
WEBTRENDS[®]



**Website Usage Report
November 2007
Oldham Council**

Report Range: 01/11/2007 - 30/11/2007

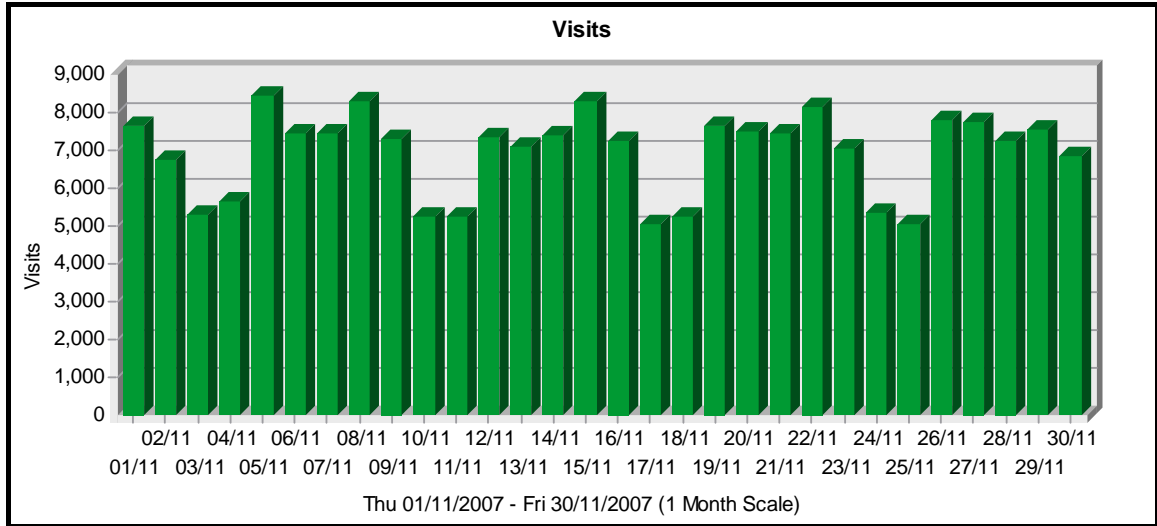
Prepared By:
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on 03/12/2007

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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: 01/11/2007 00:00:01 - 30/11/2007 23:59:59		
Hits	Entire Site (Successful)	2,758,083
	Average per Day	91,936
	Home Page	111,738
Page Views	Page Views	1,103,485
	Average per Day	36,782
	Average per Unique Visitor	19
	Document Views	867,389
Visits	Visits	208,659
	Average per Day	6,955
	Average Visit Length	00:15:44
	Median Visit Length	00:02:04
	Visits Referred by Search Engines	57,468
	Visits from Spiders	72,758
Visitors	Unique Visitors	57,387
	Visitors Who Visited Once	43,631
	Visitors Who Visited More Than Once	13,756

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.

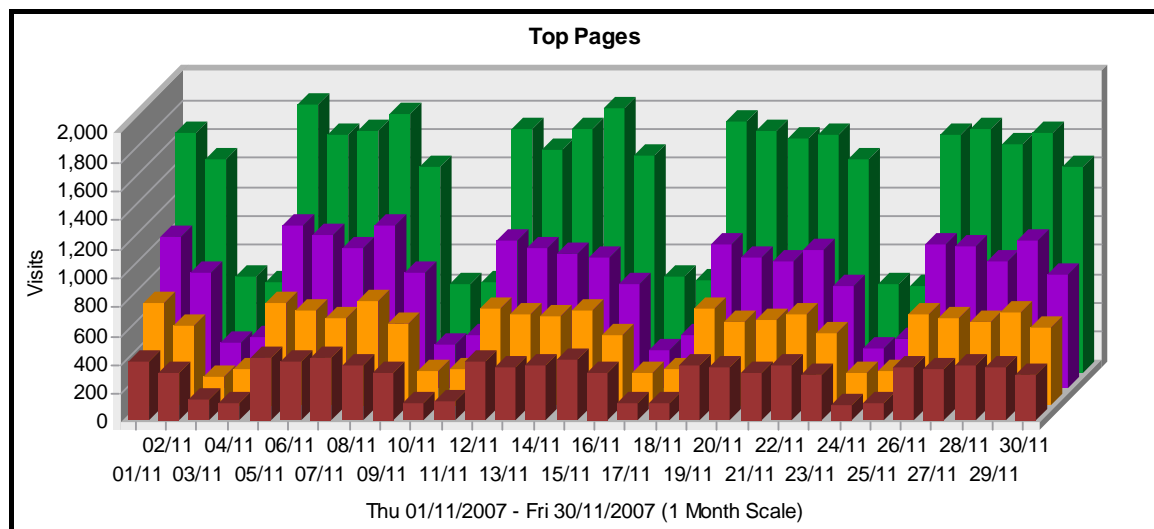
Visitors Who Visited Once - Number of individual visitors who appear only once in the log file. Individuals can be tracked by IP addresses, domain names, and cookies. Cookies provide the most accurate count.



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/	115,072	10.42%	41,198	00:01:41
2	Oldham Council - Council Jobs http://www.oldham.gov.uk/working/council_vacancies/council-vacancies-search.htm	37,110	3.36%	23,323	00:00:44
3	Oldham Council - Working in Oldham - Council Jobs http://www.oldham.gov.uk/working/council_vacancies.htm	23,777	2.15%	15,529	00:00:49
4	Oldham Council - A-Z of Services - The A to Z of Council Services: http://www.oldham.gov.uk/a-z_of_services.htm	17,668	1.60%	9,317	00:00:23
5	http://www.oldham.gov.uk/search_result.htm	37,426	3.39%	9,204	00:00:53
6	First Choice Homes Oldham http://www.oldham.gov.uk/fcho_home.htm	13,708	1.24%	8,920	00:02:23
7	http://www.oldham.gov.uk/council-vacancies-job-details.htm	19,896	1.80%	8,799	00:02:17
8	Oldham Council - Working in Oldham http://www.oldham.gov.uk/working.htm	11,295	1.02%	5,085	00:00:15
9	http://www.oldham.gov.uk/decision_recording.htm	18,593	1.68%	4,622	00:00:53
10	FCHO - Find a Home http://www.oldham.gov.uk/fcho_find_a_home.htm	4,976	0.45%	4,206	00:00:29
11	http://www.oldham.gov.uk/robots.txt	9,503	0.86%	4,168	00:00:43
12	http://www.oldham.gov.uk/view_press_release.htm	20,269	1.83%	3,940	00:00:34
13	http://www.oldham.gov.uk/fcho_find_a_home/fcho_this_weeks_homes.htm	4,752	0.43%	3,925	00:04:16
14	Oldham Council - Oldham Council http://www.oldham.gov.uk/council.htm	9,510	0.86%	3,513	00:00:14

