

CAFRE SDC

Monthly View: February 2010

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Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

Pages Trend

No data is available for this graph.

Pages

No data is available for this graph.

Pages

No data is available for this table.

Pages - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views

Number of times this page was viewed by visitors.

Average Time Viewed

Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.



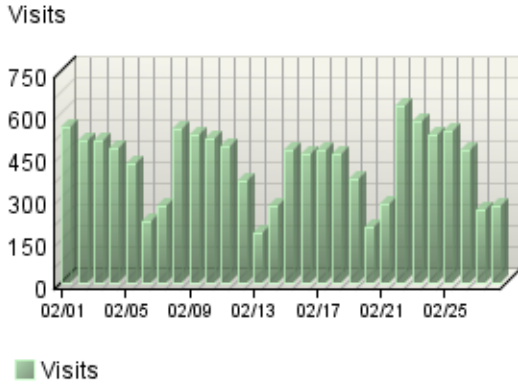
Report Descriptions

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

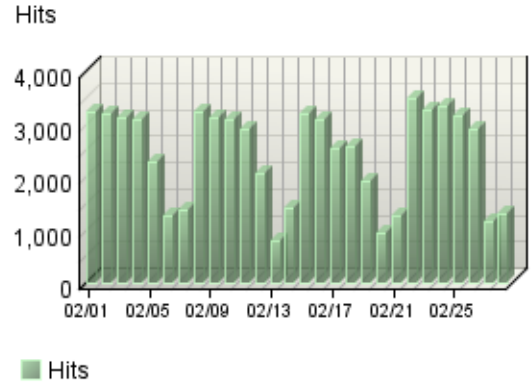
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

Visits Trend



Hits Trend



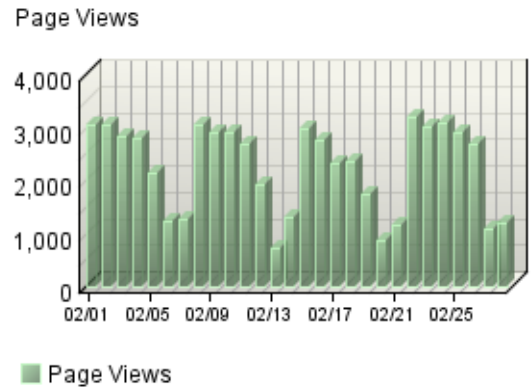
Visitor Summary

Visitors	9,818
Visitors Who Visited Once	8,838
Visitors Who Visited More Than Once	980
Average Visits per Visitor	1.2

Visit Summary

Visits	11,785
Average per Day	420
Average Visit Duration	00:05:03
Median Visit Duration	00:01:54
International Visits	36.61%
Visits of Unknown Origin	0.00%
Visits from Your Country: United Kingdom (UK)	63.39%

Page Views Trend



Hit Summary

Successful Hits for Entire Site	68,472
Average Hits per Day	2,445
Home Page Hits	8,887

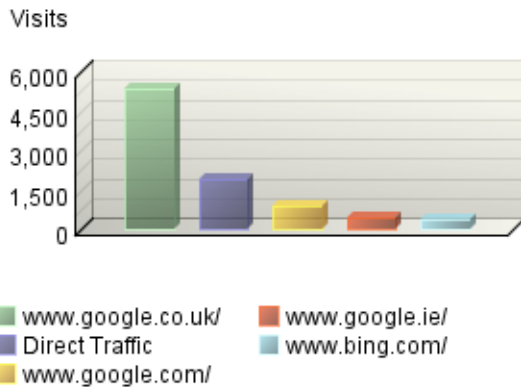
Page View Summary

Page Views	63,371
Average per Day	2,263
Average Page Views per Visit	5.38

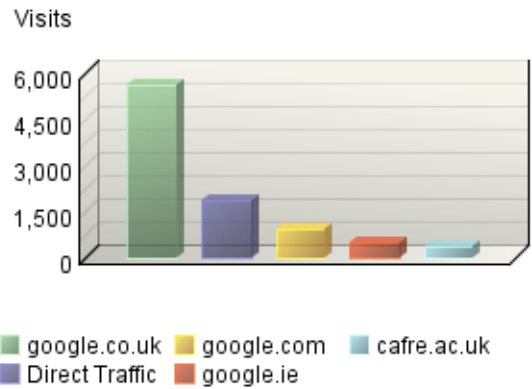
Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

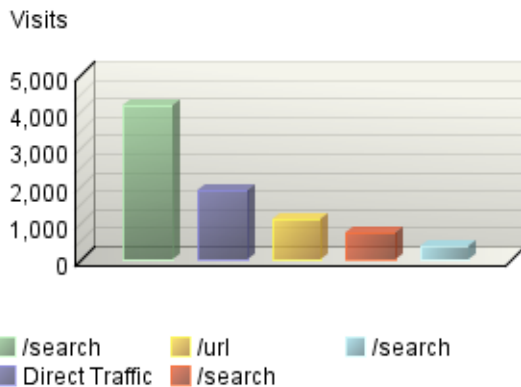
Referring Site



Referring Domain



Referring Page



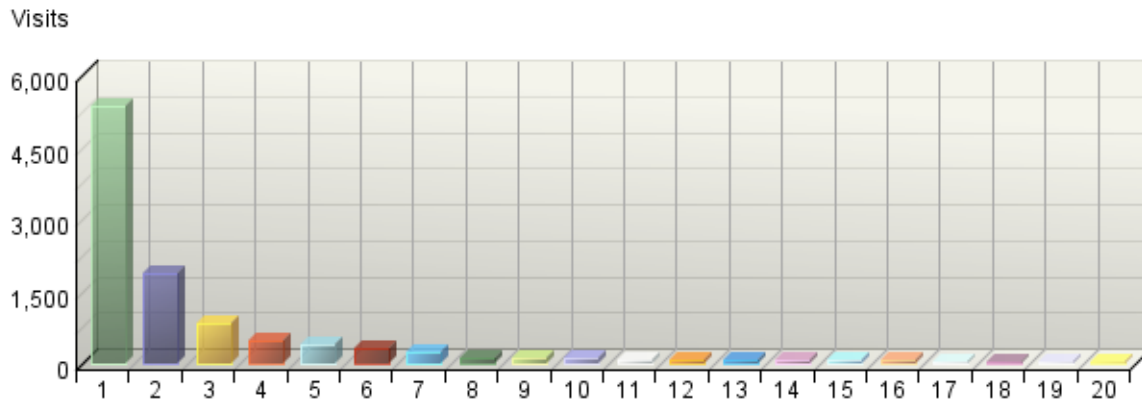
Active Visits Trend



Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

Referring Site



Referring Site

Site	Visits	% Visits
1. http://www.google.co.uk/	5,359	45.47%
2. Direct Traffic	1,880	15.95%
3. http://www.google.com/	854	7.25%
4. http://www.google.ie/	463	3.93%
5. http://www.bing.com/	380	3.22%
6. http://www.cafre.ac.uk/	311	2.64%
7. http://images.google.co.uk/	234	1.99%
8. http://www.dardni.gov.uk/	133	1.13%
9. http://www.ruralni.gov.uk/	131	1.11%
10. http://uk.search.yahoo.com/	119	1.01%
11. http://images.google.com/	81	0.69%
12. http://www.ubka.org/	77	0.65%
13. http://www.4ni.co.uk/	75	0.64%
14. http://www.online2.cafre.ac.uk/	71	0.60%
15. http://www.ucas.ac.uk/	70	0.59%
16. http://www.google.co.in/	67	0.57%
17. http://search.bt.com/	48	0.41%

	Site	Visits	% Visits
18.	http://www.google.com.au/	43	0.36%
19.	http://www.stackyard.com/	41	0.35%
20.	http://dard.staging.nigov.net/	41	0.35%
Subtotal for rows 1–20		10,478	88.91%
Other		1,307	11.09%
Total		11,785	100.00%

Items 1–20 of 342

Referring Site - Help Card



Column Definitions

Referring Sites

A web site that refers a visitor to your site by linking to it.

Site

The specific referring site being analyzed.

Visits

Number of times the specified site referred visitors to your site.

%

Percentage of referrals that came from the specified site.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.



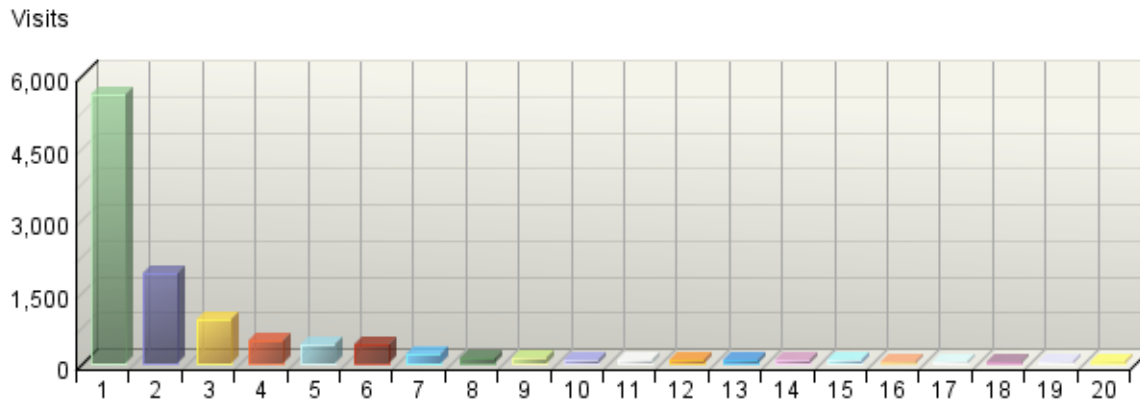
Report Descriptions

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

Referring Domain




Referring Domain

Domain	Visits	% Visits
1. google.co.uk	5,594	47.47%
2. Direct Traffic	1,881	15.96%
3. google.com	936	7.94%
4. google.ie	488	4.14%
5. cafre.ac.uk	382	3.24%
6. bing.com	380	3.22%
7. yahoo.com	201	1.71%
8. dardni.gov.uk	133	1.13%
9. ruralni.gov.uk	131	1.11%
10. google.co.in	78	0.66%
11. ubka.org	77	0.65%
12. 4ni.co.uk	75	0.64%
13. ucas.com	70	0.59%
14. ucas.ac.uk	70	0.59%
15. ask.com	62	0.53%
16. aol.co.uk	54	0.46%
17. google.ca	49	0.42%

	Domain	Visits	% Visits
18.	bt.com	48	0.41%
19.	google.com.au	47	0.40%
20.	nigov.net	41	0.35%
Subtotal for rows 1–20		10,797	91.62%
Other		988	8.38%
Total		11,785	100.00%

Items 1–20 of 258

Referring Domain - Help Card



Column Definitions

Referring Domain

A web site that refers a visitor to your site by linking to it.

Domain

Top-level domains to which belong the web sites which refer visitors to your site by linking to it.

Visits

Number of times the specified domain referred visitors to your site.

%

Percentage of referrals that came from the specified domain.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.

Unknown

Represents traffic for which a referrer was logged, but the referring domain was blocked or otherwise could not be resolved to a valid domain.



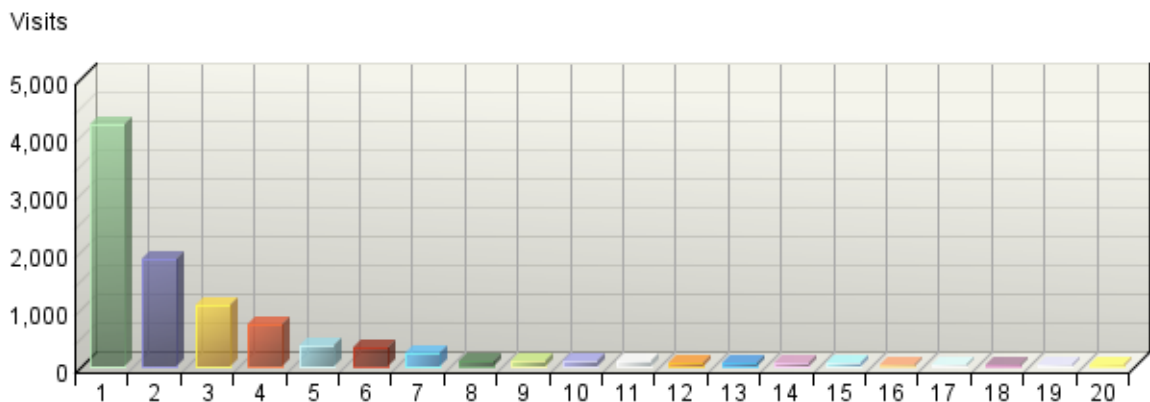
Report Descriptions

You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

Referring Page



Referring Page

	Page	Visits	% Visits
1.	http://www.google.co.uk/search	4,192	35.57%
2.	Direct Traffic	1,880	15.95%
3.	http://www.google.co.uk/url	1,073	9.10%
4.	http://www.google.com/search	728	6.18%
5.	http://www.google.ie/search	350	2.97%
6.	http://www.bing.com/search	332	2.82%
7.	http://images.google.co.uk/imgres	234	1.99%
8.	http://www.cafre.ac.uk/	103	0.87%
9.	http://www.google.ie/url	99	0.84%
10.	http://www.dardni.gov.uk/index/learning-and-education/training-courses.htm	91	0.77%
11.	http://uk.search.yahoo.com/search	85	0.72%
12.	http://images.google.com/imgres	81	0.69%
13.	http://www.4ni.co.uk/60983x351x8_greenmount-college-of-agricultural-horticulture-antrim-antrim.htm	75	0.64%
14.	http://www.ubka.org/	71	0.60%
15.	http://www.google.co.in/search	56	0.48%

	Page	Visits	% Visits
16.	http://search.bt.com/result	48	0.41%
17.	http://www.ucas.ac.uk/students/choosingcourses/choosin-guni/instguide/	47	0.40%
18.	http://www.google.com/url	45	0.38%
19.	http://www.google.co.uk/imgres	43	0.36%
20.	http://www.bing.com/images/search	43	0.36%
Subtotal for rows 1–20		9,676	82.10%
Other		2,109	17.90%
Total		11,785	100.00%

Items 1–20 of 675

Referring Page - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visitors referred from the specified URL.

%

Percentage of referred visitors who came from the specified site.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.



