

CAFRE SDC

Monthly View: January 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.



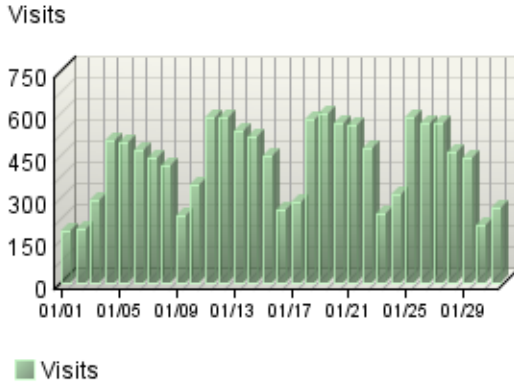
Report Descriptions

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.

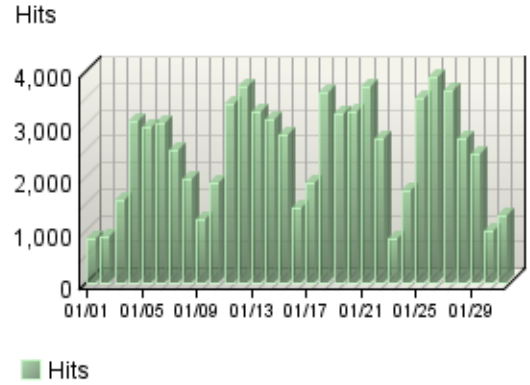
Overview Dashboard

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



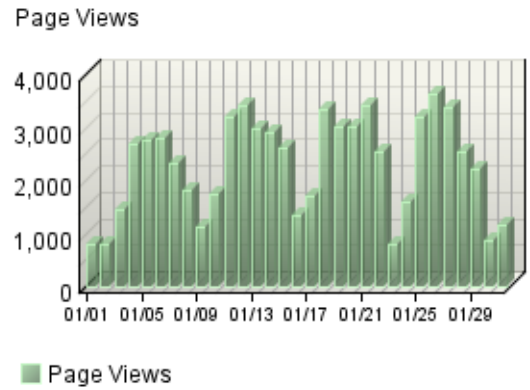
Visitor Summary

Visitors	10,721
Visitors Who Visited Once	9,482
Visitors Who Visited More Than Once	1,239
Average Visits per Visitor	1.24

Visit Summary

Visits	13,254
Average per Day	427
Average Visit Duration	00:05:08
Median Visit Duration	00:01:46
International Visits	38.34%
Visits of Unknown Origin	0.00%
Visits from Your Country: United Kingdom (UK)	61.66%

Page Views Trend



Hit Summary

Successful Hits for Entire Site	76,788
Average Hits per Day	2,477
Home Page Hits	9,727

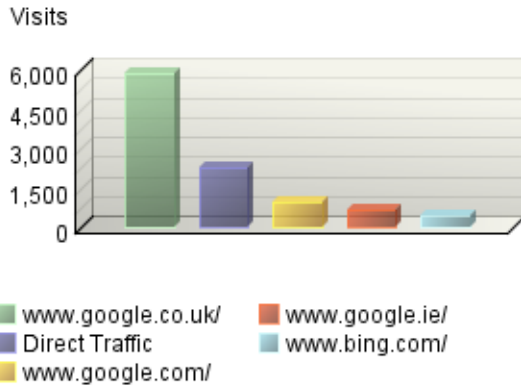
Page View Summary

Page Views	71,277
Average per Day	2,299
Average Page Views per Visit	5.38

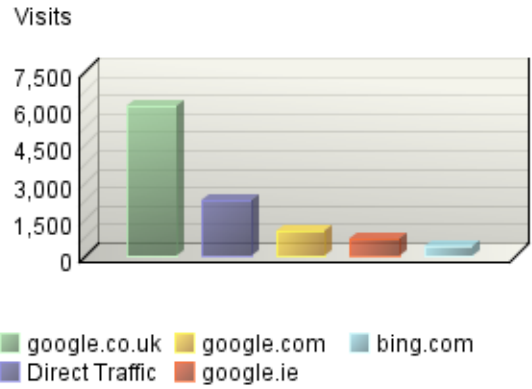
Referrers Dashboard

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.