Top Pages					
	Pages	Views	% of Total Views	Visits ▼	Avg. Time Viewed
15	Oldham Council - Contact Us http://www.oldham.gov.uk/contact_us.htm	9,355	0.84%	3,440	00:00:42
16	Oldham Council - Living in Oldham http://www.oldham.gov.uk/living.htm	9,269	0.83%	3,220	00:00:15
17	http://www.oldham.gov.uk/learning/schools_in_oldham.htm	6,602	0.59%	3,008	00:01:11
18	Oldham Council - Building &#038; Planning - Planning in Oldham http://www.oldham.gov.uk/living/planbuildmatters/planning.htm	5,899	0.53%	2,671	00:01:03
19	Oldham Council - Learning in Oldham http://www.oldham.gov.uk/learning.htm	8,506	0.77%	2,502	00:00:14
20	http://www.oldham.gov.uk/a-z_of_services/a-z_of_services_az.htm	2,264	0.20%	2,102	00:00:20
21	Oldham Council - Oldham Council - Council News http://www.oldham.gov.uk/council/council-news.htm	4,977	0.45%	1,892	00:00:59
22	Oldham Council - Decision Making - Meeting Minutes http://www.oldham.gov.uk/council/decision_making/decision_recording.htm	9,187	0.83%	1,858	00:00:28
23	http://www.oldham.gov.uk/fcho-bid-for-property-form-js/	1,973	0.17%	1,803	00:00:46
24	FCHO - Find a Home - Bid for a Home http://www.oldham.gov.uk/fcho_find_a_home/fcho_bid_for_a_home.htm	1,984	0.17%	1,779	00:00:47
25	http://www.oldham.gov.uk/contrast/council/decision_making/decision_recording.htm	6,510	0.58%	1,737	00:00:58
26	Oldham Council - Oldham Community http://www.oldham.gov.uk/community.htm	7,482	0.67%	1,616	00:00:09
27	http://www.oldham.gov.uk/print/decision_recording.htm	9,718	0.88%	1,608	00:00:36
28	http://www.oldham.gov.uk/print/council/decision_making/decision_recording.htm	6,494	0.58%	1,543	00:01:00
29	Oldham Council - Oldham Council - Online Services http://www.oldham.gov.uk/council/online-services.htm	4,485	0.40%	1,542	00:00:12
30	http://www.oldham.gov.uk/contrast/decision_recording.htm	9,620	0.87%	1,475	00:00:36
31	http://www.oldham.gov.uk/fcho_rent_and_other_charges/fcho_os_rent_enquiry.htm	1,581	0.14%	1,450	00:00:34
32	Oldham Council - Factsheets http://www.oldham.gov.uk/factsheets.htm	7,283	0.65%	1,446	00:00:31
33	http://www.oldham.gov.uk/fcho_os_rent_results.htm	3,833	0.34%	1,444	00:00:41
34	http://www.oldham.gov.uk/fcho_rent_and_other_charges.htm	1,519	0.13%	1,414	00:00:32
35	http://www.oldham.gov.uk/living/planbuildmatters/planning/plansearch.htm	1,416	0.12%	1,283	00:04:55
36	http://www.oldham.gov.uk/fcho-property-bid-success.htm	3,144	0.28%	1,262	00:00:43
37	http://www.oldham.gov.uk/council-vacancies-search.htm	1,837	0.16%	1,255	00:01:01
38	Oldham Council - Oldham Council - Councillors http://www.oldham.gov.uk/council/councillors.htm	4,207	0.38%	1,239	00:00:11

Top Pages					
	Pages	Views	% of Total Views	Visits ▼	Avg. Time Viewed
39	Oldham Council - Online Services - Pay Online http://www.oldham.gov.uk/council/online-services/pay-it.htm	4,133	0.37%	1,205	00:01:01
40	Oldham Council http://www.oldham.gov.uk/site_index.htm	6,989	0.63%	1,201	00:00:07
41	http://www.oldham.gov.uk/living/housing.htm	1,331	0.12%	1,193	00:00:49
42	http://www.oldham.gov.uk/libraries/	1,319	0.11%	1,172	00:01:04
43	http://www.oldham.gov.uk/community/libraries/library-catalog.htm	1,255	0.11%	1,112	00:03:55
44	http://www.oldham.gov.uk/community/libraries.htm	2,201	0.19%	1,101	00:03:04
45	http://www.oldham.gov.uk/living/planbuildmatters.htm	1,122	0.10%	1,034	00:01:39
46	Oldham Council - Common Questions http://www.oldham.gov.uk/common_questions.htm	6,757	0.61%	1,001	00:00:06
47	http://www.oldham.gov.uk/council/online-services/os_ctax_enquiry.htm	1,079	0.09%	987	00:00:49
48	http://www.oldham.gov.uk/fcho-search.htm	3,511	0.31%	951	00:00:47
49	Oldham Council - Living in Oldham - Maps http://www.oldham.gov.uk/living/maps.htm	3,787	0.34%	891	00:00:30
50	Oldham Council - Contact Us http://www.oldham.gov.uk/contact_us/useful-contacts.htm	3,759	0.34%	883	00:00:20
Subtotal For the Page Views Above		509,943	46.21%	N/A	N/A
Total For the Log File		1,103,485	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	8,520	4.40%	5,606
2	http://www.oldham.gov.uk/teachersbulletin.pdf	3,469	1.79%	2,326
3	http://www.oldham.gov.uk/cbl_advert_-_week_3107.pdf	2,582	1.33%	1,639
4	http://www.oldham.gov.uk/cbl_advert_-_week_3307.pdf	2,346	1.21%	1,516
5	http://www.oldham.gov.uk/cbl_advert_3407.pdf	1,648	0.85%	1,063
6	http://www.oldham.gov.uk/cbl_advert_3207.pdf	1,692	0.87%	1,020
7	http://www.oldham.gov.uk/council-atoz.pdf	6,091	3.15%	913
8	http://www.oldham.gov.uk/equal_opps_guide.pdf	862	0.44%	692
9	http://www.oldham.gov.uk/cbl_advert_3507.pdf	1,031	0.53%	656
10	http://www.oldham.gov.uk/ocfs-strat-jv1s.pdf	1,195	0.61%	571
11	http://www.oldham.gov.uk/ocfs-env-epeh27s.pdf	592	0.30%	445
12	http://www.oldham.gov.uk/primark_vacs-2.pdf	438	0.22%	379
13	http://www.oldham.gov.uk/ocfs-env-epeh47s.pdf	381	0.19%	286
14	http://www.oldham.gov.uk/ocfs-env-epeh60s.pdf	359	0.18%	262
15	http://www.oldham.gov.uk/ocfs-env-epeh26s.pdf	328	0.16%	253
16	http://www.oldham.gov.uk/fcho_10.pdf	323	0.16%	229
17	http://www.oldham.gov.uk/bedroom_eligibility_guide.pdf	271	0.14%	227
18	http://www.oldham.gov.uk/cantle-review-final-report.pdf	1,295	0.66%	216
19	http://www.oldham.gov.uk/results_oct_07.pdf	287	0.14%	211
20	http://www.oldham.gov.uk/rent_statement1.pdf	281	0.14%	207
Total For the Files Above		33,991	17.58%	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.

