Enterprise Reporting Server 3.5

User's Guide

December 2000 Edition

Disclaimer

Trademarks

Product Support

If you should have any questions during the installation or use of WebTrends Enterprise Reporting Server, please refer to the WebTrends Corporation Knowledge Base online at: http://www.webtrends.com/products/webtrend/support.htm.

If you are unable to resolve the problem, do not hesitate to contact our Product Support Department: Telephone: (503) 223-3023, Fax: (503) 294-7130.

Table of Contents

Introduction 1

About the Reporting Server

WebTrends Enterprise Reporting Server provides real-time Web visitor analysis on an ongoing basis—and more sophisticated analysis when necessary—for users with high traffic and multiple clients, such as Internet Server Providers, server farms, and large enterprises. The built-in web server publishes reports automatically, making them available to remote users through their web browsers. In addition to the browser-based user interface, the program can also be run and configured from the command line. See *“Running from the Command Line” on page 123* for details.

Administrators can manage all aspects of the Reporting Server remotely.

The Reporting Server creates comprehensive summary reports on web site visitor behavior. The reports, which can be viewed remotely via a browser, are a key asset for quickly judging site performance, response trends, and so forth.

The Reporting Server should be installed on a system that can access the web server log files either locally, through a mounted drive, or transferred using FTP. The platform of the client machines viewing reports is irrelevant, as long as the correct web browser is installed. See *“System requirements” on page 22* for browser requirements.

Reporting Server features

The Reporting Server has the following features:

- *Web Server Traffic Analysis*—Lets you report on all aspects of your web site’s activity, including how many people are visiting your web site, where they come from, and what pages interest them most.
- *Support for Multiple Servers*—ClusterTrends™ technology lets you get accurate reports for sites hosted by multiple servers. ClusterTrends can be implemented if you have a Server Add-On license.
- *Report Template Designer*—Lets you choose the colors, fonts, layouts, and content to use in your reports.

- *Comprehensive Reports*—Reports are created and maintained automatically at regular intervals, eliminating the need to run several individual reports manually. Generate weekly, monthly, quarterly, and yearly reports that focus on the content you choose.
- *User Access Management*—Lets you grant permissions and default settings on an individual basis. A range of permissions is possible, from program-wide access as an administrator to reporting ability with viewing report access. You can pre-configure profile settings for any or all users, making their work easier. Users only view the reports and program features they have access to.
- *Remote Configuration*—Not only can you access reports remotely, but also profile settings, user accounts, and all other program features.
- *Customizable Interface*—Many dialogs in the interface are optional and can be disabled for non-administrators. You decide if those dialogs are visible to your users.
- *Profile archiving*—lets you back up profile databases at regular intervals which you can use to restore the profile at a later date.
- *Advanced features*—Lets you create global definitions that can make your analysis more informative. Advanced features deal with pages that you want to group together, shopping cart software that prevents you from getting accurate reports, dynamic pages, and frequently traveled paths through your site.

New features are added frequently. Refer to our web site at http://www.webtrends.com for the latest information.

New features

This version of the Reporting Server includes:

- Pre- and post-processing function, which allows administrators to add tasks which CommerceTrends can start prior to or after completing a profile analysis. See *“Pre- and post-processing” on page 33*.
- Enhanced filter functions. See *Chapter 4, "Using Filters" on page 57*.
- Enhanced reporting. See *“Building Reports” on page 83* for details.
- Changes to how the Reporting Server performs URL parameter analysis, and uses cookies.

Documentation and Help

What typographic changes mean

The following table describes the typographic changes used in this guide.

Table 1-1. Typographical Changes

This text	Represents
Bold	The name of an icon or button (**New**), a text box (**Base Time** text box), or check box (**Save User ID** check box in the user interface).
Title Case	The name of a window (Add Profile window) or a dialog box (Edit Connection dialog box),
`courier font`	Source code examples, program output, or anything typed by the user.
Italics	The first use of a new term, or an emphasized word.
“in quotes”	The title of a chapter or section.

See the Glossary in the Reporting Server online help, or at the WebTrends web site to clarify any terms used in the Reporting Server or the documentation which may be new to you.

Making documentation available to non-administrators

A user guide for non-administrators is also available. We urge you to make the *User’s Guide* available on your intranet or network.

The user guide can be viewed online using Adobe Acrobat. If you purchased the CD-ROM version of the Reporting Server, you can get the .pdf file from the CD. Otherwise, you can download the manual from the Support section of the WebTrends Corporation web site.

To download the .pdf version of this manual:

1. Open your browser.
2. Type following URL: http:// www.webtrends.com.

3. From the WebTrends Corporate home page, click **Support**. The Product Support Page opens (*Figure 1-1*), showing a selection of WebTrends documentation available for download.

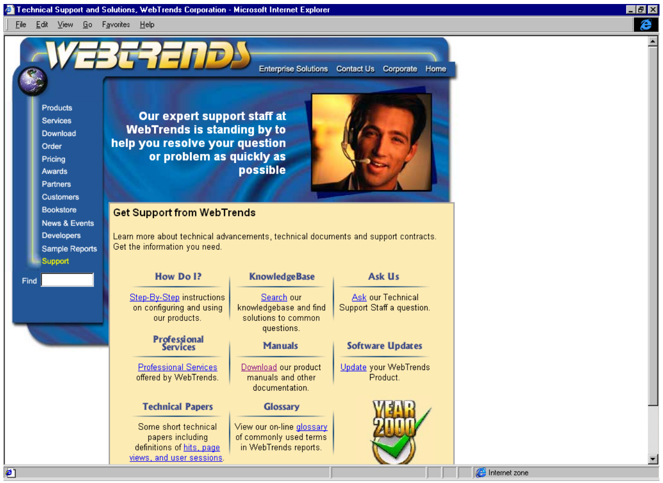


Figure 1-1. Documentation list on Product Support page

4. Under the Manuals heading, click **Download** to view the manuals available for download.

Getting help in the program

The Reporting Server provides online help to guide you through the program. Look for the **Help** button in program dialogs. If you're not sure about what to type in a text box, click the **Help** button. Open the online help at any time by selecting the Help menu from the Main Console.

Additional resources

A glossary of terms used in the Reporting Server can be found in the

The WebTrends portal for Internet and Intranet professionals is a great resource for Web related information, industry news, reviews, and other useful information. Visit http://www.WebTrends.net to see for yourself.

The Reporting Server 2

About the Remote Interface

This chapter explains how to log in to the Reporting Server and how to use the program through the Remote Interface.

Using the Main Console.

From the Main Console (Figure 2-1 on page 12), you can run reports and work with profiles according to the rights you've been given.

Tip: *When you log in, the Main Console opens. You can turn the browser toolbar on or off using the Browser Toolbar command on the File menu.*

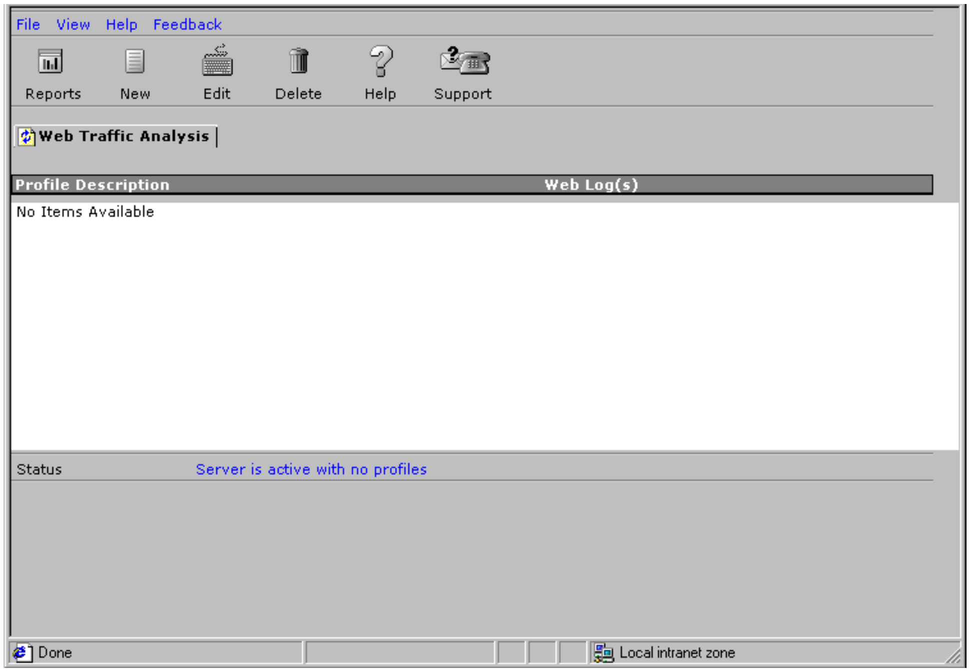


Figure 2-1. Remote interface main console

Using the WebTrends profiles tab

The WebTrends Profiles tab displays any profiles you have access to. If you have access rights, you may be able to add profiles, or modify and delete profiles.

Sample profiles are included so that you can get familiar with the Reporting Server and run sample reports.

Using the menu

Table 0 - 1 The menu bar provides access to all program functions.

Menu	Provides
File	Commands for working with profiles and reports and exiting the program.
View	Status of the selected profile. Also allows the user to include their default browser toolbar above the Reporting Server console.

Menu	Provides
Help	Access to the Help Table of Contents, the WebTrends Corporation web sites, and the About box.
Feedback	The Reporting Server feedback form. Let us know what you think.

Using the toolbar

The toolbar provides quick access to the most used commands.

Note: *Only the commands for which you have access rights are available on the toolbar.*

Table 0 - 2 Toolbar commands

Button	Purpose
Reports	Displays the Report window where you view the report for the selected profile.
New	Displays the Profile Wizard for creating a new profile. All analysis and reporting is based on profiles.
Edit	Displays the Edit Profile dialog where you can change the selected profile settings.
Delete	Removes the selected profile from the list (only displayed if you have been granted delete rights)
Help	Displays the online help, where you’ll find detailed information on all Reporting Server dialogs.
Support	Opens the Support area of the WebTrends web site.

Using Profiles 3

About Reporting Server analysis

Reporting Server reports are based on profiles which define the location of your web server log file and how the log file should be analyzed. A profile provides the following data:

- Whether your web site resides on a single server or on multiple servers (including server clusters)
- Log file type and location
- Home page location and default pages for your site
- The filters to apply
- Which cookie to use
- Whether you are creating pre-generated or on-demand reports
- Reporting template to use
- Report header settings
- Reports to create
- Schedule for updating reports
- DNS lookup method
- Users who can access the profile
- Location for report data

Important: *If you have been granted administrative rights, you can add, edit, and modify all profiles, even those created by other users. If you have not been granted administrative rights, many of the options explained in this chapter may not be available to you.*

Preparing to analyze web site activity

To set up a new profile to analyze your site's activity, you'll need to answer the following questions:

- **Does your site reside on a single server or on multiple servers?** If your site is on more than one server (such as in a server cluster configuration), you'll need to know the location of the servers and where your logs reside on the servers. Also, be sure you have the proper licensing if you are reporting on activity for multiple servers.
- **Where are log files stored?** You'll need the exact file path to your log files.
- **What is the naming convention used for log files?** For example, log files might be named according to date followed by a .log extension (such as 990111.log). If log files are compressed they may have a .zip, .gz, or .tar extension.
- **What is the rotation of your log files?** You'll need to know if they are rotated, and if so, on what schedule: daily, monthly, and so on.

Note: *You must purchase and install a Server Add-on with ClusterTrends to analyze web sites whose logs reside on multiple servers.*

Adding a profile

This section walks you through configuring a profile using the Profile Add wizard. These screens can also be accessed through the Profile Edit dialog box.

Important: *If you are using the Reporting Server's Campaign Analysis feature, you must configure your profile to include the Marketing Campaign definitions and Product definitions you want included in reports for this profile. While you can always edit a profile to include new definitions, it is most efficient to have these definitions in place before you build a profile that uses them.*

To add a new profile to the Reporting Server:

1. From the Main Console, click **New** on the toolbar. The Site Configuration dialog box opens (*Figure 3-2*).

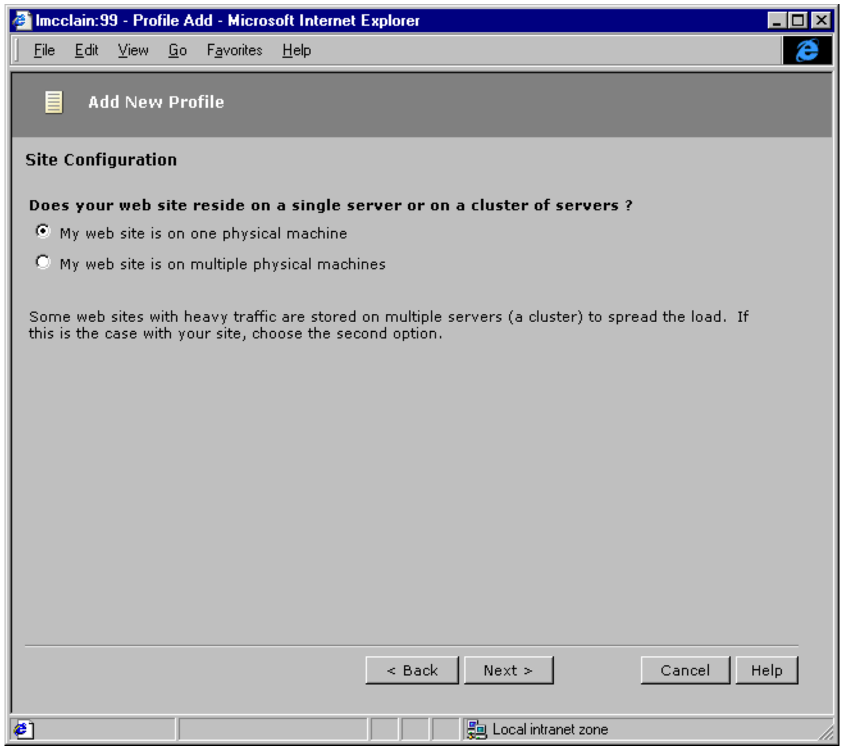


Figure 3-2. Site Configuration dialog box

2. Specify your site's configuration:
   - Select **My web site is on one physical machine** f your web site resides on one server.
   - Select **My web site is on multiple physical machines** if your web site is on more than one server. With the ClusterTrends Add-On, the Reporting Server can analyze web site activity for sites that reside on multiple servers.

   Click **Next** to save your settings and continue.
3. The Profile Add dialog box opens with the General tab showing (*Figure 3-3*). Type a name for the profile in the text box. This name also serves as a default profile title in generated reports.

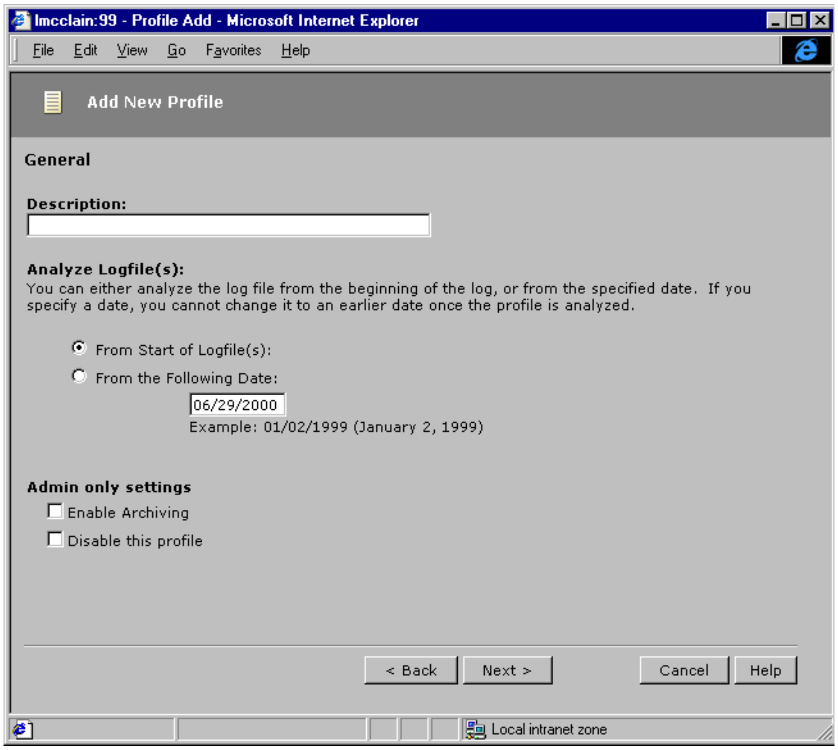


Figure 3-3. Profile Add dialog box

4. Specify how much of the log to analyze.

- Select **From the start of the log file** to analyze the entire log file.
- Select **From the following date** to analyze the log beginning with the date specified. Type the date in day/month/year format.

Click **Next.** The Log File Path dialog box opens (*Figure 3-4 on page 19*).

Specifying log file location

Important: *This is the most important step in creating a profile. Without the location of the log file, the program cannot access or analyze the activity on your web site.*

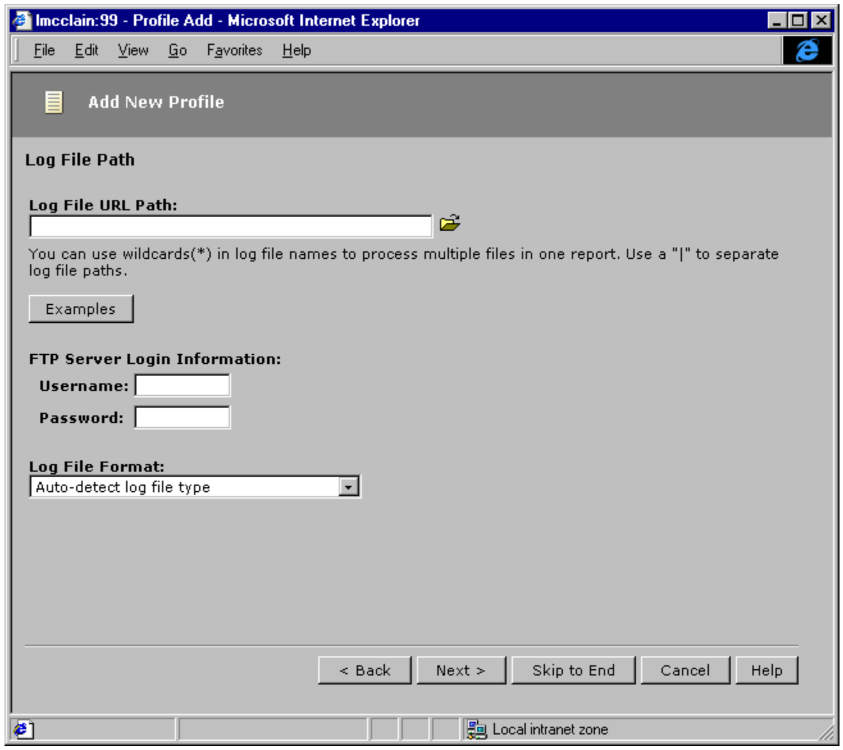


Figure 3-4. Log File Path dialog box

5. If you are analyzing log file data which is stored on multiple or clustered servers, please see *"Setting up servers for ClusterTrends profiles" on page 22* for instructions. If you are analyzing log file data which is stored on a single server, continue with *Step 6* below.

6. Click **Browse** to navigate to the directory that contains the file you want to analyze. The file name is displayed in the **Current File** text box.

7. Click **Add** to move the current file to the files list.

8. Repeat steps 7 and 8 until you have created the file list that you want to use in your profile.

9. Click one of the following:

- **Append** adds the files in the Files List to the text in your existing entry. For example, if you are building a list of log files to import, clicking **Append** adds to any already specified in the Log File URL Path.

- **Replace** uses the files in the Files List to replace your existing entry.

Note: *If you get a message stating that the profile has failed to initialize, verify that the log file path that you entered is correct. See* *"Understanding log files" on page 84* *for an overview of log files.*

10. If the specified log files are accessed using FTP and the server requires the user to authenticate, type the login information in the **Username** and **Password** text boxes.

The following table provides examples of how to format your entry.

Table 0-1. Log file URL path format examples

Example	Description
ftp://ftp.domain.com/logs/mylog.log	Specifies the complete path to the log files accessed using FTP.
ftp://ftp.domain.com/logfiles/ex990701.log|ftp://ftp.domain.com/logfiles/ex990730.log	Specifies two logfiles, ex990701.log and ex990730.log in the logfiles directory on the ftp.domain.com server. Notice that the file paths are separated with a pipe character.
(UNIX) httpd/logfiles/access_log	Specifies the access_log in the httpd/logfiles directory.
(UNIX) httpd/logfiles/access_log\%date-1%%mm%%dd%%yy%	Specifies the previous day's activity for a log file named according to date.
(NT) c:\\winnt\logfiles\ex*.log	Specifies all the logs beginning with *ex* in the *winnt\logfiles* directory.
(NT) \\utah\winnt\logfiles\ex*.log	Specifies the UNC path for all logs beginning with *ex* in the *winnt\logfiles* directory on the machine named *utah*.
(NT) \\webserver\logfiles\%date-1%%mm%%dd%%yy%.log	Specifies the previous day's activity for a log file named according to date.

11. When you have completed configuring the log file location information, click **Next** to continue with the Profile Add wizard (In Profile Edit mode, click **OK** to save your changes.)

