

URCHIN STATISTICS USER GUIDE

Version .001



Login Procedures for Urchin Statistics

On the Address Bar of your Browser

Step 1: <http://www.yourwebaddress.com:9999>

Step 2: Enter your Userid

Step 3: Enter your Pass Word


Step 4: Once the screen loads, click on the Magnifying Glass Icon to the right of your Web Address.


You are now logged into your Urchin Statistics.

Below is an explanation of each of the different Drop Down Choices most frequently used by our customers.

Key: **F** – Dropdown included in the Free Version

E – Dropdown included in the Enhanced Urchin Version

When you see the  these are notes specifically for our customers. Helpful hints, and details on what to look for in this section.

This sign  indicates a particularly useful section that should be reviewed monthly for better Marketing Decisions. Do note that all sections provide good information about traffic to your site, but due to the average customers time constraints do not need to be reviewed monthly.

Section 1: SETTING THE DATE RANGE

Remember to always set your Date Range in the lower left hand corner before looking at any reports. When you initially enter Urchin the date range defaults to the current week, 7 days previous.

- To change to another week, click the arrow to the left of the week.
- To change to another month, click the month box above the calendar.
- To change to another year click the back and forward arrows next to the year (2005, 2006, etc.)

- To select a whole year of data click on the year (2005, 2006, etc)

The Entire Year date setting is particularly useful in determining Referral visitors year to date and to calculate ROI for your Paid Listings.

Section 2: TRAFFIC DROPDOWN (F&E)



Sessions Graph and Sessions Summary Below

This report shows the trend of recent activity on your website in terms of Visitor Sessions over time. The default timeframe is one week, but this can easily be changed in the Date Range control area.

Calculation Methodology

A 'Session' is defined as a series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity.

Note: If you wish to download a page of information, you can choose to save as T - Text, W - WORD FILE or X - Excel or you may just print it.

Report: Summary	
Date Range: 11/04/2005 - 11/10/2005	
Export: T W X Print	
Total Sessions	181.00
Total Pageviews	489.00
Total Hits	16,373.00
Total Bytes Transferred	134.48 MB
Average Sessions Per Day	25.86
Average Pageviews Per Day	69.86
Average Hits Per Day	2,339.00
Average Bytes Transferred Per Day	19.21 MB
Average Pageviews Per Session	2.70
Average Hits Per Session	90.46
Average Bytes Per Session	760.79 KB
Average Length of Session	00:05:04

Note: The more pages your customer views per session is an indication of how well they like the site.



Keep in mind that one or more Byte makes up a Hit, one or more Hit makes up a Page and one or more Page makes up a Session. And Sessions can be both Human and Non Human (Spiders and Crawlers). If you have a **Visitors & Sessions** Dropdown Button (See Section 3 below) then you know your Non Human Traffic has been pulled out of your statistics.

Finally – Sessions are truly all visitors, but not Unique Visitors. That means one visitor may have come back more than one time in any one time frame. If you need a further breakdown, then you need to have the Enhanced Version of Urchin installed. Once installed you will be able to look at the Visitors & Sessions Dropdowns and see the New vs. Repeat Human Traffic.

Section 3: VISITORS & SESSIONS DROP DOWN (E Only)

(Will only appear for those who have requested the installation of the Enhanced Version of Urchin)



Though all the information in this section is good to review from time to time – the most important thing about this section is that it is here because the customer has chosen to install the Enhanced Version of Urchin. Without the add-on – this drop down is not available.

What that means is all the data from the point of installation no longer includes Spider and Crawler Traffic, except for in the Robots Section where it is recorded. (Though this type of traffic is very important for good search engine placement, you really don't want to count it in when you are making marketing decisions by looking at the number of people you could truly sell to.) This means when you look at a Visitor or Session it

was a HUMAN Visitor or Session. Without the Spider and Crawler Traffic your statistics now provide actual buyers, and only buyers.

Visitors by Day

This report shows total Unique Visitors calculated for each day in the current Date Range. A Unique Visitor may have more than one Session during a day, but is only counted once for that day. Each day's total is broken down into two components:

- First Time Unique Visitors (orange): Visitors that have not been on your site at any time prior to that day.
- Prior Unique Visitors (green): Visitors that have been on your site at least once prior to that day.

Sessions by Day

This report shows total Visitor Sessions for each day in the current Date Range. A Unique Visitor may have more than one Session during a day, and each is counted in this view. Each day's total is broken down into two components:

- Initial Sessions: only the first Session of a Visitor during each day is counted as the Initial Session. This number is equivalent to the number of Unique Visitors during that day since each is counted once.
- Repeat Sessions: if a Visitor has more than one Session during the same day, all but the first are counted as repeat Sessions.