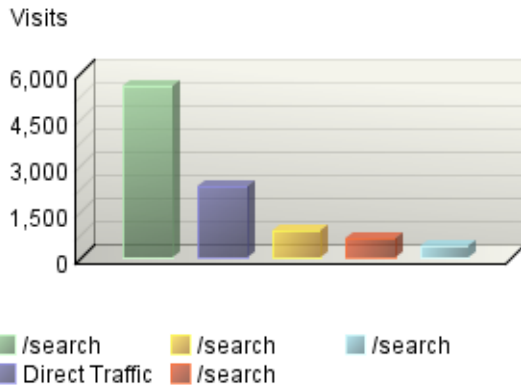
Referring Site



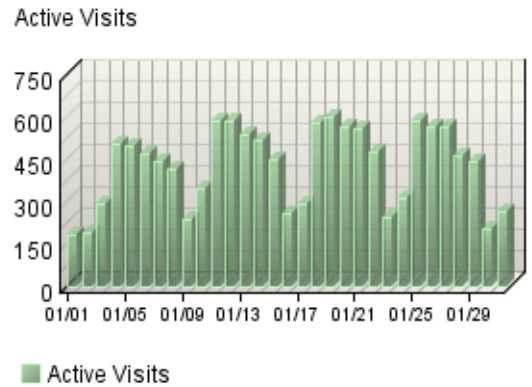
Referring Domain



Referring Page



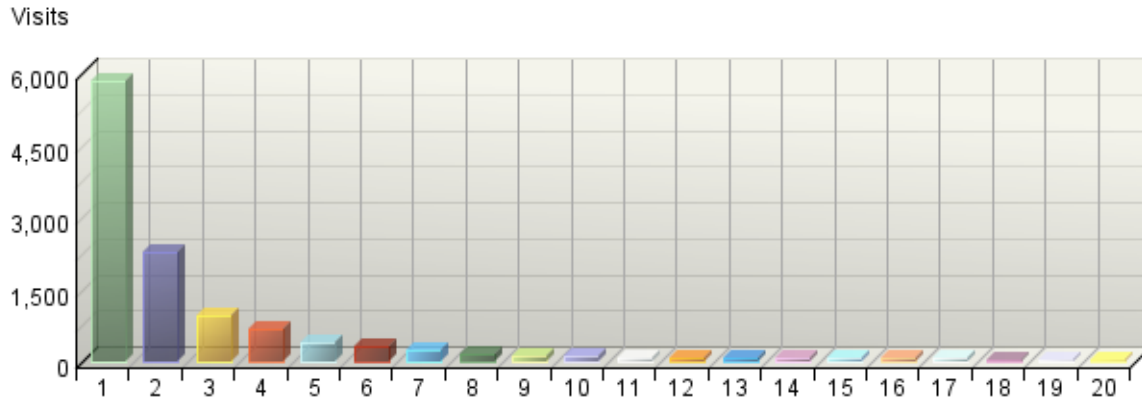
Active Visits Trend



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/	5,853	44.16%
2. Direct Traffic	2,283	17.22%
3. http://www.google.com/	968	7.30%
4. http://www.google.ie/	669	5.05%
5. http://www.bing.com/	410	3.09%
6. http://www.cafre.ac.uk/	319	2.41%
7. http://images.google.co.uk/	249	1.88%
8. http://www.dardni.gov.uk/	156	1.18%
9. http://uk.search.yahoo.com/	122	0.92%
10. http://www.ruralni.gov.uk/	116	0.88%
11. http://images.google.com/	81	0.61%
12. http://www.ubka.org/	76	0.57%
13. http://www.online2.cafre.ac.uk/	74	0.56%
14. http://www.4ni.co.uk/	67	0.51%
15. http://www.ucas.com/	62	0.47%
16. http://www.ucas.ac.uk/	60	0.45%
17. http://www.google.co.in/	60	0.45%

	Site	Visits	% Visits
18.	http://search.ucas.com/	50	0.38%
19.	http://aolsearch.aol.co.uk/	47	0.35%
20.	http://search.bt.com/	46	0.35%
Subtotal for rows 1–20		11,768	88.79%
Other		1,486	11.21%
Total		13,254	100.00%

Items 1–20 of 371

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.