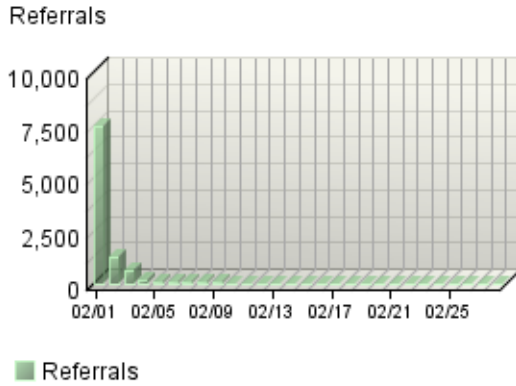
Report Descriptions

You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

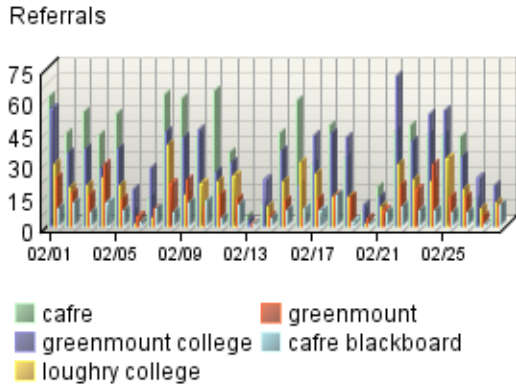
Search Engines Trend



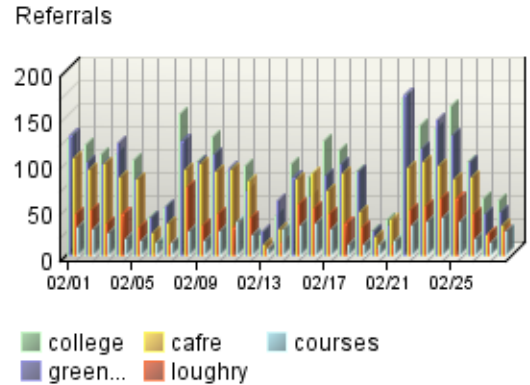
Active Visits Trend



Search Phrases



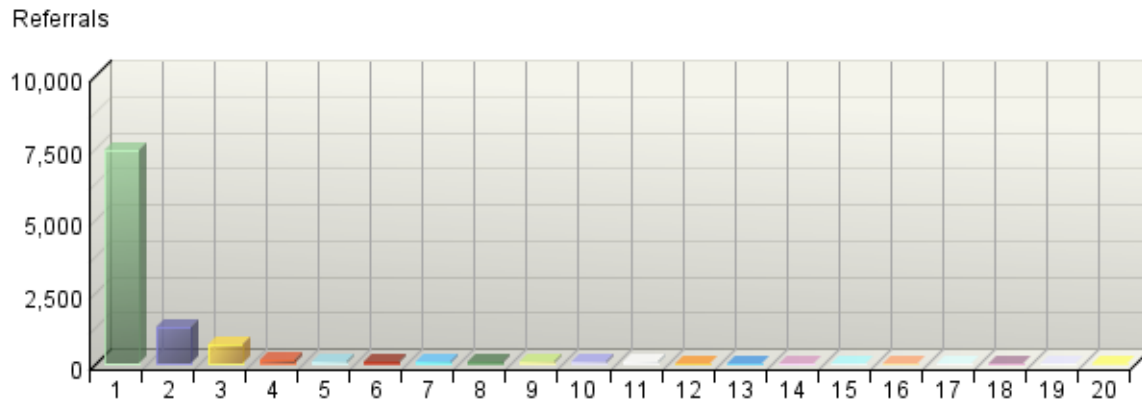
Search Keywords



Search Engines with Keywords

This report identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total, as well as the most popular keywords for each search engine.

Search Engines Trend



Search Engines with Keywords

Engines	Keywords	Referrals	% Referrals
1. Google UK	college	2,123	20.95%
	greenmount	2,014	19.87%
	cafre	1,547	15.26%
	loughry	812	8.01%
	courses	415	4.09%
	Google	1,282	12.65%
2. Google	college	212	2.09%
	greenmount	193	1.90%
	cafre	177	1.75%
	food	113	1.11%
	in	93	0.92%
	Google Ireland	660	6.51%
3. Google Ireland	college	231	2.28%
	enniskillen	140	1.38%
	cafre	139	1.37%

Engines	Keywords	Referrals	% Referrals
	greenmount	120	1.18%
	loughry	88	0.87%
■ 4.	Yahoo UK & Ireland	153	1.51%
	greenmount	50	0.49%
	college	45	0.44%
	cafre	39	0.38%
	courses	15	0.15%
	equine	9	0.09%
■ 5.	Google India	91	0.90%
	in	44	0.43%
	food	44	0.43%
	technology	25	0.25%
	courses	21	0.21%
	diploma	19	0.19%
■ 6.	Ask	77	0.76%
	courses	15	0.15%
	college	10	0.10%
	in	8	0.08%
	greenmount	7	0.07%
	i	6	0.06%
■ 7.	Yahoo	56	0.55%
	college	18	0.18%
	greenmount	11	0.11%
	loughry	8	0.08%
	in	6	0.06%
	food	5	0.05%
■ 8.	Google Australia	55	0.54%
	in	8	0.08%
	courses	6	0.06%
	agriculture	6	0.06%
	assistant	5	0.05%
	nursing	5	0.05%
■ 9.	AOL NetFind	48	0.47%
	greenmount	14	0.14%
	agriculture	7	0.07%
	college	6	0.06%
	bhs	4	0.04%
	horse	4	0.04%
■ 10.	Google Canada	44	0.43%
	ireland	4	0.04%

	Engines Keywords	Referrals	% Referrals
	michael	3	0.03%
	tractor	3	0.03%
	technology	3	0.03%
	food	3	0.03%
■ 11.	Google South Africa	41	0.40%
	bursaries	17	0.17%
	bursary	8	0.08%
	diploma	6	0.06%
	for	5	0.05%
	in	5	0.05%
■ 12.	Google Germany	27	0.27%
	ireland	4	0.04%
	almarai	2	0.02%
	uk	2	0.02%
	o'neill	2	0.02%
	countryside	2	0.02%
■ 13.	Google France	24	0.24%
	training	8	0.08%
	courses	5	0.05%
	with	5	0.05%
	teacher	5	0.05%
	loughry	3	0.03%
■ 14.	Yahoo Spain	19	0.19%
	grassland	6	0.06%
	bird	3	0.03%
	zealand	3	0.03%
	kiwi	3	0.03%
	new	3	0.03%
■ 15.	Google Poland	17	0.17%
	uk	7	0.07%
	technology	6	0.06%
	course	5	0.05%
	dairy	5	0.05%
	genesis	3	0.03%
■ 16.	Google New Zealand	14	0.14%
	food	4	0.04%
	technogy	4	0.04%
	course	4	0.04%
	time	4	0.04%
	part	4	0.04%

	Engines Keywords	Referrals	% Referrals
■ 17.	Google Spain	13	0.13%
	horse	3	0.03%
	food	3	0.03%
	changes,	2	0.02%
	been	2	0.02%
	hnc	2	0.02%
■ 18.	Google Turkey	13	0.13%
	training	7	0.07%
	technology	7	0.07%
	dairy	7	0.07%
	processing	7	0.07%
	fertility	2	0.02%
■ 19.	Google Italy	10	0.10%
	dean	3	0.03%
	harron	3	0.03%
	cafre	2	0.02%
	course	2	0.02%
	animal	2	0.02%
■ 20.	Google Mexico	7	0.07%
	packaging	2	0.02%
	training	2	0.02%
	loose	1	0.01%
	cafre	1	0.01%
	the	1	0.01%
	Subtotal for rows 1–20	10,077	99.42%
	Other	59	0.58%
	Total	10,136	100.00%

Items 1–20 of 46

Search Engines with Keywords - Help Card



Column Definitions

Engines

The specific search engine being analyzed.

Keywords

The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals

The number of times visitors used the specified search engine and search phrase to reach your site

%

Percentage of referred visitors from the search engine specified.



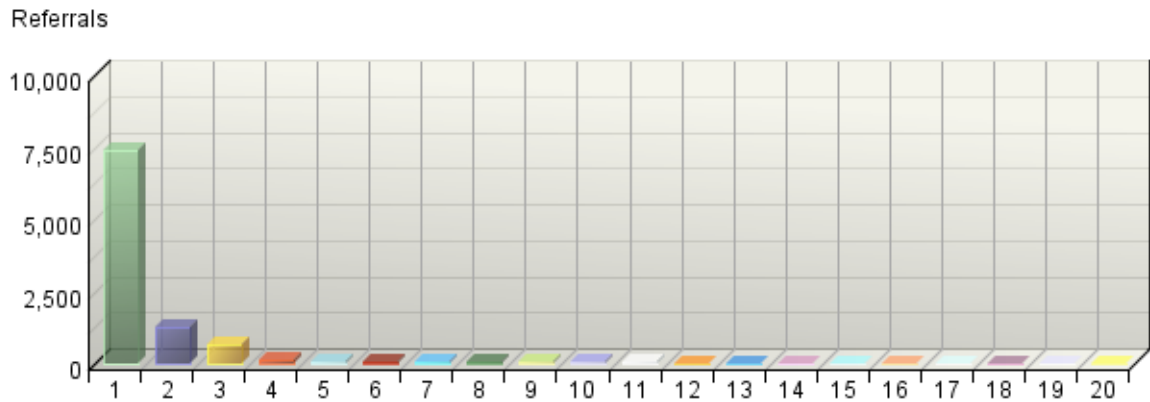
Report Descriptions

This information can give you an idea how your meta tags are performing with each search engine.

Search Engines with Phrases

This report identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total, as well as either the most popular search phrases for each search engine.

Search Engines Trend



Search Engines with Phrases

Engines	Phrases	Referrals	% Referrals
1. Google UK	greenmount college	837	8.26%
	cafre	822	8.11%
	loughry college	412	4.06%
	greenmount	311	3.07%
	cafre blackboard	163	1.61%
	2. Google	cafre	99
	greenmount	39	0.38%
	loughry college	26	0.26%
	greenmount college	25	0.25%
	greenmount college antrim	18	0.18%
3. Google Ireland	cafre	60	0.59%
	greenmount college	58	0.57%
	loughry college	39	0.38%

Engines	Phrases	Referrals	% Referrals
	cafre enniskillen	25	0.25%
	enniskillen college	17	0.17%
■ 4.	Yahoo UK & Ireland	153	1.51%
	cafre	29	0.29%
	greenmount college	23	0.23%
	loughry college	6	0.06%
	greenmount college antrim	6	0.06%
	greenmount	5	0.05%
■ 5.	Google India	91	0.90%
	health certificate for food product	7	0.07%
	courses in horse care	4	0.04%
	national diploma in food technology	4	0.04%
	college of agriculture, food and rural enterprise	3	0.03%
	diploma courses in food technology	2	0.02%
■ 6.	Ask	77	0.76%
	loughry college	3	0.03%
	aphis online	3	0.03%
	equine artificial insemination courses	3	0.03%
	greenmount	3	0.03%
	veterinary nursing courses	2	0.02%
■ 7.	Yahoo	56	0.55%
	greenmount college	6	0.06%
	loughry college	5	0.05%
	www.enniskillen equestrian college	4	0.04%
	cafre	4	0.04%
	michael loughran	2	0.02%
■ 8.	Google Australia	55	0.54%
	cafre	4	0.04%
	veterinary nursing assistant level 3	2	0.02%
	packaging training courses	2	0.02%
	competition flowers	2	0.02%
	certificate in agriculture	2	0.02%
■ 9.	AOL NetFind	48	0.47%
	greenmount	5	0.05%
	greenmount agriculture college	4	0.04%
	national diploma in horse management	2	0.02%
	loughry college.co.uk	2	0.02%
	horticulture career	2	0.02%
■ 10.	Google Canada	44	0.43%
	ireland countryside	2	0.02%

	Engines Phrases	Referrals	% Referrals
	www.cafre.ac.uk	2	0.02%
	michael loughran	2	0.02%
	derek alexander	2	0.02%
	kent and shelley annan	1	0.01%
■ 11.	Google South Africa	41	0.40%
	agri bursaries	4	0.04%
	career choice bursary	4	0.04%
	animal production company bursary	3	0.03%
	agriculture and horticulture burseries	3	0.03%
	honours in bsc through correspondence	2	0.02%
■ 12.	Google Germany	27	0.27%
	enniskillen collage	2	0.02%
	mark o'neill ireland	2	0.02%
	almarai	2	0.02%
	iceland work placement	1	0.01%
	food technology transfer	1	0.01%
■ 13.	Google France	24	0.24%
	new holland tm 140	3	0.03%
	packaging training	3	0.03%
	teacher training courses with horse riding	3	0.03%
	teacher training courses with horseriding	2	0.02%
	locations enniskillen	2	0.02%
■ 14.	Yahoo Spain	19	0.19%
	grassland	4	0.04%
	new zealand kiwi bird pictures	3	0.03%
	almarai dairy farm	3	0.03%
	agriculture grassland	2	0.02%
	heather marie malcolm	2	0.02%
■ 15.	Google Poland	17	0.17%
	genesis bakery	3	0.03%
	dairy technology course uk	3	0.03%
	dairy course uk	1	0.01%
	national certificate in floristry uk	1	0.01%
	enniskillen dixons	1	0.01%
■ 16.	Google New Zealand	14	0.14%
	food technogy part time course	4	0.04%
	bhs 3 training	2	0.02%
	tractor driving courses	2	0.02%
	grinding shearing gear	1	0.01%
	imperial service medal	1	0.01%

	Engines Phrases	Referrals	% Referrals
■ 17.	Google Spain	13	0.13%
	more veterinary nurse	2	0.02%
	we have been adapting to the market changes,	2	0.02%
	hnc agriculture	2	0.02%
	horse lungeing courses uk	1	0.01%
	british horse society health and safety procedures	1	0.01%
■ 18.	Google Turkey	13	0.13%
	dairy processing technology training	7	0.07%
	herd fertility	2	0.02%
	why supply management and sales important in career choice	1	0.01%
	the latest trends	1	0.01%
	have a new experiences by working	1	0.01%
■ 19.	Google Italy	10	0.10%
	harron dean	3	0.03%
	cafre	2	0.02%
	animal nursing course	2	0.02%
	loughry university	1	0.01%
	go ireland work placement	1	0.01%
■ 20.	Google Mexico	7	0.07%
	packaging training	2	0.02%
	the cafre	1	0.01%
	loose jumping concours	1	0.01%
	www.cafres.com.ar	1	0.01%
	limo project	1	0.01%
	Subtotal for rows 1–20	10,077	99.42%
	Other	59	0.58%
	Total	10,136	100.00%

Items 1–20 of 46

Search Engines with Phrases - Help Card



Column Definitions

Engines

The specific search engine being analyzed.

Phrases

The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor.

Referrals

The number of times visitors used the specified search engine and search phrase to reach your site

%

Percentage of referred visitors from the search engine specified.



Report Descriptions

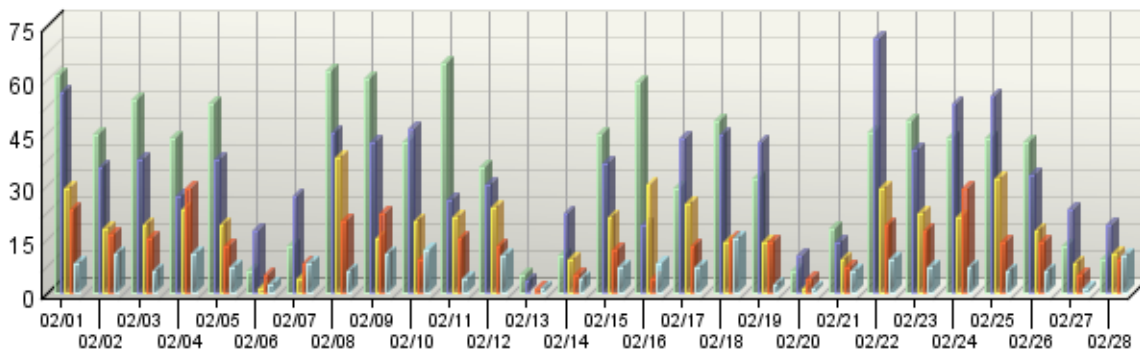
This information can give you an idea how your meta tags are performing with each search engine.