Unique Visitors

How many individual Unique Visitors came to the website during the specified Date Range? This report calculates the total number of Unique Visitors during the specified Date Range. A Unique Visitor may have more than one session during the Date Range, but is only counted once. The total is broken down into two components:

- First Time Unique Visitors: Visitors that have not been on your site at any time prior to the current Date Range.
- Prior Unique Visitors: Visitors that have been on your site at least once prior to the Date Range.

The ratio of First Time to Prior gives you an idea of the 'stickyness' factor of your site. The higher the number of Prior visitors, the higher the stickyness.

Unique Sessions

This report shows total Visitor Sessions for the current Date Range. A Unique Visitor may have more than one session during the range, and each is counted in this view. The total is broken down into two components:

- Initial Sessions: only the first session of a Visitor during the current Date Range is counted as the Initial Session. This number is equivalent to the number of Unique Visitors for the Date Range since each is counted once.
- Repeat Sessions: if a Visitor has more than one session during the Date Range, all but the first are counted as repeat sessions.

Visitor Loyalty

This report gauges the 'stickyness' factor of your website by keeping track of how many Sessions each Visitor has had. A Visitor's loyalty increases the more they return to your website. Visitors with only one session (no loyalty) are indicated on the left of the histogram. Visitors with over 200 sessions (very loyal) are indicated on the far right.

Calculation Methodology

For each session during the selected Date Range, Urchin looks at the session count for that Visitor and increments the appropriate entry. For example, if a Visitor's session count is 10, then the '9-14' data point is incremented by one. The session count is a running count of all sessions for the Visitor including the current session and sessions prior to the Date Range.

Session Frequency

This graph indicates how often Visitors return to your website by displaying the number of days between Sessions. The left side of the histogram graph indicates high frequency Visitors -- those that are returning within a couple of days from the previous visit. The right side of the graph indicates lower frequency Visitors that may take weeks or months before returning to the site. Zero days indicates Visitors that returned on the same day as their previous Session.

Calculation Methodology

First time Sessions are excluded from this calculation. For each prior and returning Session, the number of days since the previous Session is determined and the appropriate data point is incremented. For example, if a Visitor returns three days after their first Session, the data point labeled '3' is incremented by one.

Notes: Unique Visitors are tracked using the Urchin Traffic Monitor standard. Sessions are determined by detecting a period of inactivity or the opening of a new browser by the Visitor. Robots, spiders, and non-browser agents are not counted as Visitors.

Section 4: PAGES & FILES (F&E)

Requested Pages

This report ranks the popularity of the Pages (HTML files, generally) visited on your site by number of Pageviews and relative percentage. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.



Do not confuse Requested Pages with Entry Pages – A requested page is a page that once a visitor gets to your site actually clicks on to see. It is not the Initial Page they entered into the site on.

Downloads

This report ranks the popularity of all Downloads on your site by number of Hits (requests) and relative percentage. A Download is determined by the file extension and Urchin's configuration settings. In general, Downloads includes archives, executables, PDFs, and other non-image/non-HTML documents.



If you provide PDF or other **downloadable** files on your site, this section will tell you how many times your customers are **downloading** each file you have available.



Page Query Terms

This report analyzes all of the parameter names and values that were used in requests to dynamic content Pages on your website. This report lists all requested Pages whose URL contained query parameters (generally after the ? query token). By clicking the arrow next to each entry, you can drill down and see the variable name of each name/value pair that came after the query token. By further drilling down, you can see the values of each variable name.

This report is particularly important for analyzing internal search engines and other dynamic applications where all of the interesting information is in the query part of the URL. It can also be used to track pay-per-click and other advertising campaigns, as it allows you to verify the traffic you may be paying for. Links from ads can typically be configured to contain variables even if the landing page is not dynamic.



For customers who specifically want to track their PPC (Pay Per Click) phrases and in some cases simply their Paid Listings, additional code can be added to the Web Site Address (URL) to be recorded in this part of Urchin Statistics. **Page Query Terms** are particularly useful in making sure your PPC programs are not overcharging, and an easy way to see phrases at a glance without have to log into Google or Overture directly.

Posted Forms

This report shows a list of the top Forms used on your site. The list shows each form handler used (such as a CGI script). Only form handlers that use the POST method are listed - those using the GET method are not listed in this report, but are listed in the Page Query Terms report.

Notes: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the enter key. To graph any item over time, click the corresponding icon at the right side of the screen.

Section 5: NAVIGATION (F&E)



Entrance Pages

This report shows the first Page viewed for each Session in the currently selected Date Range. This is where Visitors entered your website. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.



As we said in Section 4, an **Entrance Page** is not the same thing as a Requested Page. You can view a list of your Entrance Pages, and find out how much traffic is finding you on your home page, and then how much is finding you on all the other marketed pages on your site. Since we market each and every page possible on any one site, we find that in many cases, more traffic is coming to your site from some page other than your home page. (Indicated with a / in your statistics) The more pages you have marketed the more traffic you can drive to your site at no additional cost.