Specifying home page location and file names

12. The next Profile Add screen is the Home dialog box (*Figure 3-5*). (In Profile Edit mode, click **Edit** on the toolbar, then select the Home tab to open.)

Note: *To include page titles in reports, you must also check the HTML Page Titles text box in the General options tab.*

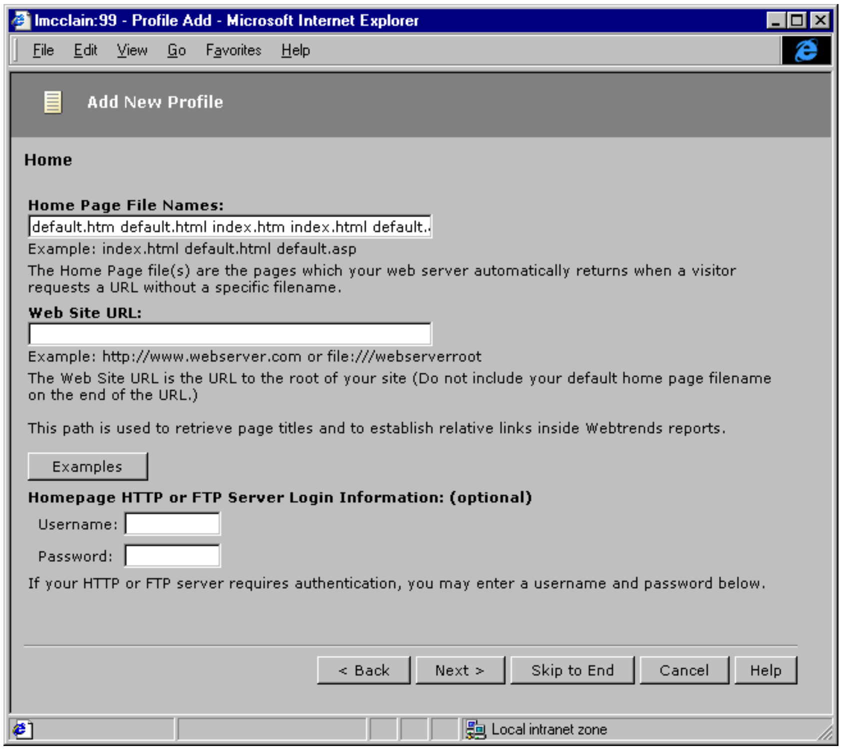


Figure 3-5. Home dialog box

13. In the **Home Page File Names** text box, type the file names that the web server defaults to when a visitor enters a URL without entering a specific file name. Separate multiple file names with spaces. You can type up to 255 characters.

Specifying default home pages lets you report all references to the home page whether or not the visitor specifically included the file name. This makes the home page hit count more accurate.

14. In the web site URL text box, specify the URL to the root of your web site, including the access method (http://, ftp://, or file:///).

    Suppose that you specified your home page file name as default.htm and the web site URL as http://www.WebTrends.com.

    - A hit to http://www.WebTrends.com/ is identified as:

      http://www.WebTrends.com/default.htm
    - A hit to http://www.WebTrends.com/reports/ is identified as:

      http://www.WebTrends.com/reports/default.htm
15. Select the profile to work with, and click **Edit**.
16. Select the General dialog, and click in the **Disable Profile** check box.
17. Click **OK**. The profile is disabled until you clear the **Disable Profile** text box.

Setting up servers for ClusterTrends profiles

If your web site resides on more than one server such as a server cluster or farm, set up the servers to analyze here. For each server, specify the location of the log files.

Note: *If you are not using the ClusterTrends product in conjunction with the Reporting Server, this wizard will not appear.*

Complete these steps:

18. Select the ClusterTrends profile to work with, and click **Edit**.
19. Select the List of Servers tab.
20. Select the log file format from the list. The Server Names list includes any servers that have been defined for this web site.
21. Click **Add** to define a new server. The Specify New Server dialog box opens.
22. Type a name to identify the server in the **Server Name** text box.

23. Type the path to the log file in the **Log File Path** text box. Logs that are accessed using FTP should be identified by using the following syntax:

    ```
    ftp://ftp.domain.com/filepath
    ```

    where domain.com is the FTP server and filepath is the complete path to the log files. Type each log file path on a separate line.

24. If the log files are accessed using FTP and the server requires users to authenticate, provide the authentication information in the Username and Password fields.

25. Click **Next** to continue. (In Profile Edit mode, click **OK** to save your settings.)

Specifying filters

26. The next Profile Add page is Filters. (In Profile Edit mode, click Edit, then select the Filters tab to open). The Filters dialog opens (*Figure 3-6*).

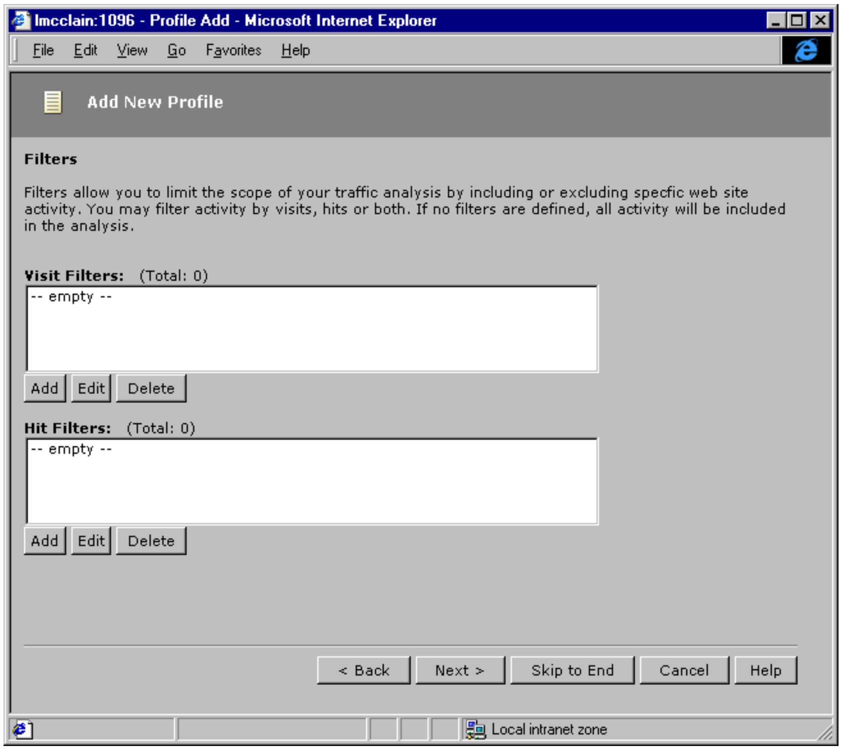


Figure 3-6. Filters dialog box

27. See *"Adding an Include or Exclude Visit Filter" on page 58*, or *"Adding an Include or Exclude Hit Filter" on page 65* for details on configuring filters.

When you have completed configuring filters, click **Next.** (In Profile Edit mode, click **OK** to save your settings.)

Specifying the cookie to use

28. The next Profile Add screen is the Cookies dialog (*Figure 3-7 on page 25*).

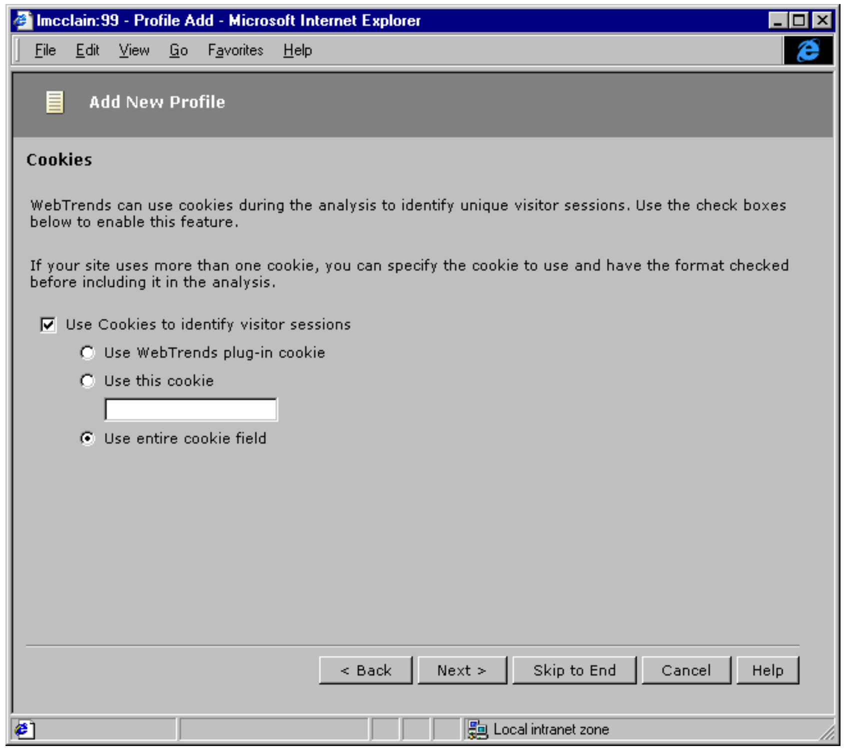


Figure 3-7. Cookies dialog box

The Reporting Server uses cookies to identify unique user sessions during the analysis. A cookie is a file sent with the page requested from the server to the visitor. Cookies are stored on the visitor's system. The stored cookie is then included in subsequent requests to your site by this visitor and is recorded in the log file, enabling you to uniquely identify the visitor. Activating cookies makes user session data more accurate because each visitor is clearly distinguished.

29. If you want to use cookies in the analysis for this profile, click in the **Use Cookies To Identify User Sessions** check box.

30. Select one of the following:

-- **Use WebTrends plug-in cookie**—If a WebTrends extended logging plug-in is installed on your web server, you can use the WebTrends cookie to track user sessions.

-- **Use this cookie**—If your site uses several cookies, enter the cookie you use for tracking user sessions here.
For example, if you are using Microsoft SiteServer, you might have cookies that look like this:

```
SITESERVER=ID=CookieValue1;
SITESERVER=GUID=CookieValue2
```

If the GUID is the cookie that you want to use to identify user sessions, then you should enter `SITESERVER=GUID` here.

-- **Use entire cookie field—**This will include all cookies from your site in this profile's analysis.

Click **Next.** (In Profile Edit mode, click **OK** to save your settings.)

31. You can edit Advanced Features from the Profile view. Click **Configure** to launch the Advanced Features dialog box. For details on configuring the Advanced Features, refer to the following sections:

- Content Groups (see *"Content groups" on page 214*)
- Path Analysis (see *"Path analysis" on page 211*)
- URL Parameter Analysis (*"URL Parameter Analysis" on page 216*)
- URL Search and Replace (*"URL Search and Replace" on page 208*)
- Advertising Views (see *"Advertising Views" on page 220*)
- Intranets (see *"Intranet Configuration" on page 224*)

32. Click **Next** to continue.

33. The Reporting Methods dialog box opens (*"Reporting Method dialog box" on page 27*).

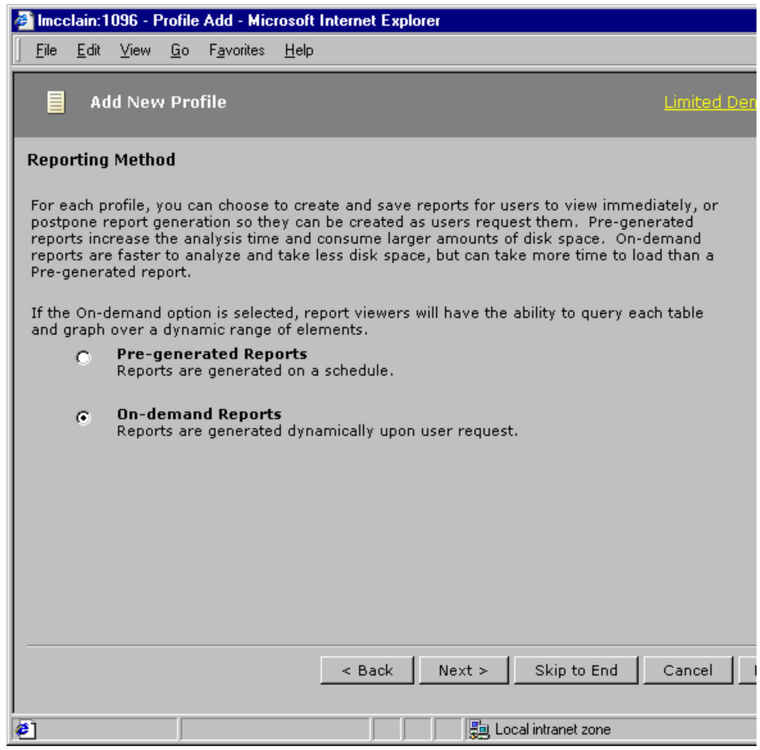


Figure 3-8. Reporting Method dialog box

34. Select the reporting method you want to use:

- **Pre-generated Reports**—Reports are generated on a schedule.
- **On-demand Reports**—Reports are generated dynamically upon user request.

Note: *For details on pre-generated and on-demand reports, please see* *"Pre-generated and on-demand reporting" on page 90.*

Click **Next** to continue.

35. The Report Template dialog box opens (*"Report Template dialog box" on page 28*)

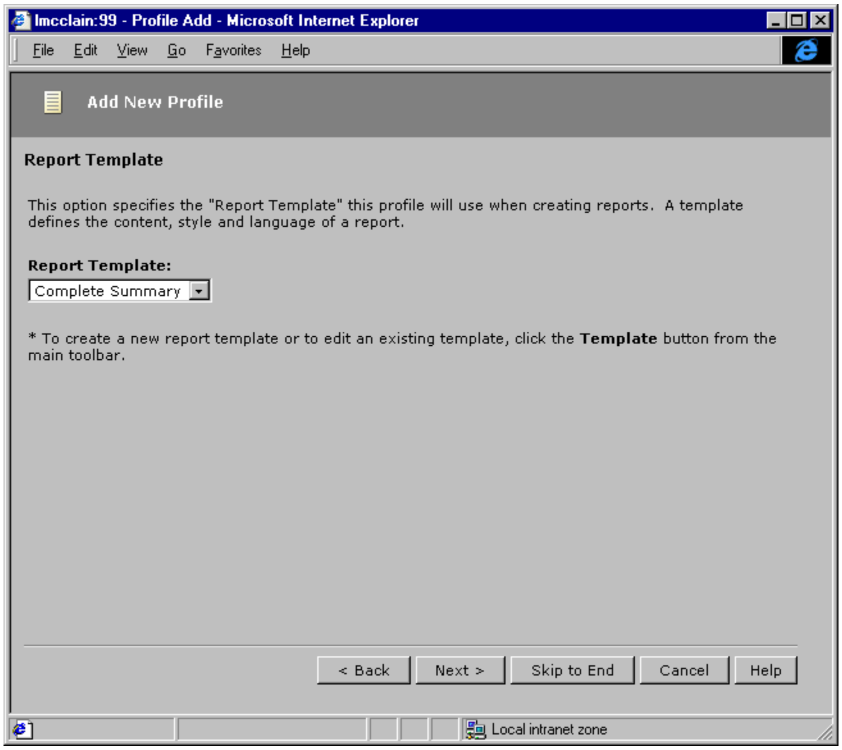


Figure 3-9. Report Template dialog box

36. Report templates define the content, language, and style for the report. For details on report templates, see *"Adding report templates" on page 97*. Select the template you want to use from the drop-down list:

- Complete CTRS Report
- CTRS Executive Summary
- Marketing Report
- System Administrator Report
- WebMaster Report

Click **Next** to continue.

37. The Report Header dialog box opens (*Figure 3-10*). (In Profile Edit mode, click Edit, then select the Report Header tab.)

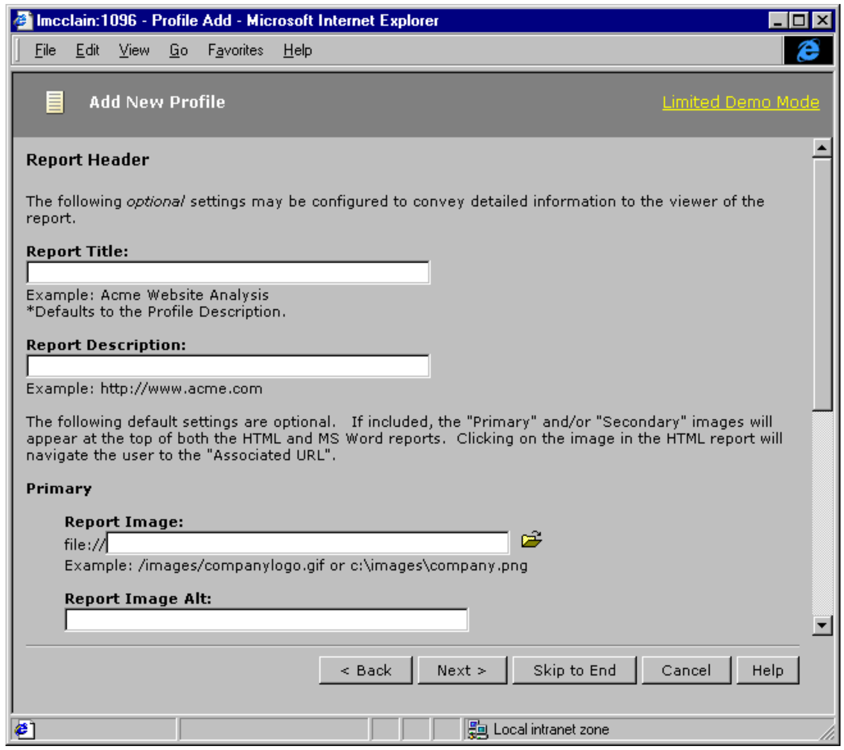


Figure 3-10. Report Header dialog box

38. Type or browse to set the following options:

- **Report Image**—Specifies which graphic to include in the report header.
- **Report Image Alt**—Specifies the text that is displayed if the image isn't available or as the graphic is loading.
- **Associated URL**—Specifies the URL to load when a visitor clicks on the Report Image.

39. When you have completed your Report Header settings, click **Next.** (In Profile Edit mode, click **OK** to save and close the window.)

40. The Next Profile Add screen is the Reports dialog box (*Figure 3-11*). (From Profile Edit mode, click Edit, then select Report Types.)

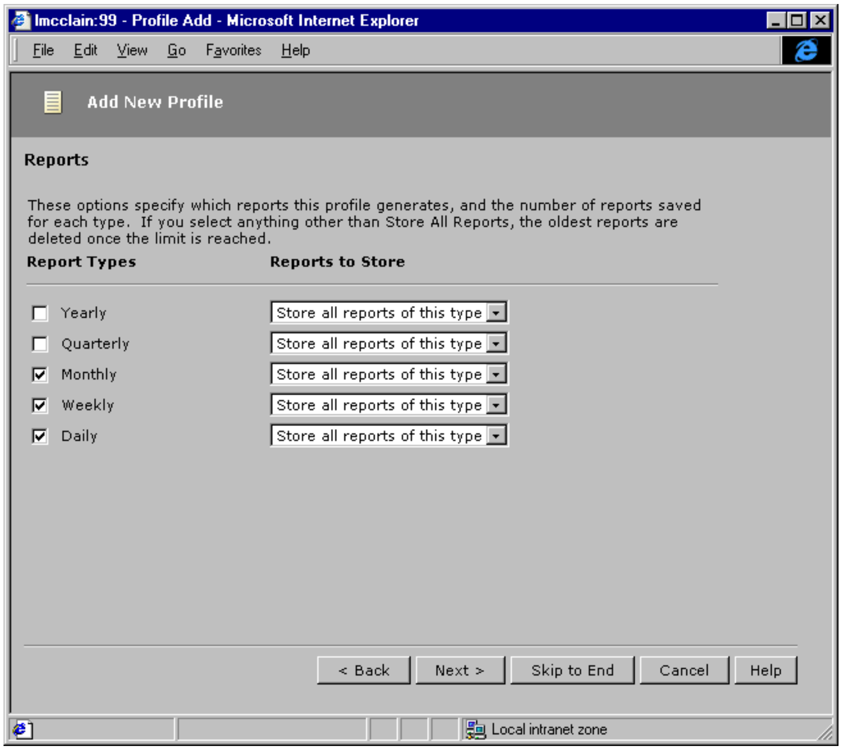


Figure 3-11. Reports dialog box

41. Select the report intervals that you want to maintain by clicking in the appropriate **Report Types** boxes.

42. For each report type, specify the number of reports to save from the corresponding **Reports to Store** list.

Note: *If you run a large number of reports, you might limit the number of reports that are saved. Using this option, you can select the number of reports saved for each interval. For example, you might want to keep one month's worth of daily reports at a time; once the report for February 1 is created, the report for January 1 is deleted, and so on. When determining how many reports to store, consider how much disk space you want to devote to reports and how long you want to save them. A report using the Complete Summary template as it was installed needs 1 MB.*

---

43. Click **Next.** *(*In Profile Edit mode, click **OK** to save your changes).

44. The next Profile Add screen is the Memory Usage dialog box (*Figure 3-12*).

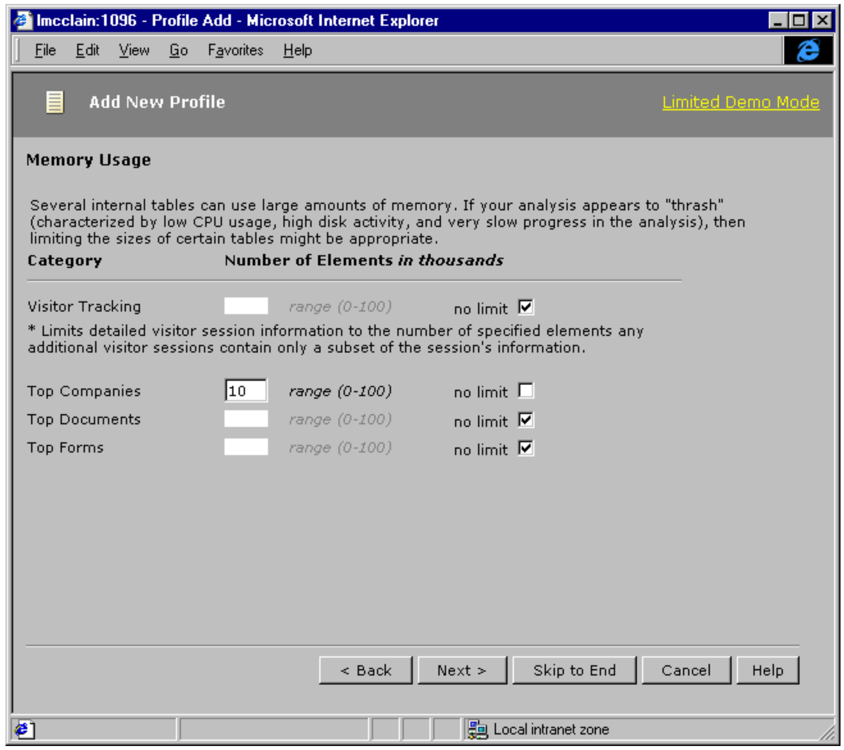


Figure 3-12. Memory Usage dialog box

45. Optional: If you want to limit the sizes of the following tables, enter the limiting number in the **Visitor Tracking, Top Companies, Top Documents,** and **Top Forms** text boxes.