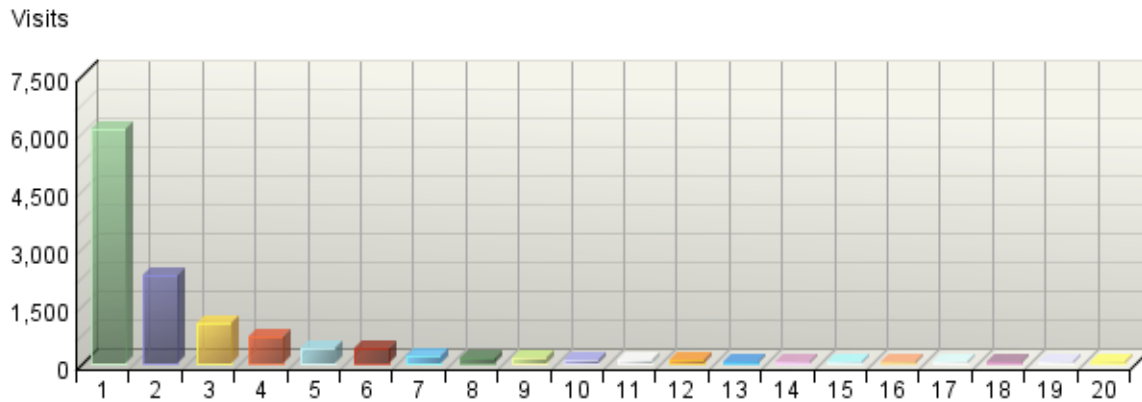
Report Descriptions

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	6,103	46.05%
2. Direct Traffic	2,283	17.22%
3. google.com	1,050	7.92%
4. google.ie	698	5.27%
5. bing.com	410	3.09%
6. cafre.ac.uk	393	2.97%
7. yahoo.com	191	1.44%
8. dardni.gov.uk	156	1.18%
9. ucas.com	125	0.94%
10. ruralni.gov.uk	116	0.88%
11. aol.co.uk	80	0.60%
12. ubka.org	76	0.57%
13. ask.com	69	0.52%
14. 4ni.co.uk	67	0.51%
15. google.co.in	66	0.50%
16. ucas.ac.uk	60	0.45%
17. google.ca	49	0.37%

	Domain	Visits	% Visits
18.	google.com.au	49	0.37%
19.	bt.com	46	0.35%
20.	stackyard.com	40	0.30%
Subtotal for rows 1–20		12,127	91.50%
Other		1,127	8.50%
Total		13,254	100.00%

Items 1–20 of 276

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.