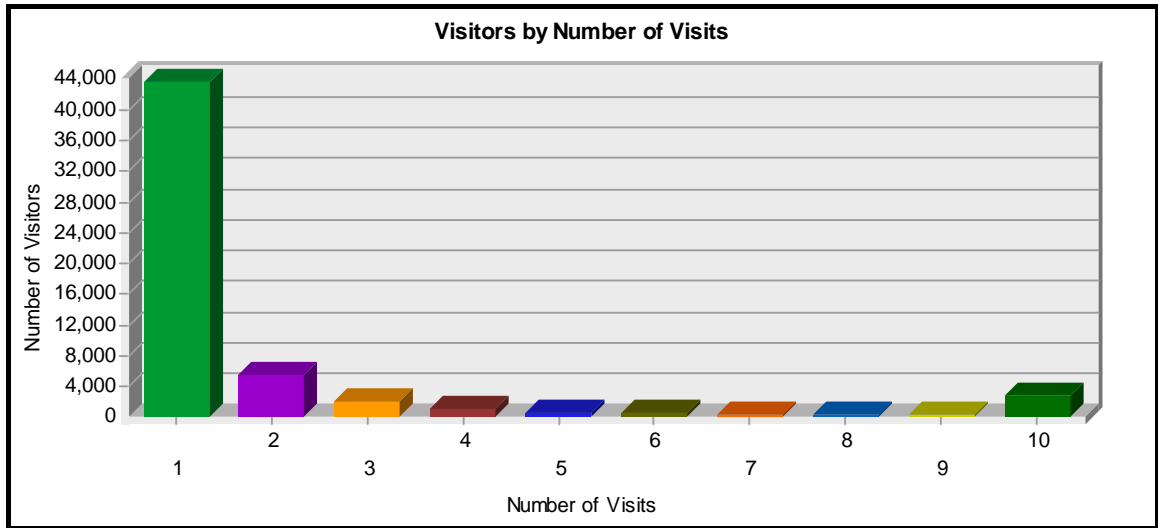
% - Percentage of times the specified file was downloaded out of all downloaded files.

Most Downloaded Files - Help Card

 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	43631	76.02%
2 visits	5590	9.74%
3 visits	2169	3.77%
4 visits	1137	1.98%
5 visits	714	1.24%
6 visits	492	0.85%
7 visits	372	0.64%
8 visits	274	0.47%
9 visits	258	0.44%
10 or more visits	2750	4.79%

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	7,562
Average Number of Hits per Day on Weekdays	105,132
Average Number of Visits per Weekend	10,571
Average Number of Hits per Weekend	111,293
Most Active Day of the Week	Thu
Least Active Day of the Week	Sun
Most Active Date	November 15, 2007
Number of Hits on Most Active Date	135,967
Least Active Date	November 25, 2007
Number of Hits on Least Active Date	49,051
Most Active Hour of the Day	11:00-11:59
Least Active Hour of the Day	05:00-05:59

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.

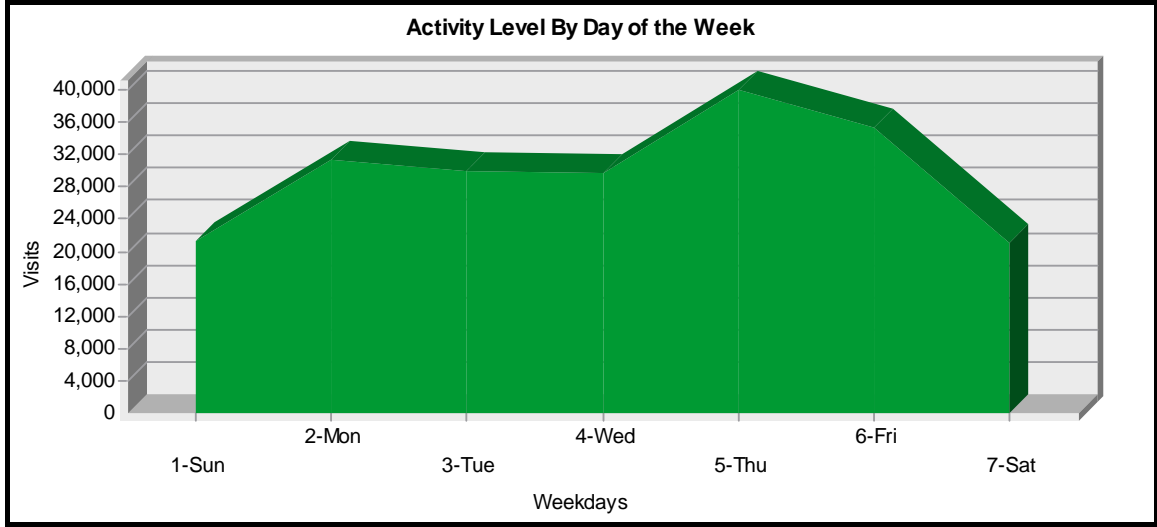
Most Active Hour of the Day - The most active hour of the day after activity for all hours is added up. This is not an average.



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	217,531	7.88%	21,259
2	Mon	408,982	14.82%	31,422
3	Tue	401,853	14.57%	29,907
4	Wed	400,466	14.51%	29,629
5	Thu	592,732	21.49%	40,038
6	Fri	508,878	18.45%	35,354
7	Sat	227,641	8.25%	21,016
Total Weekdays		2,312,911	83.85%	166,350
Total Weekend		445,172	16.14%	42,275

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.

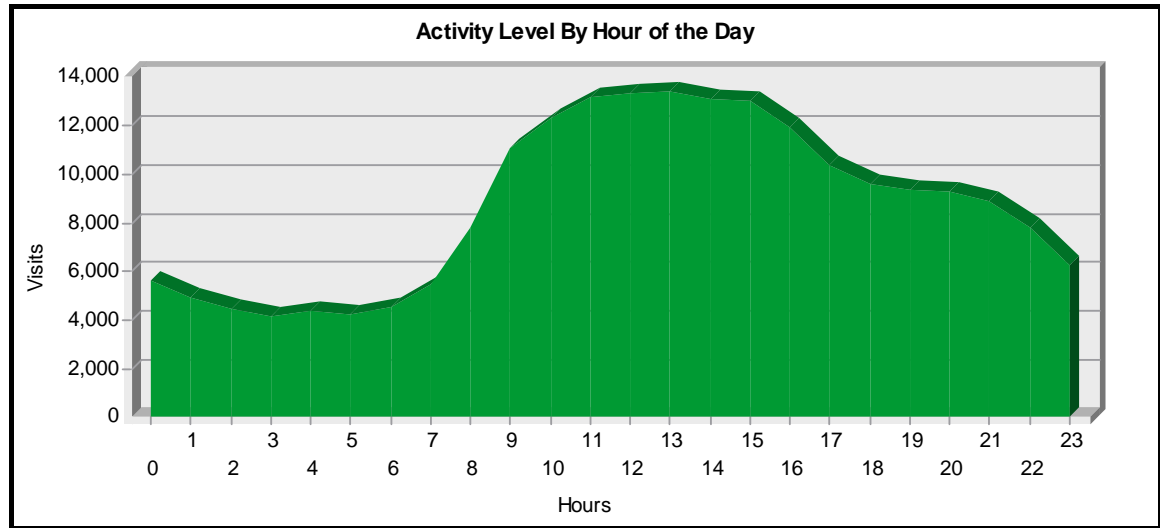
Visits - Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. Unsuccessful hits are not counted. If a visitor is idle longer than the idle-time limit, 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	66,931	2.42%	5,658
01:00-01:59	53,556	1.94%	4,940
02:00-02:59	45,361	1.64%	4,470
03:00-03:59	40,485	1.46%	4,130
04:00-04:59	45,969	1.66%	4,374
05:00-05:59	36,649	1.32%	4,213
06:00-06:59	40,519	1.46%	4,543
07:00-07:59	55,224	2.00%	5,475
08:00-08:59	95,435	3.46%	7,836
09:00-09:59	158,037	5.72%	11,093
10:00-10:59	187,103	6.78%	12,311
11:00-11:59	219,320	7.95%	13,167
12:00-12:59	212,334	7.69%	13,314
13:00-13:59	199,552	7.23%	13,401
14:00-14:59	199,494	7.23%	13,122
15:00-15:59	192,785	6.98%	13,065
16:00-16:59	163,890	5.94%	11,938
17:00-17:59	130,373	4.72%	10,368
18:00-18:59	113,720	4.12%	9,625
19:00-19:59	110,077	3.99%	9,367
20:00-20:59	112,183	4.06%	9,317
21:00-21:59	108,863	3.94%	8,867
22:00-22:59	96,875	3.51%	7,801
23:00-23:59	73,348	2.65%	6,230
Total Visitors during Work Hours (8:00am-5:00pm)	1,627,950	59.02%	109,247
Total Visitors during After Hours (5:01pm-7:59am)	1,130,133	40.97%	99,378

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.