Search Phrases

This report identifies search phrases that led the most visitors to your site, and for each phrase, which search engines led visitors to the site.

Search Phrases

Referrals



Search Phrases

	Phrases Engines	Referrals	% Referrals
■ 1.	cafre	1,031	10.17%
	Google UK	822	8.11%
	Google	99	0.98%
	Google Ireland	60	0.59%
	Yahoo UK & Ireland	29	0.29%
	Google Australia	4	0.04%
■ 2.	greenmount college	952	9.39%
	Google UK	837	8.26%
	Google Ireland	58	0.57%
	Google	25	0.25%
	Yahoo UK & Ireland	23	0.23%
	Yahoo	6	0.06%
■ 3.	loughry college	494	4.87%
	Google UK	412	4.06%
	Google Ireland	39	0.38%
	Google	26	0.26%

	Phrases Engines	Referrals	% Referrals
	Yahoo UK & Ireland	6	0.06%
	Yahoo	5	0.05%
■ 4.	greenmount	370	3.65%
	Google UK	311	3.07%
	Google	39	0.38%
	Google Ireland	6	0.06%
	Yahoo UK & Ireland	5	0.05%
	AOL NetFind	5	0.05%
■ 5.	cafre blackboard	193	1.90%
	Google UK	163	1.61%
	Google	17	0.17%
	Google Ireland	12	0.12%
	Google New Zealand	1	0.01%
■ 6.	cafre greenmount	133	1.31%
	Google UK	123	1.21%
	Google	5	0.05%
	Yahoo UK & Ireland	2	0.02%
	Ask	1	0.01%
	Google Switzerland	1	0.01%
■ 7.	greenmount college antrim	125	1.23%
	Google UK	92	0.91%
	Google	18	0.18%
	Google Ireland	8	0.08%
	Yahoo UK & Ireland	6	0.06%
	Google Australia	1	0.01%
■ 8.	greenmount agricultural college	109	1.08%
	Google UK	87	0.86%
	Google	14	0.14%
	Google Ireland	6	0.06%
	AOL NetFind	1	0.01%
	Google Canada	1	0.01%
■ 9.	cafre enniskillen	92	0.91%
	Google UK	63	0.62%
	Google Ireland	25	0.25%
	Google	4	0.04%
■ 10.	loughry college cookstown	91	0.90%
	Google UK	68	0.67%
	Google Ireland	16	0.16%
	Google	5	0.05%
	Google Australia	1	0.01%

	Phrases Engines	Referrals	% Referrals
	Yahoo UK & Ireland	1	0.01%
■ 11.	greenmount campus	85	0.84%
	Google UK	69	0.68%
	Google	7	0.07%
	Google Ireland	7	0.07%
	Yahoo	1	0.01%
	Yahoo UK & Ireland	1	0.01%
■ 12.	www.cafre.ac.uk	79	0.78%
	Google UK	58	0.57%
	Google Ireland	10	0.10%
	Google	5	0.05%
	Yahoo UK & Ireland	3	0.03%
	Google Canada	2	0.02%
■ 13.	british horse society exams	72	0.71%
	Google UK	68	0.67%
	Google	3	0.03%
	Google Ireland	1	0.01%
■ 14.	bhs stages	70	0.69%
	Google UK	60	0.59%
	Google	9	0.09%
	AOL NetFind	1	0.01%
■ 15.	enniskillen college	70	0.69%
	Google UK	42	0.41%
	Google Ireland	17	0.17%
	Google	8	0.08%
	Google Australia	1	0.01%
	Google Poland	1	0.01%
■ 16.	cafre loughry campus	68	0.67%
	Google UK	66	0.65%
	Google	1	0.01%
	Google Ireland	1	0.01%
■ 17.	loughry campus	58	0.57%
	Google UK	49	0.48%
	Google	5	0.05%
	Google Ireland	2	0.02%
	Google France	1	0.01%
	Yahoo	1	0.01%
■ 18.	loughry college courses	47	0.46%
	Google UK	42	0.41%
	Google Ireland	4	0.04%

	Phrases Engines	Referrals	% Referrals
	Google	1	0.01%
■ 19.	loughry	45	0.44%
	Google UK	30	0.30%
	Google Ireland	8	0.08%
	Google	6	0.06%
	Google Germany	1	0.01%
■ 20.	tractor driving courses	45	0.44%
	Google UK	36	0.36%
	Google	3	0.03%
	Google New Zealand	2	0.02%
	Ask	2	0.02%
	Google Canada	1	0.01%
	Subtotal for rows 1–20	4,229	41.72%
	Other	5,907	58.28%
	Total	10,136	100.00%

Items 1–20 of 200

Search Phrases - Help Card



Column Definitions

Phrase

The search phrase a visitor used to find your site.

Engines

The specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Referrals

The number of visits to your site from visitors, who were referred by using the specified search engine and search phrases.

%

Percentage of visitors referred from search engines who used the specified search engine and phrase.



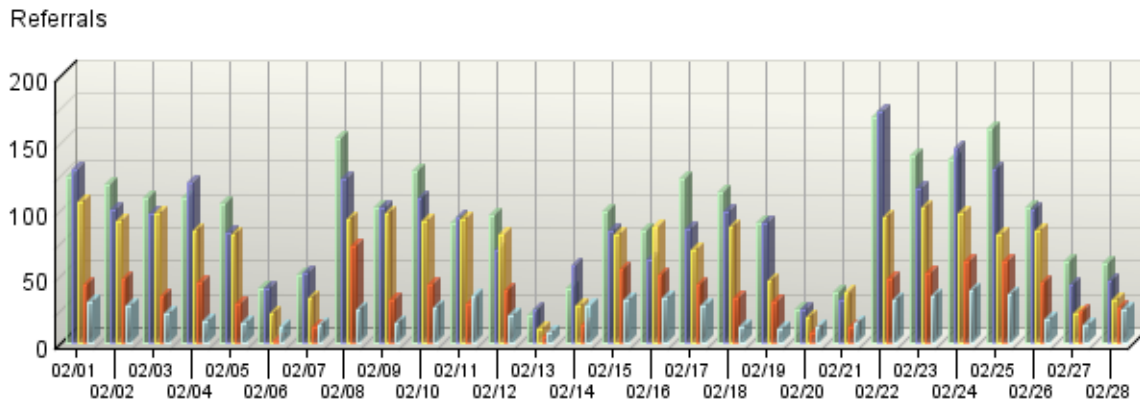
Report Descriptions

How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?

Search Keywords

This report identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

Search Keywords



Search Keywords

	Keywords Engines	Referrals	% Referrals
■ 1.	college	2,666	9.45%
	Google UK	2,123	7.53%
	Google Ireland	231	0.82%
	Google	212	0.75%
	Yahoo UK & Ireland	45	0.16%
	Yahoo	18	0.06%
■ 2.	greenmount	2,419	8.58%
	Google UK	2,014	7.14%
	Google	193	0.68%
	Google Ireland	120	0.43%
	Yahoo UK & Ireland	50	0.18%
	AOL NetFind	14	0.05%
■ 3.	cafre	1,933	6.85%
	Google UK	1,547	5.49%
	Google	177	0.63%
	Google Ireland	139	0.49%

Keywords	Engines	Referrals	% Referrals
	Yahoo UK & Ireland	39	0.14%
	Google Australia	4	0.01%
4.	loughry	983	3.49%
	Google UK	812	2.88%
	Google Ireland	88	0.31%
	Google	53	0.19%
	Yahoo	8	0.03%
	Yahoo UK & Ireland	7	0.02%
5.	courses	626	2.22%
	Google UK	415	1.47%
	Google Ireland	72	0.26%
	Google	67	0.24%
	Google India	21	0.07%
	Yahoo UK & Ireland	15	0.05%
6.	enniskillen	532	1.89%
	Google UK	303	1.07%
	Google Ireland	140	0.50%
	Google	67	0.24%
	Yahoo UK & Ireland	6	0.02%
	Google Australia	4	0.01%
7.	in	530	1.88%
	Google UK	297	1.05%
	Google	93	0.33%
	Google Ireland	45	0.16%
	Google India	44	0.16%
	Google Australia	8	0.03%
8.	food	496	1.76%
	Google UK	263	0.93%
	Google	113	0.40%
	Google India	44	0.16%
	Google Ireland	31	0.11%
	Ask	5	0.02%
9.	campus	448	1.59%
	Google UK	351	1.24%
	Google	45	0.16%
	Google Ireland	37	0.13%
	Yahoo UK & Ireland	8	0.03%
	Yahoo	2	0.01%
10.	of	380	1.35%
	Google UK	261	0.93%

	Keywords Engines	Referrals	% Referrals
	Google	68	0.24%
	Google Ireland	24	0.09%
	Google India	10	0.04%
	Google Australia	3	0.01%
■ 11.	horse	314	1.11%
	Google UK	242	0.86%
	Google	41	0.15%
	Google Ireland	9	0.03%
	AOL NetFind	4	0.01%
	Google India	4	0.01%
■ 12.	ireland	306	1.09%
	Google UK	144	0.51%
	Google Ireland	71	0.25%
	Google	68	0.24%
	Yahoo UK & Ireland	7	0.02%
	Google Germany	4	0.01%
■ 13.	bhs	288	1.02%
	Google UK	229	0.81%
	Google	36	0.13%
	Google Ireland	12	0.04%
	AOL NetFind	4	0.01%
	Ask	2	0.01%
■ 14.	agricultural	284	1.01%
	Google UK	216	0.77%
	Google	41	0.15%
	Google Ireland	20	0.07%
	Google South Africa	3	0.01%
	AOL NetFind	1	0.00%
■ 15.	blackboard	275	0.98%
	Google UK	230	0.82%
	Google	31	0.11%
	Google Ireland	13	0.05%
	Google New Zealand	1	0.00%
■ 16.	antrim	270	0.96%
	Google UK	196	0.70%
	Google	39	0.14%
	Google Ireland	25	0.09%
	Yahoo UK & Ireland	8	0.03%
	Ask	1	0.00%
■ 17.	equine	256	0.91%

Keywords Engines	Referrals	% Referrals
Google UK	126	0.45%
Google	55	0.20%
Google Ireland	54	0.19%
Yahoo UK & Ireland	9	0.03%
Ask	3	0.01%
■ 18. agriculture	254	0.90%
Google UK	147	0.52%
Google	42	0.15%
Google Ireland	17	0.06%
Google India	14	0.05%
AOL NetFind	7	0.02%
■ 19. course	234	0.83%
Google UK	140	0.50%
Google	46	0.16%
Google Ireland	13	0.05%
Google India	9	0.03%
Google Poland	5	0.02%
■ 20. diploma	199	0.71%
Google UK	126	0.45%
Google	26	0.09%
Google India	19	0.07%
Ask	6	0.02%
Google South Africa	6	0.02%
Subtotal for rows 1–20	13,693	48.56%
Other	14,507	51.44%
Total	28,200	100.00%

Items 1–20 of 200

Search Keywords - Help Card



Column Definitions

Keywords

The specific keywords being analyzed. To see the entire search strings entered by visitors, see the Search Phrases report.

Engines

The specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Referrals

The number of hits from visitors referred to your site with the specified keywords.

% Percentage of referred visitors who used the specified search engine and keyword.



Report Descriptions

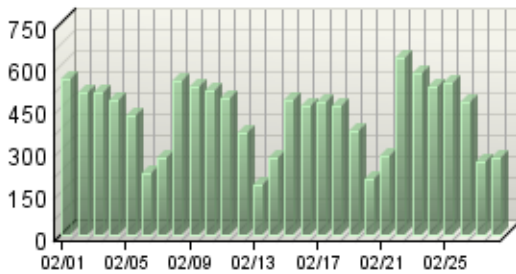
At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the words you expect and that other search engines are not.

Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

Active Visits Trend

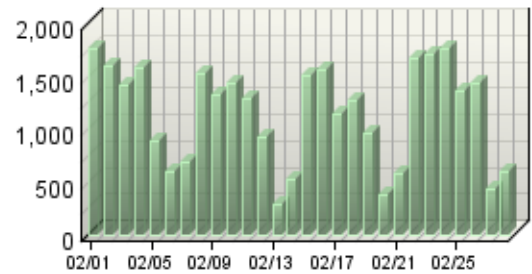
Active Visits



Active Visits

Visitor Minutes Trend

Visitor Minutes



Visitor Minutes

Visitor Summary

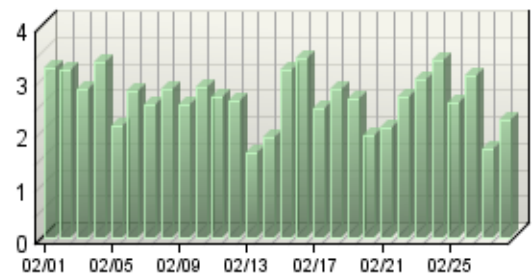
Visitors	9,818
Visitors Who Visited Once	8,838
Visitors Who Visited More Than Once	980
Average Visits per Visitor	1.2

Visit Summary

Visits	11,785
Average per Day	420
Average Visit Duration	00:05:03
Median Visit Duration	00:01:54
International Visits	36.61%
Visits of Unknown Origin	0.00%
Visits from Your Country: United Kingdom (UK)	63.39%

Average Length of Visit Trend

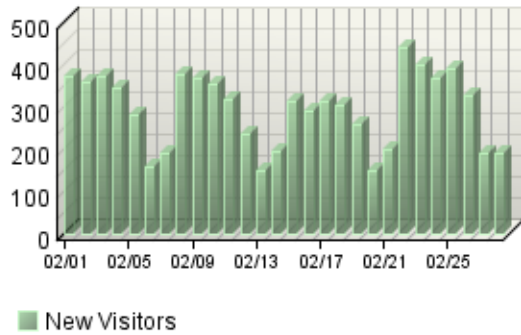
Average Visit Duration



Average Visit Duration

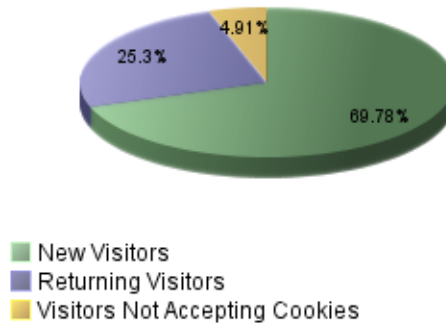
New Visitors Trend

New Visitors



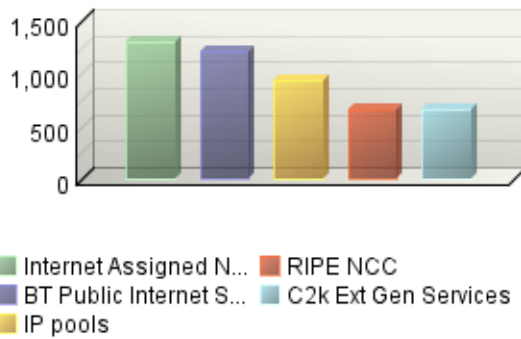
New vs. Return Visits

Visits



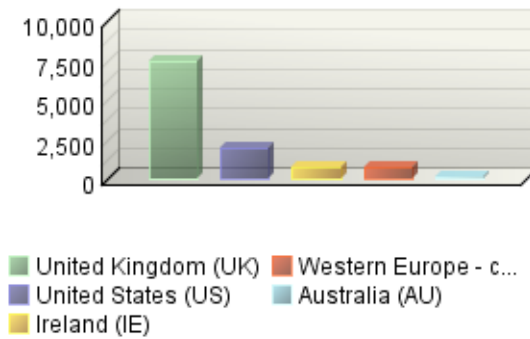
Organizations

Visits



Countries

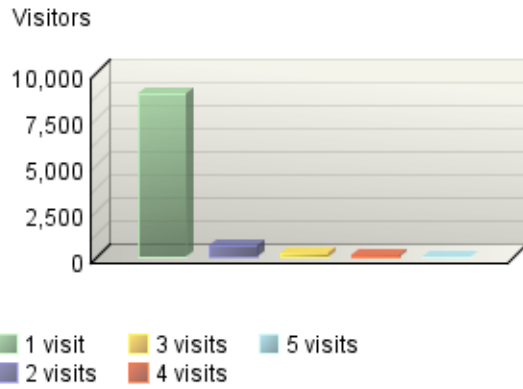
Visits



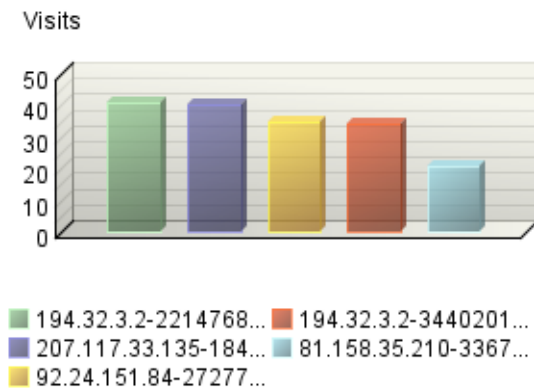
Authenticated Usernames

No data is available for this graph.