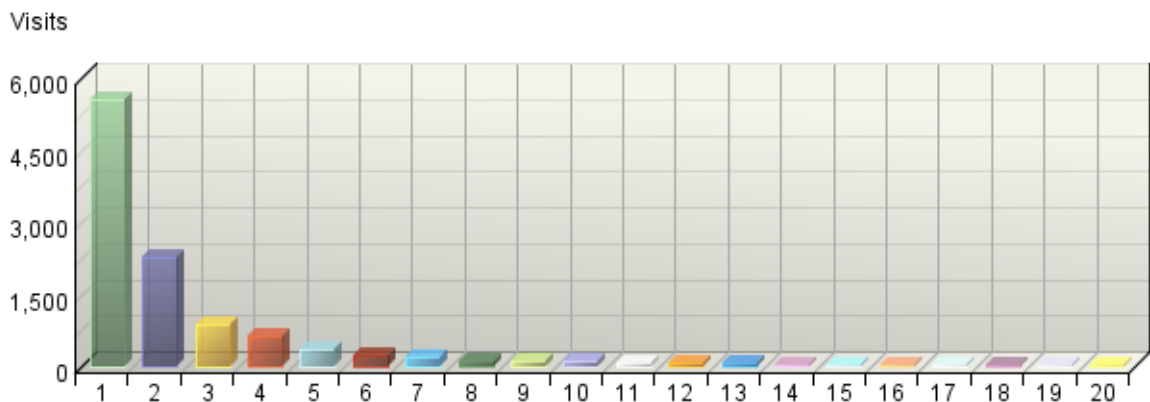
Report Descriptions

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	5,550	41.87%
2.	Direct Traffic	2,283	17.22%
3.	http://www.google.com/search	879	6.63%
4.	http://www.google.ie/search	620	4.68%
5.	http://www.bing.com/search	353	2.66%
6.	http://images.google.co.uk/imgres	247	1.86%
7.	http://www.google.co.uk/url	214	1.61%
8.	http://www.cafre.ac.uk/	112	0.85%
9.	http://www.dardni.gov.uk/index/learning-and-education/training-courses.htm	109	0.82%
10.	http://uk.search.yahoo.com/search	102	0.77%
11.	http://images.google.com/imgres	81	0.61%
12.	http://www.ubka.org/	72	0.54%
13.	http://www.4ni.co.uk/60983x351x8_greenmount-college-of-agricultural-horticulture-antrim-antrim.htm	67	0.51%
14.	http://www.bing.com/images/search	55	0.41%
15.	http://www.google.co.in/search	50	0.38%

	Page	Visits	% Visits
16.	http://www.cafre.ac.uk/index/information-for/prospective-students/courses.htm	48	0.36%
17.	http://aolsearch.aol.co.uk/aol/search	46	0.35%
18.	http://search.bt.com/result	46	0.35%
19.	http://uk.ask.com/web	43	0.32%
20.	http://www.ucas.com/students/choosingcourses/choosin-guni/instguide/	39	0.29%
Subtotal for rows 1–20		11,016	83.11%
Other		2,238	16.89%
Total		13,254	100.00%

Items 1–20 of 703

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.



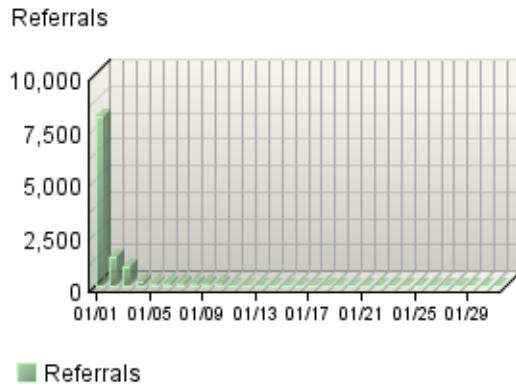
Report Descriptions

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.

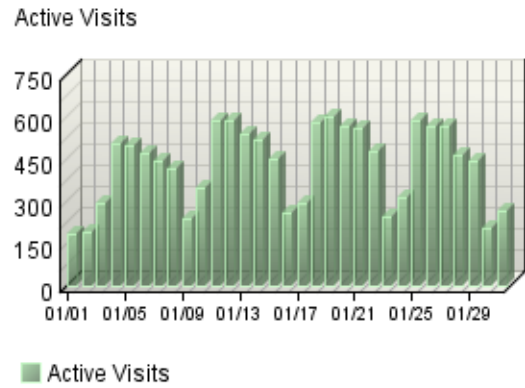
Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.

