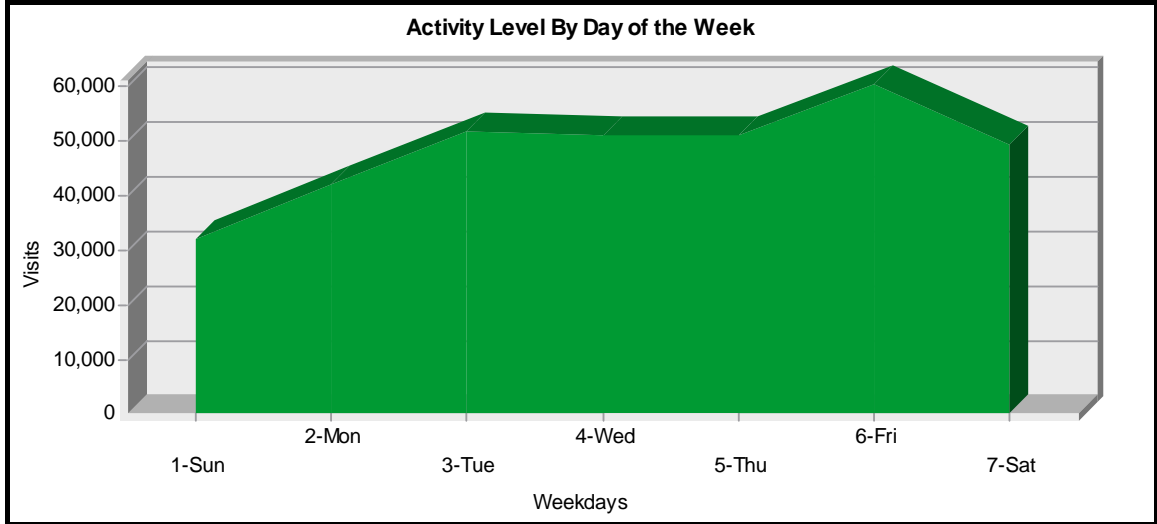
This page summarizes general server activity.

Summary of Activity for Report Period	
Average Number of Visits per Day on Weekdays	12,229
Average Number of Hits per Day on Weekdays	121,305
Average Number of Visits per Weekend	16,300
Average Number of Hits per Weekend	109,498
Most Active Day of the Week	Fri
Least Active Day of the Week	Sun
Most Active Date	June 21, 2007
Number of Hits on Most Active Date	142,262
Least Active Date	June 02, 2007
Number of Hits on Least Active Date	35,202
Most Active Hour of the Day	11:00-11:59
Least Active Hour of the Day	04:00-04:59

Summary of Activity for Report Period - Help Card	
	Average Number of Hits (per day on weekdays) - The average number of hits for each individual day of the week.
	Average Number of Hits (per weekend) - The average number of hits for both Saturdays and Sundays combined.
	Average Number of Visits (per day on weekdays) - The average number of visits for each individual day of the week.
	Average Number of Visits (per weekend) - The average number of visits for both Saturdays and Sundays combined.
	Least Active Date - The least active date in the report period.
	Least Active Day of the Week - If the report period is for one week or less, the Least Active Day of the Week will tell you which specific day was least active during that week. If the report period is for more than one week, the Least Active Day of the Week will tell you which day of the week that has the smallest amount of activity on average.
	Least Active Hour of the Day - The least active hour of the day after activity for all hours is added up. This is not an average.
	Most Active Date - The most active date in the report period.
	Most Active Day of the Week - If the report period is for one week or less, the Most Active Day of the Week will tell you which specific day was most active during that week. If the report period is for more than one week, the Most Active Day of the Week will tell you which day of the week that has the largest amount of activity on average.
	Most Active Hour of the Day - The most active hour of the day after activity for all hours is added up. This is not an average.
	This table is useful for determining the best day of the week to perform system maintenance.

Activity Level by Day of the Week

This page shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Activity Level by Day of the Week

	Day	Hits	% of Total Hits	Visits
1	Sun	238,770	7.71%	31,963
2	Mon	472,778	15.27%	42,262
3	Tue	483,475	15.62%	51,643
4	Wed	471,410	15.23%	51,236
5	Thu	552,240	17.84%	51,125
6	Fri	567,514	18.33%	60,528
7	Sat	308,720	9.97%	49,530
Total Weekdays		2,547,417	82.30%	256,794
Total Weekend		547,490	17.69%	81,493

Activity Level by Day of the Week - Help Card

? Day - Specified day of the week being tracked.

Hits - Number of hits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. Unsuccessful hits are not counted. A hit is a single action on the Web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a Web page including two images registers as three hits on the server; one hit is the request for the .html page, and two additional hits are requests for the downloaded image files. While the volume of hits is an indicator of Web server traffic, it is not an accurate reflection of how many pages are being looked at.

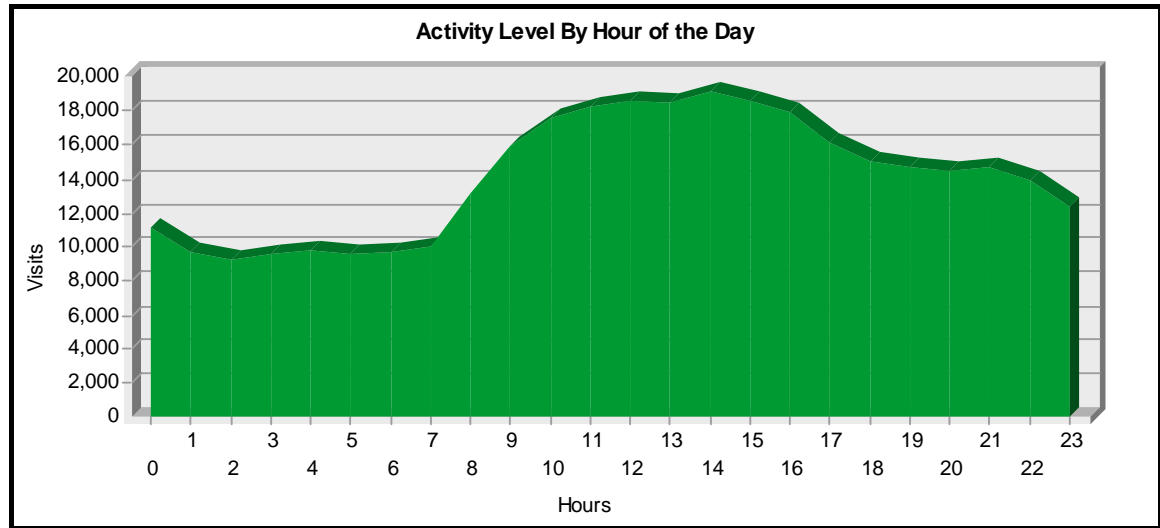
Visits - Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. Unsuccessful hits are not counted. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% - Percentage of total hits that occurred on the specified day of the week.