Here is an example of what happens when you put a limit on an internal table, using Top Companies as an example. If the Top Companies limit is set to 10,000, then RS will track the first 10,000 organizations visiting your web site. After the first 10,000 organizations have been put into the internal table, no new organizations will be added to the table. However, activity by organizations already in the table will continue to be tracked.

Limiting Top Companies is usually the first option. This table typically uses more memory than all tables except Visitor Tracking. Limiting Top Companies affects only the "Most Active Organizations" section of the report.

Limiting Visitor Tracking is usually the second option. Tracking visitors is important enough that RS includes a low memory usage method of tracking visitors. The low memory usage method will track who has visited your site and how many times they have visited, but will not track things like exactly when the visits occurred, how long they lasted, how many pages were viewed in each visit, etc.

For most sites, limiting Top Documents and Top Forms should not be necessary. If large amounts of memory are being used by these tables, other avenues should be explored before limiting the tables sizes. This includes looking at the definitions for document types, looking at extensions that are excluded from being treated as forms, and using URL Search & Replace to remove dynamic content that is not contributing useful information to the report.

46. The next Profile Add screen is the Report Scheduler dialog box (*Figure 3-13 on page 33*).

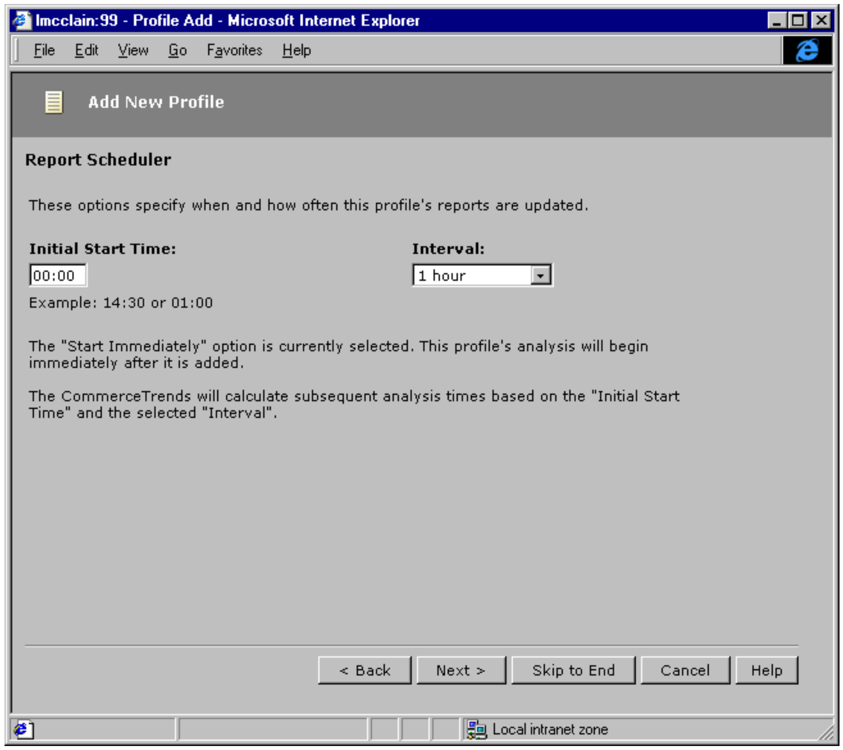


Figure 3-13. Report Scheduler dialog box

47. In the Initial Start Time field, specify when you want reports to begin.

48. Select how often to update the report from the Interval drop-down list.

49. Click **Next.** (In Profile Edit mode, click **OK** to save your changes.)

Pre- and post-processing

50. The Pre-processing dialog box opens (*Figure 3-14 on page 34*).

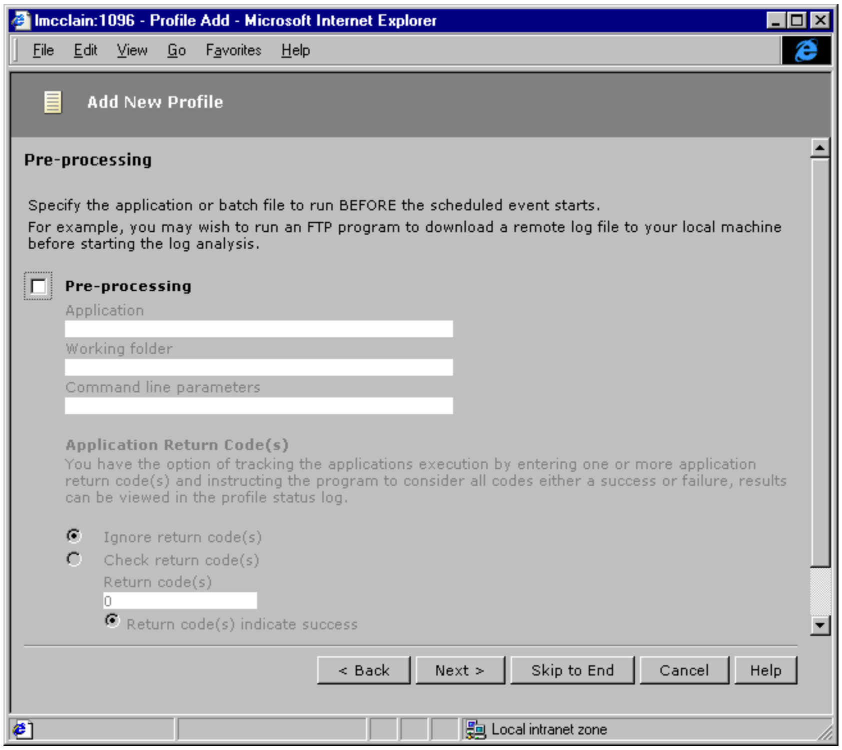


Figure 3-14. Pre-processing dialog box

51. Use the pre-processing feature to run a file immediately prior to a scheduled analysis. You can configure the Reporting Server to not run the scheduled analysis should the pre-processing command fail. Pre-processing is configurable on a per-profile basis.

Select the Pre-processing checkbox if you want to have the Reporting Server run a file prior to analyzing this profile.

52. Browse to the application you want to run.

53. Enter the pathname to the working directory.

54. Enter any command line parameters you want to use. Command-line options include:

- **isenabled = false** Use specified pre or post process command
- **application** = Application to execute parameters
- **parameters** = Parameters for said application [optional]

- **workingdirectory** = Directory to execute application [optional]
- **ignorereturncode = true** Continue to processes and perform no comparison on return code
- **returncode = 0** Space or command delimited string of return codes [all success or failure]
- **returncodetype = success** Compare resulting return codes to specified return codes with '==' or '! ='. The will allthe user to have return codes be success or failure code. Options are success or failure, defaults to success.

55. You can ask the Reporting Server to consider return codes. To use this option, select the **Check return codes** radio button. Enter your settings, and click **OK** to save. (You may need to scroll down to view all the settings available to you.)

56. Click **Next** to continue.

57. The post-processing dialog box opens (*Figure 3-15 on page 36*).

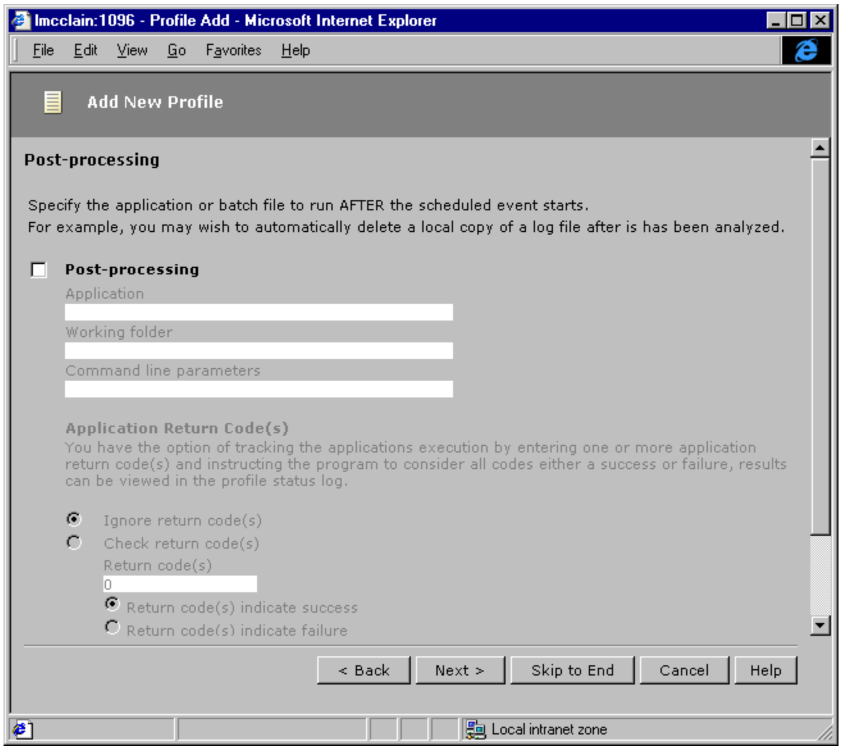


Figure 3-15. Post-processing dialog box

58. Use the post-processing feature to run a file immediately after an analysis. Post-processing is configurable on a per-profile basis.

Select the **Post-processing** checkbox if you want to have the Reporting Server run a file after completing this analyzing this profile.

59. Browse to the application you want to run.

60. Enter the pathname to the working directory.

61. Enter any command line parameters you want to use. Command-line options include:

- **isenabled = false** Use specified pre or post process command
- **application =** Application to execute
- **parameters =** Parameters for said application [optional]
- **workingdirectory =** Directory to execute application [optional]

- **ignorereturncode =** true Continue to processes and perform no comparison on return code
- **returncode = 0** Space or command delimited string of return codes [all success or failure]
- **returncodetype = success** Compare resulting return codes to specified return codes with '==' or '! ='. This will allow the user to have return codes be success or failure code. Options are success or failure, defaults to success.
- **runalways = false** If analysis has terminated abnormally, should the post-process command be performed?

62. You can ask the Reporting Server to consider return codes. To use this option, select the **Check return codes** radio button. Enter your settings, and click **OK** to save. (You may need to scroll down to view all the settings available to you.)

63. Click **Next** to continue.

Specifying a DNS lookup method

64. The next Profile Add screen is the DNS Lookup dialog box (*Figure 3-16 on page 38*).

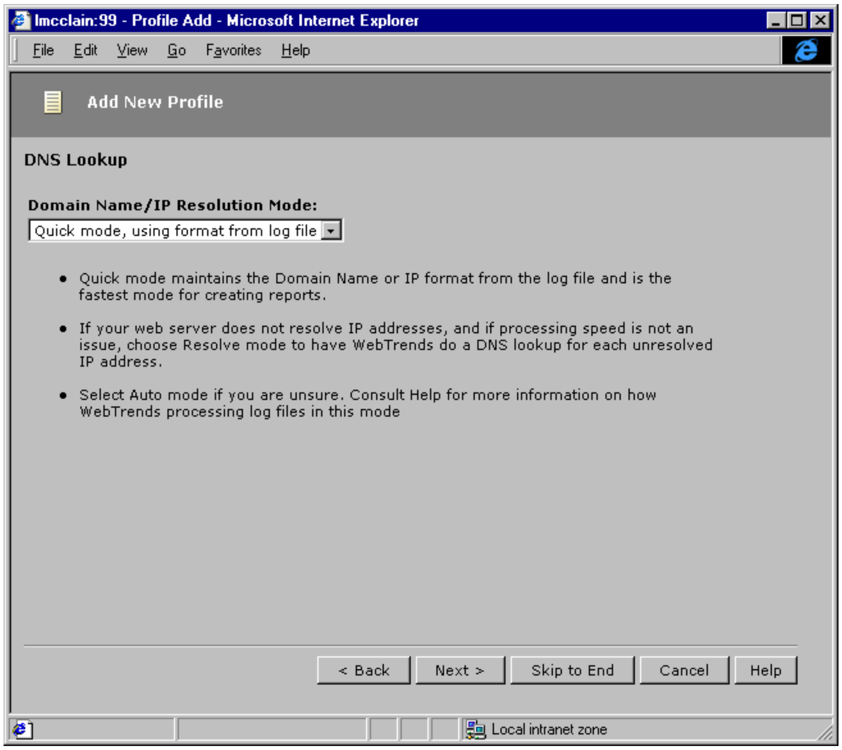


Figure 3-16. DNS Lookup dialog box

65. In the Domain Name/IP Resolution mode, select one of the following methods:

-- **Quick mode, using format from log**—This is the fastest method for creating reports. If your web server doesn't perform DNS Lookups and you select this method, reports display visitor's IP addresses rather than domain names.

-- **Resolve mode, lookup all numeric IPs**—If your web server does not perform DNS Lookups and you need geographic or other domain-related information, select this option.

-- **Auto mode, if you're unsure**—If you don't know whether your log file contains IP addresses or domain names, you can let the Reporting Server decide. With auto-mode selected, the program assumes that your web server wasn't performing DNS lookups, and uses Resolve Mode. Then, if a record contains a domain name, it assumes that the web server was performing DNS lookup and switches to Quick Mode.

Note: *Resolve mode may slow reporting. Use it only if DNS lookups cannot be done on the server. Once a numeric address has been looked up, its text equivalent is stored in a permanent cache to expedite all subsequent reports. The default cache size is 50,000 entries; once this limit is reached, the oldest addresses are replaced with the new entries. You can change the cache size in the General Options tab. See* *"Defining General options" on page 176* *for details.*

---

66. Click **Next.** (In Profile Edit mode, click **OK** to save your changes.)

Setting user access to the profile

67. The next Profile Add screen is the Profile Access dialog box (*Figure 3-17 on page 40*).

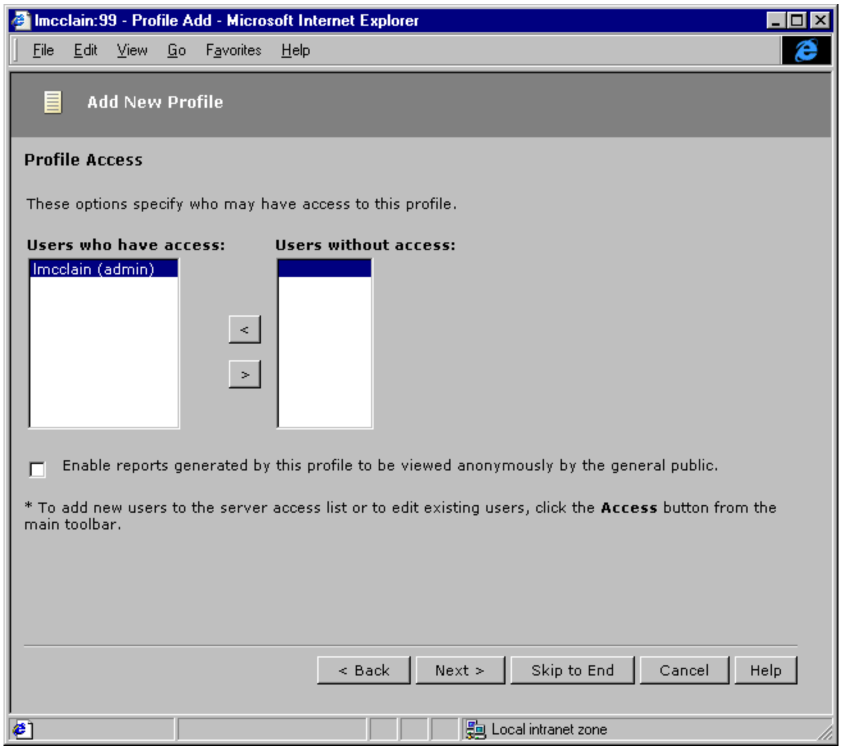


Figure 3-17. Profile Access dialog box

68. Giving a user access to the profile enables them to use it according to the rights that they have been given.

69. The **Users who have access** list displays users who have access to this profile. The **Users without access** list displays users denied access. Use the arrows to change the list.

70. If you want the report for this profile to be viewed publicly, select the **Enable reports generated by this profile to be viewed anonymously by the general public** option.

71. Click **Next.** (In Profile Edit mode, click **OK** to save your changes.) The Summary page opens (*Figure 3-18 on page 41*).

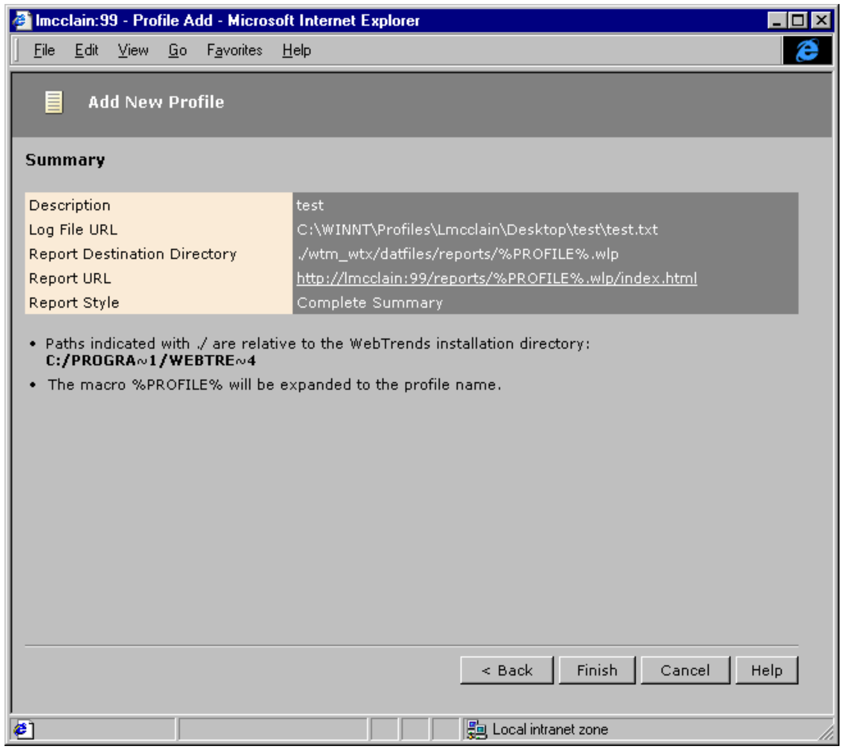


Figure 3-18. Summary page

If the summary data is correct, click **Finish.** This profile will be added to the Reporting Server.

If the summary data is incorrect, click **Back** to change your settings. You can also edit this profile at a later time by selecting the profile from the Reporting Server main console, and clicking **Edit** on the toolbar.

Analyze Now, Re-analyze, and recovering archived data

The functions Analyze Now, Re-analyze, and working with archives can help you process profile data in important ways.

Analyze Now

Use Analyze Now if you need to generate reports on profiles which haven't been recently analyzed. Analyze Now overrides the scheduled analysis of a profile, and inserts profile into report queue.

Analyze Now will:

- Append data to the profile's database. (If space limitations demand, old data will be deleted to make space for new analysis data.)
- Insert the profile into the report queue.

Please note that the profile may not be analyzed immediately, if there is already an analysis underway. If so, the profile will remain queued until analysis can begin.

To use Analyze Now:

1. From the Main Console, select the profile you want to analyze.
2. Select Profile>Analyze Now. The Analyze Now dialog box appears (*Figure 3-19 on page 42*).

