Web Site Traffic Reports

The IT department provides Web Site Traffic Reports for departments/organizations wishing to track the use of their web areas. These reports will track usage for a particular area, or directory, of the web server. For example, the Computer Services report would track all pages/files within the */compserv/* directory.

Web Site Traffic Reports are generated daily and are stored on the web server, where they can be viewed by going to http://my.snc.edu and clicking on "Traffic Reports." Monthly reports from January 2004 to the present are available.

If you wish to receive these reports for your department's web area, contact Scott Crevier, Web Developer (scott.crevier@snc.edu, x3149) and let him know which directory the report is for (e.g., */compserv/* or */esl/*). Due to the overhead associated with generating these reports, if you decide you no longer need them, please let Scott know.

Contents of the Web Site Traffic Reports

The initial page of the reports shows the summary statistics for each month. Each month listed in the "Period" column is a link to a full report for that time period. The full monthly reports contain the following types of statistics and charts/graphs. *See the next page for a glossary of terms.*

	General Summary: This report contains overall summary statistics.
	**Weekly Report:** This report lists the total requests and number of pages requested* each week.
	**Daily Report:** This report lists the total requests and number of pages requested* each day.
	**Daily Summary:** This report lists the total requests and number of pages requested* on each day of the week, summed over all of the weeks in the report.
	**Hourly Summary:** This report lists the total requests and number of pages requested* for each hour of the day, summed over all the days in the report.
	**Request Report:** This report lists the most requested pages.
	**File Type Report:** This report lists the file extensions (types) of requested files.
	Directory Report: This report lists the directories from which files were requested. (The figures for each directory include all of its subdirectories.)
	**Failure Report:** This report lists the requests that caused failures (mostly requests for files that were not found).
	**Domain Report:** This report lists the domains (some of which are countries) of the computers requesting files.
	**Organization Report:** This report lists the organizations of the computers that requested files.
	**User Report:** This report lists the users who requested web pages that required a campus login ID.
	**Browser Summary:** This report lists the web browsers used by visitors. Some of these are search engines indexing our site (rather than people visiting/viewing pages).
	**Operating System Report:** This report lists the operating systems used by visitors.
	**Referrer Report:** This report lists the referrers (web pages people followed links from to get to this site).
	**Referring Site Report:** This report lists web sites that people followed links from to get to this site.
	**Failed Referrer Report:** This report lists the referrers (web pages) that contain broken links to this site.
	**Search Query Report:** This report lists which queries people used in search engines to find this site.
	**Search Word Report:** This report lists which words people used in search engines to find this site.

Questions?: Contact Scott Crevier, Web Developer (x3149, scott.crevier@snc.edu).

Glossary

Some of the terms and concepts in the Web Site Traffic Reports can be confusing. The following definitions and examples are provided to help you better understand the reports.

Browser: The term *browser* simply refers to the web browser, such as Netscape, Internet Explorer (MSIE), Firefox, Mozilla, etc. In the reports, many of the browsers listed, such as "FAST-WebCrawler" and "Googlebot," are actually search engines (computers) automatically indexing our site, rather than people visiting pages.

Domain: In these reports, the term *domain* refers to the *top-level domain*, which is the last component – the part after the last dot (`.`) – of a full Internet domain name (e.g., the "`.edu`" at the end of "`www.snc.edu`"). Every country has its own top-level domain, such as `.us` for the U.S.A., `.uk` for the United Kingdom, `.jp` for Japan, etc. In the US and some other countries, the following top-level domains are used much more widely than the country codes: `.com` for commercial bodies, `.edu` for educational institutions, `.gov` for government, `.net` for network operators, `.org` for other (mostly non-profit) organizations, and `.mil` for the U.S. military.

Failed / Failure: If a request for one of your pages has *failed*, that means it was unsuccessful for some reason. This usually happens because somewhere there is a broken link to one of your pages, but it could also happen because someone typed the address of the page incorrectly, or because someone tried to access a file that was removed or renamed. Many failed attempts are also the result of hackers looking for weaknesses.

File: The term *file* refers to all types of files, including pages (see definition for "Page," below), graphics (.gif, .jpg, etc.), and everything else.

Organization: The *organization* tells you the site through which the visitor was connected to the Internet when they visited your site. Many of these are Internet Service Providers. For example, all on-campus visitors will be listed under "`snc.edu`," and visitors who were connected to the Internet through Road Runner will be under "`rr.com`."

Page: The term *page* refers to only .html, .htm, .pdf, .cgi, and .pl files.

Redirected request: A redirected request occurs when the web server directs the request to a different address/page. This usually will only happen because the Webmaster has put a redirect (forwarding) in place directly on the web server (this would generally be something that the web page developer/maintainer would have requested).

Referrer: *Referrers* are the web pages that people followed links from to get to your site. For example, if I'm on the College home page, and I click a link that takes me to your site, the referrer would be "http://www.snc.edu." In the reports, most of the referrers listed are search engines.

Referring Site: *Referring sites* are the web sites that people followed links from to get to your site. While *referrers* are specific pages, such as "http://www.snc.edu/techsupport/students/spyware.htm," *referring sites* are just the site or domain name, such as "http://www.snc.edu/."

Request / Requested File / Requested Page: Every time someone visits a web page, their web browser *requests* that page from the server. If the web page contains graphics or other embedded elements, the web browser must make a separate request for each element. Therefore, a *request* occurs every time the web server is asked to provide any file. When a web page contains graphics, displaying it requires multiple requests, one for the page itself (usually an HTML file) and one for each graphic (GIF or JPG) on the page. For example, a visit to a page containing a logo and 8 navigation buttons would consist of 10 separate requests.

> **Note:** Total requests (#reqs) vs. Number of pages requested (#pages): In the reports, the column labeled `#reqs` lists all requests for all types of files; the column labeled `#pages` lists only .html, .htm, .pdf, .cgi, and .pl files.

Visitor: Contrary to what you might think, the term *visitor* does not refer to a person. A *visitor* is actually an IP address. An *IP Address* is a unique number, like 138.74.8.207, assigned to each computer connected to the Internet. Some computers, such as those on campus, have a fixed IP address which never changes, so they will always be counted as the same visitor. However, even though computers in campus computer labs always have the same IP address, they are used by many people; those separate people will all be counted as the same visitor. On the other hand, most computers that connect to the Internet through a dial-up Internet Service Provider (ISP) do not have a fixed IP address, but rather are assigned an IP address by their ISP each time they dial in. In this case, a single computer may have different IP addresses at different times, but also, more than one computer may use the same IP address at different times. In addition, a particular person may be counted as more than one visitor, because they visited your site using more than one computer, each with a different IP address.