💡 Days of less activity should be considered good days for maintenance and content improvement.

Activity Level by Hour of the Day

This page shows activity for each hour of the day.



Activity Level by Hours Details			
Hour	# of Hits	% of Total Hits	# of Visits
00:00-00:59	69,886	2.25%	11,121
01:00-01:59	60,371	1.95%	9,732
02:00-02:59	49,721	1.60%	9,246
03:00-03:59	50,242	1.62%	9,603
04:00-04:59	45,682	1.47%	9,787
05:00-05:59	56,817	1.83%	9,652
06:00-06:59	57,161	1.84%	9,748
07:00-07:59	68,917	2.22%	10,069
08:00-08:59	101,210	3.27%	13,148
09:00-09:59	167,285	5.40%	15,928
10:00-10:59	216,397	6.99%	17,564
11:00-11:59	239,286	7.73%	18,235
12:00-12:59	219,916	7.10%	18,588
13:00-13:59	231,234	7.47%	18,524
14:00-14:59	219,337	7.08%	19,190
15:00-15:59	208,381	6.73%	18,620
16:00-16:59	195,428	6.31%	17,996
17:00-17:59	150,025	4.84%	16,114
18:00-18:59	129,912	4.19%	15,035
19:00-19:59	124,895	4.03%	14,775
20:00-20:59	121,697	3.93%	14,454
21:00-21:59	120,056	3.87%	14,777
22:00-22:59	103,693	3.35%	13,941
23:00-23:59	87,358	2.82%	12,440
Total Visitors during Work Hours (8:00am-5:00pm)	1,798,474	58.11%	157,793
Total Visitors during After Hours (5:01pm-7:59am)	1,296,433	41.88%	180,494

Activity Level by Hour of the Day - Help Card

? **Hits** - Number of hits on the specified hour of the day. If the report period is longer than one day, and there are, for example, two instances of the same hour, the value represented includes the combined total

Activity Level by Hour of the Day - Help Card

of both instances. Unsuccessful hits are not counted. A hit is a single action on the Web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a Web page including two images registers as three hits on the server; one hit is the request for the .html page, and two additional hits are requests for the downloaded image files. While the volume of hits is an indicator of Web server traffic, it is not an accurate reflection of how many pages are being looked at.

Hour - Specified hour of the day being tracked.

Visits - Number of visits on the specified hour of the day. If the report period is longer than one day, and there are, for example, two instances of the same hour, the value represented includes the combined total of both instances. Unsuccessful hits are not counted. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

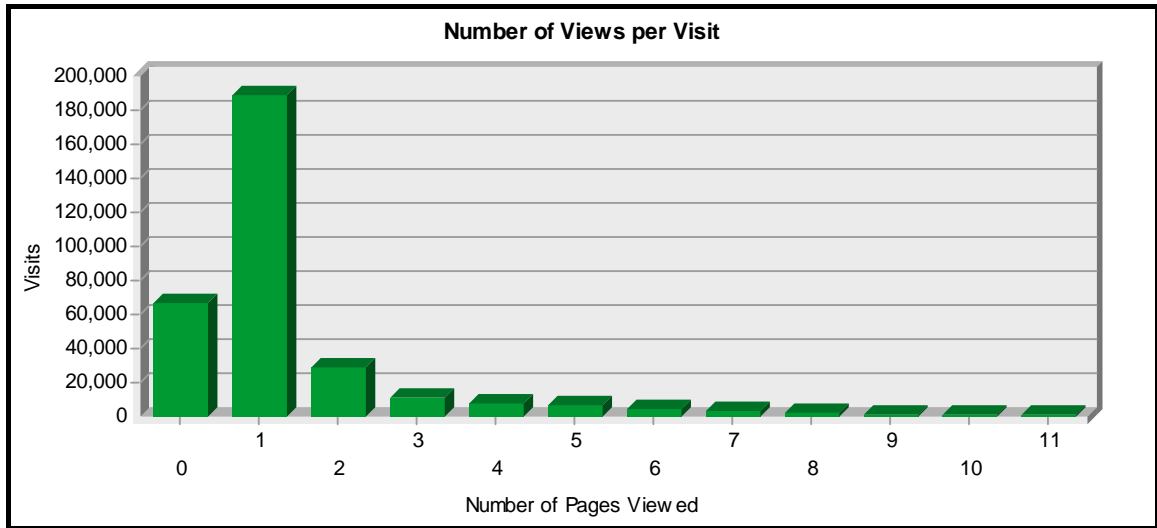
% - Percentage of total hits that occurred on the specified hour of the day.



Hours of less activity should be considered good days for maintenance and content improvement.

Number of Views per Visit

This section shows you how many visitors viewed one page, how many viewed two pages, etc.



Number of Pages Viewed per Visit		
Number of Pages Viewed	Number of Visits	% of Total Visits
0 pages	67,465	19.94%
1 page	188,996	55.86%
2 pages	29,603	8.74%
3 pages	12,071	3.56%
4 pages	7,852	2.32%
5 pages	6,723	1.98%
6 pages	5,312	1.57%
7 pages	3,892	1.15%
8 pages	2,809	0.83%
9 pages	2,096	0.61%
10 pages	1,827	0.54%
11 or more pages	9,681	2.86%
Totals	338,327	100%

Number of Views per Visit - Help Card

? Number of Pages Viewed - The number of pages viewed, beginning with one and increasing by increments of one, being analyzed in the other columns.