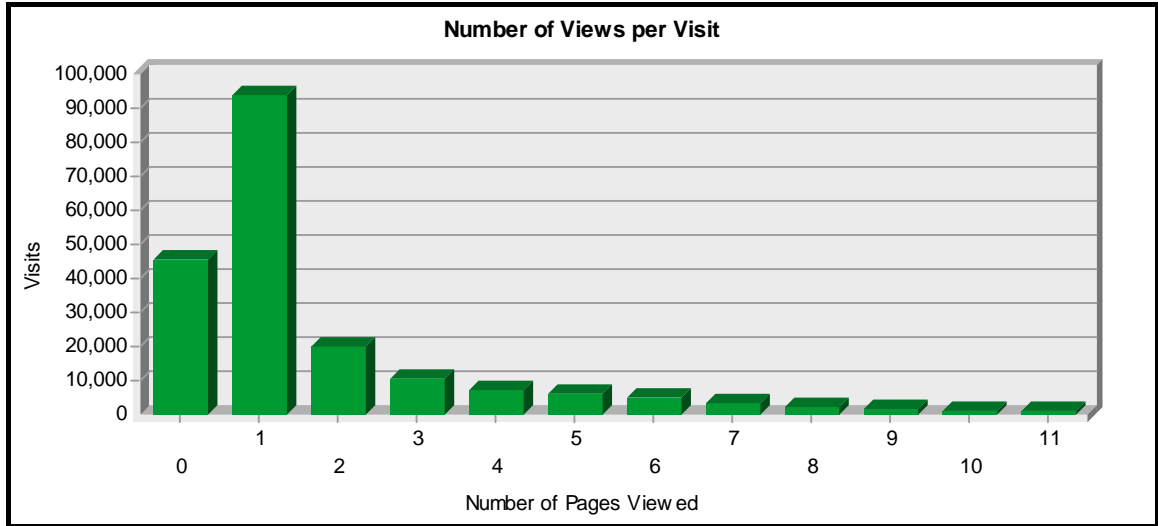
% - Percentage of total hits that occurred on the specified hour of the day.



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	46,038	22.06%
1 page	93,895	44.99%
2 pages	20,419	9.78%
3 pages	10,833	5.19%
4 pages	7,725	3.70%
5 pages	6,636	3.18%
6 pages	5,159	2.47%
7 pages	3,716	1.78%
8 pages	2,586	1.23%
9 pages	1,968	0.94%
10 pages	1,553	0.74%
11 or more pages	8,131	3.89%
Totals	208,659	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.

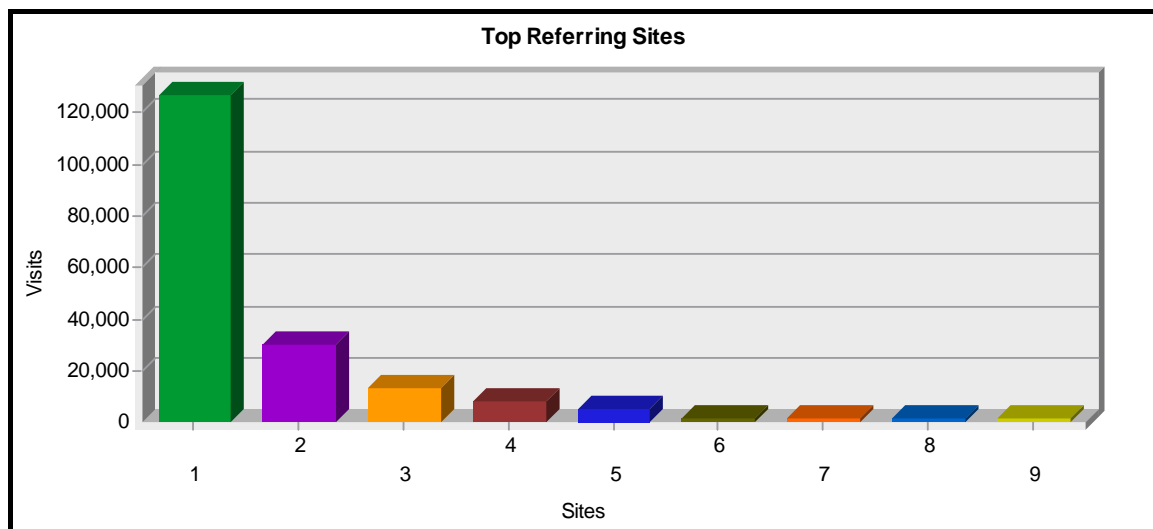
Number of Visits - Number of visits by people who viewed the specified number of pages. If a visitor is idle longer than the idle-time limit, WebTrends assumes the visit was voluntarily terminated. If the visitor continues to browse your site after they reach the idle-time limit, a new visit is counted.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



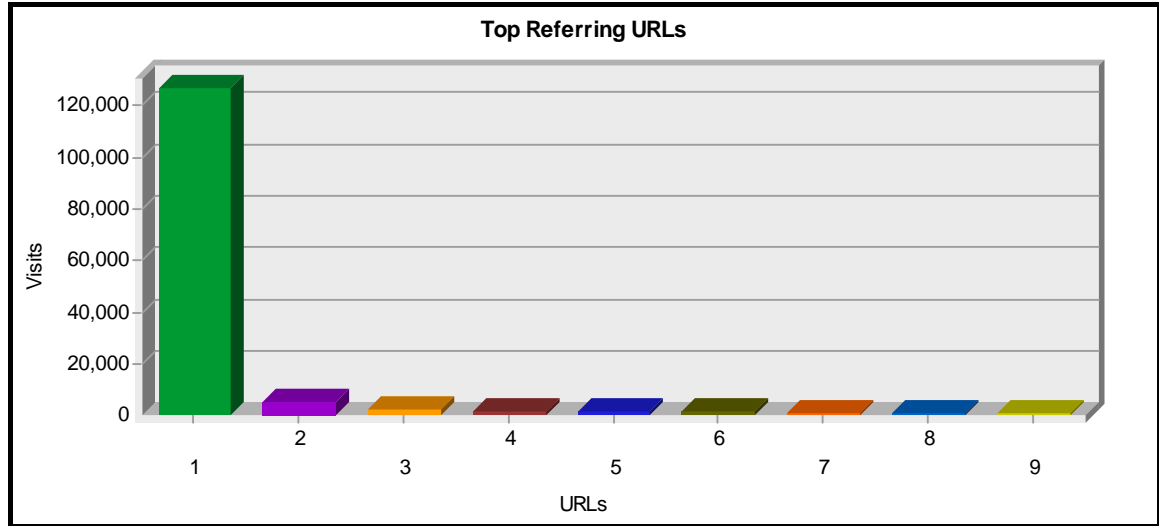
Top Referring Sites		
	Site	Visits
1	No Referrer	126,833
2	http://www.google.co.uk	30,583
3	http://www.oldham.gov.uk	13,263
4	http://intranet.oldham.gov.uk	8,554
5	http://www.google.com	5,362
6	http://uk.search.yahoo.com	2,159
7	http://images.google.co.uk	2,128
8	http://search.live.com	1,563
9	http://www.westernresistance.com	1,513
10	http://search.msn.co.uk	869
11	http://www.munax.com	721
12	http://planning.oldham.gov.uk	706
13	http://images.google.com	683
14	http://aolsearch.aol.co.uk	628
15	http://search.yahoo.com	621
16	http://search.virginmedia.com	553
17	http://uk.ask.com	446
18	http://boards.rivals.net	408
19	http://www.oldham-chronicle.co.uk	369
20	http://local.direct.gov.uk	338
21	http://foroantiguo.infojardin.com	312
22	http://geoplanning.oldham.gov.uk	269
23	http://profile.myspace.com	265
24	http://www.owtb.co.uk	232
25	http://www.direct.gov.uk	225
26	http://www.rochdale.gov.uk	196
27	http://www.google.com.au	188
28	http://search.orange.co.uk	182
29	http://www.google.ca	177
30	http://yaelol.wordpress.com	173
31	http://www.tiscali.co.uk	148
32	http://members.boardhost.com	124
33	http://www.lancashirebmd.org.uk	121