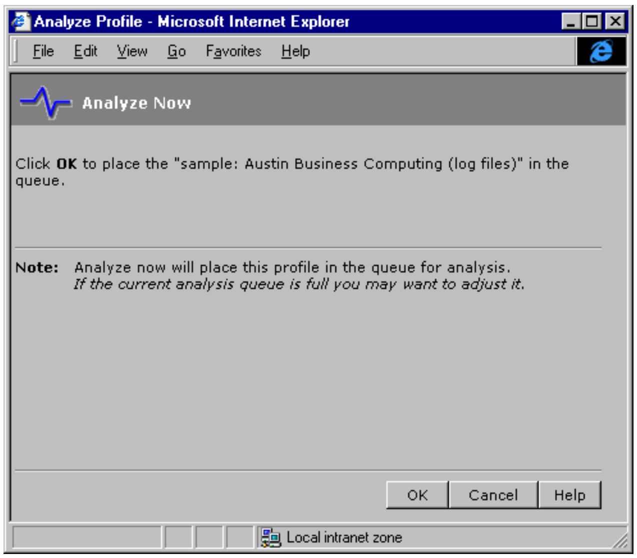


Figure 3-19. Analyze Now dialog box

3. Click **OK** to insert the profile into the analysis and report queue.

Be aware that by using Analyze Now—thereby changing when data was analyzed—and editing a profile, such shifts in how reports are run may create changes in on-demand reports which over time show shifts in data patterns. You may find, upon examination of your reports, and when your profile was changed or analyzed, that you may need to either reanalyze a profile, or report on an archived profile database. Instructions on these procedures follow.

Reanalyze Profile

Use Reanalyze Profile if you need to create completely new reports which reflect changes to profile settings.

Reanalyze Profile will:

- Delete all databases and reports associated with the old version of the profile.
- Does not change profile settings (.wlp, .wdw, etc.) or profile statuslog.
- Create new databases from this point forward based on new profile settings.
- Inserts profile into report queue.

Please note that the profile may not be analyzed immediately, if there is already an analysis underway. If so, the profile will remain queued until analysis can begin.

To use Re-analyze Profile, complete these steps:

1. From the Main Console, select the profile you want to reanalyze.
2. Select Profile>Re-analyze. The Re-analyze Profile dialog box appears (*Figure 3-19 on page 42*).

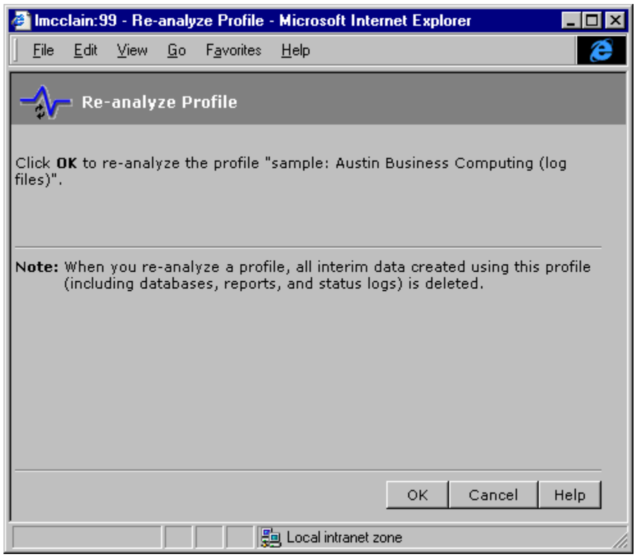


Figure 3-20. Re-analyze Profile dialog box

3. Click **OK** to reanalyze the profile.

Activating archiving

You can archive the profiles that you chose at regular intervals. An archive contains a backup of the databases for the profile. Archiving allows you to restore a profile to a point in the past. Archives are useful if some log files were not available during analysis, if you discover your log files have been corrupted, or if you made changes to the profile that you want to restore.

- Archive settings are maintained in the Options window.
- See *“Restoring profiles to an earlier state” on page 45* for details on using archives.

To enable archiving:

1. Select the profile to work with, and click **Edit**.
2. Select the General tab.

Click in the Enable Archiving box. The archive is made at regular intervals which have been defined in the Options window.

Restoring profiles to an earlier state

Profiles that have been archived can be restored to one of the archived versions. For example, if the wtrs.audit file says that there is a date without log file data, you could restore the profile to an earlier version using an archive, place the missing logs in the proper location, and restart the analysis so that reports show activity for the newly added logs files.

Monitor the wtrs.audit file for messages like this one to determine when an archive should be used:

```
Sep-07-1999 07:33:48: No log data for profile daily on
Sunday, February 14, 1999
```

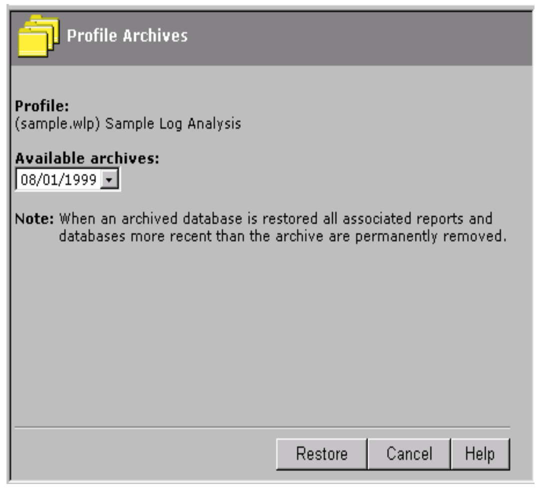


Figure 3-21. Profile Archives dialog box.

To restore an archive:

1. Select the profile to restore.
2. Select Profile>Archives. The Profile Archives dialog box opens (*Figure 3-21*).
3. Select the archive that you want to use from the drop-down Available Archives list, and click **Restore**.

Important: *When you restore a profile using an archive, all databases and reports created after the archive date are deleted.*

Specifying a schedule for reporting

Use the Report Scheduler dialog box to specify when the profile is analyzed and how often reports are updated.

If the program Administrators have chosen, new profiles can be analyzed immediately once they are created. If this is the case, the Reports Scheduler dialog box says that the "Start Immediately" option has been selected. In this case, the time and interval that you specify here determines all subsequent analyses.

1. Select the profile to work with, and click **Edit**.
2. Select the Scheduler tab. In the Base Time field, specify when you want reports to begin.
3. Using the Interval drop-down list, select how often to update the report.

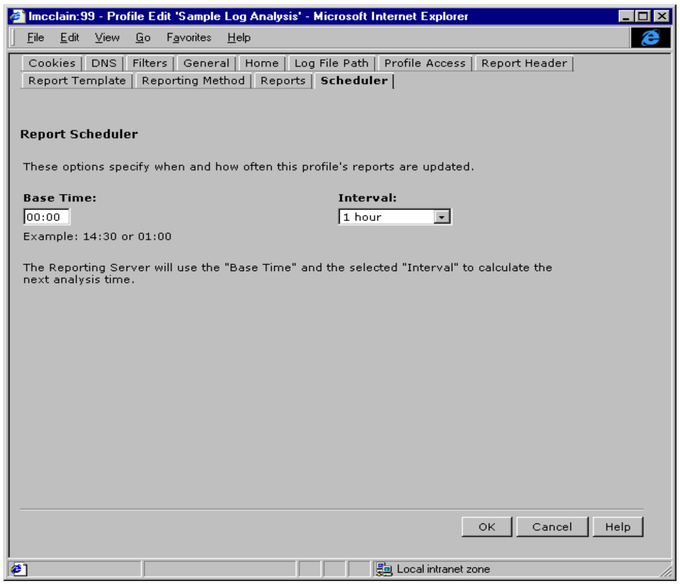


Figure 3-22. Scheduler tab

Specifying the location for reports

The Reporting Server can be configured by the Administrator to use either the built-in web server or an alternate web server for posting reports. If the program has been configured to use an alternate web server and the location can be defined at the profile level, you can use the Report Paths dialog box to specify the location and URL where the reports for this profile are posted.

Note: *If you change the directory where reports are stored, only new reports appear in this directory. Reports created before the change remain in the original directory.*

To specify where the reports will be generated, complete these steps:

1. Select the profile to work with, and click **Edit**.
2. Select the Report Paths dialog box. By default, the location of the built-in web server is displayed.
3. In the Report Directory field, specify the location where reports for this profile are saved.
4. In the Report URL Path, specify the URL where users can view the report for this profile.

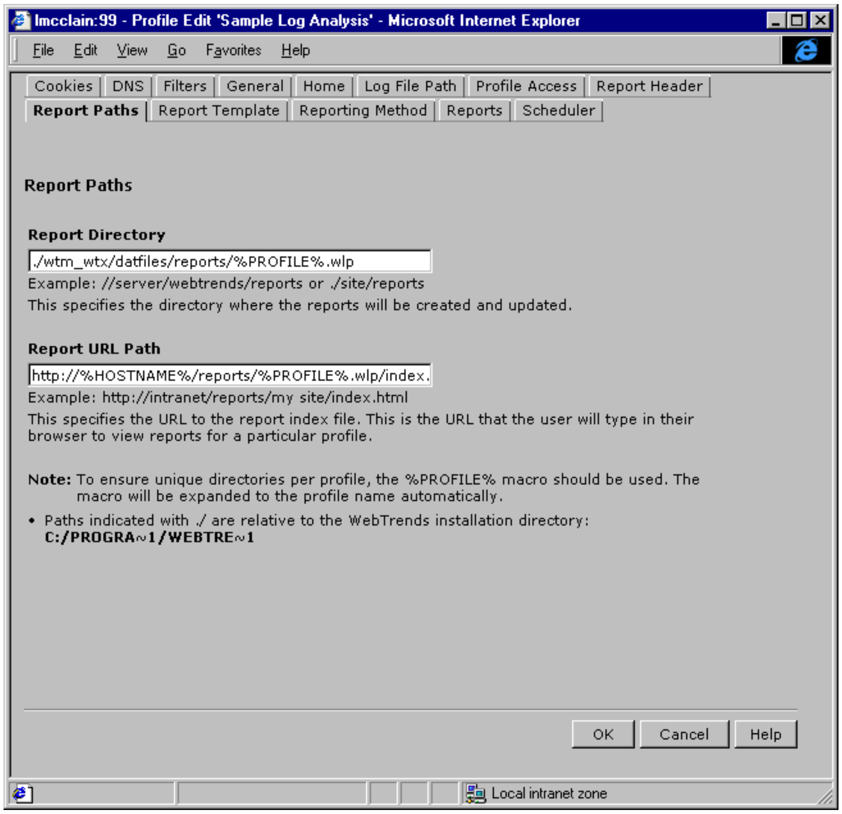


Figure 3-23. Report Paths tab

Specifying the database directory

If accessible, use the Report Database dialog box to specify the location where the profile database should be saved. These databases store all the information needed to create reports, and because of this, they can grow quite large. For this reason, you should place these directories on a drive where you have a large amount of available space.

Note: *If you change the database location, the Reporting Server reanalyzes the log file from the beginning. This is because a new database is created, and the original databases remain in the old location.*

To specify a database location, complete these steps:

1. Select the profile to work with, and click **Edit**.
2. Select the Report Database tab (*Figure 3-24*).

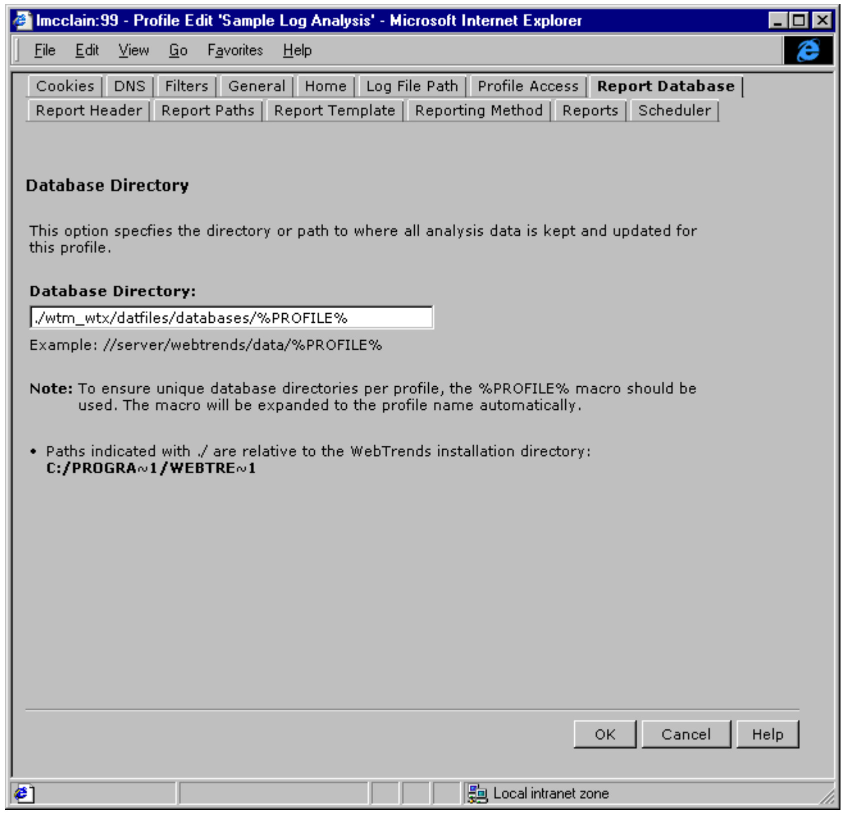


Figure 3-24. Report Database tab

3. Enter the file path where you want to store the profile database. To maintain separate databases for each profile, use the %PROFILE% macro; the profile name is used in the directory name.

Selecting URL Search and Replace definitions

URL Search and Replace settings are defined in the Advanced features window. URL Search and Replace definitions can either be applied to all profiles or applied to individual profiles. If the option to select definitions for each profile is enabled, the Advanced Features dialog box is accessible when you work with profiles.

URL replacement definitions delete specific identifiers from URLs or replace all unique identifiers with a common string. View the settings for the definition to see how it functions.

See *“URL search and replace definitions” on page 203* for more information on using this feature.

To specify the URL replacement definitions:

1. Select a profile to work with, and click **Edit**.
2. Select the Advanced Features tab. Click **Configure**.
3. Select the URL Replacement tab to view a list of definitions.
4. Select a definition, and click **View** to view its settings.
5. Click in the check boxes to select the definitions to use.

Selecting URL Parameter Analysis definitions

URL Parameter Analysis settings are defined in the Advanced Features window. URL Parameter Analysis definitions can either be applied to all profiles or applied to individual profiles. If the option to choose URL Parameter definitions for each profile is enabled, the Advanced Features tab is accessible in the profile window.

URL Parameter Analysis definitions associate a page with the parameter used to create it, allowing you to report on dynamically created web pages.

See *“Configuring web server settings” on page 201* for more information on using this feature.

To specify URL parameter analysis definitions:

1. Select a profile to work with, and click **Edit**.
2. Select the Advanced Features tab. Click **Configure**.
3. Select the URL Parameter Analysis tab to view a list of definitions.
4. Select a definition, and click **View** to view its settings.
5. Click in the check boxes to select the definitions to use.

Selecting Content Group definitions

Content Group settings are defined in the Advanced Features window. Content Group definitions can either be applied to all profiles or applied to individual profiles. If the option to choose Content Group definitions for each profile is enabled, the Advanced Features tab is accessible in the profile window.

Content Groups allow you to group related pages together in one report. The Content Group definition is a set of patterns that identifies the pages that you want to report on as a group. See *“Configuring web server settings” on page 201* for more on this feature.

To specify content group definitions:

1. Select a profile to work with, and click **Edit**.
2. Select the Advanced Features tab, and click **Configure**.
3. Select the Content Group tab to view a list of definitions.
4. Select a definition, and click **View** to view its settings.
5. Click in the check boxes to select the definitions to use.

Selecting Path Analysis definitions

Path Analysis settings are defined in the Advanced Features window. Path Analysis definitions can either be applied to all profiles or applied on a profile basis. If the option to choose Path Analysis definitions for each profile is enabled, the Advanced Features dialog box is accessible in the profile window.

A Path Analysis definition specifies the page and the number of paths that you want to track. See *“URL Search and Replace” on page 208* for a detailed explanation.

To specify path analysis definitions:

1. Select a profile to work with, and click **Edit**.
2. Select the Advanced Features tab. Click **Configure**.
3. Select the Path Analysis tab to view a list of definitions.
4. Select a definition, and click **View** to view its settings.

5. Click in the check boxes to select the definitions to use.

Copying a Profile

You can use existing profiles as the basis for a profile using the Copy Profile command.

1. Select a profile in the list, and select File>Profile>Copy Profile from the Profile menu. A copy of the profile opens.
2. Rename the profile, and make any modifications.
3. Once you have made changes, click **OK** to close the window.

Editing a Profile

Use the Edit Profile dialog box to modify settings for a profile. If the profile is being used for analysis when you make changes, it is updated when the analysis is complete.

1. Select a profile in the list, and click the **Edit** button.
2. Select the tab with the settings that you want to modify.
3. Once you have made your changes, click **OK** to close the window.

Deleting a Profile

You can remove profiles from the Profile List if they are no longer needed.

1. Select a profile in the list, and click the **Delete** button.
2. Click **OK** to confirm that you want to remove the profile.

Stopping Analysis

You can interrupt processing of a profile using the Stop Analysis/Reporting command. Doing so postpones analysis until the next scheduled interval.

1. Select the profile whose processing you want to stop.
2. Select Profile>Stop Current Cycle. The Stop Current Analysis/ Reporting Cycle window opens (*Figure*).

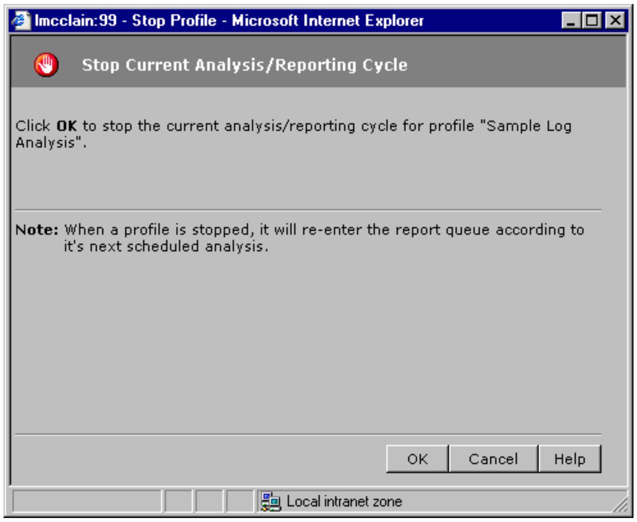


Figure 3-25. Stop Current Analysis/Reporting Cycle window

3. Click Ok to stop the processing of the profile.

Monitoring profile status

The Reporting Server maintains a status file for each profile which you can use to monitor the processing of the logs. From the Profile Status window you can view the current state of the profile, the file name and location of the status log file. Use the scroll bar to peruse the profile history.

To access the profile status:

1. Select the profile you want to monitor from the Main Console.
2. Select View>Profile Status. The Profile Status dialog box opens (*Figure 3-26 on page 54*).

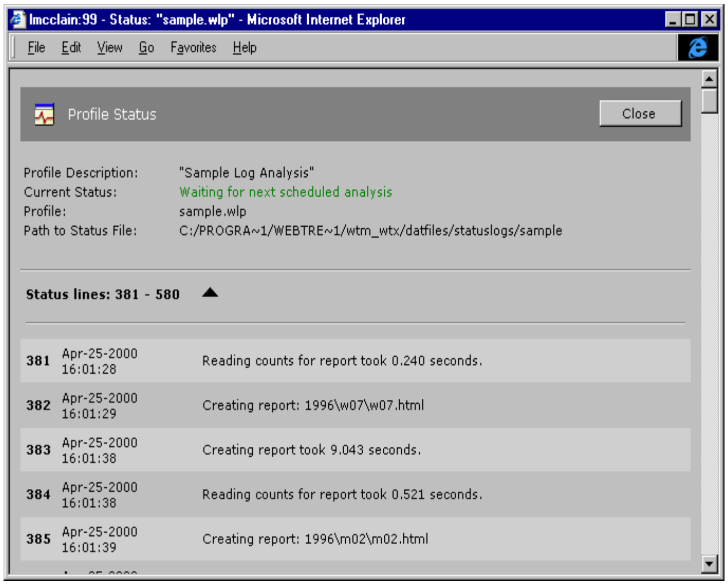


Figure 3-26. Profile status window

Changing the profiles displayed in the main console

If your profile library has grown to the point that finding the profile to work with has become a chore, you can limit the number of profiles that are displayed through the main console. Or, if you know the name or part of the name of the profile you are looking for, you can search for it here.

Tip: *You can increase the number of profiles displayed by modifying the* `MaxGridProfiles` *option in the wtm_wtx.ini file*

.