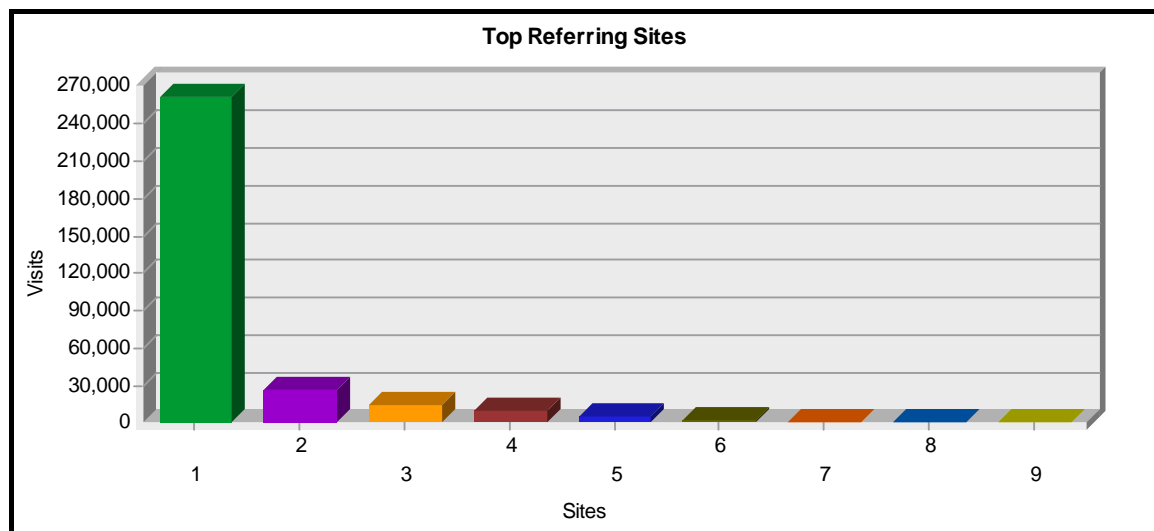
Number of Visits - Number of visits by people who viewed the specified number of pages. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% - Percentage of total visits by people who viewed the specified number of pages.

💡 You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

Top Referring Sites


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



Top Referring Sites		
	Site	Visits
1	No Referrer	262,254
2	http://www.google.co.uk	27,239
3	http://www.oldham.gov.uk	14,500
4	http://intranet.oldham.gov.uk	9,487
5	http://www.google.com	4,582
6	http://uk.search.yahoo.com	2,192
7	http://images.google.co.uk	1,377
8	http://www.westernresistance.com	1,168
9	http://search.msn.co.uk	1,153
10	http://search.live.com	974
11	http://planning.oldham.gov.uk	694
12	http://search.virginmedia.com	683
13	http://aolsearch.aol.co.uk	668
14	http://profile.myspace.com	579
15	http://search.yahoo.com	519
16	http://images.google.com	458
17	http://www.oldham-chronicle.co.uk	361
18	http://local.direct.gov.uk	348
19	http://uk.ask.com	312
20	http://foroantiguo.infojardin.com	253
21	http://www.direct.gov.uk	247
22	http://yaelol.wordpress.com	206
23	http://www.rochdale.gov.uk	196
24	http://www.tiscali.co.uk	188
25	http://search.orange.co.uk	184
26	http://geoplanning.oldham.gov.uk	182
27	http://applications.oldham.gov.uk	169
28	http://www.google.com.au	167
29	http://www.manchester.gov.uk	151
30	http://www.gmepjobs.zenwebhosting.com	147
31	http://www.google.ca	142
32	http://www.infojardin.net	125
33	http://search.msn.com	115


Top Referring Sites		
	Site	Visits
34	http://ie.search.msn.com	114
35	http://www.lancashirebmd.org.uk	97
36	http://discussions.ghanaweb.com	84
37	http://search.aol.co.uk	81
38	http://www.kirklees.gov.uk	79
39	http://www.google.pl	71
40	http://search.mywebsearch.com	70
41	http://www.google.de	70
42	http://www.gro.gov.uk	69
43	http://www.tradingstandards.gov.uk	69
44	http://jobs.tes.co.uk	67
45	http://images.google.com.au	64
46	http://www.salford.gov.uk	64
47	http://www.thehuddleboard.com	63
48	http://www.skybroadband.com	58
49	http://www.assparade.com	57
50	http://www.google.ie	57
Subtotal for the Referring Sites Above		333,254
Total for the Log File		338,327

Top Referring Sites - Help Card

 **Referring Site** - A Web site which refers a visitor to your site by linking to it.

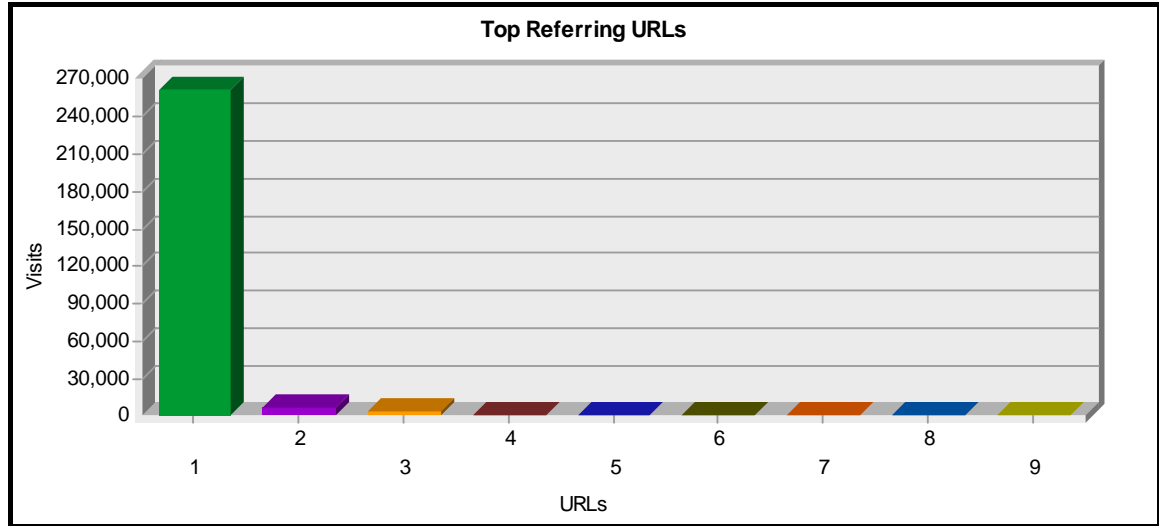
Site - Specific referring site being analyzed.

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

 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.

Top Referring URLs

This page provides the full URLs of the sites with links to your site. This information will only be displayed if your server is logging the referrer information.