Top Referring Sites		
	Site	Visits
34	http://search.msn.com	121
35	http://www.studentskeforum.cz	115
36	http://www.saxperience.com	112
37	http://images.google.ca	110
38	http://www.kirklees.gov.uk	106
39	http://en.wikipedia.org	98
40	http://www.davidicke.com	94
41	http://www.infojardin.net	94
42	http://www.dontstayin.com	93
43	http://www.team-ulm.de	90
44	http://www.google.co.in	89
45	http://www.assparade.com	89
46	http://www.publicsectorpassport.com	89
47	http://www.tradingstandards.gov.uk	79
48	http://www.skyscrapercity.com	78
49	http://www.google.pl	76
50	http://www.visitoldham.co.uk	75
Subtotal for the Referring Sites Above		202,520
Total for the Log File		208,659

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	126,833
2	http://intranet.oldham.gov.uk/	5,666
3	http://www.oldham.gov.uk/	2,665
4	http://www.google.co.uk/search?hl=en&q=oldham+council&meta=	1,667
5	http://images.google.co.uk/imgres?imgurl=http://www.oldham.gov.uk/pri	1,615
6	http://www.westernresistance.com/blog/archives/2006_10.html	1,496
7	http://intranet.oldham.gov.uk/working-for-ombc/human-resources.htm	1,432
8	http://www.google.co.uk/search?hl=en&sa=X&oi=spell&resnum=0&ct=res	1,301
9	http://www.google.co.uk/search?sourceid=navclient&aq=t&ie=UTF-8&rl	994
10	http://www.oldham.gov.uk/fcho_home.htm	843
11	http://www.munax.com/referer.htm	721
12	http://www.google.co.uk/search?sourceid=navclient&ie=UTF-8&rlz=1T4	717
13	http://www.google.co.uk/search?hl=en&q=Oldham+Council&btnG=Google+	699
14	http://www.google.co.uk/search?client=firefox-a&rls=org.mozilla%3A	642
15	http://www.google.co.uk/search?sourceid=navclient&hl=en-GB&ie=UTF-	570
16	http://www.oldham.gov.uk/working/council_vacancies.htm	552
17	http://www.google.co.uk/search?sourceid=navclient&aq=t&hl=en-GB&ie	498
18	http://www.google.co.uk/search?hl=en&q=oldham&meta=	466
19	http://www.google.com/search?sourceid=navclient&aq=t&ie=UTF-8&rl	393
20	http://images.google.com/imgres?imgurl=http://www.oldham.gov.uk/pri	344
Subtotal for the Referrers Above		150,114
Total for the Log File		208,659

Top Referring URLs - Help Card

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

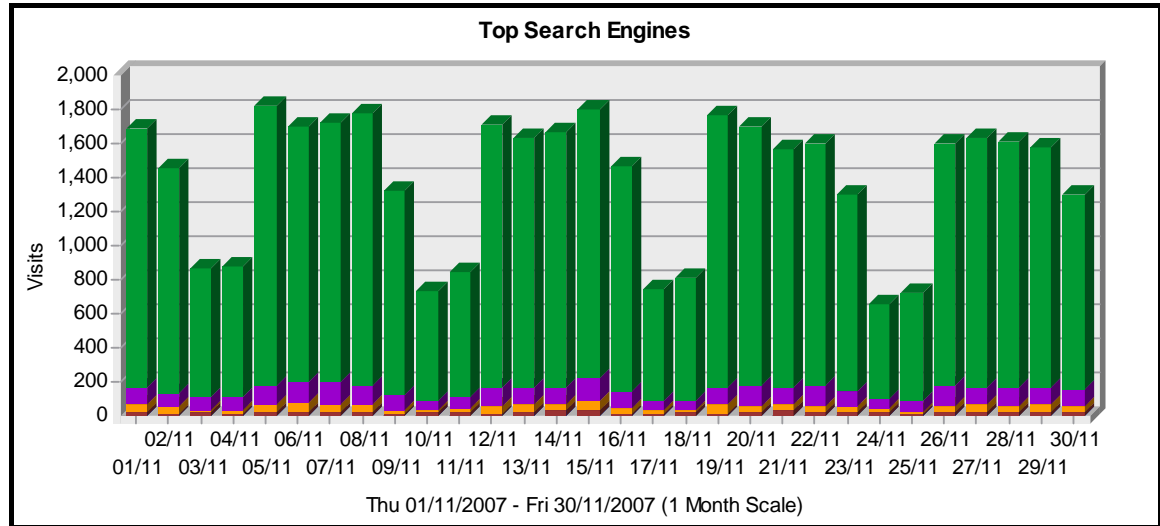
Visits - Number of visitors referred from the specified URL.

💡 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	50,786	88.37%
2	Yahoo	3,751	6.52%
3	Microsoft Network	1,799	3.13%
4	AOL NetFind	1,064	1.85%
5	AltaVista	58	0.10%
6	Lycos	6	0.01%
7	Mamma	3	0.00%
8	InfoSpace	1	0.00%
Total of Searches for the Engines Above		57,468	100.00%
Total of Searches for the Log File		57,468	100%

Top Search Engines with Search Phrases Detail			
Engines	Phrases	Phrases Found	% of Total
Google	oldham council	6,044	10.51%
	oldham	1,617	2.81%
	first choice homes	1,198	2.08%
	oldham mbc	975	1.69%
	oldham council jobs	707	1.23%
	fcho	680	1.18%
	oldham library	577	1.00%
	first choice homes oldham	477	0.83%
	equal opportunities legislation	467	0.81%
	ombc	383	0.66%
	www.oldham.gov.uk	383	0.66%
	oldham.gov.uk	315	0.54%
	jobs in oldham	280	0.48%
	oldham borough council	274	0.47%
	silverfish	253	0.44%
	oldham planning	228	0.39%
	oldham metropolitan borough	196	0.34%