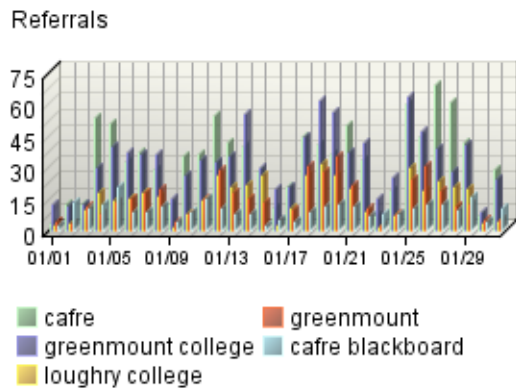
Search Engines Trend



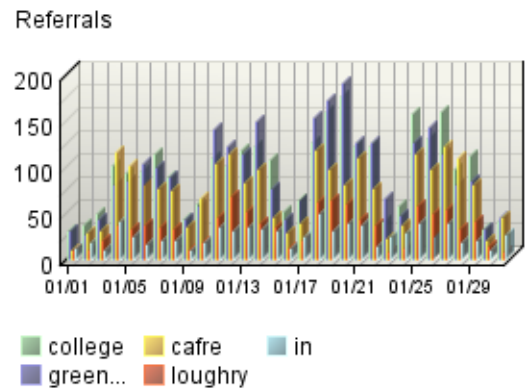
Active Visits Trend



Search Phrases



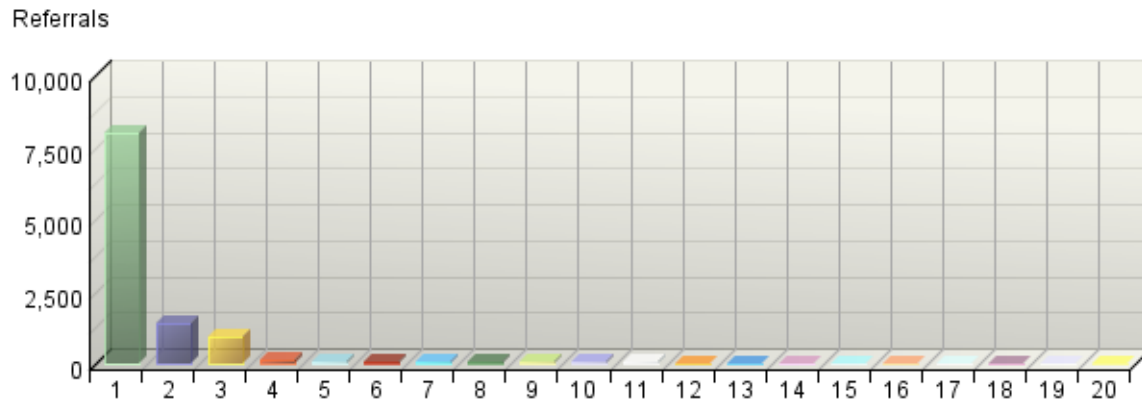
Search Keywords



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	8,030	71.53%
	greenmount	2,296	20.45%
	college	2,250	20.04%
	cafre	1,644	14.64%
	loughry	834	7.43%
	courses	494	4.40%
2.	Google	1,406	12.52%
	college	249	2.22%
	cafre	226	2.01%
	greenmount	218	1.94%
	in	123	1.10%
	food	111	0.99%
3.	Google Ireland	929	8.28%
	college	290	2.58%
	cafre	257	2.29%
	greenmount	234	2.08%

Engines	Keywords	Referrals	% Referrals
	enniskillen	219	1.95%
	equine	99	0.88%
■ 4.	Yahoo UK & Ireland	147	1.31%
	greenmount	40	0.36%
	cafre	37	0.33%
	college	36	0.32%
	ireland	15	0.13%
	courses	15	0.13%
■ 5.	Ask	86	0.77%
	courses	12	0.11%
	in	11	0.10%
	stage	9	0.08%
	bhs	9	0.08%
	are	7	0.06%
■ 6.	AOL NetFind	73	0.65%
	college	14	0.12%
	greenmount	13	0.12%
	cafre	8	0.07%
	horse	8	0.07%
	in	8	0.07%
■ 7.	Google India	72	0.64%
	in	31	0.28%
	food	25	0.22%
	technology	16	0.14%
	diploma	16	0.14%
	packaging	11	0.10%
■ 8.	Google Canada	59	0.53%
	college	8	0.07%
	food	8	0.07%
	for	6	0.05%
	certificate	6	0.05%
	ireland	5	0.04%
■ 9.	Yahoo	58	0.52%
	cafre	20	0.18%
	college	14	0.12%
	in	11	0.10%
	loughry	8	0.07%
	greenmount	7	0.06%
■ 10.	Google Australia	57	0.51%
	food	10	0.09%