Visitors by Number of Visits



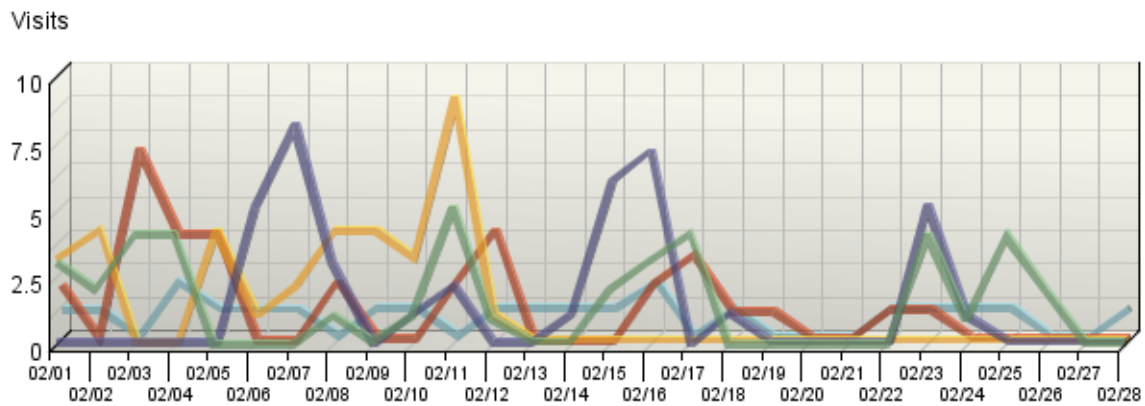
Top Visitors



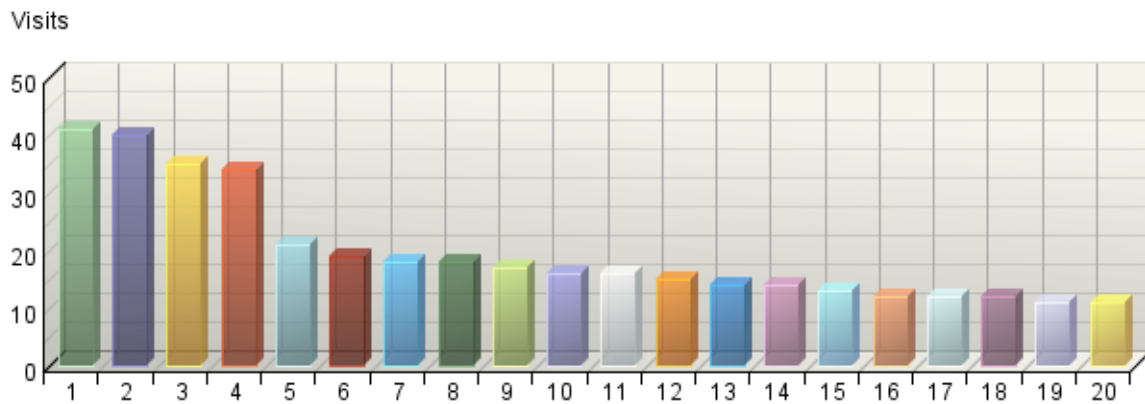
Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's activity level on the site. If you use cookies to track visits, WebTrends can differentiate between hits from different visitors with the same IP address.

Top Visitors Trend



Top Visitors



Top Visitors

Visitor	Visits	% Visits	Hits
1. 194.32.3.2-2214768272.30034918	41	0.35%	202

	Visitor	Visits	% Visits	Hits
2.	207.117.33.135-1846169584.30058221	40	0.34%	40
3.	92.24.151.84-2727749728.30022082	35	0.30%	68
4.	194.32.3.2-3440201184.30001746	34	0.29%	320
5.	81.158.35.210-336715712.30022528	21	0.18%	109
6.	89.241.129.195-505075520.30025505	19	0.16%	52
7.	85.210.188.71-4079270224.30057256	18	0.15%	67
8.	88.106.192.221-1575903088.30032172	18	0.15%	21
9.	194.32.3.2-419899088.30034922	17	0.14%	59
10.	88.109.178.121-1746387552.30011863	16	0.14%	26
11.	194.32.3.2-1567891680.30020045	16	0.14%	127
12.	88.106.144.113-3284745168.30011067	15	0.13%	20
13.	81.154.206.182-2719374448.30051137	14	0.12%	244
14.	74.125.16.68_Mozilla/5.0 (en-us) AppleWebKit/525.13 (KHTML, like Gecko; Google Wireless Transcoder) Version/3.1 Safari/525.13,Mozilla/5.0 (en-us) AppleWebKit/525.13 (KHTML, like Gecko; Google Wireless Transcoder) Version/3.1 Safari/525.13	14	0.12%	17
15.	217.42.31.212-1634470752.29995788	13	0.11%	90
16.	79.71.136.233-610796480.30047495	12	0.10%	20
17.	92.17.34.95-73799152.30027888	12	0.10%	26
18.	87.114.129.3-1011976208.30052077	12	0.10%	26
19.	86.159.133.102-3754746832.30050058	11	0.09%	11
20.	86.167.191.161-3126057344.30009411	11	0.09%	41
Subtotal for rows 1–20		389	3.30%	1,586
Other		11,403	96.70%	66,886
Total		11,792	100.00%	68,472

Items 1–20 of 9,818

Top Visitors - Help Card



Column Definitions

Visitor

The IP address, domain name, or cookie of the visitor.

Visits

Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



Report Descriptions

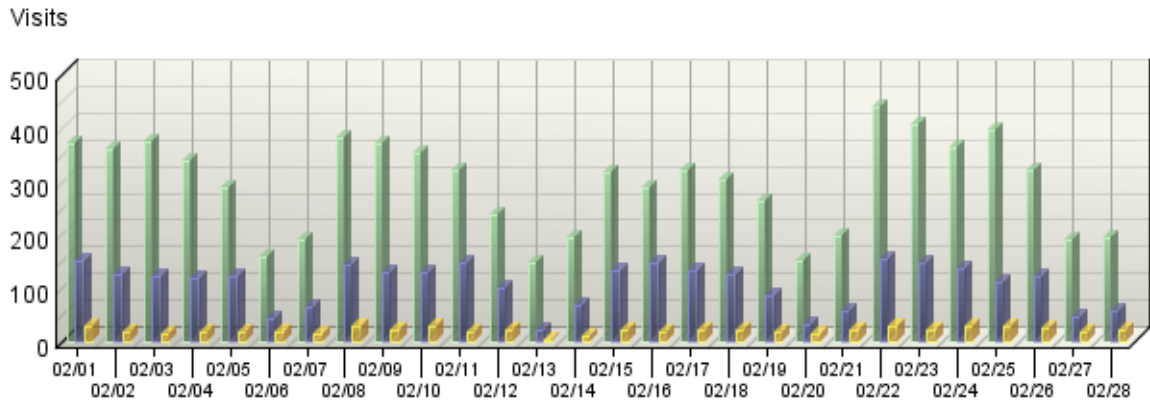
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

Note: If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

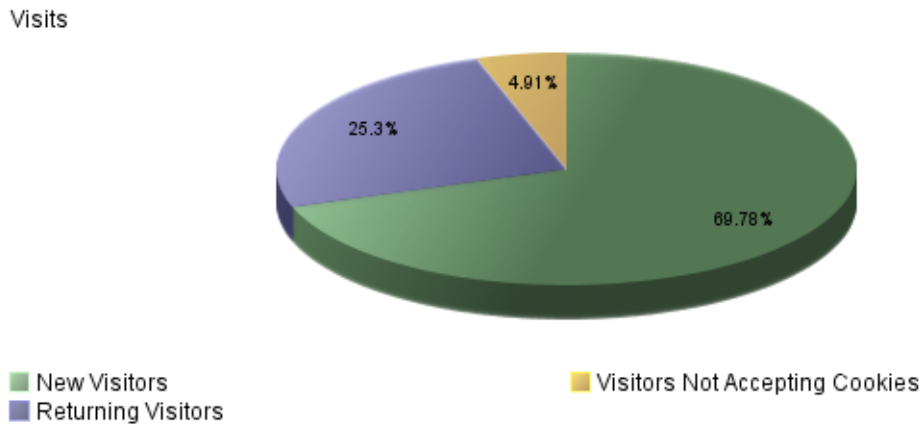
New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.

New vs. Return Visits Trend



New vs. Return Visits



New vs. Return Visits

Visitor Type	Visits	% Visits
New Visitors	8,222	69.78%
Returning Visitors	2,981	25.30%

Visitor Type	Visits	% Visits
■ Visitors Not Accepting Cookies	579	4.91%
Total	11,782	100.00%

New vs. Return Visits - Help Card



Column Definitions

New Visitors

Visitors whose visit starts without any cookie information but acquires a cookie (or multiple cookies) during the visit. For single-page visits there is no way (without the use of SmartSource Data Collection) to distinguish a new visitor from a visitor that does not accept cookies. As a result these visits are categorized as Visitors Not Accepting Cookies.

Returning Visitors

Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies

Visitors not accepting cookies from your site. There is no way to determine whether these visitors are new or returning. Note that Express Analysis reports can only display information about visitors who do not accept cookies when you use first-party cookies to track sessions.

Visits

Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of visitors who fit into the specified visitor category.



Report Descriptions

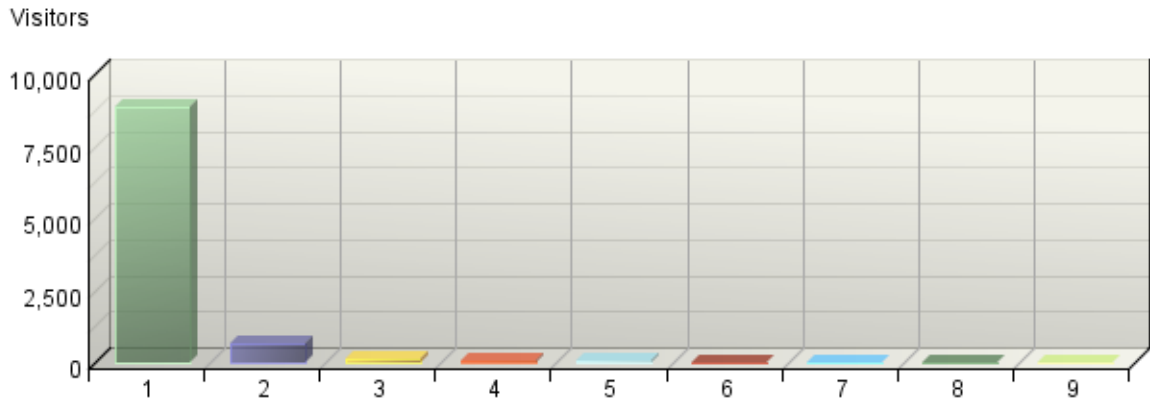
By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

Note: This report uses only cookies to determine whether a visitor is new or returning. This information cannot therefore be correlated to visitor counts obtained using IP tracking. For example, when a visitor goes to a site that has session-based cookies but no permanent cookies, they will receive a cookie on their second hit and be labeled a new visitor. If they close their browser, wait an hour, and go back to the same site, they will have no cookies on their first hit (since the cookie they got previously was session-based) and will once again be issued a cookie on their second hit. If the site's logs are analyzed using the IP tracking method, the result is 1 unique visitor (determined using IP tracking), but 2 visits and 2 new or first-time visitors (determined using cookies).

Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.

Visitors by Number of Visits



Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	8,838	90.02%
2 visits	654	6.66%
3 visits	165	1.68%
4 visits	56	0.57%
5 visits	37	0.38%
6 visits	19	0.19%
7 visits	8	0.08%
8 visits	13	0.13%
9 visits	3	0.03%
Other	25	0.25%
Total	9,818	100.00%

Visitors by Number of Visits - Help Card



Column Definitions

Number of Visits

The number of visits by each visitor during the period of the report.

Visitors

Number of individuals who came to your site the amount of times specified in the Number of Visits column.

%

Percentage of visitors who came to your site the amount of times specified in the Number of Visits column.



Report Descriptions

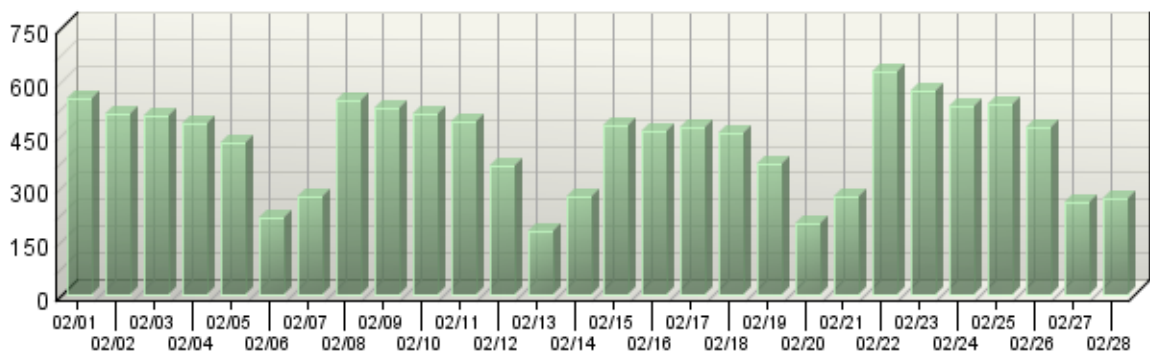
This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Some visits may span more than one time interval, and will be counted in each interval where they appear. The sum of visits for all intervals may therefore exceed the total visits shown in the Overview Dashboard page.