Top Referring URLs		
	URL	Visits ▼
1	No Referrer	262,254
2	http://intranet.oldham.gov.uk/	6,324
3	http://www.oldham.gov.uk/	3,116
4	http://www.google.co.uk/search?hl=en&q=oldham+council&meta=	1,468
5	http://intranet.oldham.gov.uk/working-for-ombc/human-resources.htm	1,460
6	http://www.westernresistance.com/blog/archives/2006_10.html	1,155
7	http://www.google.co.uk/search?hl=en&sa=X&oi=spell&resnum=0&ct=res	1,152
8	http://images.google.co.uk/imgres?imgurl=http://www.oldham.gov.uk/pri	1,047
9	http://www.oldham.gov.uk/fcho_home.htm	875
10	http://www.google.co.uk/search?sourceid=navclient&aq=t&ie=UTF-8&rl	777
11	http://www.oldham.gov.uk/working/council_vacancies.htm	603
12	http://profile.myspace.com/index.cfm?fuseaction=user.viewprofile&friendi	578
13	http://www.google.co.uk/search?hl=en&q=oldham+council&btnG=Google+	576
14	http://www.google.co.uk/search?client=firefox-a&rls=org.mozilla%3A	567
15	http://www.oldham.gov.uk/working/council_vacancies/council-vacancies-search.htm	477
16	http://www.google.co.uk/search?hl=en&q=oldham&meta=	434
17	http://www.oldham.gov.uk/working/council_vacancies/council-vacancies-search.htm?JobTerm=&Contract=&Department=0&Sal	427
18	http://www.google.co.uk/search?sourceid=navclient&ie=UTF-8&rlz=1T4	398
19	http://www.google.com/search?sourceid=navclient&aq=t&ie=UTF-8&rl	389
20	http://www.google.co.uk/search?hl=en&cr=countryUK countryGB&sa=X&o	367
Subtotal for the Referrers Above		284,444
Total for the Log File		338,327

Top Referring URLs - Help Card

? URL - The full URL for the specific referring site being analyzed.

Visits - Number of visitors referred from the specified URL.

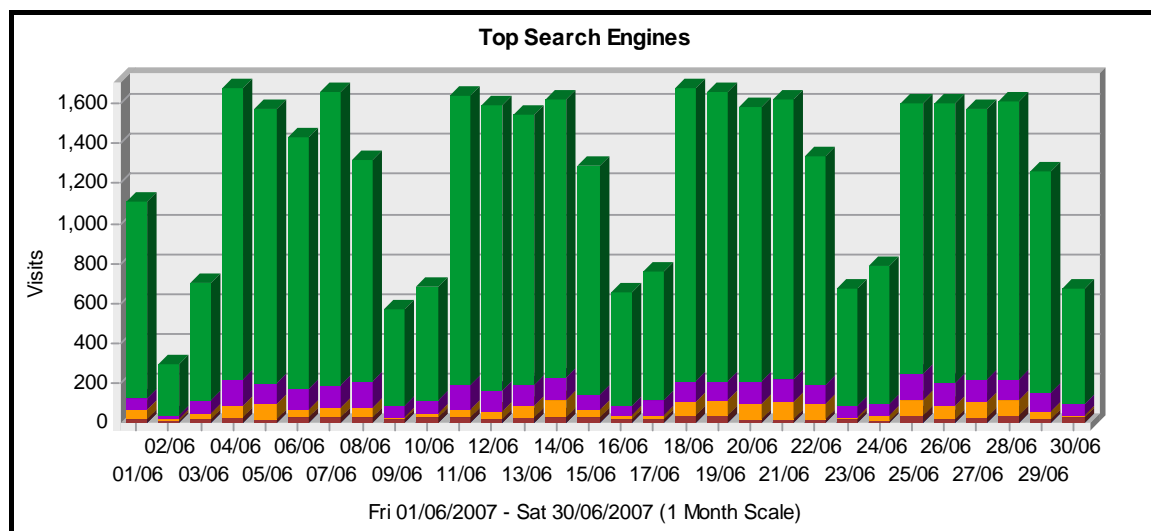


You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Top Search Engines

The first table identifies which search engines referred visitors to your site most often. Totals in this table represent the number of searches, whether they contain one or several keywords.

The second table identifies the main keywords for each search engine.



Top Search Engines			
	Engines	Searches	% of Total
1	Google	45,710	86.30%
2	Yahoo	3,764	7.10%
3	Microsoft Network	2,232	4.21%
4	AOL NetFind	1,189	2.24%
5	AltaVista	54	0.10%
6	Lycos	13	0.02%
7	Goo	1	0.00%
8	Mamma	1	0.00%
Total of Searches for the Engines Above		52,964	100.00%
Total of Searches for the Log File		52,964	100%

Top Search Engines with Search Phrases Detail			
Engines	Phrases	Phrases Found	% of Total
Google	oldham council	5,250	9.91%
	oldham	1,549	2.92%
	oldham mbc	926	1.74%
	first choice homes	917	1.73%
	oldham council jobs	723	1.36%
	fcho	535	1.01%
	ombc	511	0.96%
	silverfish	495	0.93%
	oldham library	418	0.78%
	jobs in oldham	397	0.74%
	first choice homes oldham	347	0.65%
	oldham.gov.uk	328	0.61%
	www.oldham.gov.uk	299	0.56%
	oldham borough council	284	0.53%
	equal opportunities legislation	231	0.43%
	oldham planning	193	0.36%
oldham metropolitan borough	190	0.35%	

Top Search Engines with Search Phrases Detail			
Engines	Phrases	Phrases Found	% of Total
	council		
	www.fcho.co.uk	183	0.34%
	oldham jobs	171	0.32%
	oldham.gov	150	0.28%
Microsoft Network	oldham council	309	0.58%
	first choice homes	101	0.19%
	www.oldham.gov.uk	66	0.12%
	fcho	64	0.12%
	oldham	58	0.10%
	oldham mbc	52	0.09%
	first choice homes oldham	52	0.09%
	oldham council jobs	49	0.09%
	oldham.gov.uk	34	0.06%
	oldham borough council	29	0.05%
	8274863818544	26	0.04%
	ombc	25	0.04%
	oldham social services	18	0.03%
	8243197990057	17	0.03%
	oldham theatre workshop	14	0.02%
	oldham community leisure	14	0.02%
	www.fcho.co.uk	13	0.02%
	oldham uk working council vacancies htm	12	0.02%
	oldham sports centre	12	0.02%
	8210051262887	12	0.02%
Yahoo	oldham council	429	0.80%
	oldham	127	0.23%
	first choice homes oldham	102	0.19%
	www.oldham.gov.uk	95	0.17%
	oldham council jobs	90	0.16%
	first choice homes	81	0.15%
	fcho	72	0.13%
	oldham mbc	71	0.13%
	www.fcho.co.uk	54	0.10%
	oldham borough council	45	0.08%
	oldham.gov.uk	41	0.07%
	jobs in oldham	33	0.06%
	oldham job centre	33	0.06%
	oldham library	33	0.06%
	ombc	31	0.05%
	www.oldham@gov.uk	24	0.04%
	first choice homes	23	0.04%
	oldham metropolitan borough council	19	0.03%
	oldham housing	17	0.03%
	oldham council tax	16	0.03%
AOL NetFind	oldham council	65	0.12%
	first choice homes	45	0.08%
	silverfish	29	0.05%
	oldham	19	0.03%
	ombc	16	0.03%
	oldham library	15	0.02%
	oldham mbc	15	0.02%
	oldham theatre workshop	8	0.01%
	oldham jobs	7	0.01%
	oldham city council	6	0.01%
	oldham schools	6	0.01%
	fcho	5	0.00%