	Engines Keywords	Referrals	% Referrals
	technology	6	0.05%
	floristry	5	0.04%
	training	5	0.04%
	cafre	5	0.04%
■ 11.	Google Germany	36	0.32%
	cafre	7	0.06%
	food	4	0.04%
	ireland	4	0.04%
	training	3	0.03%
	agriculture	3	0.03%
■ 12.	Google South Africa	31	0.28%
	bursaries	8	0.07%
	in	8	0.07%
	of	8	0.07%
	agriculture	6	0.05%
	national	6	0.05%
■ 13.	Yahoo Spain	27	0.24%
	loughry	11	0.10%
	students	9	0.08%
	a	3	0.03%
	career	3	0.03%
	o'grady	3	0.03%
■ 14.	Google New Zealand	24	0.21%
	courses	10	0.09%
	horticulture	7	0.06%
	insemination	4	0.04%
	artificial	4	0.04%
	in	3	0.03%
■ 15.	Google France	23	0.20%
	level	5	0.04%
	college	4	0.04%
	nvq	4	0.04%
	2	3	0.03%
	greenkeeping	3	0.03%
■ 16.	Google Turkey	18	0.16%
	enniskillen	5	0.04%
	campus	5	0.04%
	in	3	0.03%
	tractor	2	0.02%
	.ac.uk	2	0.02%

	Engines Keywords	Referrals	% Referrals
■ 17.	Google Spain	16	0.14%
	training	3	0.03%
	primary	3	0.03%
	technology	3	0.03%
	food	3	0.03%
	junior	2	0.02%
■ 18.	Google Thailand	12	0.11%
	of	4	0.04%
	food	4	0.04%
	the	3	0.03%
	college	3	0.03%
	enterprise	2	0.02%
■ 19.	Google Italy	11	0.10%
	garden	4	0.04%
	project	2	0.02%
	knot	2	0.02%
	uk	2	0.02%
	james	1	0.01%
■ 20.	Google Netherlands	9	0.08%
	green	2	0.02%
	campus	2	0.02%
	college,	2	0.02%
	antrim	2	0.02%
	mount	2	0.02%
	Subtotal for rows 1–20	11,124	99.09%
	Other	102	0.91%
	Total	11,226	100.00%

Items 1–20 of 49

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.