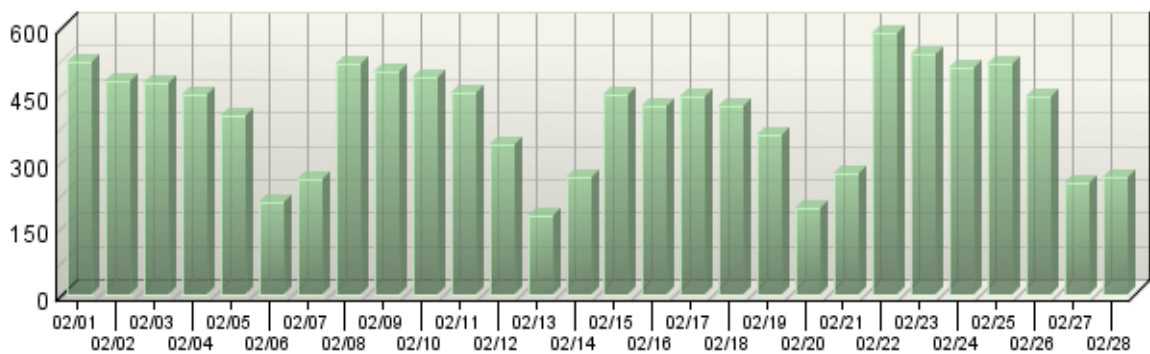
Active Visits Trend

Active Visits



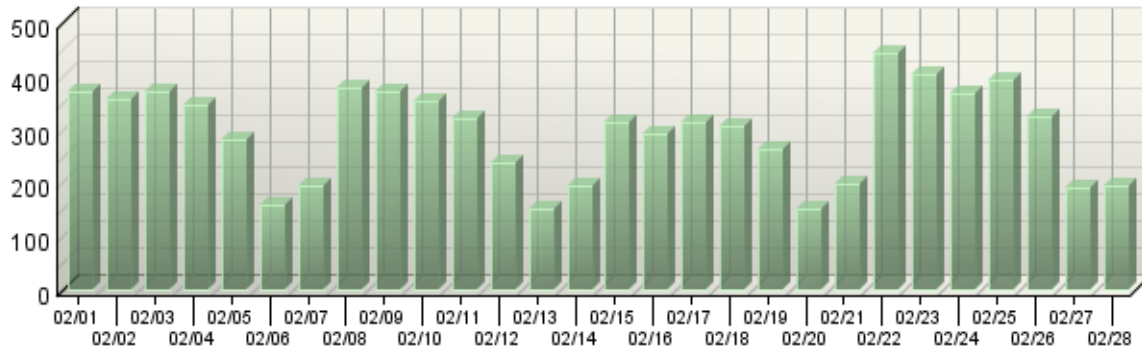
Visitors Trend

Visitors



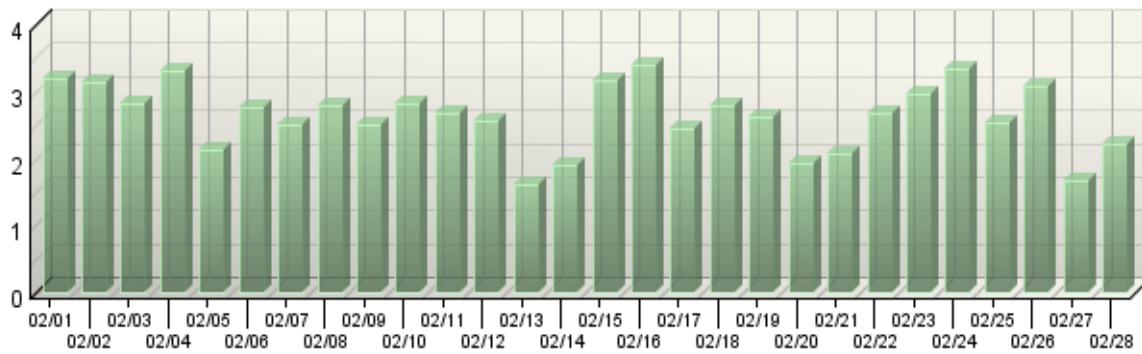
New Visitors Trend

New Visitors

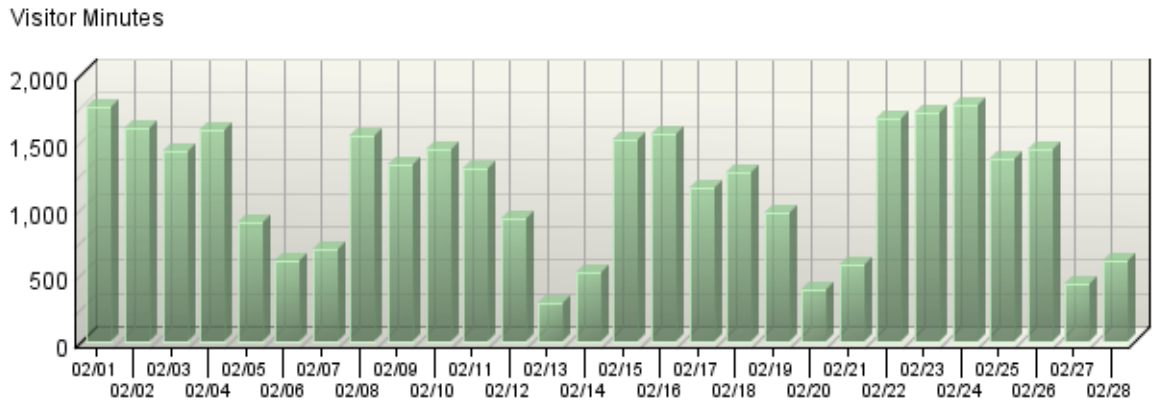


Average Length of Visit Trend

Average Visit Duration



Visitor Minutes Trend



Visitors Trend

Day	Active Visits	Visitors	New Visitors
02/01	549	521	372
02/02	506	481	357
02/03	504	476	372
02/04	479	447	344
02/05	424	400	281
02/06	218	206	159
02/07	276	259	193
02/08	546	517	379
02/09	525	499	370
02/10	508	486	353
02/11	486	454	320
02/12	359	335	237
02/13	178	175	150
02/14	275	262	194
02/15	474	447	314
02/16	458	423	293
02/17	469	445	313
02/18	454	424	304
02/19	368	358	261
02/20	198	194	151
02/21	277	271	199
02/22	626	585	441
02/23	574	539	402

Day	Active Visits	Visitors	New Visitors
02/24	528	508	367
02/25	536	518	393
02/26	468	443	325
02/27	257	250	191
02/28	272	262	193
Average	421	399	293
Total	-	-	8,228

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
02/01	00:03:12	1,759.7
02/02	00:03:09	1,601.52
02/03	00:02:49	1,422.73
02/04	00:03:19	1,589.18
02/05	00:02:07	899.1
02/06	00:02:45	599.95
02/07	00:02:31	694.72
02/08	00:02:48	1,536.33
02/09	00:02:31	1,328.85
02/10	00:02:50	1,440.28
02/11	00:02:40	1,298.4
02/12	00:02:34	922.32
02/13	00:01:36	287.55
02/14	00:01:54	523.3
02/15	00:03:10	1,507.45
02/16	00:03:23	1,555.9
02/17	00:02:27	1,153.88
02/18	00:02:48	1,271.65
02/19	00:02:37	968
02/20	00:01:56	383.05
02/21	00:02:05	578.92
02/22	00:02:40	1,670.02
02/23	00:02:58	1,706.57
02/24	00:03:20	1,762.78
02/25	00:02:32	1,359.98
02/26	00:03:04	1,437.27
02/27	00:01:41	433.33
02/28	00:02:13	606.48
Average	-	1,153.54

Day	Average Visit Duration	Visitor Minutes
Total	-	32,299.22

Visitors Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Active Visits

Number of active visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero-length visits. A zero-length visit occurs when all hits for that visit are logged with the exact same time stamp.

Visitors

Number of individuals who visited your site during the report interval. For a daily report, if someone visits more than once, that person is counted only the first time he or she visits. Values of "-" indicate that the detailed data required is not available. This situation occurs when the Top Visitors report has reached its configured limit or when reports for the corresponding period are turned off. For non-daily reports, the visitor measure total is "-" since the same visitor can be counted in multiple intervals.

New Visitors

Number of visitors who had never visited your web site before.

Average Visit Duration

The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit duration is calculated by dividing the value from the Visitor Minutes column by the value from the Active Visits column.

Visitor Minutes

Number of minutes your web site was viewed, regardless of who was viewing it.



Report Descriptions

Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

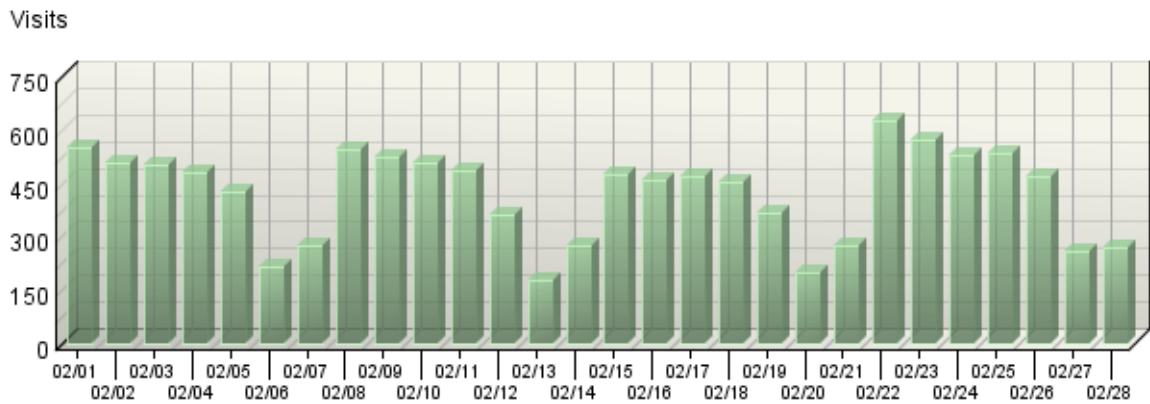
Total - The total for the column. Visits may span more than one time interval and are counted for each hour in this report. We therefore do not provide a total, which would be misleading.

Average - This row gives the average for each column.

Visits Trend

This report shows how the number of visits to your site changes over the course of the report period.

Visits Trend



Visits Trend

Day	Visits	% Visits
02/01	549	4.66%
02/02	506	4.29%
02/03	503	4.27%
02/04	479	4.06%
02/05	424	3.60%
02/06	217	1.84%
02/07	276	2.34%
02/08	545	4.62%
02/09	525	4.45%
02/10	508	4.31%
02/11	486	4.12%
02/12	359	3.05%
02/13	178	1.51%
02/14	275	2.33%
02/15	473	4.01%
02/16	457	3.88%
02/17	468	3.97%
02/18	454	3.85%

Day	Visits	% Visits
02/19	368	3.12%
02/20	198	1.68%
02/21	277	2.35%
02/22	626	5.31%
02/23	574	4.87%
02/24	528	4.48%
02/25	536	4.55%
02/26	468	3.97%
02/27	257	2.18%
02/28	271	2.30%
Total	11,785	100.00%

Visits Trend - Help Card



Column Definitions

Time Interval (hour, day, etc.)

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits

Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.



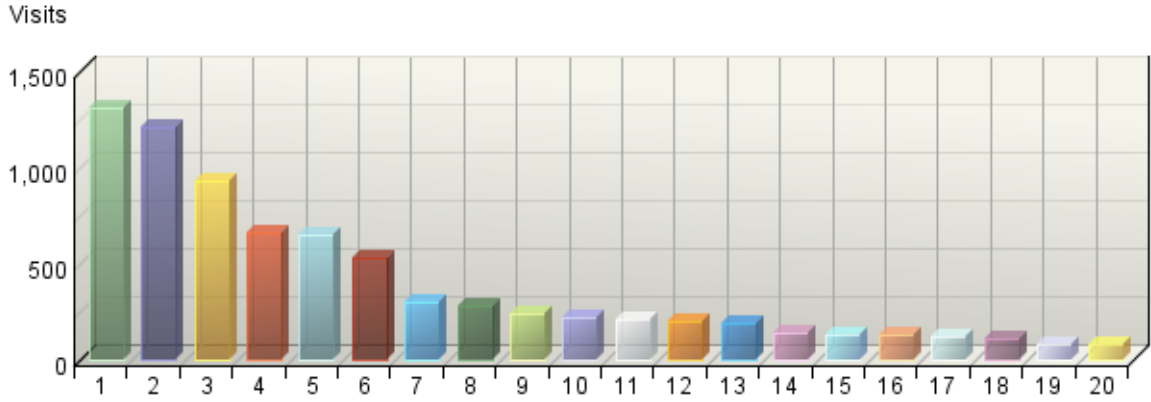
Report Descriptions

Periods of less activity can be considered good times for maintenance and content improvement.

Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The data for this report is obtained from GeoTrends and DNS lookup. Therefore, the data presented in this report can differ from the data presented in the Domain Names report, which is based on DNS lookup.