Top Search Engines with Search Phrases Detail			
Engines	Phrases	Phrases Found	% of Total
	woodlice	5	0.00%
	first choice homes oldham	5	0.00%
	job vacancies in oldham	5	0.00%
	oldham planning	5	0.00%
	lifelong learning oldham	5	0.00%
	oldham lifelong learning	5	0.00%
	chadderton town hall	5	0.00%
	www.oldham.gov.uk%2f	5	0.00%
AltaVista	oldham mbc	8	0.01%
	oldham pfi	2	0.00%
	school sport	2	0.00%
	nvq level 2 equates	2	0.00%
	oldham youth service	2	0.00%
	english heritage listed buildings	1	0.00%
	free courses for carers oldham	1	0.00%
	environmental health oldham	1	0.00%
	saddleworth history society	1	0.00%
	recycling box	1	0.00%
	tree preservation orders	1	0.00%
	mentoring pro-forma for schools	1	0.00%
	build compost box	1	0.00%
	oldham leisure centre	1	0.00%
	oldham council	1	0.00%
	domain%3aoldham.gov.uk		
	mobile	1	0.00%
	supply teaching in the north west	1	0.00%
	welfare rights oldham	1	0.00%
	oldham housing	1	0.00%
	new houses delph	1	0.00%
Lycos	first choice homes	3	0.00%
	oldham schools cricket	1	0.00%
	school netball	1	0.00%
	out of school clubs	1	0.00%
	oldham mbc exercise and older people strategy	1	0.00%
	oldham county council	1	0.00%
	repair of historic buildings%3a advice on principles and methods	1	0.00%
	9 clough lane grasscroft	1	0.00%
	strong and professional educational teachers of secondary schools	1	0.00%
	oldham community leisure	1	0.00%
	oldham cricket	1	0.00%
Mamma	telephone directory of oldham	1	0.00%
Goo	"apartment tower"	1	0.00%


Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
Google	oldham	25,149	47.48%
	council	8,978	16.95%
	in	3,191	6.02%
	jobs	2,142	4.04%
	first	1,655	3.12%
	homes	1,632	3.08%
	choice	1,617	3.05%
	centre	1,369	2.58%

Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
	of	1,315	2.48%
	school	1,164	2.19%
	for	1,156	2.18%
	mbc	1,103	2.08%
	to	951	1.79%
	the	903	1.70%
	planning	765	1.44%
	library	761	1.43%
	borough	737	1.39%
	ombc	718	1.35%
	job	649	1.22%
	fcho	645	1.21%
Yahoo	oldham	2,184	4.12%
	council	796	1.50%
	choice	264	0.49%
	homes	257	0.48%
	first	250	0.47%
	in	244	0.46%
	jobs	191	0.36%
	centre	117	0.22%
	of	101	0.19%
	www.oldham.gov.uk	95	0.17%
	for	92	0.17%
	fcho	81	0.15%
	mbc	80	0.15%
	borough	77	0.14%
	job	76	0.14%
	library	63	0.11%
	school	62	0.11%
	to	60	0.11%
	housing	55	0.10%
	uk	55	0.10%
Microsoft Network	oldham	1,328	2.50%
	council	530	1.00%
	homes	180	0.33%
	choice	173	0.32%
	first	169	0.31%
	in	144	0.27%
	jobs	109	0.20%
	fcho	69	0.13%
	www.oldham.gov.uk	68	0.12%
	school	60	0.11%
	centre	59	0.11%
	uk	58	0.10%
	mbc	57	0.10%
	borough	56	0.10%
	schools	43	0.08%
	for	42	0.07%
	community	40	0.07%
	vacancies	36	0.06%
	oldham.gov.uk	34	0.06%
	housing	33	0.06%
AOL NetFind	oldham	529	0.99%
	council	123	0.23%
	in	102	0.19%
	choice	55	0.10%
	first	55	0.10%
	homes	52	0.09%

Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
	of	51	0.09%
	to	44	0.08%
	for	33	0.06%
	silverfish	31	0.05%
	school	29	0.05%
	library	28	0.05%
	centre	27	0.05%
	the	26	0.04%
	house	24	0.04%
	housing	23	0.04%
	jobs	22	0.04%
	rid	22	0.04%
	learning	20	0.03%
	schools	20	0.03%
	AltaVista	oldham	34
mbc		8	0.01%
2002-2005		4	0.00%
strategy		4	0.00%
school		3	0.00%
crime		3	0.00%
to		3	0.00%
community		3	0.00%
sport		2	0.00%
of		2	0.00%
council		2	0.00%
pfi		2	0.00%
domain:oldham.gov.uk		2	0.00%
level		2	0.00%
box		2	0.00%
equates		2	0.00%
youth		2	0.00%
housing		2	0.00%
for		2	0.00%
nvq		2	0.00%
Lycos	oldham	5	0.00%
	first	3	0.00%
	of	3	0.00%
	choice	3	0.00%
	homes	3	0.00%
	cricket	2	0.00%
	school	2	0.00%
	schools	2	0.00%
	clough	1	0.00%
	teachers	1	0.00%
	lane	1	0.00%
	professional	1	0.00%
	grasscroft	1	0.00%
	mbc	1	0.00%
	community	1	0.00%
	secondary	1	0.00%
	leisure	1	0.00%
	strong	1	0.00%
	educational	1	0.00%
	county	1	0.00%
Goo	apartment	1	0.00%
	tower	1	0.00%
Mamma	directory	1	0.00%
	oldham	1	0.00%

Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
	telephone	1	0.00%
	of	1	0.00%

Top Search Engines - Help Card

 **FIRST TABLE**

Engines - Specific search engine being analyzed.

Searches - Number of visitors referred to your site from the specified search engine.

% - Percentage of visitors referred from search engines who were referred by the search engine specified.

SECOND TABLE

Engines - Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords - The keyword being analyzed in conjunction with the search engine in the adjacent column. A keyword is a single word entered into a search engine.


Keywords Found - Number of visitors referred to your site from the specified search engine who used the specified keyword in their search.

Phrases - The phrase being analyzed in conjunction with the search engine in the adjacent column. A phrase is the entire text string entered into a search engine. It can be made up of one or more keywords.