Exit Pages

This report lists the last Page visited in each Session by your site's visitors over the currently selected Date Range. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.



Bounce Rate

This report lists the pages on which visitors entered and then exited without viewing any other pages on the site (Bounce Pages).

- **Bounces** is the number of times visitors exited from the page without visiting any other pages on the site.
- **Entrances** is the total number of entrances on the page.
- **Bounce Rate** is the percentage of entrances on the page that resulted in exits without viewing any other page on the site. It is calculated as Bounces divided by Entrances.



Bounce Rates are very useful in determining if a customer 1) found what they wanted when they found your site when doing a search and 2) if they liked what they found IE: It loaded quickly, was easy to navigate, etc. Remember that without the Enhanced Urchin Add-On, Bounce Rates become quite meaningless. The reason is that the Spiders and Crawlers are still included in all the statistics, and by nature, a Spider or Crawler simply touches a site page and leaves without moving further into the site. This causes the Bounces to be artificially increased, and become useless in reading your Human customers reactions. Also note that sub page bounce rates should be looked at differently. These pages are very specifically marketed, and usually deliver the information on that one page. Though should the customer decide to look around, that is good too.

Finally, we've found that a 20% to high 30% bounce rate on the home page is quite acceptable (2-3 out of every 10 visitors left without looking at any other pages than the one they entered on.) This rule of thumb doesn't apply to sub-pages.

Click Paths

This report shows the most popular paths traveled by your site's visitors starting with their Entrance Page. Each entry lists one or more Pages in the order they were viewed separated by arrows. This report is compiled for all Sessions during the current Date Range. Because Path data can get very large, by default Urchin only stores 3 levels of Paths (3 Pages). To change this behavior, it is necessary to log-in to the Urchin administrative system and adjust the Path Level setting under the Reporting tab for the Profile in question.

Click To and From

This report shows the click through percentage for each Page in the site. That is, for each Page, the report will show how visitors got to that Page and where they went after viewing that Page.

Use the initial screen to locate the Page you want to analyze. Click on the folder icon to drill down into any particular directory, or use the Filter option on the top of the report to locate the Page you wish to analyze. Once you find the Page you want to analyze, click the button to open the To/From analysis window. The To/From analysis windows has two sections. The top section shows Previous Pages, the Page visited just before the Page being analyzed. The bottom section shows Next Pages, the Page visited just after the Page being analyzed.

Length of Pageview

This report shows the Pages on your site by the average time spent on each Page for all Sessions during the currently selected Date Range. Use the Filter option at the top or the Next button at the bottom to find a particular page. The average time spent on the page is shown in hours:minutes:seconds. Clicking on any Page name will open it in a separate browser window.

Calculation Methodology

In order to determine how long someone spent on a particular Page, Urchin compares the timestamp of that Page with the timestamp of the next Page in the Path, and uses the difference. This only works for Pages that were not the Exit Page. The report keeps track of the total time spent on a Page and computes the average by dividing by the number of non-Exit Pageviews for that Page.

Depth of Session

This histogram report shows how many Pageviews Visitors are seeing within a Session. For each Session during the current Date Range, the number of Pageviews for the Session is used to increment one of the entries in the report. For example, if a Visitor clicks and sees 5 Pageviews in a particular Session, then the '5 Pages' data point is incremented by one for that Session. All Sessions comprising 20 pages or more are grouped under the '20+ pages' element.

Length of Session

This histogram report shows how much time Visitors are spending on your site. For each session, the duration is calculated and the appropriate data point is incremented. For example, if a particular Visitor spent 45 seconds on your site during a Session, then the '31-60 sec' data point is incremented by one for that Session.

Calculation Methodology

The duration of a Session is calculated as the difference between the load time of the first Pageview and the load time of the last Pageview in the Session. Sessions with only one Pageview are considered to be 0-10 seconds. It should be noted that Visitors may spend more time looking at the last Pageview of a Session, but that only the load time is recorded.

Notes: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the enter key. To graph any item over time, click the corresponding icon at the right side of the screen. If available, the icon at the right side of the screen, allows you to see a complete results snapshot for each entry.

Section 6: REFERRALS (F&E)



Referrals

This report ranks referring URLs (external web pages) that brought traffic to your site. For Sessions without an external referral, which occurs when a Visitor goes directly to your site via a bookmark/favorite or by typing in the URL directly, the (no referral) entry is incremented. This allows you to compare the percentage of traffic from external links versus Visitors that already know about your site. Click any referring page to view it in a new browser window.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the base-URL of the referral is entered and incremented. The base-URL does not include query parameters (after the ? query token) which would cause extreme granularity. If no external referral is detected then '(no referral)' is incremented.