Organizations



Organizations

	Organization Domain Name	Visits	% Visits	Hits
■ 1.	Internet Assigned Numbers Authority	1,305	11.07%	6,811
	Unresolved IP Address	625	5.30%	3,934
	sky.com	116	0.98%	586
	as43234.net	99	0.84%	360
	three.co.uk	74	0.63%	392
	bethere.co.uk	63	0.53%	272
■ 2.	BT Public Internet Service	1,206	10.23%	8,804
	btcentralplus.com	1,187	10.07%	8,674
	wlms-broadband.com	19	0.16%	130
■ 3.	IP pools	932	7.91%	6,642
	btcentralplus.com	923	7.83%	6,602
	btopenworld.com	7	0.06%	36
	Unresolved IP Address	1	0.01%	1
	legalisland.com	1	0.01%	3
■ 4.	RIPE NCC	659	5.59%	2,854

	Organization Domain Name	Visits	% Visits	Hits
	Unresolved IP Address	225	1.91%	1,254
	sky.com	122	1.04%	592
	dedi.digiweb.ie	83	0.70%	83
	as9105.com	70	0.59%	293
	virginmedia.com	29	0.25%	126
■ 5.	C2k Ext Gen Services	651	5.52%	6,745
	c2kni.net	650	5.52%	6,736
	Unresolved IP Address	1	0.01%	9
■ 6.	Department of Agriculture for Northern Ireland	525	4.45%	4,008
	Unresolved IP Address	525	4.45%	4,008
■ 7.	Northern Ireland Civil Service	295	2.50%	1,797
	Unresolved IP Address	278	2.36%	1,701
	nics.gov.uk	17	0.14%	96
■ 8.	Greenmount Colleges	276	2.34%	1,338
	Unresolved IP Address	276	2.34%	1,338
■ 9.	Hotmail Corporation	238	2.02%	243
	msn.com	127	1.08%	127
	Unresolved IP Address	111	0.94%	116
■ 10.	Tiscali UK Ltd	217	1.84%	763
	as9105.com	214	1.82%	745
	tiscali.com	3	0.03%	18
■ 11.	Provider Local Registry	205	1.74%	1,230
	Unresolved IP Address	91	0.77%	502
	wlms-broadband.com	28	0.24%	198
	btcentralplus.com	25	0.21%	277
	as9105.com	17	0.14%	39
	exponential-e.net	10	0.08%	60
■ 12.	British Telecommunications Plc	203	1.72%	1,364
	btopenworld.com	116	0.98%	634
	btcentralplus.com	44	0.37%	291
	Unresolved IP Address	24	0.20%	265
	yfcu.org	4	0.03%	13
	bt.net	4	0.03%	13
■ 13.	Telecom Eireann	189	1.60%	1,471
	eircom.net	164	1.39%	1,304
	Unresolved IP Address	21	0.18%	139
	crh.com	1	0.01%	23
	jdonohoebmw.com	1	0.01%	1
	hrm.ie	1	0.01%	1
■ 14.	Cable Online	136	1.15%	832

	Organization Domain Name	Visits	% Visits	Hits
	ntl.com	60	0.51%	339
	virginmedia.com	43	0.36%	155
	dunbia.com	12	0.10%	252
	virginmedia.net	9	0.08%	28
	ufuhq.com	5	0.04%	21
■ 15.	eircom Ltd	134	1.14%	1,157
	eircom.net	120	1.02%	1,013
	Unresolved IP Address	13	0.11%	141
	wexfordinsurance.com	1	0.01%	3
■ 16.	PlusNet Technologies Ltd	129	1.09%	637
	plus.net	66	0.56%	276
	plus.com	29	0.25%	156
	Unresolved IP Address	26	0.22%	138
	ruralgeneration.com	4	0.03%	38
	tecker.co.uk	3	0.03%	25
■ 17.	Easynet Ltd	118	1.00%	458
	sky.com	118	1.00%	458
■ 18.	NTL Infrastructure -Belfast	105	0.89%	630
	ntl.com	100	0.85%	599
	virginmedia.com	5	0.04%	31
■ 19.	Digifone Online	83	0.70%	527
	Unresolved IP Address	83	0.70%	527
■ 20.	BT-ADSL	82	0.70%	575
	btopenworld.com	61	0.52%	484
	morrowcommunications.com	8	0.07%	28
	niavac.com	2	0.02%	4
	moyle-council.org	2	0.02%	14
	tbftompson.com	1	0.01%	3
	Subtotal for rows 1–20	7,688	65.24%	48,886
	Other	4,097	34.76%	19,586
	Total	11,785	100.00%	68,472

Items 1–20 of 200

Organizations - Help Card



Column Definitions

Organization

The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by either of the following methods:

- The visitor's IP address matched an Intranet Domain configuration within the Admin Console.
- Looking up the visitor's IP address in the WebTrends GeoTrends Database.

Unknown

The organization could not be determined.

Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, any-company.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at www.networksolutions.com.

Visits

Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from this organization. Each file requested by a visitor registers as a

hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



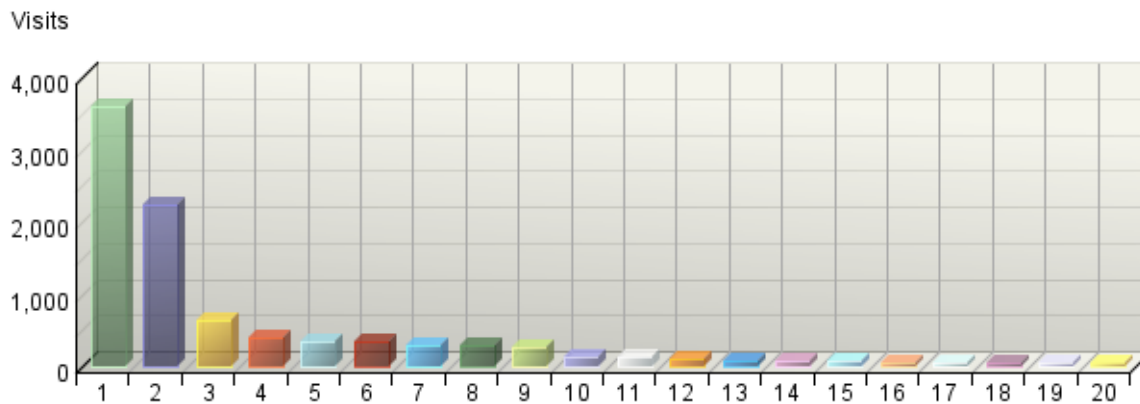
Report Descriptions

Use this information when you are interested in an organization as a whole, such as Webtrends Inc. You can identify the major domain names from each company, such as webtrends.com from WebTrends Inc.

Domain Names

This report lists the domain name that generates the most activity to your web site. The data for this report is obtained from DNS lookups, which is not available with Express Analysis. Therefore, the data presented in this report can differ from the data presented in the Organizations report, which is based on GeoTrends and DNS lookup.

Domain Names



Domain Names

	Domain Name	Visits	% Visits	Hits
1.	Unresolved IP Address	3,594	30.50%	20,631
2.	btcentralplus.com	2,237	18.98%	16,414
3.	c2kni.net	650	5.52%	6,736
4.	as9105.com	391	3.32%	1,658
5.	sky.com	356	3.02%	1,636
6.	virginmedia.com	348	2.95%	1,515
7.	ntl.com	306	2.60%	1,350
8.	eircom.net	284	2.41%	2,317
9.	btopenworld.com	262	2.22%	1,697
10.	msn.com	144	1.22%	144
11.	bethere.co.uk	125	1.06%	545
12.	as43234.net	99	0.84%	364
13.	three.co.uk	84	0.71%	458
14.	dedi.digiweb.ie	83	0.70%	83
15.	plus.net	69	0.59%	279
16.	aol.com	59	0.50%	275

	Domain Name	Visits	% Visits	Hits
17.	plus.com	51	0.43%	252
18.	dyn.u.tv	49	0.42%	543
19.	comcast.net	48	0.41%	145
20.	wlms-broadband.com	47	0.40%	328
Subtotal for rows 1–20		9,286	78.80%	57,370
Other		2,499	21.20%	11,102
Total		11,785	100.00%	68,472

Items 1–20 of 893

Domain Names - Help Card



Column Definitions

Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, any-company.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at www.networksolutions.com.

Visits

Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



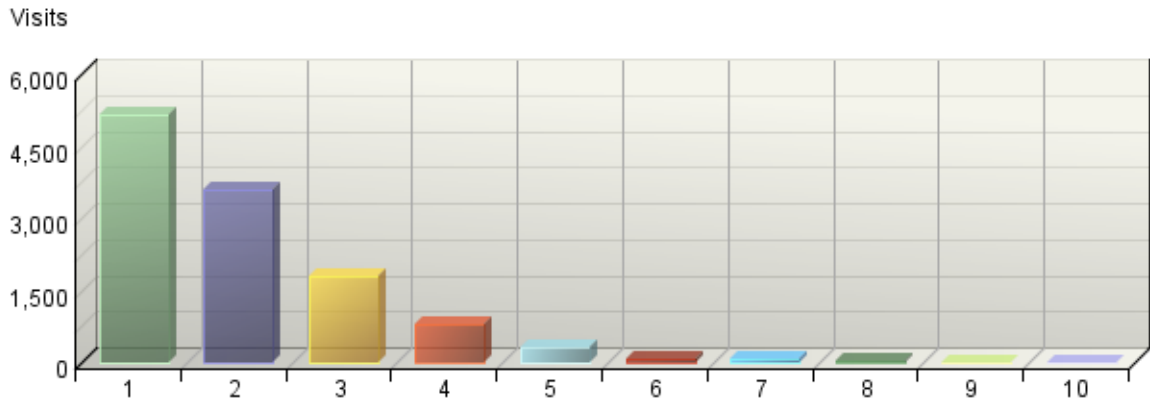
Report Descriptions

Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

Top-Level Domain Types

This report provides a breakdown of top-level domain types.

Top-Level Domain Types



Top-Level Domain Types

Top-Level Domain Types	Visits	% Visits	Hits
Commercial	5,157	43.76%	29,260
Unresolved IP Address	3,594	30.50%	20,631
Network	1,788	15.17%	12,392
Unknown	789	6.69%	3,894
Education	304	2.58%	1,440
Organization	70	0.59%	516
Government	61	0.52%	253
ARPANET	20	0.17%	84
Military	1	0.01%	1
Informational	1	0.01%	1
Total	11,785	100.00%	68,472

Top-Level Domain Types - Help Card



Column Definitions

Reserved IP Address

The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.

Unresolved IP Address

Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

Unknown

The domain suffix did not match any of the top-level domain categories.

Top-Level Domain

The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

- ARPANET: .arpa
- Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz
- Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn
- International: .int .int.co .int.ve .intl.tn
- Government: .gov .gov.[country code] .gove.[country code] .go.[country code]
- Military: .mil .mil.[country code]
- Network: .net .ad.jp .ne.kr .net.[country code]
- Organization: .org .or .org.[country code] .or.[country code]
- Personal: .name

Visits

Number of visits to your site from the specified top-level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Number of hits to your site from the specified top-level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



Report Descriptions

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

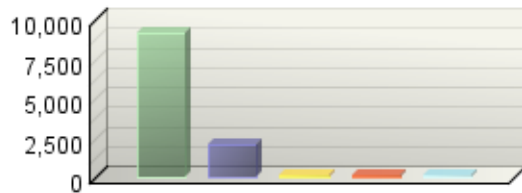
Total - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

Geography Dashboard

This page contains key graphs and tables that provide an overview of this chapter. You can click on a graph title to navigate to the corresponding report page.

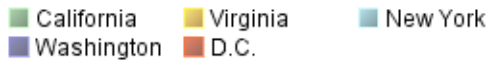
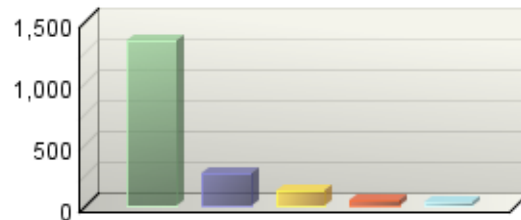
Regions

Visits



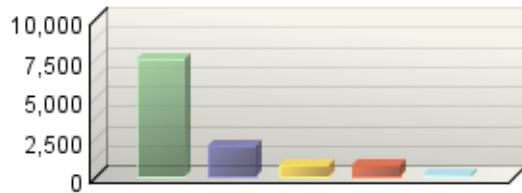
North American States and Provinces

Visits



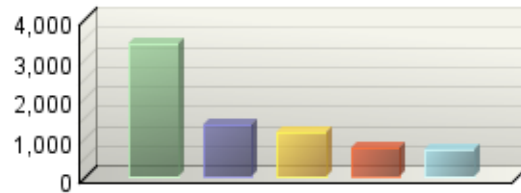
Countries

Visits



Cities

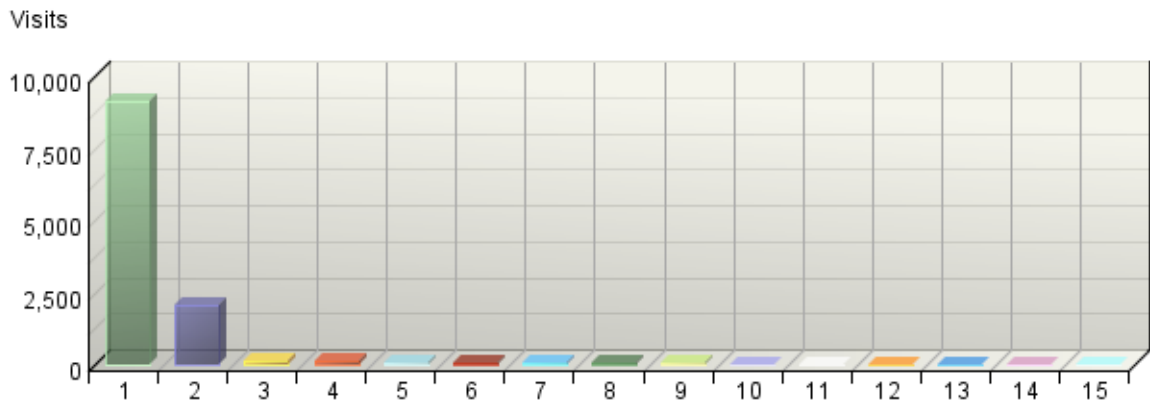
Visits



Regions

This report identifies the top geographic regions of the visitors to your site.

Regions



Regions

Regions	Visits	% Visits
1. Western Europe	9,130	77.47%
2. North America	2,061	17.49%
3. Australia	134	1.14%
4. Asia	128	1.09%
5. Eastern Europe	66	0.56%
6. Eastern Africa	54	0.46%
7. Middle East	53	0.45%
8. Northern Europe	43	0.36%
9. Southern Africa	40	0.34%
10. South America	20	0.17%
11. Western Africa	18	0.15%
12. Pacific Islands	17	0.14%
13. Northern Africa	14	0.12%
14. Caribbean Islands	6	0.05%
15. Central America	1	0.01%
Total	11,785	100.00%

Items 1–15 of 15

Regions - Help Card



Column Definitions

Regions

The geographic part of the world where visitors to your web site are located. "Unspecified Region" represents visitors whose geographic region could not be determined. "Unknown Region" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name or the Intranet Domains definition in the Administration Console.

Visits

Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of total visits that were from this geographic region.



Report Descriptions

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

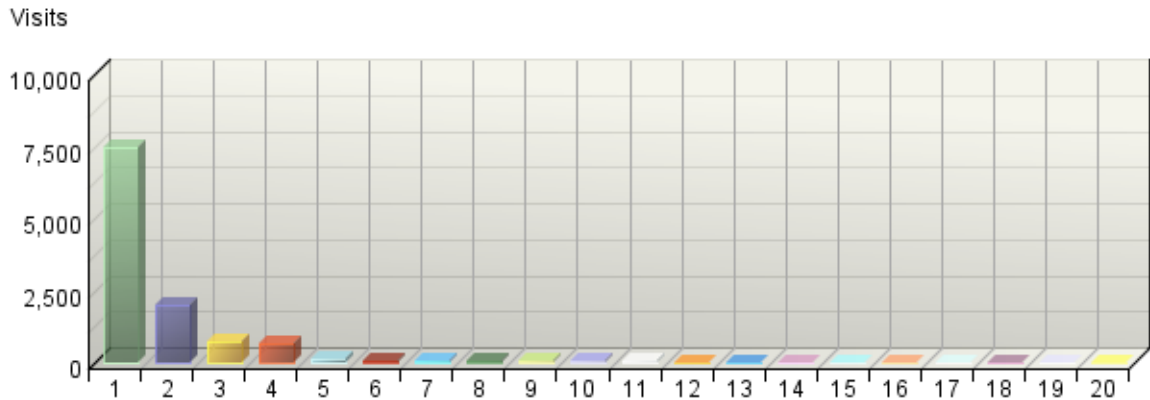
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for which the IP address does not match an entry in GeoTrends database. This is the case for countries that do not have states or simply entries for which this information was not provided in the GeoTrends database.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Countries

This report identifies the top countries of the visitors to your site.