Phrases Found - Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

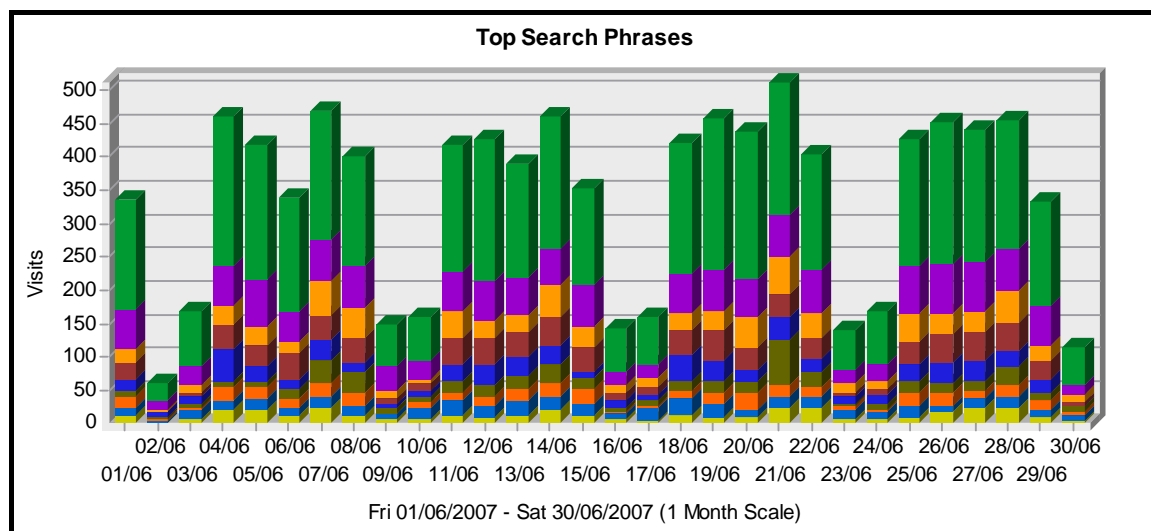
Referrals - Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% - Percentage of visitors referred from search engines who used the specified search engine and keyword or phrase.

 This information can give you an idea how your meta-tags are performing with each search engine.

Top Search Phrases

The first table identifies search phrases which led the most visitors to your site, regardless of the search engine they used. The second table identifies, for each phrase, which search engines led visitors to the site.



Top Search Phrases			
	Phrases	Phrases found	% of Total
1	oldham council	6,054	11.43%
2	oldham	1,753	3.30%
3	first choice homes	1,148	2.16%
4	oldham mbc	1,072	2.02%
5	oldham council jobs	866	1.63%
6	fcho	676	1.27%
7	ombc	584	1.10%
8	silverfish	524	0.98%
9	first choice homes oldham	506	0.95%
10	oldham library	476	0.89%
11	www.oldham.gov.uk	464	0.87%
12	jobs in oldham	443	0.83%
13	oldham.gov.uk	407	0.76%
14	oldham borough council	359	0.67%
15	www.fcho.co.uk	253	0.47%
16	equal opportunities legislation	232	0.43%
17	oldham metropolitan borough council	220	0.41%
18	oldham planning	210	0.39%
19	oldham jobs	191	0.36%
20	oldham.gov	164	0.30%
Total Found for the Phrases Above		16,602	31.34%
Total of Phrases Found in the Log File		52,964	100%

Top Search Phrases with Engines Detail			
Phrases	Engines	Searches	% of Total
oldham council	Google	5,250	9.91%
	Yahoo	429	0.80%
	Microsoft Network	309	0.58%
	AOL NetFind	65	0.12%
	AltaVista	1	0.00%

Top Search Phrases with Engines Detail			
Phrases	Engines	Searches	% of Total
oldham	Google	1,549	2.92%
	Yahoo	127	0.23%
	Microsoft Network	58	0.10%
	AOL NetFind	19	0.03%
first choice homes	Google	917	1.73%
	Microsoft Network	101	0.19%
	Yahoo	81	0.15%
	AOL NetFind	45	0.08%
	Lycos	3	0.00%
	AltaVista	1	0.00%
oldham mbc	Google	926	1.74%
	Yahoo	71	0.13%
	Microsoft Network	52	0.09%
	AOL NetFind	15	0.02%
	AltaVista	8	0.01%
oldham council jobs	Google	723	1.36%
	Yahoo	90	0.16%
	Microsoft Network	49	0.09%
	AOL NetFind	4	0.00%
fcho	Google	535	1.01%
	Yahoo	72	0.13%
	Microsoft Network	64	0.12%
	AOL NetFind	5	0.00%
ombc	Google	511	0.96%
	Yahoo	31	0.05%
	Microsoft Network	25	0.04%
	AOL NetFind	16	0.03%
	AltaVista	1	0.00%
silverfish	Google	495	0.93%
	AOL NetFind	29	0.05%
first choice homes oldham	Google	347	0.65%
	Yahoo	102	0.19%
	Microsoft Network	52	0.09%
	AOL NetFind	5	0.00%
oldham library	Google	418	0.78%
	Yahoo	33	0.06%
	AOL NetFind	15	0.02%
	Microsoft Network	10	0.01%
www.oldham.gov.uk	Google	299	0.56%
	Yahoo	95	0.17%
	Microsoft Network	66	0.12%
	AOL NetFind	4	0.00%
jobs in oldham	Google	397	0.74%
	Yahoo	33	0.06%
	Microsoft Network	11	0.02%
	AOL NetFind	2	0.00%
oldham.gov.uk	Google	328	0.61%
	Yahoo	41	0.07%
	Microsoft Network	34	0.06%
	AOL NetFind	4	0.00%
oldham borough council	Google	284	0.53%
	Yahoo	45	0.08%
	Microsoft Network	29	0.05%
	AOL NetFind	1	0.00%
www.fcho.co.uk	Google	183	0.34%
	Yahoo	54	0.10%
	Microsoft Network	13	0.02%
	AOL NetFind	3	0.00%
equal opportunities legislation	Google	231	0.43%

Top Search Phrases with Engines Detail			
Phrases	Engines	Searches	% of Total
oldham metropolitan borough council	Yahoo	1	0.00%
	Google	190	0.35%
	Yahoo	19	0.03%
	Microsoft Network	11	0.02%
oldham planning	Google	193	0.36%
	Yahoo	9	0.01%
	AOL NetFind	5	0.00%
	Microsoft Network	3	0.00%
oldham jobs	Google	171	0.32%
	Yahoo	8	0.01%
	AOL NetFind	7	0.01%
	Microsoft Network	5	0.00%
oldham.gov	Google	150	0.28%
	Yahoo	14	0.02%

Top Search Phrases - Help Card

? FIRST TABLE

Phrases - The specific search phrases being analyzed. A search phrase is the entire text string entered into a search engine. It can be made up of one or more keywords.