Top Search Engines with Search Phrases Detail			
Engines	Phrases	Phrases Found	% of Total
	council		
	oldham.gov	190	0.33%
	oldham theatre workshop	163	0.28%
	oldham gov	152	0.26%
Yahoo	oldham council	393	0.68%
	oldham	148	0.25%
	www.oldham.gov.uk	113	0.19%
	oldham council jobs	100	0.17%
	first choice homes oldham	63	0.10%
	first choice homes	58	0.10%
	oldham mbc	44	0.07%
	fcho	41	0.07%
	ombc	35	0.06%
	oldham.gov.uk	35	0.06%
	www.fcho.co.uk	35	0.06%
	oldham library	30	0.05%
	oldham.gov	29	0.05%
	www.first choice homes.oldham.co.uk	24	0.04%
	fcho.co.uk	21	0.03%
	oldham metropolitan borough council	20	0.03%
	oldham gov	14	0.02%
	jobs in oldham	14	0.02%
	oldham market	14	0.02%
	oldham schools	13	0.02%
AOL NetFind	oldham council	42	0.07%
	first choice homes oldham	23	0.04%
	first choice homes	21	0.03%
	silverfish	21	0.03%
	oldham library	19	0.03%
	fcho	14	0.02%
	pearly bank	13	0.02%
	oldham	9	0.01%
	oldham mbc	9	0.01%
	ombc	9	0.01%
	chimney detailed plan	8	0.01%
	oldham council jobs	8	0.01%
	jobs in oldham	7	0.01%
	www.oldham.gov.uk	6	0.01%
	oldham schools	6	0.01%
	equal opportunities legislation	6	0.01%
	oldham theatre workshop	6	0.01%
	seacadets in oldham	5	0.00%
	oldham planning	5	0.00%
	oldham council housing	4	0.00%
Microsoft Network	oldham council	199	0.34%
	www.oldham.gov.uk	94	0.16%
	oldham.gov.uk	43	0.07%
	first choice homes	39	0.06%
	oldham	39	0.06%
	oldham mbc	37	0.06%
	72325957618339	36	0.06%
	oldham council jobs	36	0.06%
	fcho	31	0.05%
	first choice homes oldham	31	0.05%
	oldham jobs bulletin	23	0.04%
	www.fcho.co.uk	18	0.03%



Top Search Engines with Search Phrases Detail			
Engines	Phrases	Phrases Found	% of Total
	72378083384158	17	0.02%
	oldham borough council	17	0.02%
	oldham metropolitan borough council	15	0.02%
	72382986472565	14	0.02%
	council property rent oldham	13	0.02%
	72321452615752	12	0.02%
	oldham housing	12	0.02%
	oldham gov	12	0.02%
AltaVista	oldham council	5	0.00%
	grotton letterboxing	2	0.00%
	commercial property oldham	2	0.00%
	oldham mbc	2	0.00%
	christmas love	2	0.00%
	shine through	1	0.00%
	emptying the rubbish	1	0.00%
	building research oldham	1	0.00%
	oldham %2b adult learning	1	0.00%
	"oliver bernasconi"	1	0.00%
	holy rosary oldham	1	0.00%
	equality impact assessment homelessness strategy	1	0.00%
	bs8300 measurement of glare	1	0.00%
	"recycling for schools"	1	0.00%
	"manchester"		
	south pennine plan saddleworth	1	0.00%
	"gambling bill" %2bconsultees	1	0.00%
	every child matters - economic wellbeing	1	0.00%
	upvc trunking architectural	1	0.00%
	leptospirosis uk fact sheet	1	0.00%
	woodland%2butilities	1	0.00%
Lycos	oldham council	2	0.00%
	nursing home inspection reports st georges abbey hey	1	0.00%
	oldham libraries	1	0.00%
	firework display oldham	1	0.00%
	importance shortlisting procurement ojeu	1	0.00%
Mamma	births deaths and marriages uk	1	0.00%
	anti bullying	1	0.00%
	oldham mbc local gov. uk building control	1	0.00%
InfoSpace	www.first choice home oldham	1	0.00%

Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
Google	oldham	27,506	47.86%
	council	10,120	17.60%
	in	3,516	6.11%
	first	2,249	3.91%
	homes	2,205	3.83%
	choice	2,189	3.80%
	jobs	1,791	3.11%
	of	1,606	2.79%
	for	1,463	2.54%
	centre	1,365	2.37%

Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
	school	1,180	2.05%
	to	1,154	2.00%
	mbc	1,126	1.95%
	the	1,002	1.74%
	library	993	1.72%
	planning	902	1.56%
	fcho	891	1.55%
	borough	739	1.28%
	housing	688	1.19%
	equal	605	1.05%
Yahoo	oldham	2,185	3.80%
	council	732	1.27%
	in	231	0.40%
	choice	193	0.33%
	jobs	172	0.29%
	first	172	0.29%
	homes	156	0.27%
	of	128	0.22%
	www.oldham.gov.uk	116	0.20%
	centre	111	0.19%
	school	97	0.16%
	for	85	0.14%
	housing	69	0.12%
	ombc	66	0.11%
	to	65	0.11%
	mbc	65	0.11%
	the	63	0.10%
	fcho	63	0.10%
	borough	59	0.10%
	uk	59	0.10%
Microsoft Network	oldham	941	1.63%
	council	370	0.64%
	first	109	0.18%
	choice	107	0.18%
	homes	102	0.17%
	in	102	0.17%
	www.oldham.gov.uk	94	0.16%
	jobs	87	0.15%
	oldham.gov.uk	46	0.08%
	mbc	43	0.07%
	to	40	0.06%
	of	37	0.06%
	borough	37	0.06%
	72325957618339	36	0.06%
	fcho	33	0.05%
	school	32	0.05%
	for	32	0.05%
	bulletin	29	0.05%
	centre	29	0.05%
	rent	27	0.04%
AOL NetFind	oldham	468	0.81%
	in	91	0.15%
	council	89	0.15%
	of	60	0.10%
	homes	51	0.08%
	choice	49	0.08%
	first	48	0.08%
	housing	41	0.07%