Countries



Countries

Countries	Visits	% Visits
1. United Kingdom (UK)	7,470	63.39%
2. United States (US)	1,984	16.83%
3. Ireland (IE)	737	6.25%
4. Western Europe -country unspecified (EU)	672	5.70%
5. Australia (AU)	134	1.14%
6. Netherlands (NL)	76	0.64%
7. Germany (DE)	71	0.60%
8. Canada (CA)	66	0.56%
9. India (IN)	56	0.48%
10. South Africa (ZA)	36	0.31%
11. Mauritius (MU)	36	0.31%
12. France (FR)	31	0.26%
13. Poland (PL)	23	0.20%
14. Spain (ES)	18	0.15%
15. New Zealand (NZ)	17	0.14%
16. Denmark (DK)	14	0.12%
17. Turkey (TR)	13	0.11%
18. Sweden (SE)	13	0.11%

	Countries	Visits	% Visits
■	19. Belgium (BE)	12	0.10%
■	20. Uruguay (UY)	12	0.10%
	Subtotal for rows 1–20	11,491	97.51%
	Other	294	2.49%
	Total	11,785	100.00%

Items 1–20 of 102

Countries - Help Card



Column Definitions

Countries

If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name or the Intranet Domains definition in the Administration Console.

Visits

Number of visits from the specified country. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of total visits from the specified country.

Unknown Country

The country associated with the visitor's domain name could not be determined.



Report Descriptions

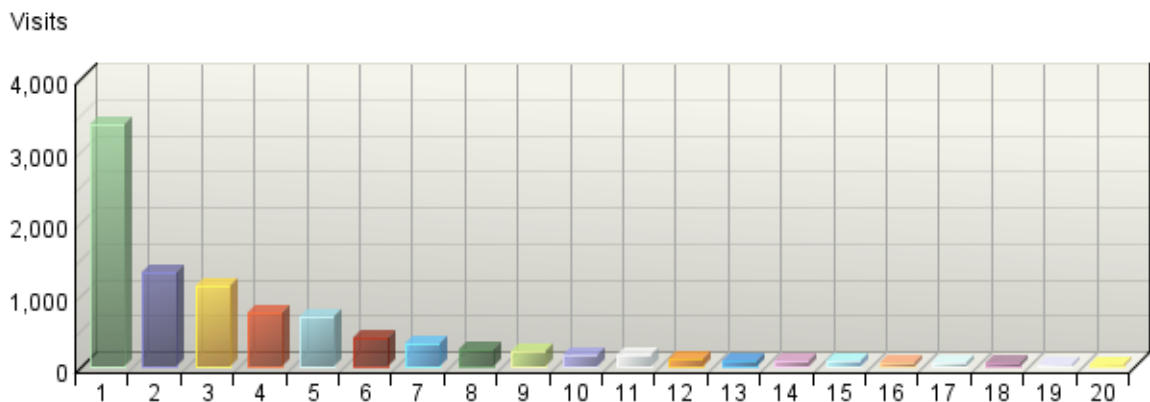
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

Cities

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the cities with your most active visitors.

Cities



Cities

	City	Visits	% Visits
1.	London, United Kingdom	3,361	30.40%
2.	Marina Del Rey, California, United States	1,305	11.80%
3.	Belfast, United Kingdom	1,111	10.05%
4.	Ilford, United Kingdom	745	6.74%
5.	Dublin, Ireland	698	6.31%
6.	Edinburgh, United Kingdom	398	3.60%
7.	Birmingham, United Kingdom	332	3.00%
8.	Redmond, Washington, United States	244	2.21%
9.	Ealing, United Kingdom	202	1.83%
10.	Bletchley, United Kingdom	173	1.56%
11.	Manchester, United Kingdom	149	1.35%
12.	Chantilly, Virginia, United States	96	0.87%
13.	Brisbane, Australia	88	0.80%
14.	Newbury, United Kingdom	82	0.74%
15.	Amsterdam, Netherlands	70	0.63%
16.	Kingston upon Hull, United Kingdom	54	0.49%
17.	Frankfurt, Germany	53	0.48%

	City	Visits	% Visits
■	18. Washington, D.C., United States	46	0.42%
■	19. Port Louis, Mauritius	36	0.33%
■	20. Nottingham, United Kingdom	34	0.31%
	Subtotal for rows 1–20	9,277	83.92%
	Other	1,778	16.08%
	Total	11,055	100.00%

Items 1–20 of 576

Cities - Help Card



Column Definitions

City

If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

Visits

Number of visits from this city. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of total visits from this city.



Report Descriptions

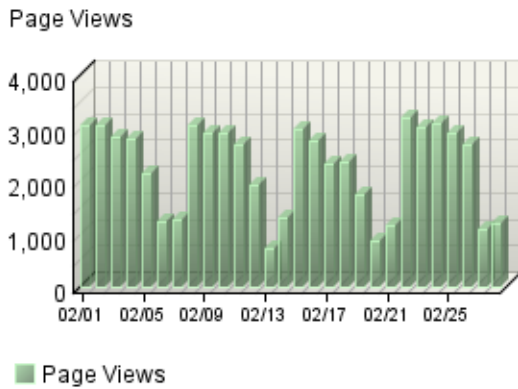
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

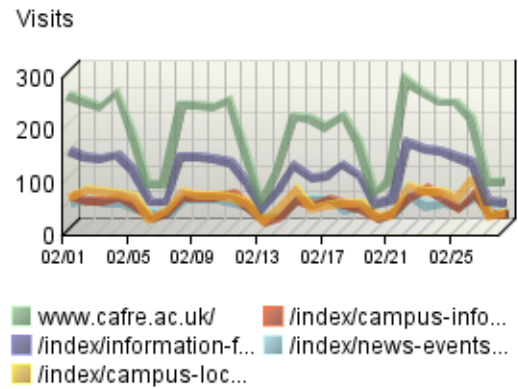
Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

Page Views Trend



Pages Trend



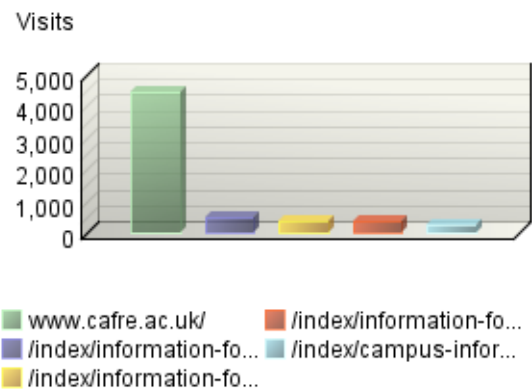
Content Groups

No data is available for this graph.

Page View Summary

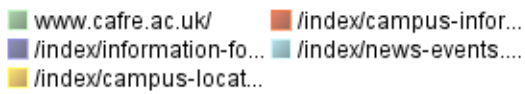
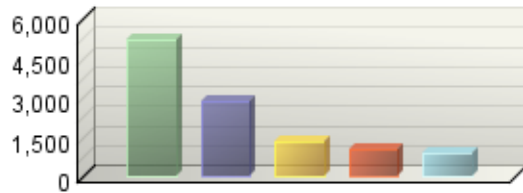
Page Views	63,371
Average per Day	2,263
Average Page Views per Visit	5.38

Entry Pages



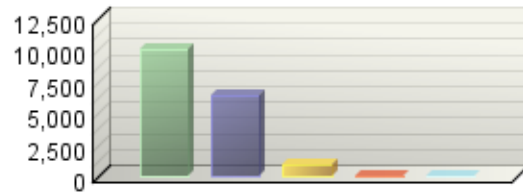
Pages

Visits



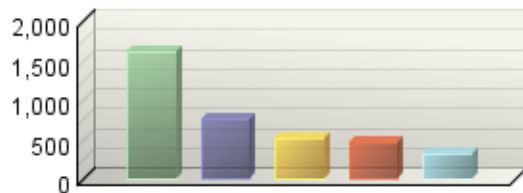
Directories

Visits



Exit Pages

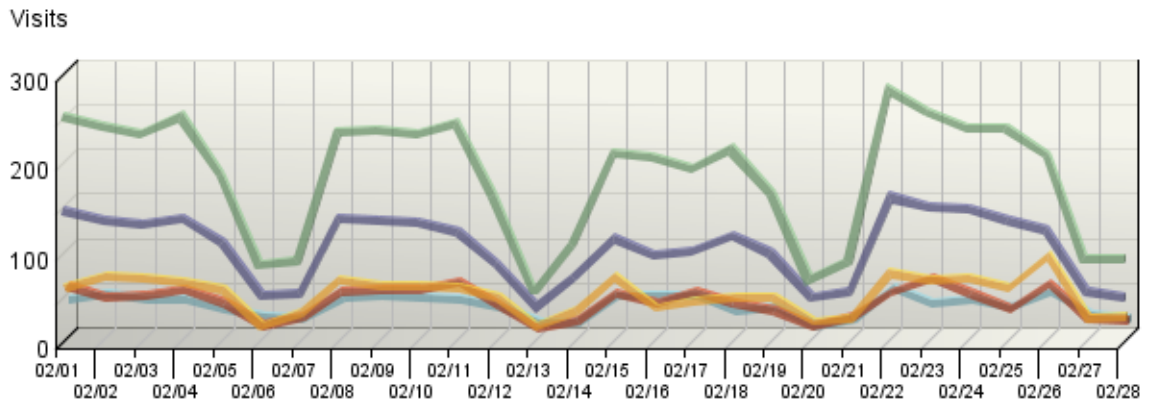
Visits



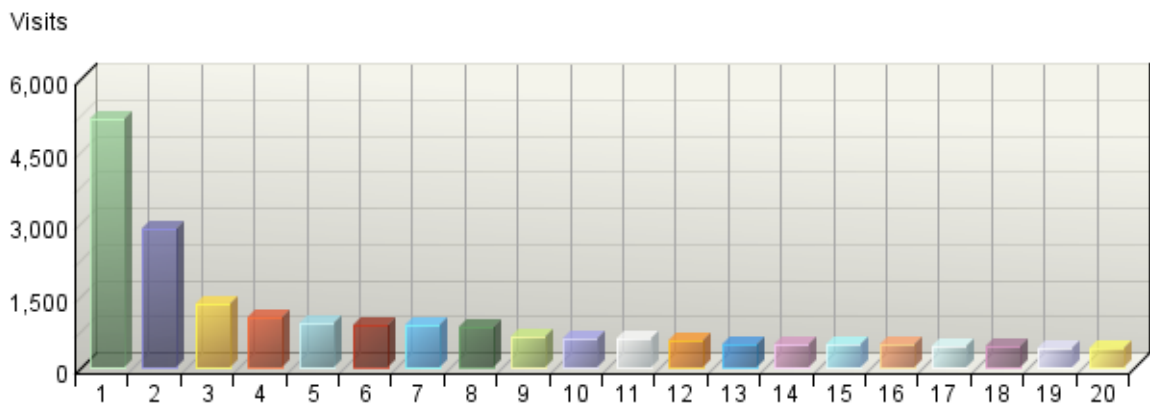
Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.

Pages Trend



Pages



Pages

	Pages	Visits	Views	Average Time Viewed
1.	CAFRE Home CAFRE http://www.cafre.ac.uk/	5,161	8,887	00:00:36
2.	Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses.htm	2,878	6,420	00:00:16
3.	Campus Locations CAFRE http://www.cafre.ac.uk/index/campus-locations.htm	1,323	1,631	00:00:59
4.	Campus Information CAFRE http://www.cafre.ac.uk/index/campus-information-3.htm	1,055	1,613	00:00:09
5.	News & Events CAFRE http://www.cafre.ac.uk/index/news-events.htm	908	1,827	00:00:12
6.	Agriculture CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/agriculture-courses.htm	886	2,163	00:00:26
7.	Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries.htm	864	1,263	00:00:11
8.	Blackboard CAFRE http://www.cafre.ac.uk/index/information-for/current-students/blackboard.htm	828	901	00:03:56
9.	Prospective Students CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students.htm	644	1,006	00:00:14
10.	Current Students CAFRE http://www.cafre.ac.uk/index/information-for/current-students.htm	583	740	00:00:08
11.	Equine CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/equine-management.htm	580	1,381	00:00:35
12.	Food Technology Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/food-technology-courses.htm	547	1,333	00:00:36
13.	British Horse Society Stages 1 -3 and Preliminary Teaching Test exam preparation courses CAFRE http://www.cafre.ac.uk/index/information-for/industry/industry-training/sc-equine/bhs-horse-stages-1-3_-and-preliminary-teaching.htm	499	575	00:02:17
14.	Greenmount Campus CAFRE http://www.cafre.ac.uk/index/campus-information-3/greenmount-campus.htm	491	668	00:00:26
15.	Veterinary Nursing CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/veterinary-nursing.htm	483	998	00:00:32

	Pages	Visits	Views	Average Time Viewed
16.	News February 2010 CAFRE http://www.cafre.ac.uk/index/news-events/news_february_2010.htm	480	733	00:00:13
17.	Open Days Greenmount CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/application-and-admission/open-day/open-days-greenmount.htm	433	531	00:00:49
18.	Horticulture CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/horticulture.htm	423	951	00:00:35
19.	Agricultural Engineering CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/agricultural-engineering.htm	403	878	00:00:27
20.	General Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries/general-enquiries.htm	401	466	00:01:37
	Subtotal for rows 1–20	-	34,965	-
	Other	-	28,406	-
	Total	-	63,371	-

Items 1–20 of 1,048

Pages

	Pages	Average Time to Serve (ms)
1.	CAFRE Home CAFRE http://www.cafre.ac.uk/	0
2.	Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses.htm	0
3.	Campus Locations CAFRE http://www.cafre.ac.uk/index/campus-locations.htm	0
4.	Campus Information CAFRE http://www.cafre.ac.uk/index/campus-information-3.htm	0
5.	News & Events CAFRE http://www.cafre.ac.uk/index/news-events.htm	0
6.	Agriculture CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/agriculture-courses.htm	0
7.	Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries.htm	0

	Pages	Average Time to Serve (ms)
8.	Blackboard CAFRE http://www.cafre.ac.uk/index/information-for/current-students/blackboard.htm	0
9.	Prospective Students CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students.htm	0
10.	Current Students CAFRE http://www.cafre.ac.uk/index/information-for/current-students.htm	0
11.	Equine CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/equine-management.htm	0
12.	Food Technology Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/food-technology-courses.htm	0
13.	British Horse Society Stages 1 -3 and Preliminary Teaching Test exam preparation courses CAFRE http://www.cafre.ac.uk/index/information-for/industry/industry-training/sc-equine/bhs-horse-stages-1-3_-and-preliminary-teaching.htm	0
14.	Greenmount Campus CAFRE http://www.cafre.ac.uk/index/campus-information-3/greenmount-campus.htm	0
15.	Veterinary Nursing CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/veterinary-nursing.htm	0
16.	News February 2010 CAFRE http://www.cafre.ac.uk/index/news-events/news_february_2010.htm	0
17.	Open Days Greenmount CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/application-and-admission/open-day/open-days-greenmount.htm	0
18.	Horticulture CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/horticulture.htm	0
19.	Agricultural Engineering CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/agricultural-engineering.htm	0
20.	General Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries/general-enquiries.htm	0
	Subtotal for rows 1–20	-
	Other	-

Pages

Average Time
to Serve (ms)

Total

-

Items 1–20 of 1,048

Pages - Help Card



Column Definitions

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits

Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views

Number of times this page was viewed by visitors.

Average Time Viewed

Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

Average Time to Serve

Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

Note: Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.



