

DEEPMETRIX LIVE STATS – AN OVERVIEW

INTRODUCTION

Web servers tirelessly write logs detailing all the requests that are made of them. These log files are so huge and unfriendly that special programs have been created to allow you to decipher and make sense of the recorded information. The generic name for such a program is a "Stats Package". The two market leaders are Web Trends and Live Stats. Your hosting company should be able to give you access to one of these packages.

WHAT FEATURES DOES IT OFFER?

Live Stats analyses Web site traffic in "Real-time" and generates reports on demand. It also generates "Executive Reports" which can be emailed to you or several people daily, weekly, and monthly.

THINGS YOU CAN FIND OUT, MEASURE AND TRACK

- How many users visit your web site every day, every week, or every month.
- Where they come from (in general terms).
- What pages they enter on, exit on and visit longest.
- What part of your site is most popular.
- What search engines people are using to find your site.
- What keywords people use to find your site.

- **ONLINE REPORTS YOU'RE LIKELY TO FIND MOST USEFUL**

- Weekly and Monthly Executive Summaries
- Visits - Number of and Length of visit
- Pages By - Most and least visited pages
- Referrers By - All referring sites, including search engines
- Exit Points - Where do your customers lose interest
- Watches - You create these to keep an eye on specific pages and images
- Errors - Helps keep track of errors or problems with your site.

EXECUTIVE SUMMARIES

The default settings for the executive report are not ideal and it is worth logging on and modifying the report so that it gives you the information you want. If you remove all the information that does not measure the success of your site you are more likely to pay attention to the information that does. You can always go to the server and generate reports of anything you find interesting and you can always update the contents of your executive report if you find you need more information.

As a first step I suggest you get rid of everything but:

<ul style="list-style-type: none"> • Number of visits 	<ul style="list-style-type: none"> • Time spent per visit, per page
<ul style="list-style-type: none"> • Page views per visit 	<ul style="list-style-type: none"> • Referrers
<ul style="list-style-type: none"> • Watches, if you have set any up 	<ul style="list-style-type: none"> • Errors

WHAT'S MISSING FROM LIVE STATS.

If we are getting information on the top 10 and the bottom 10 pages what is happening to all of the pages in between? Live Stats has its limitations and it is important to understand that not everything that is happening on your web server is being reported. The raw log files are there for you to examine, but it is much easier to set-up watches on particular pages or links. You can set-up and turn off watches from the Site Administration pages.

WHO HAS BEEN VISITING YOUR SITE?

Live Stats is well regarded and gives you detailed information on a lot of things, but it cannot tell you who has visited your site, nor can it tell you the email addresses of people that visit your site. To build a mail list from the people that visit your site please refer to the Web Assets Resources : [How to Build a Mail List Through Your Web Site](#) and [List Servers & How They Work](#).

LIVESTATS 6.2 GLOSSARY

This glossary is incomplete in that it covers only the things that we feel are important for you to know, there is a complete glossary in the LiveStats help pages.

Download - A request for an element considered to be a downloadable file. Downloadable files are set in the configuration of a Virtual Server, in the Global Admin.

Hit - A hit is any request made on the web server. This includes page views, requests for images and requests for downloadable files.

Page View - A hit or request for an element considered to be a page element. Page elements are set in the configuration of a Virtual Server, in the Global Admin.

Page View Errors - A hit or request for an element considered to be a page element that was not successful.

Visit - A group of transactions between an IP address and the web server. The default visit expires after 15 minutes of inactivity.

Visitor - Someone who has initiated a 'Visit' on the web site.

Watch - A component of LiveStats set up by the Site Administrator that will keeps track of activity that meets certain criteria occurring on the web site.

Entry Point - The first page viewed in a visit. If the visit makes no page requests, there will be no entry point. This could occur if the visitor only needed to download a specific file, or certain images.

Exit Point - The last page viewed in a visit. If the visit makes no page requests, there will be no exit point.

Geographic Origin - Location associated with the organization that owns the class C of the IP address. Looked up through ARIN or RIPE or APNIC.

Referrer - The other site or page that was visited immediately prior to the start of the visit on this web site, provided that the other site or page provided a link to this web site, and that the web browser gave this information to the web server.

Time Spent - Number of seconds between the first and last request of a visit. Until a visit times out, the Time Spent increases.

Timeout - The maximum duration of inactivity during a visit. If no requests are made from the visitor within the timeout, the visit is considered closed. If the visitor resumes activity on the web site, a new visit is counted.

Viewed Once - If a page is the only page viewed in a visit, it is a 'Viewed Once' page. Visits that make more than or less than one page view will not be counted in the 'Viewed Once' statistics.