Phrases Found - Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% - Percentage of referred visitors who used the specified search phrase.


SECOND TABLE

Engines - Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases - The phrase being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire text string entered into a search engine. It can be made up of one or more keywords.

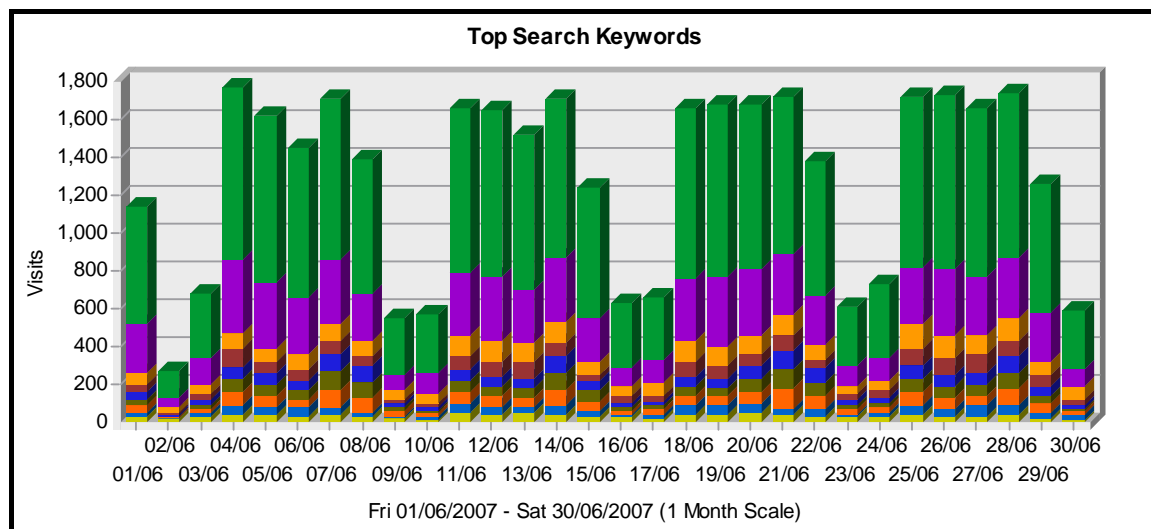
Searches - Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

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

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

Top Search Keywords

The first table identifies keywords which led the most visitors to the site (regardless of the search engine). The second table identifies, for each keyword, which search engines led visitors to the site.



Top Search Keywords			
	Keywords	Keywords found	% of Total
1	oldham	29,230	18.25%
2	council	10,430	6.51%
3	in	3,682	2.29%
4	jobs	2,464	1.53%
5	first	2,133	1.33%
6	homes	2,125	1.32%
7	choice	2,113	1.31%
8	centre	1,574	0.98%
9	of	1,503	0.93%
10	for	1,325	0.82%
11	school	1,320	0.82%
12	mbc	1,265	0.78%
13	to	1,071	0.66%
14	the	1,003	0.62%
15	library	878	0.54%
16	borough	877	0.54%
17	planning	842	0.52%
18	ombc	819	0.51%
19	fcho	801	0.50%
20	job	764	0.47%
Total Found for the Keywords Above		66,219	41.34%
Total of Keywords Found in the Log File		160,145	100%

Top Search Keywords with Engines Detail			
Keywords	Engines	Searches	% of Total
oldham	Google	25,149	15.70%
	Yahoo	2,184	1.36%
	Microsoft Network	1,328	0.82%
	AOL NetFind	529	0.33%
	AltaVista	34	0.02%
	Lycos	5	0.00%

Top Search Keywords with Engines Detail			
Keywords	Engines	Searches	% of Total
	Mamma	1	0.00%
council	Google	8,978	5.60%
	Yahoo	796	0.49%
	Microsoft Network	530	0.33%
	AOL NetFind	123	0.07%
	AltaVista	2	0.00%
	Lycos	1	0.00%
in	Google	3,191	1.99%
	Yahoo	244	0.15%
	Microsoft Network	144	0.08%
	AOL NetFind	102	0.06%
	AltaVista	1	0.00%
jobs	Google	2,142	1.33%
	Yahoo	191	0.11%
	Microsoft Network	109	0.06%
	AOL NetFind	22	0.01%
first	Google	1,655	1.03%
	Yahoo	250	0.15%
	Microsoft Network	169	0.10%
	AOL NetFind	55	0.03%
	Lycos	3	0.00%
	AltaVista	1	0.00%
homes	Google	1,632	1.01%
	Yahoo	257	0.16%
	Microsoft Network	180	0.11%
	AOL NetFind	52	0.03%
	Lycos	3	0.00%
	AltaVista	1	0.00%
choice	Google	1,617	1.00%
	Yahoo	264	0.16%
	Microsoft Network	173	0.10%
	AOL NetFind	55	0.03%
	Lycos	3	0.00%
	AltaVista	1	0.00%
centre	Google	1,369	0.85%
	Yahoo	117	0.07%
	Microsoft Network	59	0.03%
	AOL NetFind	27	0.01%
	AltaVista	2	0.00%
of	Google	1,315	0.82%
	Yahoo	101	0.06%
	AOL NetFind	51	0.03%
	Microsoft Network	30	0.01%
	Lycos	3	0.00%
	AltaVista	2	0.00%
	Mamma	1	0.00%
for	Google	1,156	0.72%
	Yahoo	92	0.05%
	Microsoft Network	42	0.02%
	AOL NetFind	33	0.02%
	AltaVista	2	0.00%
school	Google	1,164	0.72%
	Yahoo	62	0.03%
	Microsoft Network	60	0.03%
	AOL NetFind	29	0.01%
	AltaVista	3	0.00%
	Lycos	2	0.00%
mbc	Google	1,103	0.68%
	Yahoo	80	0.04%