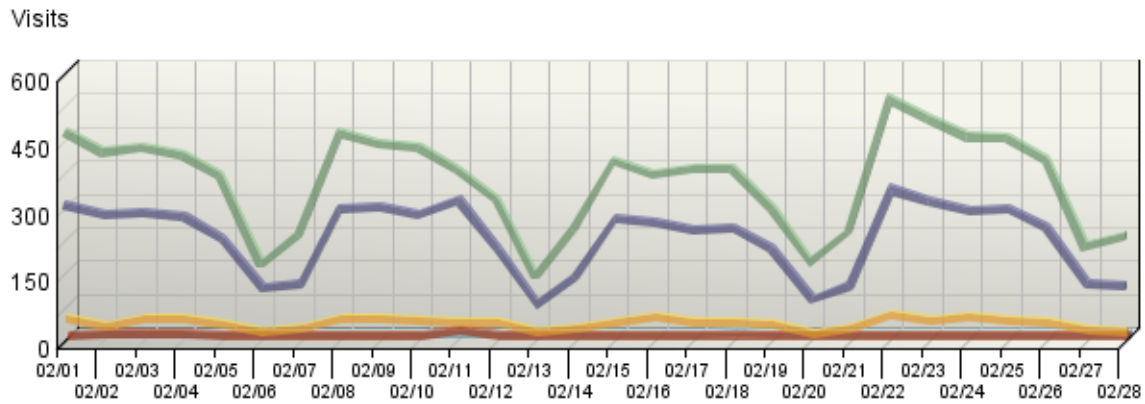
Report Descriptions

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

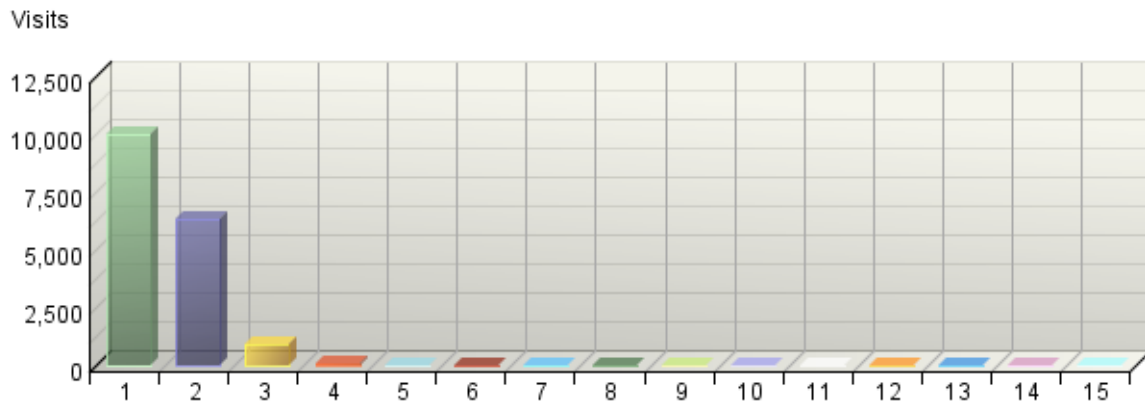
Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.

Directories Trend



Directories



Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
■ 1.	http://www.cafre.ac.uk/index	10,025	52,737	0

	Path To Directory	Visits	Hits	Kbytes Transferred
2.	http://www.cafre.ac.uk/	6,350	13,454	0
3.	http://www.cafre.ac.uk/search.jsp	889	1,868	0
4.	http://www.cafre.ac.uk/C:	42	94	0
5.	http://translate.googleusercontent.com/	25	56	0
6.	http://www.cafre.ac.uk/print	6	6	0
7.	http://lm-in-f132.1e100.net/	3	3	0
8.	http://ty-in-f132.1e100.net/	3	3	0
9.	http://cc.bingj.com/	3	5	0
10.	http://www.cafre.ac.uk/...	3	3	0
11.	http://ww-in-f132.1e100.net/	2	2	0
12.	http://vw-in-f132.1e100.net/	1	1	0
13.	http://www.cafre.ac.uk/Y:	1	3	0
14.	http://www.cafre.ac.uk/E:	1	1	0
15.	http://www.cafre.ac.uk/cafrenewinterstg9.8	1	1	0
Total		-	68,237	0

Items 1–15 of 15

Directories - Help Card



Column Definitions

Path to Directory

The full URL path to the directory being analyzed.

Visits

Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred

Number of kilobytes of data transferred by the server from the specified directory to your visitors.



Report Descriptions

This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

Files Dashboard

This dashboard displays key graphs and tables that provide an overview of the Files chapter. You can click on a graph title to navigate to the corresponding report page.

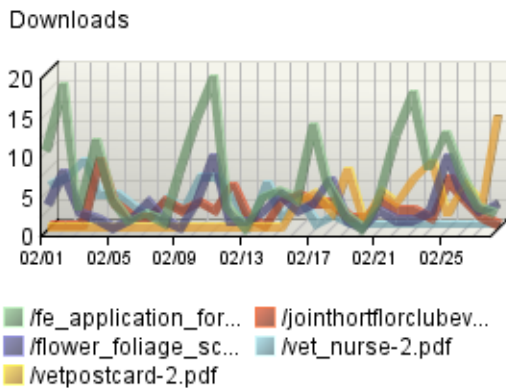
Hit Summary

Successful Hits for Entire Site	68,472
Average Hits per Day	2,445
Home Page Hits	8,887

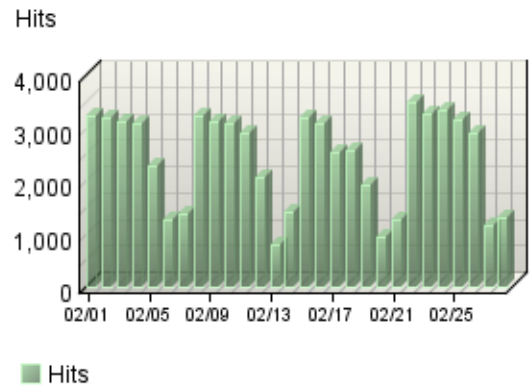
Uploaded Files

No data is available for this graph.

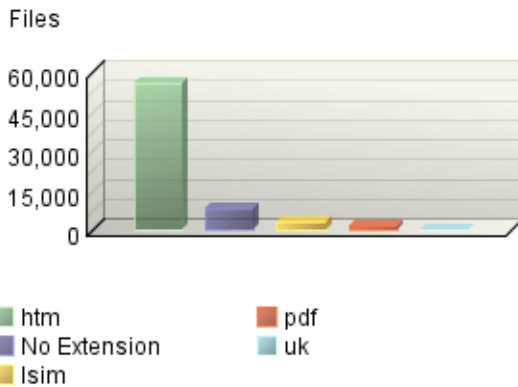
Downloaded Files Trend



Hits Trend



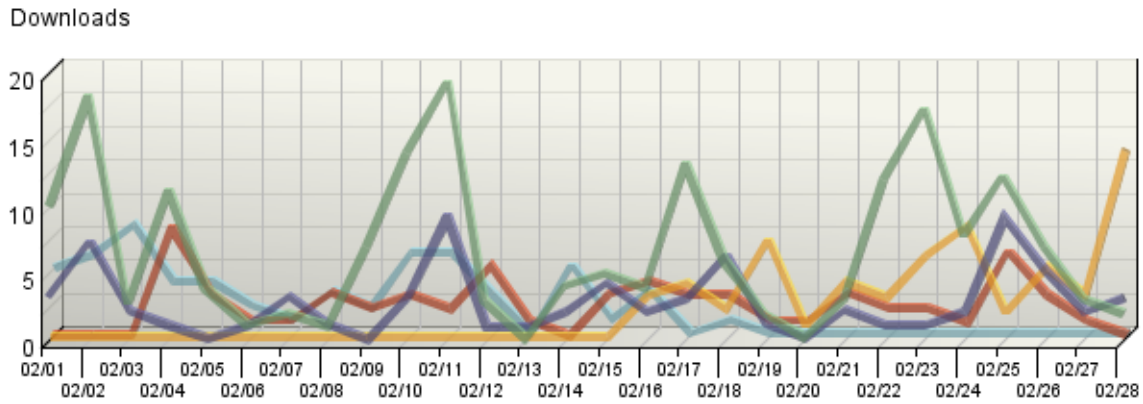
Accessed File Types by Files



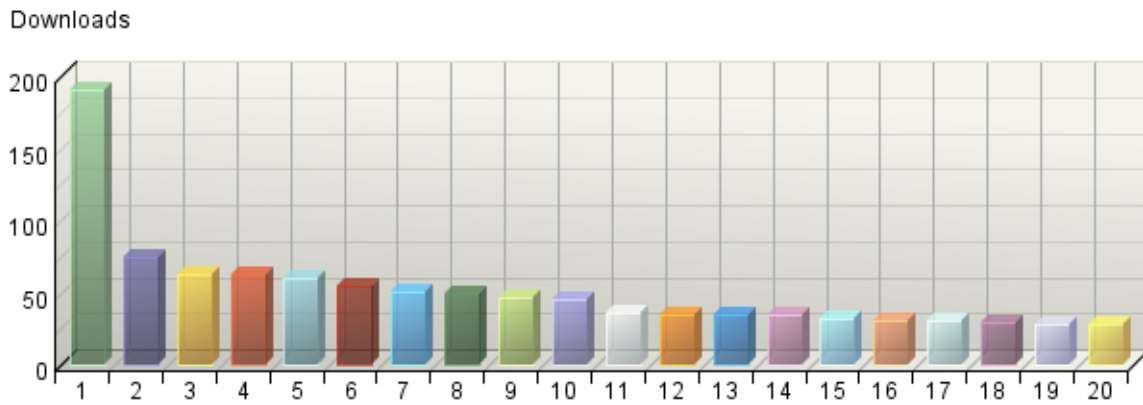
Downloaded Files

This report identifies the most popular files downloaded from your site.

Downloaded Files Trend



Downloaded Files



Downloaded Files

	Downloaded Files	Downloads	% Downloads	Visits
■ 1.	http://www.cafre.ac.uk/fe_application_form_09.pdf	191	12.93%	163

	Downloaded Files	Downloads	% Downloads	Visits
2.	http://www.cafre.ac.uk/flower_foliage_schedule_heb.pdf	75	5.08%	63
3.	http://www.cafre.ac.uk/vetpostcard-2.pdf	62	4.20%	49
4.	http://www.cafre.ac.uk/joinhortflorclubevent29may2009.pdf	62	4.20%	56
5.	http://www.cafre.ac.uk/vet_nurse-2.pdf	60	4.06%	54
6.	http://www.cafre.ac.uk/agric.pdf	54	3.66%	51
7.	http://www.cafre.ac.uk/equine-2.pdf	51	3.45%	48
8.	http://www.cafre.ac.uk/vetnurse.pdf	49	3.32%	43
9.	http://www.cafre.ac.uk/fe_application_form_09-2.pdf	47	3.18%	38
10.	http://www.cafre.ac.uk/heequine0910.pdf	45	3.05%	43
11.	http://www.cafre.ac.uk/food-industry-training-brochure-07-08.pdf	36	2.44%	29
12.	http://www.cafre.ac.uk/food_2010.pdf	35	2.37%	33
13.	http://www.cafre.ac.uk/agric_engin.pdf	35	2.37%	31
14.	http://www.cafre.ac.uk/agriculture0910.pdf	35	2.37%	29
15.	http://www.cafre.ac.uk/equine-short-course-application-form-dec-8.pdf	32	2.17%	32
16.	http://www.cafre.ac.uk/hort.pdf	31	2.10%	27
17.	http://www.cafre.ac.uk/food.pdf	30	2.03%	26
18.	http://www.cafre.ac.uk/floristry.pdf	29	1.96%	27
19.	http://www.cafre.ac.uk/vetpostcard.pdf	28	1.90%	27
20.	http://www.cafre.ac.uk/he-part-time_0910.pdf	28	1.90%	24
	Subtotal for rows 1–20	1,015	68.72%	893
	Other	462	31.28%	426
	Total	1,477	100.00%	1,319

Items 1–20 of 103

Downloaded Files - Help Card



Column Definitions

Files

The path and filename of the file being analyzed.

Downloads

Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count.

Visits

Number of visits that accessed the specified files. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.



Report Descriptions

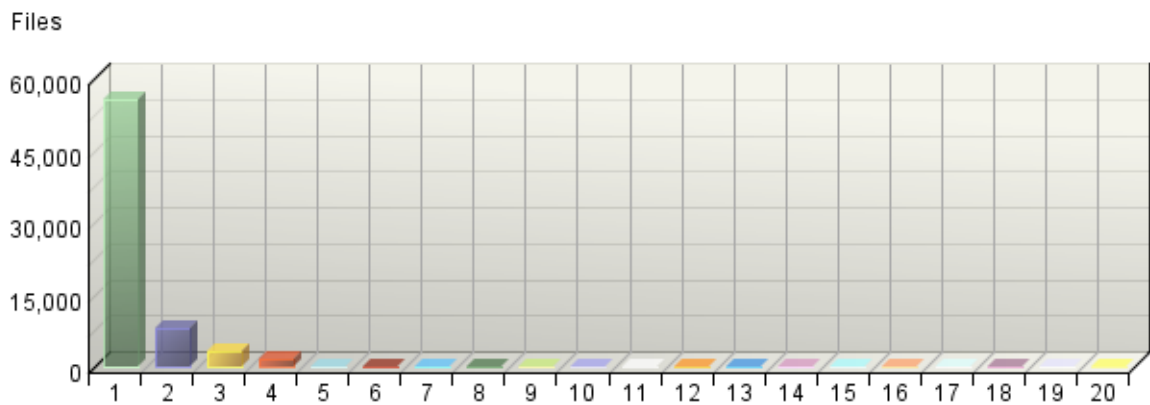
If you are using an SDC data source, then this report is not applicable.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals.

Accessed File Types by Files




Accessed File Types

File Type	Files	% Files	Kbytes Transferred
1. htm	55,520	81.08%	0
2. No Extension	7,828	11.43%	0
3. lsim	3,186	4.65%	0
4. pdf	1,409	2.06%	0
5. uk	149	0.22%	0
6. 0');	144	0.21%	0
7. doc	66	0.10%	0
8. htm#content	53	0.08%	0
9. mht	28	0.04%	0
10. jsp	18	0.03%	0
11. ladv	9	0.01%	0
12. htm#sspks1	8	0.01%	0
13. htm#ssp	6	0.01%	0
14. aspx	5	0.01%	0
15. htm#environmental_science	5	0.01%	0
16. htm#food	4	0.01%	0

	File Type	Files	% Files	Kbytes Transferred
17.	htm#ruralandcountrysidemangement	3	0.00%	0
18.	htm#countryside_recreation_and_management	3	0.00%	0
19.	htm#nwst	3	0.00%	0
20.	htm#foundation_degree_in_rural_and_countryside_management	3	0.00%	0
Subtotal for rows 1–20		68,450	99.97%	0
Other		22	0.03%	0
Total		68,472	100.00%	0

Items 1–20 of 37

Accessed File Types - Help Card




Column Definitions

File Type
Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

Files
Number of files of the specified type accessed by visitors to your site.

Kbytes Transferred
Number of kilobytes of data transferred for all files of the specified type.



Report Descriptions

This report provides general statistics for the type of data that visitors access on your site.