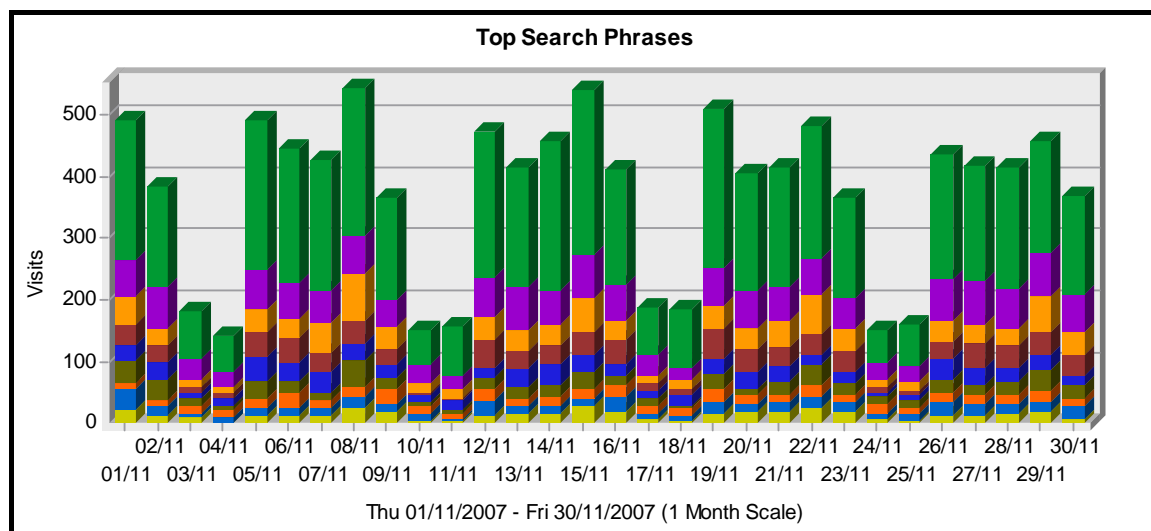
Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
	for	32	0.05%
	the	26	0.04%
	to	25	0.04%
	library	25	0.04%
	school	23	0.04%
	centre	22	0.03%
	silverfish	22	0.03%
	jobs	20	0.03%
	on	18	0.03%
	chadderton	17	0.02%
	care	16	0.02%
	house	15	0.02%
AltaVista	oldham	24	0.04%
	council	10	0.01%
	the	3	0.00%
	saddleworth	3	0.00%
	plan	3	0.00%
	christmas	2	0.00%
	master	2	0.00%
	recycling	2	0.00%
	maple	2	0.00%
	commercial	2	0.00%
	mill	2	0.00%
	in	2	0.00%
	love	2	0.00%
	of	2	0.00%
	off	2	0.00%
	grotton	2	0.00%
	mbc	2	0.00%
	property	2	0.00%
letterboxing	2	0.00%	
manchester	2	0.00%	
Lycos	oldham	4	0.00%
	council	2	0.00%
	hey	1	0.00%
	importance	1	0.00%
	home	1	0.00%
	ojeu	1	0.00%
	nursing	1	0.00%
	display	1	0.00%
	shortlisting	1	0.00%
	inspection	1	0.00%
	reports	1	0.00%
	abbey	1	0.00%
	libraries	1	0.00%
	firework	1	0.00%
	st	1	0.00%
	procurement	1	0.00%
	georges	1	0.00%
	Mamma	uk	2
anti		1	0.00%
local		1	0.00%
building		1	0.00%
mbc		1	0.00%
control		1	0.00%
gov.		1	0.00%
deaths		1	0.00%
bullying		1	0.00%

Top Search Engines with Keywords Detail			
Engines	Keywords	Keywords Found	% of Total
	births	1	0.00%
	marriages	1	0.00%
	oldham	1	0.00%
InfoSpace	choice	1	0.00%
	oldham	1	0.00%
	www.first	1	0.00%
	home	1	0.00%

Top Search Engines - Help Card	
<p> FIRST TABLE</p> <p>Engines - Specific search engine being analyzed.</p> <p>Searches - Number of visitors referred to your site from the specified search engine.</p> <p>% - Percentage of visitors referred from search engines who were referred by the search engine specified.</p> <p>SECOND TABLE</p> <p>Engines - Specific search engine being analyzed in conjunction with the keyword in the adjacent column.</p> <p>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.</p> <p>Keywords Found - Number of visitors referred to your site from the specified search engine who used the specified keyword in their search.</p> <p>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.</p> <p>Phrases Found - Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.</p> <p>Referrals - Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.</p> <p>% - Percentage of visitors referred from search engines who used the specified search engine and keyword or phrase.</p> <p> This information can give you an idea how your meta-tags are performing with each search engine.</p>	

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	6,685	11.63%
2	oldham	1,814	3.15%
3	first choice homes	1,316	2.28%
4	oldham mbc	1,067	1.85%
5	oldham council jobs	851	1.48%
6	fcho	766	1.33%
7	oldham library	636	1.10%
8	www.oldham.gov.uk	596	1.03%
9	first choice homes oldham	594	1.03%
10	equal opportunities legislation	476	0.82%
11	ombc	435	0.75%
12	oldham.gov.uk	397	0.69%
13	jobs in oldham	307	0.53%
14	oldham borough council	301	0.52%
15	silverfish	274	0.47%
16	oldham planning	239	0.41%
17	oldham metropolitan borough council	233	0.40%
18	oldham.gov	219	0.38%
19	www.fcho.co.uk	190	0.33%
20	oldham theatre workshop	183	0.31%
Total Found for the Phrases Above		17,579	30.58%
Total of Phrases Found in the Log File		57,468	100%

Top Search Phrases with Engines Detail			
Phrases	Engines	Searches	% of Total
oldham council	Google	6,044	10.51%
	Yahoo	393	0.68%
	Microsoft Network	199	0.34%
	AOL NetFind	42	0.07%
	AltaVista	5	0.00%

Top Search Phrases with Engines Detail			
Phrases	Engines	Searches	% of Total
	Lycos	2	0.00%
oldham	Google	1,617	2.81%
	Yahoo	148	0.25%
	Microsoft Network	39	0.06%
	AOL NetFind	9	0.01%
	AltaVista	1	0.00%
first choice homes	Google	1,198	2.08%
	Yahoo	58	0.10%
	Microsoft Network	39	0.06%
	AOL NetFind	21	0.03%
oldham mbc	Google	975	1.69%
	Yahoo	44	0.07%
	Microsoft Network	37	0.06%
	AOL NetFind	9	0.01%
	AltaVista	2	0.00%
oldham council jobs	Google	707	1.23%
	Yahoo	100	0.17%
	Microsoft Network	36	0.06%
	AOL NetFind	8	0.01%
fcho	Google	680	1.18%
	Yahoo	41	0.07%
	Microsoft Network	31	0.05%
	AOL NetFind	14	0.02%
oldham library	Google	577	1.00%
	Yahoo	30	0.05%
	AOL NetFind	19	0.03%
	Microsoft Network	10	0.01%
www.oldham.gov.uk	Google	383	0.66%
	Yahoo	113	0.19%
	Microsoft Network	94	0.16%
	AOL NetFind	6	0.01%
first choice homes oldham	Google	477	0.83%
	Yahoo	63	0.10%
	Microsoft Network	31	0.05%
	AOL NetFind	23	0.04%
equal opportunities legislation	Google	467	0.81%
	AOL NetFind	6	0.01%
	Yahoo	3	0.00%
ombc	Google	383	0.66%
	Yahoo	35	0.06%
	AOL NetFind	9	0.01%
	Microsoft Network	7	0.01%
	AltaVista	1	0.00%
oldham.gov.uk	Google	315	0.54%
	Microsoft Network	43	0.07%
	Yahoo	35	0.06%
	AOL NetFind	4	0.00%
jobs in oldham	Google	280	0.48%
	Yahoo	14	0.02%
	AOL NetFind	7	0.01%
	Microsoft Network	6	0.01%
oldham borough council	Google	274	0.47%
	Microsoft Network	17	0.02%
	Yahoo	9	0.01%
	AOL NetFind	1	0.00%
silverfish	Google	253	0.44%
	AOL NetFind	21	0.03%
oldham planning	Google	228	0.39%
	Yahoo	6	0.01%

Top Search Phrases with Engines Detail			
Phrases	Engines	Searches	% of Total
oldham metropolitan borough council	AOL NetFind	5	0.00%
	Google	196	0.34%
	Yahoo	20	0.03%
	Microsoft Network	15	0.02%
	AOL NetFind	2	0.00%
oldham.gov	Google	190	0.33%
	Yahoo	29	0.05%
www.fcho.co.uk	Google	136	0.23%
	Yahoo	35	0.06%
	Microsoft Network	18	0.03%
	AOL NetFind	1	0.00%
oldham theatre workshop	Google	163	0.28%
	Yahoo	12	0.02%
	AOL NetFind	6	0.01%
	Microsoft Network	2	0.00%

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.