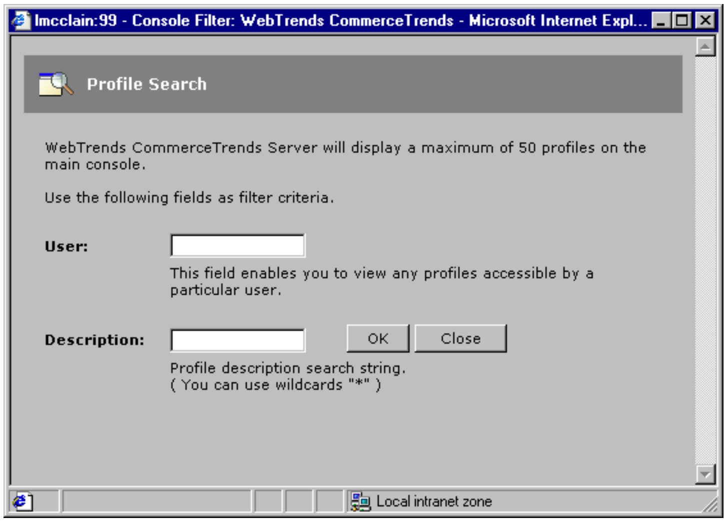


Figure 3-27. Profile search window

To filter the profiles displayed:

1. Select File>Search. The Profile search window opens.
2. Limit the profiles displayed using the following criteria:
   - **User**—Allows you to display only profiles for the user specified.
   - **Description**—Allows you to view profiles whose description matches your criterion.

Note: *To view the maximum number of profiles allowed, enter * in both fields.*

Using Filters 4

How they work

Filters let you limit the scope of your analysis and the data by specifying the data you are interested in. The result of the analysis determines what is displayed in your reports. This release of the Reporting Server includes new filtering capabilities: you can filter by visits or hits, and you can now filter on cookies as well as URL parameters.

Important: *If you have been granted administrative rights, you can add, edit, and modify all profiles, even those created by other users. If you have not been granted administrative rights, many of the options explained in this chapter may not be available to you.*

How filters are processed

You can set up the following types of Include or Exclude filters:

- Filter visits by
  - Entry Page
  - Referrer

  For instructions on building visit filters, see See *"Adding an Include or Exclude Visit Filter" on page 58* below.
- Filter hits by the following parameters:
  - URL
  - Directory
  - File
  - Browser
  - Cookie
  - Multi-homed domain
  - Day of Week
  - Hour of Day
  - Authenticated Username

  - Return Codes
  - Ad Views and Clicks
  - HTTP Methods
- Address

Adding an Include or Exclude Visit Filter

You can add visit filters to any profile.

To add a Visit Filter to an existing profile:

1. From the Reporting Server Main Console, select the profile that you want to filter, and click **Edit**. The Profile Edit window opens.
2. Select the Filters tab. The Filters dialog box opens (Figure *Figure 4-28 on page 59*).

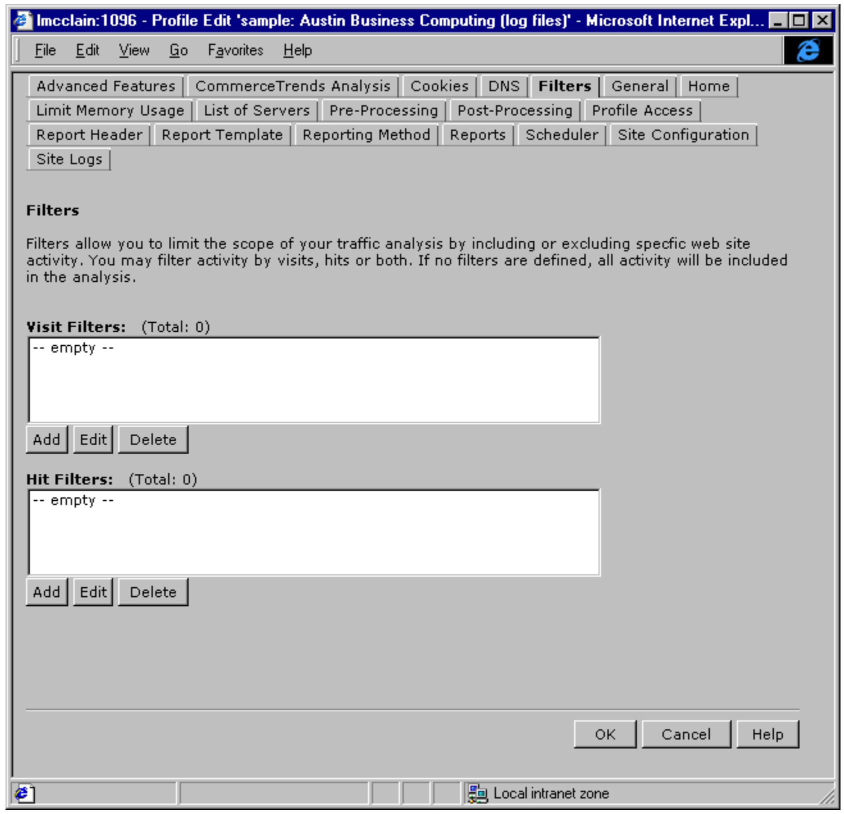


Figure 4-28. Filters dialog box

3. You can add either Visit or Hit filters at this window.

Note: *You can return to this screen to add or edit additional filters.*

- To add a Visit Filter, click **Add** beneath the **Visit Filters** text box. The Filter Type dialog box opens (*"Filter Type dialog box" on page 60*).

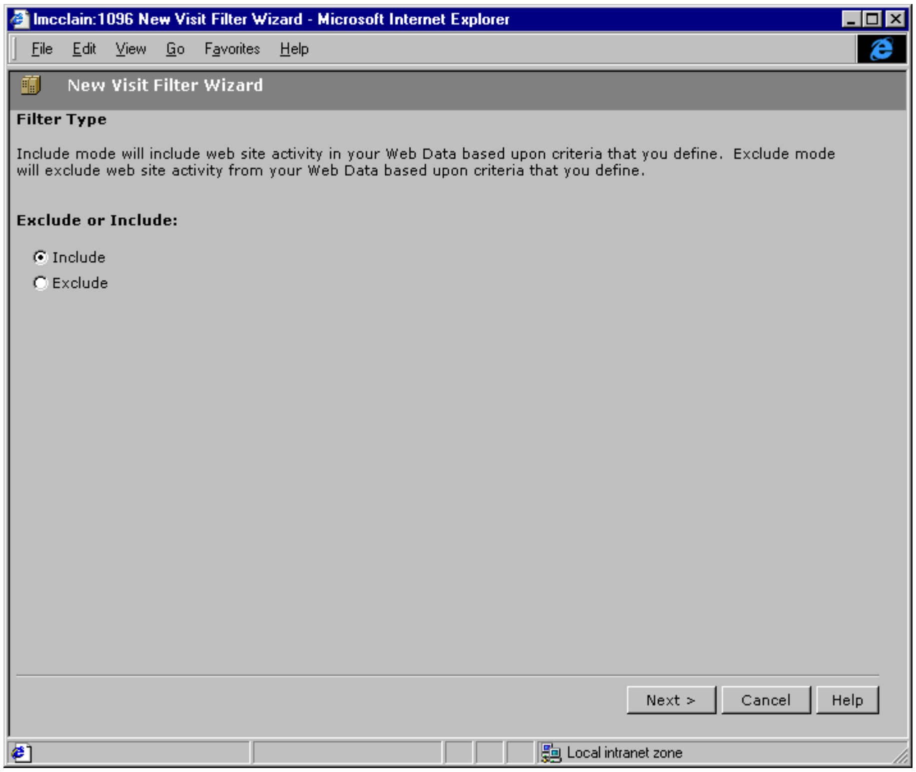


Figure 4-29. Filter Type dialog box

4. Select the type of filter you want to create:

- **Include Filter**—only log data which matches this criteria will be included in Reporting Server reports for this profile.
- **Exclude Filter**—log data which matches this criteria will be excluded from Reporting Server reports for this profile.

Click **Next** to continue. The Filter Name dialog box opens (*Figure 4-30 on page 61*).

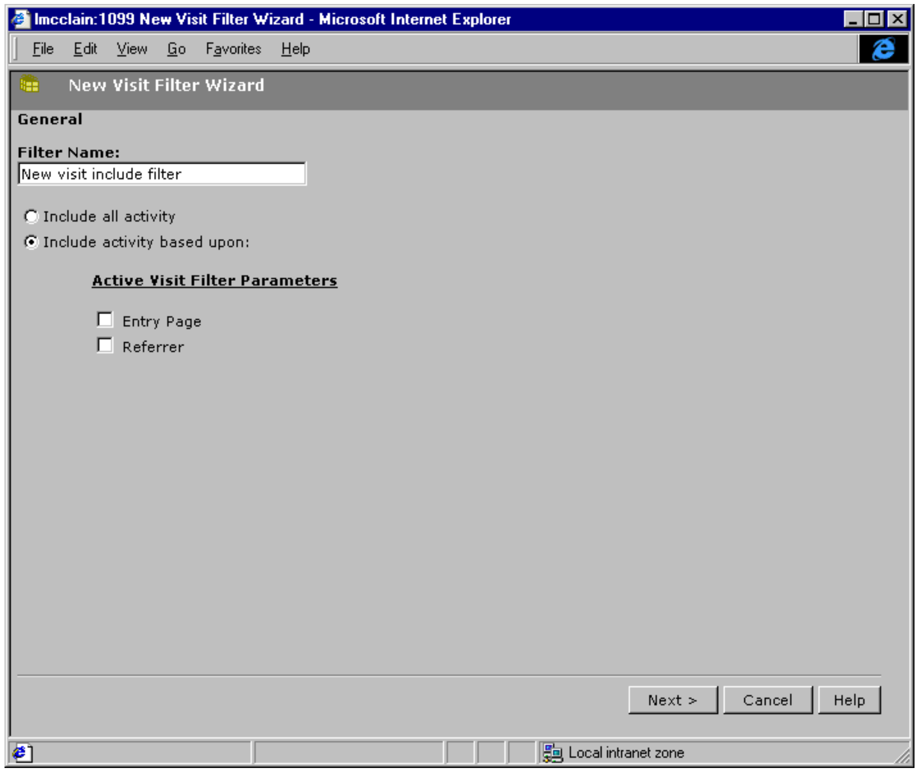


Figure 4-30. Filter name dialog box

5. Enter the name you want to identify the filter with in the **Filter Name** text box.
6. Select one of the following options:
   - **Include/Exclude all activity**—include all visits in this profile's report.
   - **Include/Exclude activity based upon**—limit the visits included in this profile's report to the selected Active Visit Filter Parameters. Select from the following Active Visit Filter Parameters to build your filter:
     - Entry Page
     - Referrer

7. Click **Next** to continue.

8. If you selected **Include/Exclude all activity,** go to step *Step 16* to complete building your filter.

9. If you selected **Include/Exclude activity based on,** continue with one of the following paths:

- If you selected Entry Page, the Entry Page dialog box opens (*Figure 4-31*). Continue with *Step 10*.
- If you selected Referrer, the Referrer dialog box opens (*Figure 4-32 on page 64*). Continue with *Step 13*.

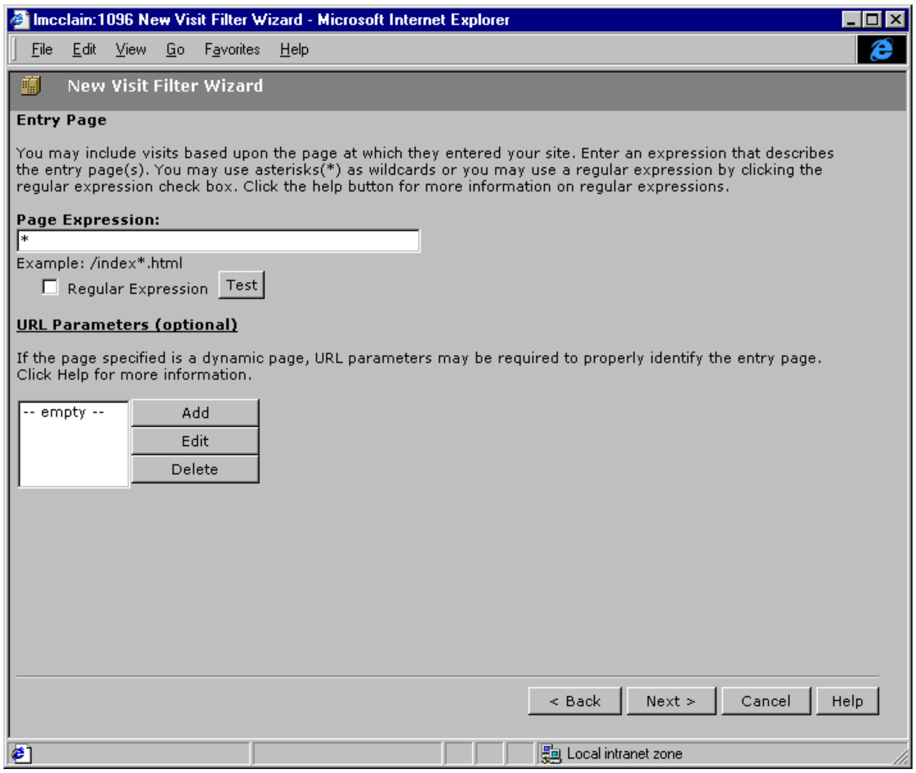


Figure 4-31. Entry page dialog box

10. Use the Entry Page parameter to include visits based upon the page at which they entered your site. Enter an expression that describes the entry page(s) in the **Page Expression** text box. You may use asterisks(*) as wildcards.

11. Select the **Regular Expression** check box if you want to use regular expressions. Click **Test** to verify your entry before continuing.

> **Note:** *Click the Help button on this page for examples of page expressions.*

12. If you want to filter on URL Parameters, select one of the following options:

- To add an URL parameter:
  a) Click **Add** to add an URL parameter. The URL Parameter page opens.
  b) Enter your settings, and click **OK** to continue.
- To edit an existing URL parameter:
  a) Select the parameter you want to edit.
  b) Click **Edit.** The URL Parameter page opens.
  c) Enter your changes, and click **OK** to continue.
- To delete an existing URL parameter:
  a) Select the parameter you want to delete.
  b) Click **Delete.** The URL parameter is removed from the list.

Click **Next** to continue. Continue with *Step 16*.

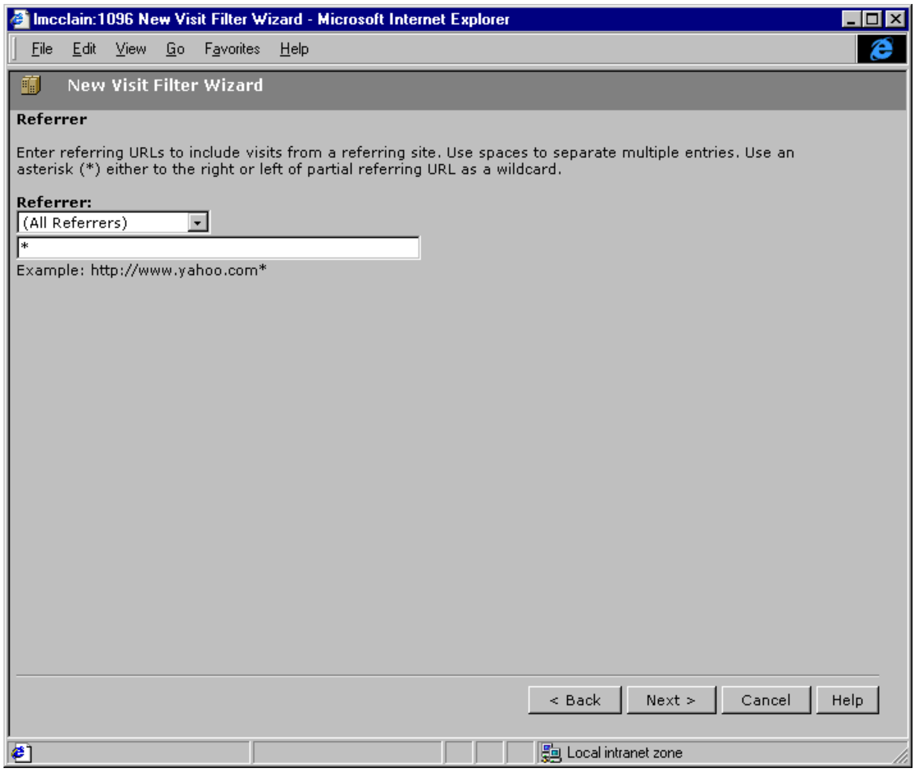


Figure 4-32. Referrer dialog box

13. Select which type of referrers you want to either include in or exclude from your filtering from the Referrer drop-down list. Choose from:

- All Referrers
- No Referrer
- http: URLs
- file: URLs
- mail: URLs
- ftp: URLs
- User Defined Referrer

The default setting is All Referrers.

14. Unless you have selected All Referrers or No Referrers, enter the URL in the Referral text box.

Note: *Click the Help button on this page for examples of referring URLs.*

15. Click **Next.** Continue with *Step 16*.

16. The Summary page opens (*Figure 4-33 on page 65*). The details of your current filter settings are displayed. Click **Back** to edit your settings, or **Finish** to complete building your filter.

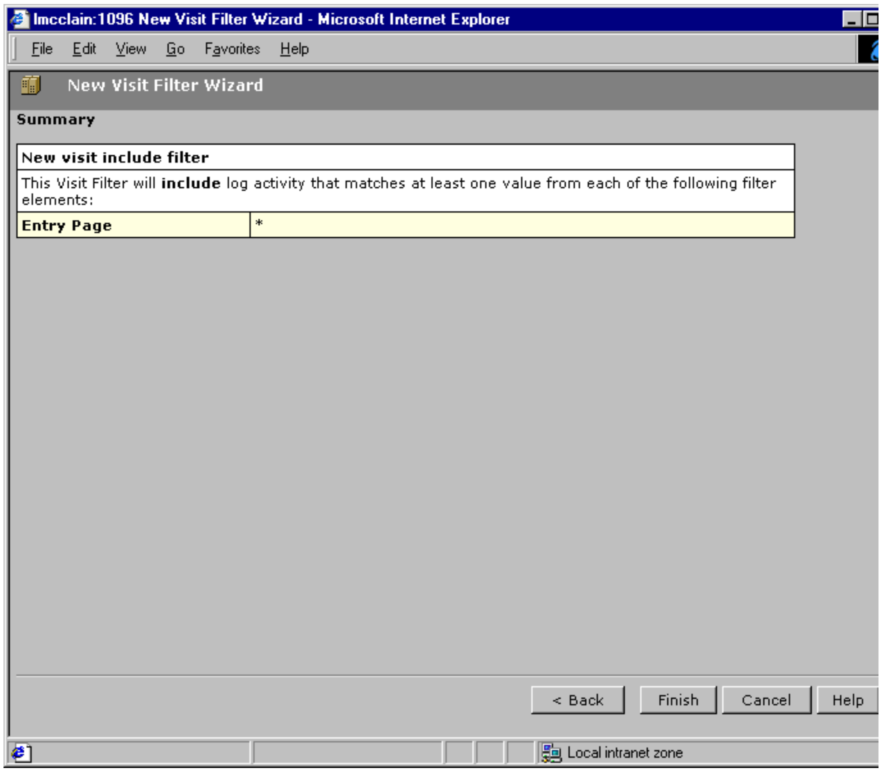


Figure 4-33. Summary page

Adding an Include or Exclude Hit Filter

You can add hit filters to any profile.

To add a hit filter to an existing profile:

1. From the Reporting Server Main Console, select the profile that you want to filter, and click **Edit**. The Profile Edit window opens.
2. Select the Filters tab. The Filters dialog box opens (Figure *Figure 4-28 on page 59*).

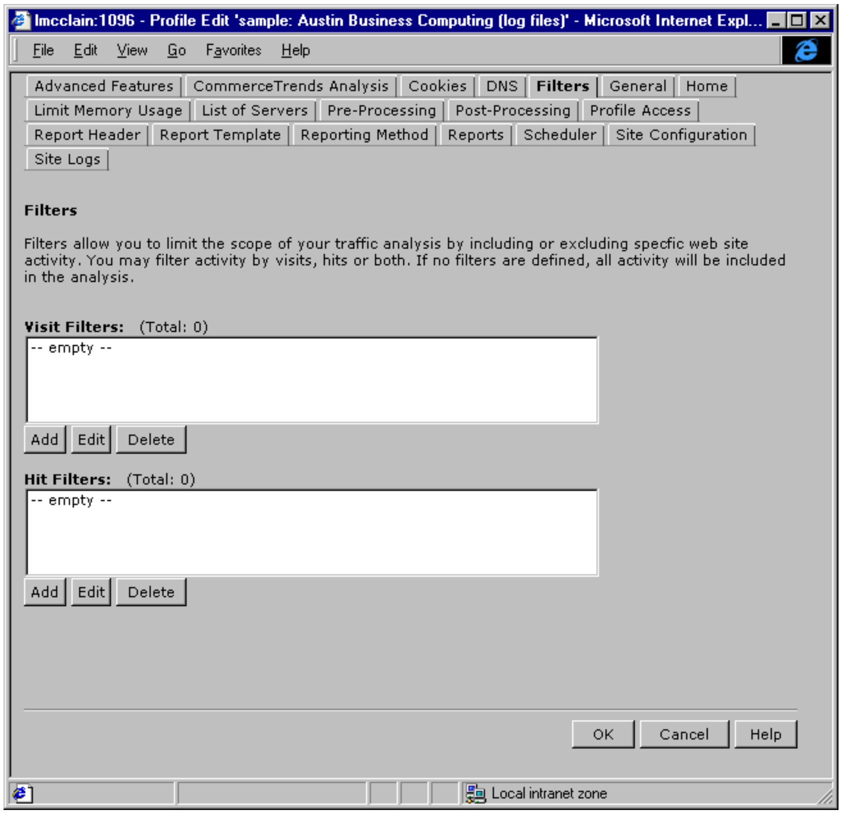


Figure 4-34. Filters dialog box

3. You can add either Visit or Hit filters at this window. To add a hit filter, click **Add** beneath the **Hit Filters** text box. The Filter Type dialog box opens (*Figure 4-35 on page 67*).