Top Search Keywords with Engines Detail			
Keywords	Engines	Searches	% of Total
	Microsoft Network	57	0.03%
	AOL NetFind	16	0.00%
	AltaVista	8	0.00%
	Lycos	1	0.00%
to	Google	951	0.59%
	Yahoo	60	0.03%
	AOL NetFind	44	0.02%
	Microsoft Network	13	0.00%
	AltaVista	3	0.00%
the	Google	903	0.56%
	Yahoo	47	0.02%
	Microsoft Network	26	0.01%
	AOL NetFind	26	0.01%
	AltaVista	1	0.00%
library	Google	761	0.47%
	Yahoo	63	0.03%
	AOL NetFind	28	0.01%
	Microsoft Network	26	0.01%
borough	Google	737	0.46%
	Yahoo	77	0.04%
	Microsoft Network	56	0.03%
	AOL NetFind	7	0.00%
planning	Google	765	0.47%
	Yahoo	42	0.02%
	AOL NetFind	19	0.01%
	Microsoft Network	16	0.00%
ombc	Google	718	0.44%
	Yahoo	53	0.03%
	Microsoft Network	28	0.01%
	AOL NetFind	18	0.01%
	AltaVista	2	0.00%
fcho	Google	645	0.40%
	Yahoo	81	0.05%
	Microsoft Network	69	0.04%
	AOL NetFind	6	0.00%
job	Google	649	0.40%
	Yahoo	76	0.04%
	Microsoft Network	28	0.01%
	AOL NetFind	11	0.00%

Top Search Keywords - Help Card

? FIRST TABLE

Keywords - Specific keywords being analyzed. A keyword is a single word entered into a search engine.

Keywords Found - Number of visitors referred to your site with the specified keyword.

% - Percentage of visitors referred to your site with keywords who were referred by the keyword specified.

SECOND TABLE


Engines - Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords - The keyword being analyzed in conjunction with the search engine in the adjacent column. A keyword is a single word entered into a search engine.

Searches - Number of visitors referred to your site from the specified search engine who used the specified keyword in their search.

Top Search Keywords - Help Card

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

 At the most basic level, this section tells you which search engines 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 keywords you expect and that other search engines are not.

Glossary

Glossary	
Authentication	Technique that limits access to Internet or intranet resources to those visitors who identify themselves by entering a username and password.
Average Time to Serve Documents	Average amount of time it took to serve each document during the specified time interval. The time to serve spans from the time your server gets a page request until it transmits all the data.
Average Time to Serve Dynamic Pages and Forms	Average amount of time it took to serve each dynamic page or form during the specified time interval. The time to serve spans from the time your server gets a page request until it transmits all the data.
Bandwidth	Measure (in kilobytes of data transferred) of the traffic on a site.
Browser	A program used to locate and view Web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Client	The browser used by a visitor to a Web site.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Return Code" glossary entry for more information.
Company Database	The database installed and used by WebTrends to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about Web site visitors. This information can include the visitor's username, preferences, etc. The information is provided by visitors during their first visit to a Web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Documents	Pages that were defined as "documents" in Options. Typically, pages are defined as a document if the content is static, such as complete HTML pages. However, you can define dynamic pages and forms as documents if you choose.
Domain Name	The text name corresponding to the numeric IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting a numeric IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Dynamic Pages and Forms	Pages that are generated dynamically based on values selected by a visitor. They are generated with variables, and do not exist anywhere in a static, predictable form. WebTrends counts any file with an HTTP Post command or a Get command with a "?" as a dynamic page/form.
Entry File	The first file the visitor downloaded when entering your Web site.
Entry Page	The first page a visitor viewed when entering your Web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

Glossary	
Exit Page	The last page a visitor viewed before leaving your Web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type 'gif.'
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
Forms	Scripted pages which pass variables back to the server. These pages are used to gather information from visitors. WebTrends counts any file with an HTTP Post command as a form.
HTML	Hypertext Markup Language. It is the programming language for static Web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	A single action on the Web server as it appears in the log file. A visitor downloading a single file is logged as a single hit, while a visitor requesting a Web page including two images registers as three hits on the server; one hit is the request for the .html page, and two additional hits are requests for the downloaded image files. While the volume of hits is an indicator of Web server traffic, it is not an accurate reflection of how many pages are being looked at.
Home Page	The main or introductory page of a Web site. The home page provides visitors with an overview and links to the rest of the site. It often contains or links to a table of contents.
Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
Log File	A file created by a Web or proxy server which contains information about the server's activity.
Median Visit Length	Median of non-zero length visits in the log. Half the visit lengths are longer than the median, and half are shorter. This number is often closer to the "typical" visit length than the average visit length. Numbers that are wildly atypical can skew the average, but will not skew the median so much.
Page	Any document, dynamic page, or form. Documents are user-defined in Options, but typically include all static content, such as complete html pages. Dynamic pages are created with variables and do not exist anywhere in a static form. Forms are scripted pages which get information from a visitor and pass it back to the server.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page.
Paths from Start	With the exception of the starting page, the path a visitor takes to a destination or exit page.
Platform	Refers to the operating system, such as Linux or

Glossary	
	Windows 98.
Protocol	An established method of transmitting data from one computer to another.
Referrer	URL of a Web page that refers visitors to your site.
Return Code	<p>The return status of the request which specifies whether the transfer was successful and why.</p> <p>Possible "Success" codes are:</p> <p>200 = Success: OK 201 = Success: Created 202 = Success: Accepted 203 = Success: Partial Information 204 = Success: No Response 300 = Success: Redirected 301 = Success: Moved 302 = Success: Found 303 = Success: New Method 304 = Success: Not Modified</p> <p>Possible "Failed" codes are:</p> <p>400 = Failed: Bad Request 401 = Failed: Unauthorized 402 = Failed: Payment Required 403 = Failed: Forbidden 404 = Failed: Not Found 500 = Failed: Internal Error 501 = Failed: Not Implemented 502 = Failed: Overloaded Temporarily 503 = Failed: Gateway Timeout</p>
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your Web site that visitors open, then exit from, without viewing any other page. To qualify the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Suffix (Domain Name)	See Top-Level Domain.
Time Interval	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.
Top-Level Domain	The suffix of a domain name is the top-level domain. A top-level domain is generic (.com, edu, .museum, .name, etc) or 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

Glossary	
	<p>partial list of how this report categorizes top-level domains:</p> <p>ARPANET: .arpa</p> <p>Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk</p> <p>Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn</p> <p>International: .int .int.co .int.ve .intl.tn</p> <p>Government: .gov .gov.[country code] .gove.[country code] .go.[country code]</p> <p>Military: .mil .mil.[country code]</p> <p>Network: .net .ad.jp .ne.kr .net.[country code]</p> <p>Organization: .org .or .org.[country code] .or.[country code]</p>
URL	<p>Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation Web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).</p>
Unique Visitors	<p>Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.</p>
Visit	<p>All the activity of one visitor to a Web site. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit ended. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted. The default idle-time limit is thirty minutes, but can be changed in Options.</p>
Visit Duration (Minutes)	<p>Number of minutes your Web site was viewed by a visitor.</p>
Visitor-Minutes	<p>Total number of minutes your site was viewed by all visitors during the specified report period.</p>

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