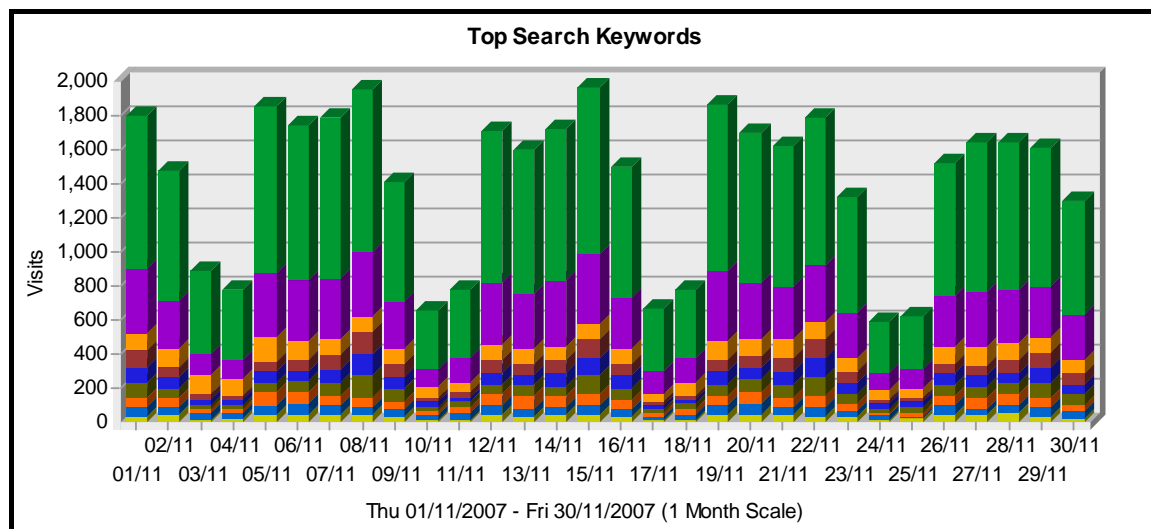
Searches - Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% - 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	31,130	17.48%
2	council	11,323	6.35%
3	in	3,942	2.21%
4	first	2,578	1.44%
5	choice	2,539	1.42%
6	homes	2,514	1.41%
7	jobs	2,070	1.16%
8	of	1,833	1.02%
9	for	1,613	0.90%
10	centre	1,528	0.85%
11	school	1,333	0.74%
12	to	1,286	0.72%
13	mbc	1,248	0.70%
14	the	1,108	0.62%
15	library	1,080	0.60%
16	fcho	1,001	0.56%
17	planning	961	0.53%
18	borough	846	0.47%
19	housing	823	0.46%
20	ombc	668	0.37%
Total Found for the Keywords Above		71,424	40.11%
Total of Keywords Found in the Log File		178,051	100%

Top Search Keywords with Engines Detail			
Keywords	Engines	Searches	% of Total
oldham	Google	27,506	15.44%
	Yahoo	2,185	1.22%
	Microsoft Network	941	0.52%
	AOL NetFind	468	0.26%
	AltaVista	24	0.01%
	Lycos	4	0.00%

Top Search Keywords with Engines Detail			
Keywords	Engines	Searches	% of Total
	Mamma	1	0.00%
	InfoSpace	1	0.00%
council	Google	10,120	5.68%
	Yahoo	732	0.41%
	Microsoft Network	370	0.20%
	AOL NetFind	89	0.04%
	AltaVista	10	0.00%
	Lycos	2	0.00%
in	Google	3,516	1.97%
	Yahoo	231	0.12%
	Microsoft Network	102	0.05%
	AOL NetFind	91	0.05%
	AltaVista	2	0.00%
first	Google	2,249	1.26%
	Yahoo	172	0.09%
	Microsoft Network	109	0.06%
	AOL NetFind	48	0.02%
choice	Google	2,189	1.22%
	Yahoo	193	0.10%
	Microsoft Network	107	0.06%
	AOL NetFind	49	0.02%
	InfoSpace	1	0.00%
homes	Google	2,205	1.23%
	Yahoo	156	0.08%
	Microsoft Network	102	0.05%
	AOL NetFind	51	0.02%
jobs	Google	1,791	1.00%
	Yahoo	172	0.09%
	Microsoft Network	87	0.04%
	AOL NetFind	20	0.01%
of	Google	1,606	0.90%
	Yahoo	128	0.07%
	AOL NetFind	60	0.03%
	Microsoft Network	37	0.02%
	AltaVista	2	0.00%
for	Google	1,463	0.82%
	Yahoo	85	0.04%
	AOL NetFind	32	0.01%
	Microsoft Network	32	0.01%
	AltaVista	1	0.00%
centre	Google	1,365	0.76%
	Yahoo	111	0.06%
	Microsoft Network	29	0.01%
	AOL NetFind	22	0.01%
	AltaVista	1	0.00%
school	Google	1,180	0.66%
	Yahoo	97	0.05%
	Microsoft Network	32	0.01%
	AOL NetFind	23	0.01%
	AltaVista	1	0.00%
to	Google	1,154	0.64%
	Yahoo	65	0.03%
	Microsoft Network	40	0.02%
	AOL NetFind	25	0.01%
	AltaVista	2	0.00%
mbc	Google	1,126	0.63%
	Yahoo	65	0.03%
	Microsoft Network	43	0.02%
	AOL NetFind	11	0.00%

Top Search Keywords with Engines Detail			
Keywords	Engines	Searches	% of Total
	AltaVista	2	0.00%
	Mamma	1	0.00%
the	Google	1,002	0.56%
	Yahoo	63	0.03%
	AOL NetFind	26	0.01%
	Microsoft Network	14	0.00%
	AltaVista	3	0.00%
library	Google	993	0.55%
	Yahoo	50	0.02%
	AOL NetFind	25	0.01%
	Microsoft Network	12	0.00%
fcho	Google	891	0.50%
	Yahoo	63	0.03%
	Microsoft Network	33	0.01%
	AOL NetFind	14	0.00%
planning	Google	902	0.50%
	Yahoo	41	0.02%
	AOL NetFind	10	0.00%
	Microsoft Network	8	0.00%
borough	Google	739	0.41%
	Yahoo	59	0.03%
	Microsoft Network	37	0.02%
	AOL NetFind	11	0.00%
housing	Google	688	0.38%
	Yahoo	69	0.03%
	AOL NetFind	41	0.02%
	Microsoft Network	25	0.01%
ombc	Google	573	0.32%
	Yahoo	66	0.03%
	Microsoft Network	17	0.00%
	AOL NetFind	11	0.00%
	AltaVista	1	0.00%

Top Search Keywords - Help Card
<p>? FIRST TABLE</p> <p>Keywords - Specific keywords being analyzed. A keyword is a single word entered into a search engine.</p> <p>Keywords Found - Number of visitors referred to your site with the specified keyword.</p> <p>% - Percentage of visitors referred to your site with keywords who were referred by the keyword specified.</p> <p>SECOND TABLE</p> <p>Engines - Specific search engine being analyzed in conjunction with the keyword in the adjacent column.</p> <p>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.</p> <p>Searches - Number of visitors referred to your site from the specified search engine who used the specified keyword in their search.</p> <p>% - Percentage of visitors referred from search engines who used the specified search engine and keyword.</p> <p>💡 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.</p>

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

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	<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>

This report was generated by

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