Note: *You can return to this screen to add or edit additional filters.*

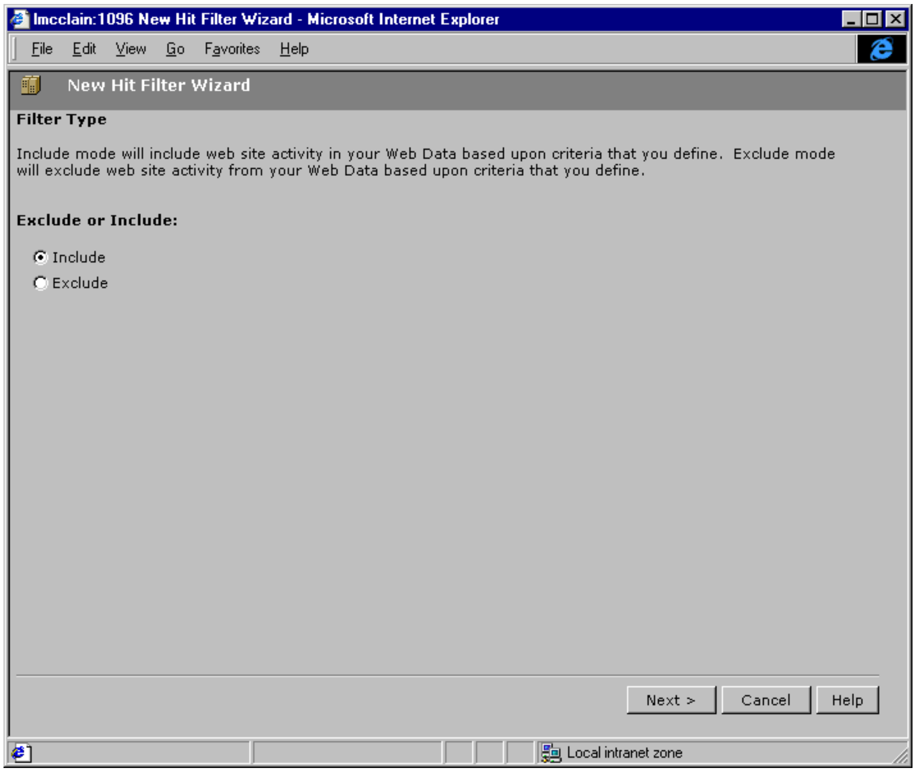


Figure 4-35. Filter Type dialog box

4. Select the type of filter you want to create:
   - **Include Filter**—only log data which matches this criteria will be included in Reporting Server reports for this profile.
   - **Exclude Filter**—log data which matches this criteria will be excluded from Reporting Server reports for this profile.

   Click **Next** to continue. The Filter Name dialog box opens (*Figure 4-36 on page 68*).

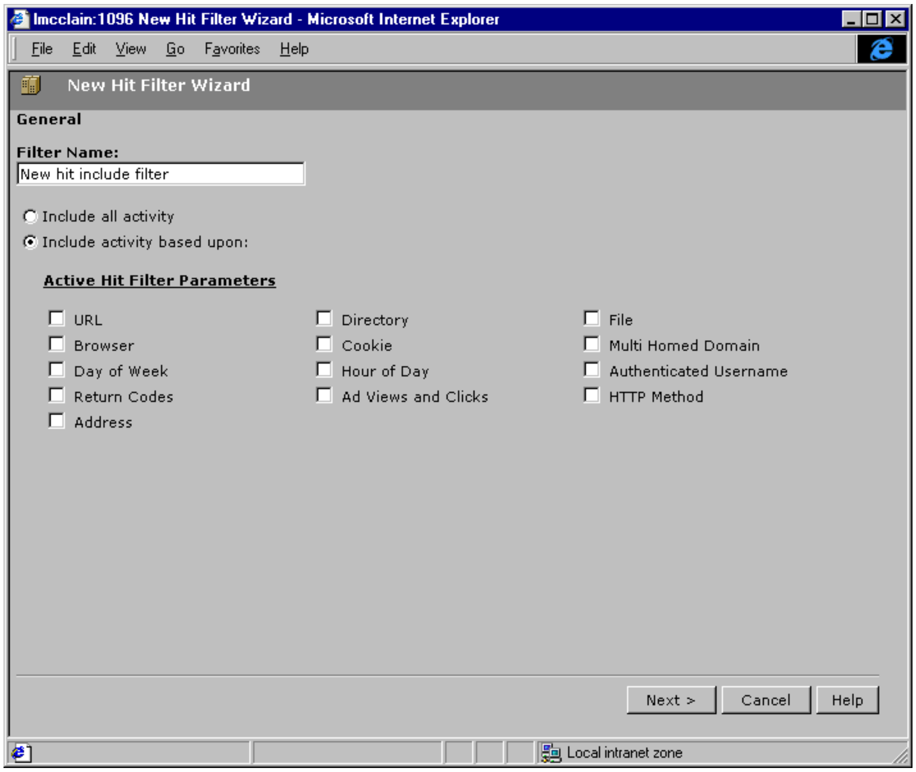


Figure 4-36. Filter name dialog box

5. Enter the name you want to identify the filter with in the **Filter Name** text box.
6. Select one of the following options:
   - **Include/Exclude all activity**—include all visits in this profile's report.
   - **Include/Exclude activity based upon**—limit the visits included in this profile's report to the selected Active Hit Filter Parameters. Select from the following to build your filter:
     - URL
     - Directory
     - File
     - Browser

- Cookie
- Multi-homed domain
- Day of Week
- Hour of Day
- Authenticated Username
- Return Codes
- Ad Views and Clicks
- HTTP Methods
- Address

Note: *For full descriptions of these visit parameters, see "Filter Parameter Descriptions" on page 73.*

7. Click **Next** to continue.
8. If you selected **Include/Exclude all activity,** go to step *Step 16* to complete building your filter.
9. If you selected **Include/Exclude activity based on,** the wizard opens one dialog box for each parameter you selected. Enter your settings on each page, clicking **Next** to continue.

Note: *You can click **Back** at any time during this sequence to make changes to the hit filter you are building.*

10. The Summary page opens (*Figure 4-37 on page 70*). The details of your current filter settings are displayed. Click **Back** to edit your settings, or **Finish** to complete building your filter.

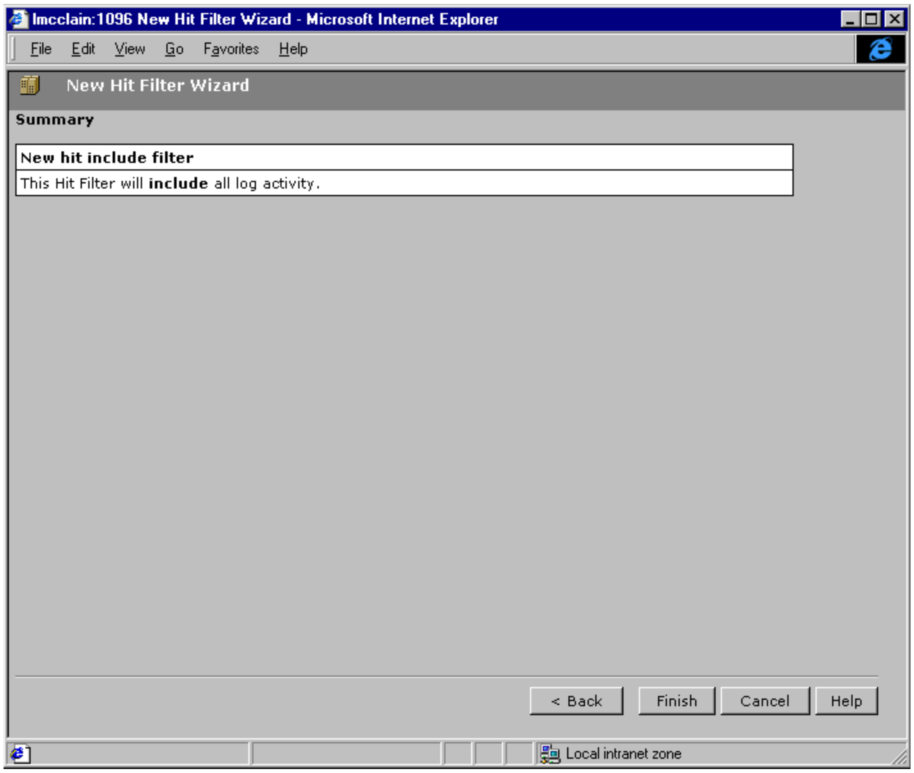


Figure 4-37. Summary page

Editing a Filter

To edit a filter, complete these steps:

1. From the Reporting Server Main Console, select the profile containing the filter you want to edit, and click **Edit**. The Profile Edit window opens.
2. Select the Filters tab. The Filters dialog box opens (Figure *Figure 4-38 on page 71*).

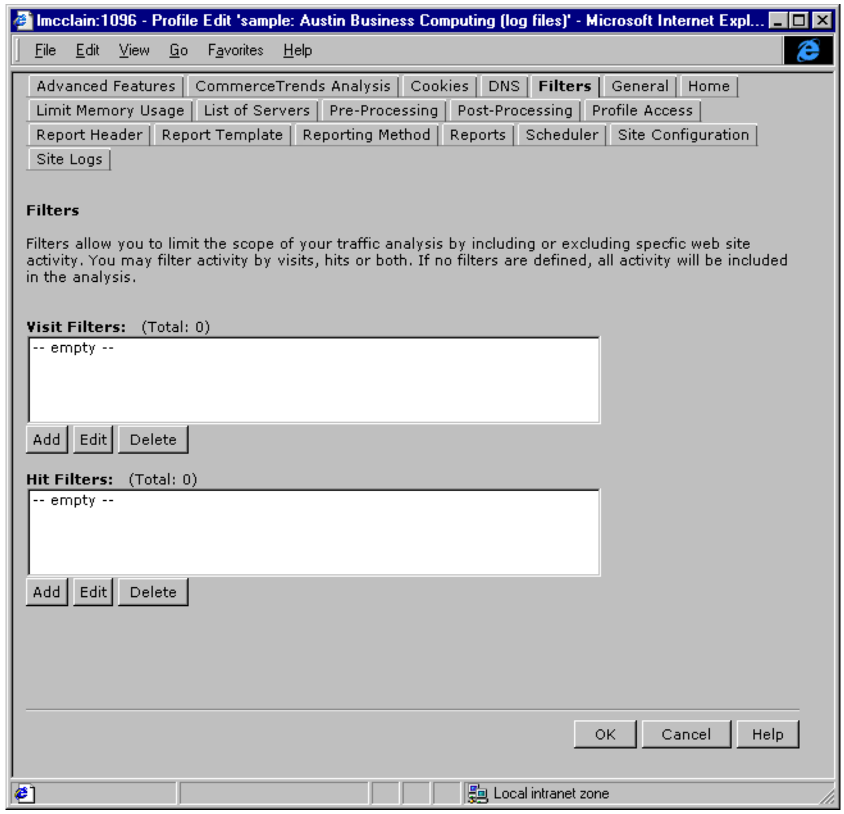


Figure 4-38. Filters dialog box

3. Select the filter you want to edit from either the **Visit Filters** or **Hit Filters** text box. Click **Edit.**

4. The Filter Wizard opens. Make your changes, and click **OK** to save your settings. The updated filters are now active in the profile.

Note: *Reports generated on this profile will not reflect these updated filter settings until the next analysis.*

Deleting a filter

To delete a filter, complete these steps:

1. From the Reporting Server Main Console, select the profile containing the filter you want to delete, and click **Edit**. The Profile Edit window opens.
2. Select the Filters tab. The Filters dialog box opens (Figure *Figure 4-38 on page 71*).

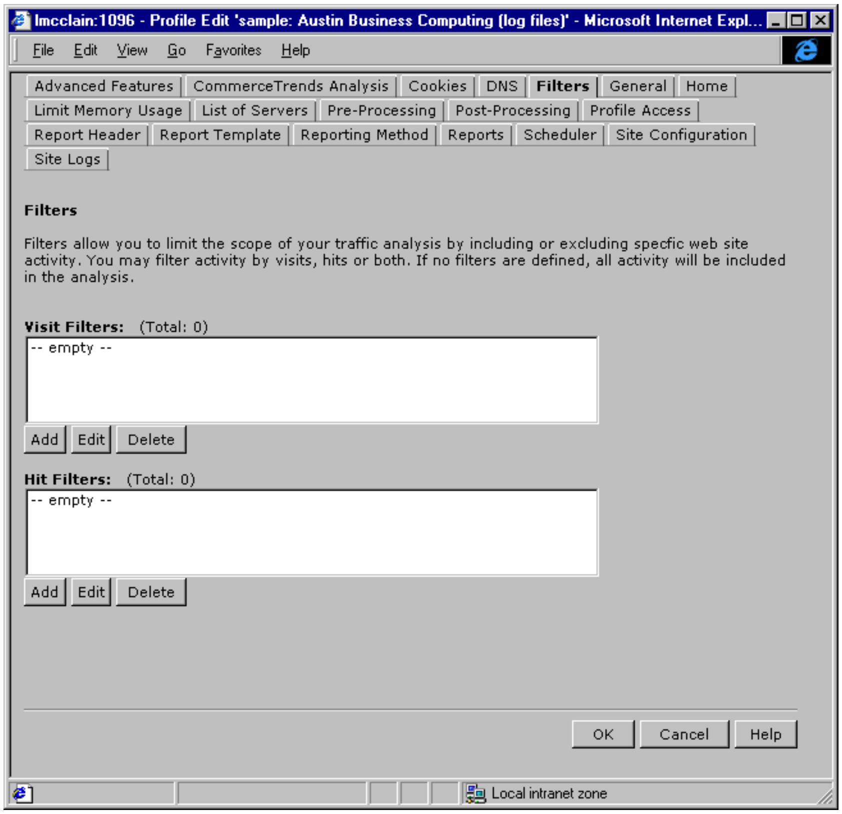


Figure 4-39. Filters dialog box

3. Select the filter you want to delete from either the **Visit Filters** or **Hit Filters** text box. Click **Delete.**

The filter is removed from the profile.

Filter Parameter Descriptions

Visit Filter Parameters

Entry Page

Use the Entry Page filter element to include or exclude entire visitor sessions based upon the first page viewed. An entry page is the first item that the visitor requests in a session. The item could be an image, a document, or a file.

For example, you have an ad banner on Yahoo! that links users to the page /ads/yahoo_ad.htm. (This page might simply redirect users to your home page.) You could create an Include filter with the entry page element set to /ads/yahoo_ad.htm to determine the number of users clicking through from that banner.

The following table provides examples of how to format an Entry Page filter. Keep in mind that the Entry Page filter filters entire user sessions, not individual hits.

Table 4-1. Entry Page filter examples

Example	Explanation
`/browser.htm`	Filters any session starting at browser.htm in the root directory.
`browser.htm`	Filters a session browser.htm from any directory.
`/ads/*.htm`	Filters any .htm file in the /ads directory.
`/ads/*.*`	Filters any file in the /ads directory.
`ad.*`	Filters any file named ad from any directory.

You can also use wildcards to match strings. For example, if the filter string contains no file or extension, and has exactly one asterisk (*), which appears at the end of the string, a string match against the record path is performed.

Referrer

Use the Referrer filter to include or exclude entire user sessions based on the referring URL. A referring URL is the link that the user came from. This filter helps you identify the quantity and quality of users coming to your site from other sites or from a specific Internet advertisement.

Whereas other filters deal with hits, the referrer filter deals with user sessions to determine where your users are coming from. A typical user session is 30 minutes.

The default for the Referrer *Include* filter, **All referrers**, filters all hits with referring data regardless of site.

The default for the Referrer *Exclude* filter, **No referrers**, filters only hits without any referring information.

A filter entry of `http://` filters any hits prefixed by http://.

Table 4-2. Examples of search engine filters

Example	Explanation
`http://www.referrer.com*`	Filters anything coming from http://www.referrer.com. Hits from ftp://www.referrer.com are not filtered.
`http://www.referrer.*`	Filters www.referrer.com, www.referrer.net, www.referrer.org.
`*.referrer.com*`	Filters ftp.referrer.com, www.referrer.com, but not things such as www.referrer2.com or www.referrer.net.
`*referrer*`	Filters anything with referrer in the name. www.referrer.com, www.referrer1.com, www.notreferrer.net, referrer.com, referrer, etc.
`http://www.referrer.com/page.htm`	Filters only references from page.htm at the www.referrer.com site.
`http://www.referrer.com/page.htm*`	Filters page.htm, page.html, page.html2, etc. from the root of the www.referrer.com domain.
`*.referrer.com/page.htm*`	Filters page.htm or page.html from any referrer.com domain (such as search.referrer.com or ftp.referrer.com).

Hit Filter Parameters

Directory or URL

Use the Directory filter to include or exclude the activity of a specific directory. The default for an Include Directory filter is to include all directories starting at the root directory, indicated by a slash (/). There is no default for the Exclude Directory filter.

If you want to include or exclude all subdirectories starting with the directory you specify and proceeding down, select the **Include/Exclude Subdirectories** check box. Select the **Case Sensitive** check box if you want to look for exact case matches.

Note: *Because most servers require case-sensitive (upper or lower case) matches, be careful to specify the exact case you want to look for, and check the Case Sensitive box.*

The default for both include and exclude files filters is to activate the subdirectories box (indicated by a check in the Include/Exclude Subdirectories box). Therefore, if you created an Exclude filter for the /Images directory, the subdirectories are automatically excluded. Or if you create an Include filter for a directory, the subdirectories are automatically included in the filter.

Use wildcards to specify multiple directories, or separate directories with a space. Put quotation marks around directories containing spaces or commas. For example: `"/logo graphic"`

Table 4-3. Directory Filter examples

Example	Result
`/images`	Specifies the directory /images is filtered and all subdirectories therein, if Include Subdirectories is checked.
`"/image files"`	Specifies the long directory, /image files.
`"/image files" /intranet /graphics`	Specifies the following directories: /image files, /intranet, and /graphics.
`/*graphics`	Specifies any first-level directory whose name ends in graphics, such as /bitmap graphics, but not /intranet/bitmap graphics.

Example	Result
`/*/graphics`	Specifies all second-level directories named /graphics, such as /home/graphics and /intranet/graphics, but not /home/sales/graphics. Directories such as /home/graphics/logos, are specified by this example only if Include Subdirectories is checked.
`/graphics /*/graphics /*/*/graphics`	Specifies all first, second and third level directories named graphics, such as /graphics, /home/graphics, and /home/sales/graphics. Subdirectories of these, such as /home/graphics/logos, and /home/sales/graphics/logos/specials would be included only if Include Subdirectories is checked.
`/*graphics*/`	Specifies all first level directories with names containing graphics, such as /graphics, /graphics files, and /bitmap graphics. **Note:** Remember to put quotation marks around directories containing spaces or commas.

File

Use the File filter to include or exclude specific files. Enter the file name or extension in this field, or click the down-arrow to select a file type from the list. The default for an Include File filter is to include all files, indicated by “*.*”. There is no default for an Exclude File filter.

Use wildcards to specify file names or extensions, such as all HTML files (*.HTM) or all GIF files (*.GIF). Specify several file types at once by inserting a space between each file type.

A check in the Case Sensitive box means that you want to look for exact case matches (upper or lower case).

Note: *Many servers are case-sensitive, be sure to enter your filter exactly as what you want to look for in the log file, and check the Case Sensitive box.*

Table 4-4. File Filter examples

Example	Result
`help.htm`	Filters the file help.htm.
`*.gif *.bmp`	Filters bitmap (.bmp) and gif (.gif) files.

Example	Result
`help*.html`	Filters all html files whose name begin with help.
`help*.*`	Filters all files whose name begin with help, regardless of type.
`marketing.htm "marketing help.htm" "marketing leads.htm"`	Filters the files marketing.htm, marketing help.htm, and marketing leads.htm.

Browser

Use the Browser filter to either include or exclude a browser, spider or robot from the analysis and reporting. You can filter any browser if you know how it appears in the Agent field of the log file.

Use a space to separate multiple browsers. Put quotation marks around browser names that have spaces. You cannot use wildcards for browser filters.

Table 4-5. Browser filter examples

Example	Result
`Mozilla/4. Mozilla/3.1`	Filters any activity that matches Netscape Navigator 4. or Netscape Navigator 3.1.
`MSIE “Microsoft Internet Explorer/”`	Filters any activity that matches any version of Internet Explorer.

Note: *You cannot use wildcards (*) in a browser filter. Webhouse Builder assumes that there are wildcards at either end of each browser entry when comparing it to the agent field in the log file.*

Filtering for Netscape Navigator may not return accurate results because many browsers identify themselves as Netscape Navigator.

Cookie

A cookie is a file sent with the page requested from the server to the visitor, and stored on the visitor’s system. It uniquely identifies previous visitors to your site the next time they return. The cookie filter is a session filter-when the cookie for a visitor session is matched or not matched, depending on whether the filter is include or exclude-the entire visitor session is included or excluded. You can use regular expressions in building this filter.