Referrals is a great tool to use when a Paid Company wants you to buy a listing on their site, or better yet – renew another year. Here are the steps to follow to test out a company.

Step 1: Set your date range. It is best to set for the whole year to date. (Note how many months you are tracking when you set the range.)

Step 2: In the filter box at the top of the screen type in the web address you wish to search on.

Example: www.bbonline.com

Step 3: Click the + sign to the left of the filter box.

Your results will display below. You will see each page from this site for the time period selected. Now you can run a quick cost per click calculation – you may need to average the hits.

Example: Say you are testing a Paid Listing based on 10 months of data for the year. So you would need to take your total hits and divide by 10 and then multiple by 12 to get a whole years traffic average.

TOTAL COST FOR a 1 Year LISTING / 12 months = COST PER VISITOR

If you do this with all your paid listings, you'll be able to see which visitors cost more, and which cost less.

Note: Do be aware that some Paid Listings provide so much information on their listing, some customers never come to your site before they book, so please use this information as a tool, but it's not a final decision factor for keeping or dropping a listing.

Referral Drilldown

The Referral Drilldown report lists the top domains that brought visitors to your site. Click the arrow next to any entry to show the pages that contained the links to your site. For Sessions without an external referral, which occurs when a Visitor goes directly to your site via a bookmark/favorite or by typing the URL, the (no referral) entry is incremented. This allows you to compare the percentage of traffic from external links versus Visitors that already know about your site.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the domain and base-URL of the referral is entered and incremented. The base-URL does not include query parameters (after the ? query token) which would cause extreme granularity. If no external referral is detected then '(no referral)' is incremented.



Search Terms

This report lists the actual keywords/phrases people typed into search engines to find your site. Entries are ranked by the number of Sessions each was responsible for. To list all phrases with a particular word, enter the word in the Filter at the top and press Enter. The Total at the bottom of the report will now represent the total number of search phrases that contain that word.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the term is entered and incremented. The list of search variables can be controlled in Urchin's configuration.



Since Acorn is a huge proponent of marketing every page available on a site. (It's free once it's installed, and the more qualified traffic you drive to your site the better.) This makes the

Search Terms Section very useful. If we've coded a page to say **Romantic Bed and Breakfast in New England**. You can track that phrase here to see if it bringing you traffic.

Note: Don't confuse the fact that if a search term doesn't appear in this section, that people aren't typing it. Search Term reports on your web site will only track search terms you've purposely coded to bring in traffic. It is not an indicator of the general public at large. To find all terms relating to your site and what you are selling, you can use a tool like www.wordtracker.com or the free Keyword Selector Tool on Overture www.overture.com. Finally, if you have had Acorn make your site search engine friendly, this work has already been done, and the best terms have been chosen and are already coded to support your web site.

Search Engines

This report lists each Search Engine that referred traffic to your site using a keyword search. By clicking on the arrow next to each entry, you can see the actual Search Terms people typed in. Entries are ranked by the number of Sessions each Search Engine was responsible for.

Calculation Methodology

Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the query of the referral is scanned for search variables. If a search variable and term is found, then the search domain and term are entered and incremented. The list of search variables can be controlled in Urchin's configuration.

Referral Errors

This report lists each error code and the item that was requested by Hits over the current Date Range. This report is designed to inform you about 'bad' links from other sites to yours -- these are often caused when a page is re-named or deleted from your site. Click on the arrow next to each entry to see all the referring sites that contain the Referral Error (bad link).

Notes: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the enter key. To graph any item over time, click the corresponding icon at the right side of the screen.

Section 7: DOMAINS & USERS (F&E)



This section provides a cross section view of the types of domains, countries and IP addresses of your visitors. This information can be somewhat interesting, especially if you are marketing outside the US market.

Section 8: BROWSERS & ROBOTS (F&E)



This section is mainly used for customers who choose not to install the Enhanced Urchin Code. If you don't use the add-on to remove robots, you can use this section to determine an AVERAGE robot traffic for a set time period. To do so click on Combos and then Combos by Session. Then add up the percentage of Robots and Spiders, leaving out all the Browsers. You can then apply the percentage to all the other data in Urchin to get an estimate of human traffic.

Note: You cannot just click on ROBOTS to get the traffic, this traffic is at the Hit Level and not the Session Level. Though you can use this section to help identify what spider and crawler traffic you need to add up in the Combo by Session Page.

Section 9: CLIENT PARAMETERS (E Only)



Similar to the Domains and Users Section, this information provides data about your website visitors. You can find out the screen resolution and color settings, timezones etc.

Also in this section you can determine the number of web site visitors that have JAVA enabled and disabled, and what JAVASCRIPT version they may be using. So if you site employs JAVASCRIPT, you can get a feel for how many visitors cannot actively utilize and / or see your site.