Multi-homed domain

Use the Multi-Homed Domain filter if your log file contains activity from more than one domain. Specify the domains you want to include or exclude. For example, if your log file contains activity from domains www.abc.com, www.def.com, and www.ghi.com, and you want to store activity for www.abc.com, you would create an Include file and enter `www.abc.com`.

Notes: *This filter only applies to multi-homed log files.*

To filter multiple domains, separate your entries with a space.

Day of Week

Use the Day filter to include or exclude specific days of the week. For example, if you create an Include Days filter, a check indicates the log file activity must match the days specified in order to stored in the database.

Hour of Day

Use the Hour filter to include or exclude hours of the day. The default for the Hour Include filter is All. The default for the Hour Exclude filter is None.

Any activity that is within the hour range that you specify through the Between...And range is filtered.

Note: *Enter the hours in military format (twenty-four hour clock).*

Table 4-6. Hour filter examples

Example	Result
`Between 12 and 17`	Filters any activity that took place between 12 p.m. to 5 p.m.
`Between 20 and 6`	Filters any activity that took place between 8 p.m. to 6 a.m.

Authenticated Username

If you have an intranet site or a web site that requires visitors to log on with a user name and password, then you can use the Authenticated User name filter to include or exclude authenticated users from this profile.

Enter the name that you want to filter for. Put quotation marks around names that contain spaces. Refer to the examples that follow for formatting tips. Check the Case Sensitive box if you want to look for exact case matches.

Note: *Because most servers are case sensitive, be sure to enter your filter exactly as the data appears in the log file, and check this box.*

Table 4-7. Authenticated User Name filter examples

Example	Result
`"Jane Smith"`	Filters any activity that matches Jane Smith. **Note:** If the user name you are filtering contains a space, use quotation marks around the user name as shown here.
`"Bob Smith" "Mike Macintosh" "John Hill"`	Filters any activity that matches these user names.

Return Codes

Use the Return Code filter to specify the types of results you want to include or exclude. For example, if you are creating an include filter and you want to only report on successful hits, select **Success Only** from the list.

You can select one of the common returns codes provided in the list, or type another numeric result code in this field.

Note: *Note: The default, All Return Values, is indicted by an asterisk (*) in the field.*

The predefined list includes the following:

- (All Return Code)
- Success Only

- Failed Only
- Success, OK (200)
- Success, Created (201)
- Success, Accepted (202)
- Success, Partial Information (203)
- Success, No Response (204)
- Success, Redirected (300)
- Success, Moved (301)
- Success, Found (302)
- Success, New Method (303)
- Success, Not Modified (304)
- Failed, Bad Request (400)
- Failed, Unauthorized (401)
- Failed, Payment Required (402)
- Failed, Forbidden (403)
- Failed, Not Found (404)
- Failed, Internal Error (500)
- Failed, Not Implemented (501)
- Failed, Overloaded Temporarily (502)
- Failed, Gateway Timeout (503)

Ad Views and Clicks

This filter lets you produce reports based on a specific Web site advertisement's activity to distribute to a client. If you want to track activity related to a specific advertisement on your site, for example, you can define the ad using the ad views and clicks tool, and then filter all activities related to the ad.

HTTP Methods

Select which HTTP methods you want to include in your Include or Exclude filter:

- GET
- POST
- PUT
- HEAD
- UNKNOWN

Address

Use the User Address filter to include or exclude hits coming from specific domains, subnets, or IP addresses from the results of this profile. For example, you can create a filter that excludes all activity from your own domain. The default, **All User Addresses,** is indicated by an asterisk (*) in the field.

Building Reports 5

Reports and Profiles

Reporting Server reports are based on Profiles (covered in *"Using Profiles" on page 15*.) Profiles define the data to be gathered, while the report settings covered in this chapter determine how this data is presented, including the colors, fonts, format and storage location for reports.

You create reports in the Reporting Server using profiles that you've created. The Reporting Methods profile settings determine whether reports are generated at the time the profile is processed and posted for users to view (pre-generated) or if they are generated as users request them (on-demand).

You can build Reports can be viewed through Netscape Navigator or Microsoft Internet Explorer.

Additional configuration options for administrators—including editing report templates—can be found in *"Configuring Program Options" on page 173* .

Important: *If you have been granted administrative rights, you can add, edit, and modify all profiles, even those created by other users. If you have not been granted administrative rights, many of the options explained in this chapter may not be available to you.*

This chapter includes:

- *"How reports are built" on page 84*

  Includes a step-by-step example of creating a report using a sample profile with Campaign Analysis settings.

- *"Pre-generated and on-demand reporting" on page 90*

  A discussion of the two types of reports you can build.

- Navigating reports and profiles, *page 93* to *page 95*.

  Efficiency tips for working with past reports and profiles, as well as viewing profile histories.

- *"Working with Report Templates" on page 97*

Customizing reports, creating new templates, changing report colors and styles.

- *“Report data and Help Cards” on page 102*

Information on updated and new Reporting Server reports.

Note: *If you are already familiar with the Reporting Server and would like more in-depth instructions on how to creating profiles, see “Using Profiles” on page 15.*

For information on creating Campaign Analysis definitions, see “Campaign Analysis” on page 63.

How reports are built

Understanding these main concepts, and how they interrelate, is essential to using the Reporting Server effectively.

How Reporting Server works

The Reporting Server uses the log file from your web server to analyze activity on your site. Through a profile, you specify the location of the log file, how it should be analyzed, and the reports to generate. See *“Understanding log files” on page 84* for details on log files.

Figure 1-1. Report generation process overview

By applying Campaign Analysis definitions to your Web Traffic Analysis profiles, you can include information on products and marketing campaigns in your reports.

Understanding log files

When someone connects to your site, the event is stored by the web server in a log file. Log files record data such as the user, the protocol used to access the page (such as HTTP or FTP), what they did, the platform used (such as UNIX, NT, Windows 98), the search engine (such as Yahoo or Lycos), keywords, date and time, and much more. The Reporting Server uses the data from this log file to create reports.

Log files typically have a .log extension and are located in various directories, depending on the web server that you use.

- **(NT) Microsoft IIS**—`c:\winnt\system32\logfiles\ex981029.log`

- **(NT) Netscape**—`c:\netscap\servers\http-[server name]\logs\ex981029.log`

Sample Log File: Common and Combined (Extended) Format

The NCSA recognizes two log file format standards--the common and combined (extended) formats. The following is a sample line from a "common" log file:

```
www.webtrends.com - [16/Jan/1999:10:36:09+0000]  "GET /dept/
argguides/dwsg/420102.jpg HTTP/1.0" 304 21342
```

The "combined" or "extended" log file format is similar to the common log file format with the addition of the referrer and agent fields at the end of the line in quotation marks. The following is a sample in combined format

```
www.club-voile.fr - - [12/Jan/1996:19:35:39 +0000] "GET /
HTTP/1.0" 200 6054 "http://search.yahoo.com/bin/
search?p=trends%20internet" "SPRY_Mosaic/v8.32 (Windows 16-
bit) SPRY_package/v4.00"
```

In this example, the referrer is `http://search.yahoo.com/bin/search?p=trends%20internet`, the agent is `SPRY_Mosaic/v8.32`, and the platform is `Windows 16-bit`.

The following table defines each of the fields in the sample log file lines.

Table 1-1. Field definitions for sample log file

Field #	Field Name	Description
Field 1	User Address	The numeric IP address or domain name of the user accessing the site.
Field 2	Rfc931	This field is used to log the domain for multi-homed web servers.
Field 3	User Authentication	User name, if required.
Field 4	Date/Time	The date and time the user accessed the site.
Field 5	GMT offset	The number of hours from GMT (if this is +0000 it is logged in GMT time).
Field 6	Action	The particular operation (i.e., “Get” or “Post”) of the hit (this must be in quotes).
Field 7	Return Code	The return code for the action tells whether it was successful and why.

Field #	Field Name	Description
Field 8	Size	The size of the file sent.
Field 9	Referrer:	The URL which linked the user to your site.
Field 10	Browser/ Platform	The Web browser and platform used by the visitor to your site.

Understanding profiles

Profiles specify how the log file should be analyzed and which activity you want to report on. Through the profile you define the location and log file type, any activity you want filtered, and whether or not IP resolution should be performed. Reporting Server analyzes the log file and uses the result to create reports. Profiles are covered in *“Using Profiles” on page 15*.

Understanding Campaign Analysis definitions

Campaign Analysis analysis and reports are based on two definitions that can be applied to any Web Traffic Analysis profile. They are explained briefly below:

- **Product definitions** are set up to track the forecasted revenue that specific product pages on your web site will potentially generate. In the context of a product definition, "product" loosely describes any product that you may be selling, an idea that is worth something to your company, an intellectual product, etc.
- **Marketing campaign definitions** are set up to define your marketing campaign information. This information includes referrer or entry pages, cost and duration of the campaign, an image to represent it, etc.

Setting up the Reporting Server

New to the Reporting Server? Use this section to get a sense of the steps involved in taking the product from a CD-ROM sitting in your drive to running reports.

Build a Report

For This Step	Refer To
1. Install the software.	*"Installing and Setting Up" on page 21*.
2. Review the sample profile. The content of a profile are the key to successful reporting. Profiles identify the web server log file type, the location of the log file, how the data should be analyzed, and the reports you want to create. Make note of the dialogs you may want to disable for non-administrators. You may want to give the responsibility of creating and maintaining profiles to Administrators only, making non-administrators' lives much easier; all they'll need to do is log in and select their reports.	*"Using Profiles" on page 15*
3. Run a Complete Summary report on the sample profile. Make note of any tables you want to exclude, or those you'd like more or less information. Later you can reflect these changes in the profile. Consider the color scheme of the style used in the report. You can change the colors for the Report Template in the Template dialog.	*"On-demand reports" on page 92*
4. Create profiles for the web server logs you want to analyze. If you are providing customized reports for different users, you will create a profile for each. Tell your users where they can view reports.	*"Using Profiles" on page 15*
5. Review the Options settings. Many default settings for profiles are located here. Decide whether you want non-administrators to have access to the optional dialogs.	*"Defining General options" on page 176*

For This Step	Refer To
6. Create user accounts for anyone who is going to use the Reporting Server for viewing reports or managing any aspect of the program. For each user, determine the permissions you want to give.	*"Creating a user account" on page 229*.
7. Modify the Report Templates or create your own if needed.	*"Working with Report Templates" on page 97*.

To run the Reporting Server through the remote interface, the analysis engine and the remote interface must be started.

Note: *You can also control all aspects of the Reporting Server from the command line. See "Running from the Command Line" on page 123 for details.*

Complete these steps to create a sample report:

1. Enter the path to the installation directory and type

   ```
   wtrs
   ```

   The program starts.

2. Type

   ```
   wtrs -start
   ```

   The Reporting Server analysis engine starts.

3. Type

   ```
   wtinterface -start
   ```

   And the remote interface for the Reporting Server starts.

4. Open your web browser (Netscape Navigator or Internet Explorer).

5. Enter the IP Address or domain name for the machine where the Reporting Server is installed followed by the port specified during installation. For example, `http://192.168.0.5:99.` The Login window opens:

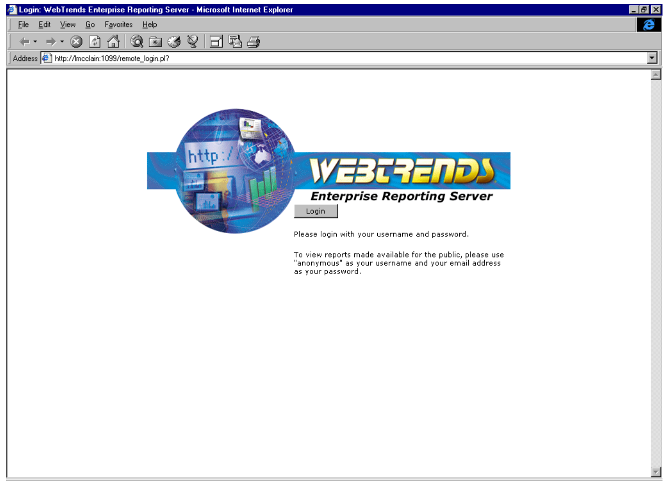


Figure 5-40. Enterprise Reporting Server login window

6. Click the **Login** button.
7. Enter your system username and password for machine where the Reporting Server is installed or the username and password you were given to run the program. To change the username and password, see *"Setting User Access" on page 229*.
8. The Remote Interface Main Console opens.
9. Highlight the profile you want to report on, and click **Edit.**
10. From the Main Console, select the profile you want to report on from the Profile Description column. Double-click on the name, or click the **Edit** icon on the toolbar. The Profile Edit window opens.
11. Review the settings on the tabbed views, especially Report Header, Report Template, Reporting Method, and Reports.
12. When you have familiarized yourself with the components of a product profile, click **OK**. The window closes. You are returned to the Reporting Server Main Console.
13. To view the report you just created, click the **Reports** icon on the Main Console toolbar. The Report Viewer opens, displaying the report for the selected profile. Select the report chapters that you want to view from the Table of Contents section.

Use the Table of Contents for browsing report data

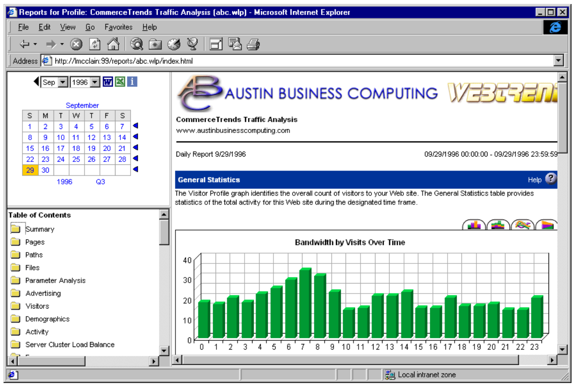


Figure 5-41. Report Viewer

Pre-generated and on-demand reporting

You can configure the Reporting Server to run either Pre-generated or On-demand reports. There are advantages to each report type.

Pre-generated reports

Pre-generated reports are those that are created and saved when the profile is processed so that they are available for users immediately simply by going to the URL where the report is posted. The Reporting Server program need not be running for users to access reports.

Decide at profile creation time what the reports for the profile should include. See *“Preparing to analyze web site activity” on page 16* for details.

Note: *Reports for new profiles are available immediately if the Start Initial Analysis Immediately... option in the Scheduler dialog was activated. Otherwise, reports are available at regular intervals beginning at the scheduled start time. See* *“Defining a schedule for processing” on page 196* *for details.*

On-demand reports

On-demand reports are those that are created as the report user requests them. Doing so dedicates time to analysis and other program processes.

Because on-demand reports are created as they are requested, disk space is saved. This method offers some flexibility not available in pre-generated reporting. For example, at report time, you can decide the tables and graphs to include, the number of items to include in report tables, and the style sheet to use.

Profiles that have been set up to create pre-generated reports at the time the profile is processed can be viewed through your browser in the Report Viewer.

To view reports for a profile:

1. Select the profile you want to report on from the Main Console.
2. Click **Reports**. The first page of the report is displayed in the Report Viewer.

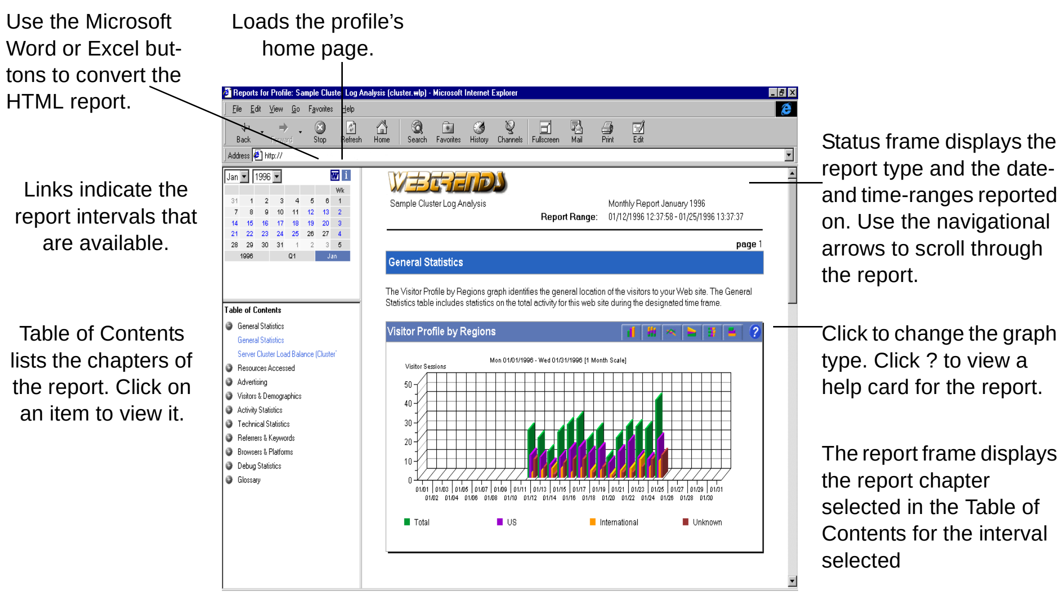


Figure 2-1. First page of pre-generated report

3. Use the Report Calendar to select the dates or date range to view. If a report is available for a day or interval, a link appears in the calendar. The selected interval is highlighted in blue.
4. Use the Table of Contents to select the report chapter to view.

Note: You can change the graph style by clicking the graph buttons that appear above the report.

On-demand reports

Some profiles may have been set up to run on-demand reports; reports generated only when the user requests them. See *"On-demand reports" on page 92* for more information.

Before you generate each report, you can modify the following settings:

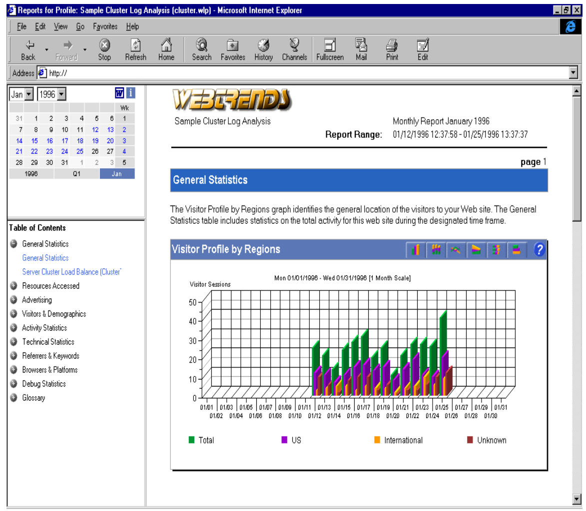
- HTML page title lookup
- Tables and graphs to include
- Report style and language
- Report format
- Report header content.

To generate a on-demand report:

1. Select the profile you want to report on from the Main Console.
2. Click **Reports**. The Report Viewer opens displaying the report calendar.

Links indicate the report intervals that are available. Click a link to generate the report.

Table of Contents lists the chapters of the report. Click on an item to view it.



When the report generation is complete, the report frame displays the report chapter for the interval that you selected.

Click to change the graph type.

Figure 5-42. First page of on-demand report

3. Use the Report Calendar to select the dates or date range to generate. If a report can be generated for a day or interval, a link appears in the calendar. The report is generated and displayed.
4. Use the Table of Contents to select the report chapter to view.

Using the job queue

You can view the profiles currently being processed and those waiting to be processed in the Job Queue. You can remove a profile, from the queue or stop processing at this dialog.

Removing an item from the queue only stops processing temporarily; it returns at the next scheduled interval.

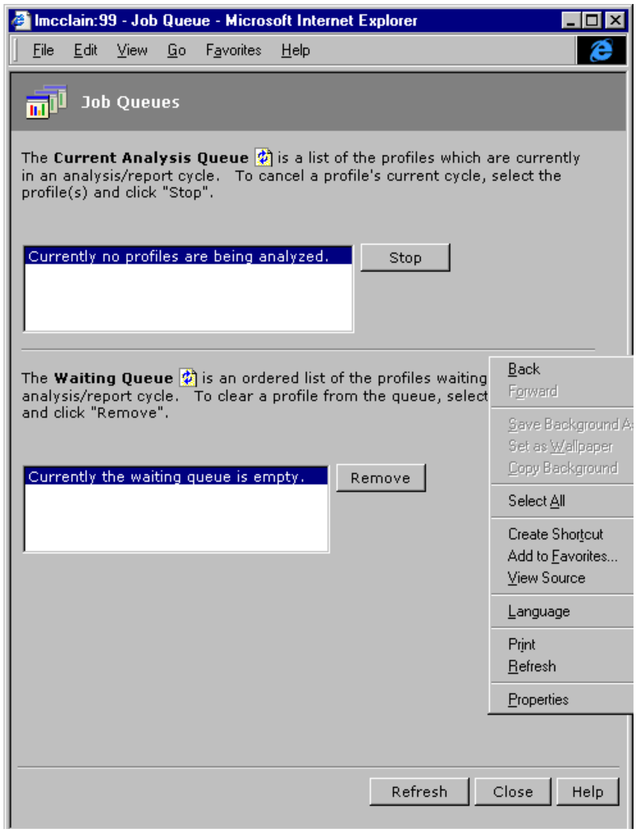


Figure 5-43. Job Queue dialog

To view the Job Queue:

1. From the main console, select **Views > Job Queues.** The Job Queue dialog box opens (*Figure 5-43*).

The **Current Analysis Queue** lists the profiles that are currently being processed. Because the Reporting Server makes use of multi-threaded processing, several profiles may be analyzed at once. To interrupt processing, select a profile and click Stop. When a profile is stopped, it re-enters the queue at the next scheduled time.

The **Waiting Queue** lists the profiles next in line for processing. The profile that will be processed next appears first in the list. Select a profile and click Remove to remove it from the queue. It will return at the next scheduled interval.

Click **Refresh** to update the job list, if needed.

2. When you have completed browsing or editing the pending jobs, click **Close**.

Viewing profile history

Use the Profile Home Page to view a history of reports generated for the profile selected. Here you can view the last time the profile was analyzed and the total number of reports generated for each report type.

1. Select the profile you want to report on from the Main Console.
2. Click the **Report** button, and the Report Viewer opens displaying the Profile Home Page.

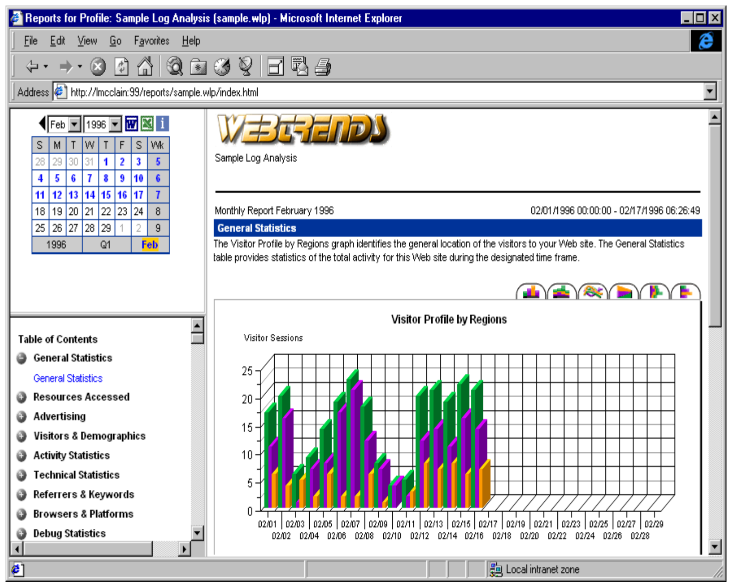


Figure 5-44. Profile Home Page

3. Click a link in the calendar to view the report.

Converting reports to Microsoft Word or Microsoft Excel

To convert Reporting Server reports to a format more easily sourced for presentations or other documentation, you can convert the Reporting Server HTML report to Microsoft Word or Excel via the Report Viewer.

This conversion is possible if the workstation where you are running the Remote Interface meets the following criteria:

- The *“System requirements” on page 22* must be met
- Microsoft Office must be installed on the workstation.
- The "HTML, Microsoft Word, or Microsoft Excel" format must be activated in the Report Template for the profile. See

The first time you select the MS Word or MS Excel option, the WebTrends conversion installation package is automatically downloaded. The installation package contains the files needed to convert HTML reports to Word or Excel format. Once the converter files are on your system, the HTML report is downloaded to your system and converted to the format you specified.

Note: *You may be asked to provide your username and password during the installation of the MS Word installation package.*

To convert your reports to Microsoft Word or Excel, complete these steps:

1. Select the profile that you want to report on.
2. Click **Report** on the toolbar.
3. Click the Microsoft Word or Excel icon that appears in the Report Calendar. The HTML report is converted to Microsoft format you selected.

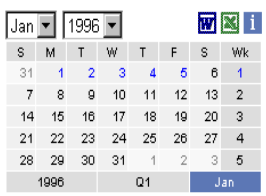


Figure 5-45. The Report Calendar

Working with Report Templates

You can tailor your reports using Report Templates. A report template defines the colors, language, and content of the report. The Reporting Server provides a set of report templates which are customizable. You can also create your own templates. As an Administrator, you can apply the template on a profile basis, or define this option globally and hide it from the user.

Customizing reports

If you have been granted Administrative rights, you can define the following report settings by selecting the Style/Language tab from Templates:

- modify the color scheme (See *"Changing the report color" on page 100*)
- include or exclude help cards from generated reports. (*"Adding report templates"*, *Step 1* though *Step 5*.

Adding report templates

To create a new template, follow these steps:

1. From the Main Console, click Templates. The Report Template dialog opens (*Figure 3-1 on page 98*). All pre-defined styles appear in the list box.

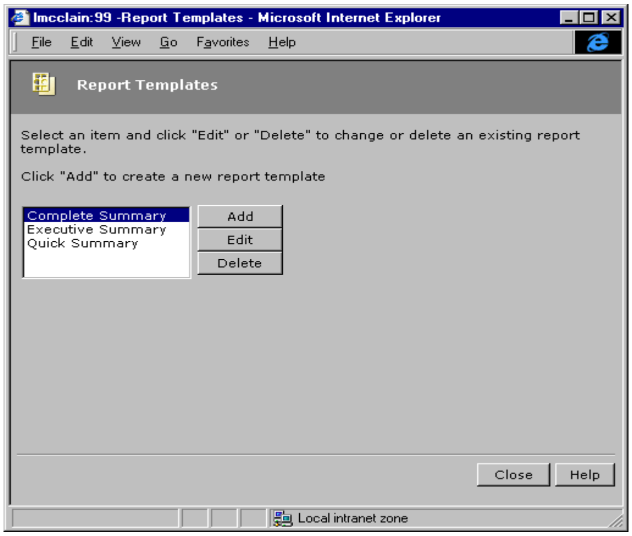


Figure 3-1. Report Template dialog

2. Click **Add**, The Add Report Template dialog opens (*Figure 5-46*).

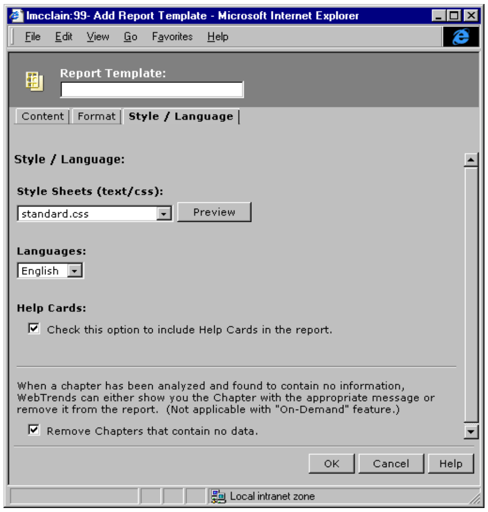


Figure 5-46. Add Report Dialog

Enter a name to identify the template in the **Report Template** field. The name will you add here now appears in the Options, Profile, and User Access window of the Reporting Server.

3. Select the Style/Language tab. Choose a style sheet to use from the drop-down list. To view the colors and fonts used in the style, click **Preview.**
4. Select the language for the reports from the drop-down list.
5. If you want to include Help Cards in reports that use this template, Click in the **Help Cards** check box. Help cards explain the tables of the report and describe how to use the information in the report.
6. Check **Remove Chapters That Contain No Data** box if you don't want blank chapters included in the report. (You may have to scroll to view this option.)
7. Select the Format tab. The Format dialog opens (*Figure 5-47*). Choose whether you want both HTML, Microsoft Word, and Microsoft Excel reports.

.

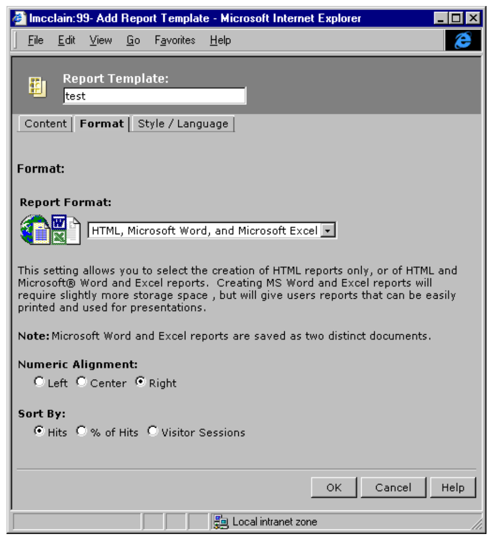


Figure 5-47. Format dialog

8. Check the **Single Content HTML page** box if you want to save the report as one HTML file. If you do not select this option, each section is saved as a separate file.

Tip: *The HTML-only format generates more quickly, and uses less storage space.*

9. Select the Content tab. The Content dialog opens (Figure 1-4)s. Check the boxes for which chapters to include in the report.

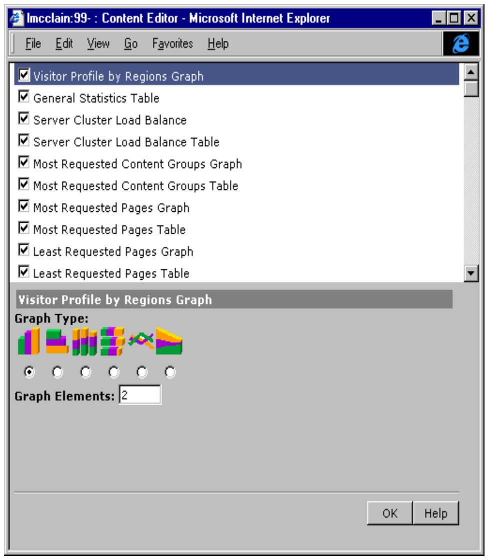


Figure 5-48. Content dialog

10. To specify the size of the table or graph, select the chapter in the list and enter the number in the Elements field. The greater the number, the more data included in the table or graph.
11. To change the type of graph, select the graph in the list and click on the type you want to use.
12. Click **OK** to save your settings.

Changing the report color

Report templates determine the color of your reports. The Reporting Server offers several color schemes to chose from.

To change the color, follow these steps:

1. Click **Template**. The Report Template window opens.
2. Click **Add**, and enter a name for the template in the Report Template field.
3. In the Style/Language tab, select the style sheet you want to use. Click Preview to look at the style. Click **OK** to save the template.
4. In the profile view, apply the template to profiles in the Report Template tab.

Changing the report language

The template determines the report language used. To run reports using a different language, you should create a new template using the language you chose. Because any changes to templates only apply to reports created after the change, you should either copy an existing profile or create a new profile that uses the new template. This method allows you to generate a consistent set of reports.

To change the language, follow these steps:

1. Click the Template button, and the Report Template window opens.
2. Click **Add**, and enter a name for the template in the Report Template field.
3. In the Style/Language tab, select the language to use.
4. Click **OK** to save your settings.

Editing a report template

You can change settings for an existing template. Please note the modifying template settings will only affect reports generated *after* the change.

To modify an existing template, complete these steps:

1. Click the Template button, and the Report Template window opens.
2. Select the template that you want to modify from the list, and click **Edit.**
3. Make your changes.
4. Click **OK** to save your edits.

Deleting a report template

You can delete a template if it is no longer used.

To remove a report template, follow these steps:

1. Click **Template**, and the Report Template window opens.
2. Select the template that you want to remove, and click Delete.
3. Click **OK** to save your changes.

Report data and Help Cards

With this version of the Reporting Server, you will find far more tables and graphs available for inclusion in your reports than before: over 150 different ways of analyzing your web site's log file, depending on your site configurations, and the Reporting Server settings you have in place for each profile.

For a complete list of available tables and graphs, generate a report on one of the sample databases included with the Reporting Server.

To generate a sample report, complete these steps:

1. Select a sample profile from the Reporting Server Main Console.
2. Click the Reports icon. A complete report will be generated for the profile you have selected.

By default, generated reports include Help Card data: descriptions of a table and graph you are viewing, and how the data can be used to help improve your site.

You may find tables and graphs in your report which do not contain any data, due to a variety of configuration factors. Empty tables and graphs do not necessary signal an administrative error; it could be that your profile has not been configured to track the missing information.

Glossary A

Term	Definition
Abandonment Rate	The percentage of shoppers who do not complete the sale of items placed in the shopping cart. This includes both cart abdandoners and checkout abandoners.
Ad	A graphic or banner on a Web page that, when clicked on, takes the visitor to another site.
Ad Campaigns	An effort to attract visitors to your site. It is usually, but not always, associated with a banner placed on another site which visitors click on to come to your site. It is characterized by a starting and ending date and a cost for the duration of the campaign.
Ad Clicks	A click on an advertisement which takes a visitor to another Web site.
Ad Views	When ads are seen by visitors. Once visitors have viewed an ad, they can click on them (see Ad Click). There may be more than one ad on an ad view.
Attempted Buyers	Visitors who reached the checkout page, but did not complete the order.

Term	Definition
Authenticated Visitor	A unique visitor tracked by username and password rather than by IP address. You may find more authenticated visitors than visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may come from a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to those visitors who identify themselves by entering a username and password.
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.
Buyers	Visitors who have purchased at least one item on your Web site.
Cart Abandoners	
Checkout Abadoners	Shoppers who began the check-out process, but did not reach the final check-out page.
Click Through Rate	Percentage of visitors who click on a viewed ad. This is a good indication of an ad’s effectiveness.
Client	The browser used by a visitor to a Web site.

Term	Definition
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.
Content Group	A defined group of Web pages with specific things in common, such as the same types of products, services, or information.
Conversion Rate	Percentage of visitors who purchase at least one item.
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.
Cost Per Non-qualified Visit	Amount spent on a campaign divided by the number of non-qualified visitors brought to your site by the campaign.

Term	Definition
Cost Per Product Qualification	Amount of money spent on a marketing campaign divided by the number of product qualifications the campaign was responsible for.
Cost Per Qualified Visit	Amount spent on a marketing campaign divided by the number of qualified visitors brought to your site by the campaign.
Cost Per Visit	Amount spent on a marketing campaign divided by the number of visitors brought to your site by the campaign.
Cost This Period	Cost of a media campaign during this report period.
Destination Page	A page that many visitors look at when they come to your site. The list of pages in the Paths to Destination column are the pages that visitors viewed on their way to the destination page.
Documents	Pages that were defined as "documents" by the system administrator. Typically, a page will be defined as a document if the content is static, such as a complete HTML page. However, the administrator has the option of defining dynamic pages and forms as documents if he or she chooses.
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.

Term	Definition
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	Pages, such as those generated by search engines, that are created with variables and do not exist anywhere in a static form. They are generated from a database based on values that visitors select. WebTrends counts any line with a Post command or a Get command with a "?" as a dynamic page.
Engagement Rate	Percentage of visitors who become shoppers.
Entry Page	The first page a visitor sees when entering your Web site. To qualify as an entry page the visit must start with a valid document type. If a session starts at a document with a different type (such as a graphic or sound file), the file does not count as an entry page, and the session is not included in the total. Such sessions are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a session may have a single hit to a non-document type file, and will not be counted in the percentage calculations.

Term	Definition
Exit Page	The last page a visitor views before leaving your Web site. To qualify as an exit page the visit must end with a valid document type. If a session ends on a document with a different type (such as a graphic or sound file), the file does not count as an exit page, and the session is not included in the total. Such sessions are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a session may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their three-character 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.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.

Term	Definition
HTML	Hyper Text Markup Language. It is the programming language for static Web pages. It usually specifies 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.

Term	Definition
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Marketing Campaign	An effort to attract visitors to a site. It is usually, but not always, associated with a banner ad placed on another Web site which visitors can click on. It is characterized by a starting and ending date and a cost for the duration of the campaign.
New Users	Visitors who didn't have a cookie on their first hit, but had one on later hits.
No Refferer	Indicates visits to your Web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Non-qualified Revenue Forecast	This number is generated by counting the number of non-qualified visits and multiplying by the value assigned to non-qualified visits. The value of non-qualified visits is assigned by the system administrator.

Term	Definition
Non-qualified Visits	Visits by customers who did not meet the minimum qualifications for potential revenue generators based on their traffic pattern. These visits have less potential value than qualified visits, but should not be discounted entirely. The visitors may become more valuable qualified visitors in the future.
Page	Any document, dynamic page, or form. Documents are defined by the system administrator, but generally include all static content, such as complete html pages. Dynamic pages, such as those generated by search engines, are created with variables and do not exist anywhere in a static form. Forms are scripted pages which get information from a visitor that gets passed back to the server.
Page Views	Hits to documents, dynamic pages, and forms. Hits to images, audio files, video files, forms, and ads are not counted.
Path Through Site	The path a visitor takes from the entry page to the exit page. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.
Paths from Start	With the exception of the starting page, the path a visitor takes to a destination or exit page.

Term	Definition
Paths to Destination	A list of pages in the order they were viewed to arrive at the specified destination page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Product Category	The product category is defined by the system administrator in Product Definitions.
Product Qualification	A visitor who qualifies as a revenue generator for a specific product results in one product qualification. A visitor can trigger product qualifications for more than one product, depending on how many products they purchase or are sufficiently interested in.
Projected Non-qualified Visits	Number of non-qualified visitors expected to be drawn to your site from a marketing campaign. The number of actual non-qualified visitors so far are included. The final number is a projection based on how many days the campaign has run, how many non-qualified visitors were attracted during that time, and how many days are left in the campaign. The projected number will be accurate if the campaign's future performance is the same as its past performance.

Term	Definition
Projected Product Qualifications	Number of product qualifications expected on your site from a marketing campaign or product. The number of product qualifications so far are included. The final number is a projection based on how many days the campaign has run, how many product qualifications were attracted during that time, and how many days are left in the campaign. The projected number will be accurate if the campaign's future performance is the same as its past performance.
Projected Qualified Visits	Number of qualified visitors expected to be drawn to your site from a marketing campaign. The number of actual qualified visitors so far are included. The final number is a projection based on how many days the campaign has run, how many qualified visitors were attracted during that time, and how many days are left in the campaign. The projected number will be accurate if the campaign's future performance is the same as its past performance.

Term	Definition
Projected Visits	Number of visitors expected to be drawn to your site from a marketing campaign. The number of actual visitors so far are included. The final number is a projection based on how many days the campaign has run, how many visitors were attracted during that time, and how many days are left in the campaign. The projected number will be accurate if the campaign's future performance is the same as its past performance.
Protocol	An established method of exchanging data over the Internet.
Qualification Level	Level of qualification of visitors to your Web site; fully qualified, moderately qualified, or minimally qualified. These levels are defined by the system administrator in Product Definitions.
Qualified Revenue Forecast	This number is generated by counting the number of qualified visits and multiplying by the value assigned to each visit. Each qualification level (full, moderate, and minimal) can have separate values assigned to them. The "Products Summary" page of this report lists the value assigned to each qualification level for each product. The values are assigned by the system administrator.

Term	Definition
Qualified Visits	Visits by customers who are considered qualified as revenue generators. To qualify, a visitor must access specific pages on your Web site that are specified by the system administrator.
Referrer	URL of a Web page that refers visitors to your site.
Return Code	
Partial list of "Success" codes:	
200 = Success: OK	
	201 = Success: Created
	202 = Success: Accepted
	203 = Success: Partial Information
	204 = Success: No Response
	205 = Success: Cached
	206 = Success: Partial Content
	300 = Success: Redirected
	301 = Success: Moved
	302 = Success: Found
	303 = Success: New Method
	304 = Success: Not Modified
	305 = Success : Use Proxy
Partial list of "Failed" codes:	

Term	Definition
400 = Failed: Bad Request	
	401 = Failed: Unauthorized Access
	402 = Failed: Payment Required
	403 = Failed: Forbidden Access
	404 = Failed: Page or File Not Found
	405 = Failed: Method Not Allowed
	406 = Failed: Not Acceptable
	407 = Failed: Proxy Authentication Required
	408 = Failed: Request Timeout
	409 = Failed: Conflict
	410 = Failed: Gone
	411 = Failed: Length Required
	412 = Failed: Precondition Failed
	413 = Failed: Request Entity Too Large
	414 = Failed: Request-URI Too Large
	415 = Failed: Unsupported Media Type
	500 = Failed: Internal Error
	501 = Failed: Not Implemented
	502 = Failed: Temporarily Overloaded
	503 = Failed: Service Unavailable
	504 = Failed: Gateway Timeout

Term	Definition
	505 = Failed: HTTP Version Not Supported
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Revenue Forecast	This number is generated by counting the number of visits and multiplying by the value assigned to each type of visit. The "Products Summary" page of this report lists the value assigned to each qualification level for each product. The values are assigned by the system administrator.
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.
Shoppers	Visitors who placed at least one item in a shopping cart. If they didn’t purchase any items, they still count as shoppers.

Term	Definition
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)	The three digit suffix of a domain name can be used to identify the type of organization the Web site belongs to.
Partial list of domain name suffixes:	.com = Commercial .edu = Educational .int = International .gov = Government .mil = Military .net = Network .org = Organization
Time Interval	A one-year report displays monthly time increments. A one-month report displays daily time increments. And a daily report displays hourly time increments.

Term	Definition
URL	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 WebTrends 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).
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.
User Agent	Portion of a log file that identies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	All the activity, from beginning to end, of one visitor to a Web 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. This time limit can be changed by the system administrator.

Term	Definition
Visit Duration (Minutes)	The number of minutes your Web site was viewed.
Visitor-Minutes	Total number of minutes your site was viewed by all visitors put together during the specified time frame.
Visits With Clicks	Visits to your site that resulted in an ad being clicked on.

Index

T

U

V

W