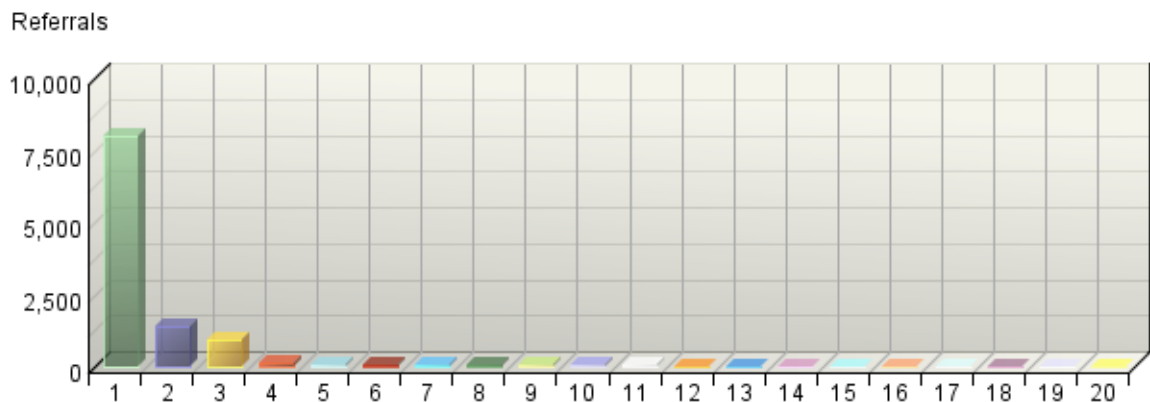
Report Descriptions

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	853	7.60%
	cafre	725	6.46%
	loughry college	383	3.41%
	greenmount	369	3.29%
	cafre blackboard	199	1.77%
	2. Google	cafre	127
2. Google	cafre blackboard	47	0.42%
	greenmount	42	0.37%
	greenmount college	39	0.35%
	loughry college	36	0.32%
	3. Google Ireland	cafre	116
3. Google Ireland	greenmount college	86	0.77%
	cafre enniskillen	39	0.35%

	Engines Phrases	Referrals	% Referrals
	enniskillen college	34	0.30%
	cafre blackboard	31	0.28%
■ 4.	Yahoo UK & Ireland	147	1.31%
	cafre	28	0.25%
	greenmount college	16	0.14%
	floristry courses in ireland	6	0.05%
	greenmount	6	0.05%
	floistery ireland	6	0.05%
■ 5.	Ask	86	0.77%
	cafre.ac.uk	4	0.04%
	tractor driving courses	3	0.03%
	greenmount college	3	0.03%
	what qualifications are needed to be successful in agriculture	3	0.03%
	bhs stage 1	3	0.03%
■ 6.	AOL NetFind	73	0.65%
	greenmount	7	0.06%
	distance learning horse psychology	5	0.04%
	spring activities on the farm	3	0.03%
	cafre	3	0.03%
	equine courses in ireland	2	0.02%
■ 7.	Google India	72	0.64%
	diploma in food technology	6	0.05%
	colleges in ooty which teaches horse riding	2	0.02%
	career in agricultural technology	2	0.02%
	cafre, loughry campus	2	0.02%
	bsc agriculture information	2	0.02%
■ 8.	Google Canada	59	0.53%
	certificate for food technologist	4	0.04%
	limo cows	3	0.03%
	equine artificial insemination courses	2	0.02%
	college of agriculture in ireland	2	0.02%
	enniskillen college ireland	2	0.02%
■ 9.	Yahoo	58	0.52%
	cafre	17	0.15%
	loughry college	6	0.05%
	victor woods	3	0.03%
	greenmount college	3	0.03%
	courses in agriculture in uk	2	0.02%
■ 10.	Google Australia	57	0.51%

Engines	Phrases	Referrals	% Referrals
	cafre	5	0.04%
	floristry training northern ireland	3	0.03%
	training track gallop	2	0.02%
	food technology course content	2	0.02%
	michigan state uni campus accommodation	2	0.02%
■ 11.	Google Germany	36	0.32%
	cafre	6	0.05%
	food design study	2	0.02%
	artificial insemination technicians training courses	2	0.02%
	working on a farm in shottland/summerjob	1	0.01%
	cafre ireland	1	0.01%
■ 12.	Google South Africa	31	0.28%
	list of institutions offering national certificate in agriculture	5	0.04%
	british horse society exams	2	0.02%
	qualification of food technology	2	0.02%
	bursaries for 2010	2	0.02%
	related:www.bizcommunity.com/article/196/348/40726.html bursaries western cape	1	0.01%
■ 13.	Yahoo Spain	27	0.24%
	loughry students	9	0.08%
	lisa o'grady	3	0.03%
	floristry as a career	3	0.03%
	jessica reid	3	0.03%
	lisnaskea	2	0.02%
■ 14.	Google New Zealand	24	0.21%
	artificial insemination courses	3	0.03%
	agriculture and horticulture courses	2	0.02%
	greenmountcampus	2	0.02%
	national certificate in horticulture (level 2)	2	0.02%
	artificial.insemination.technician.uk	2	0.02%
■ 15.	Google France	23	0.20%
	nvq level 2 greenkeeping	3	0.03%
	food work	2	0.02%
	sports turf national	1	0.01%
	horse riding stages	1	0.01%
	colege agricole rural	1	0.01%
■ 16.	Google Turkey	18	0.16%
	enniskillen campus	5	0.04%
	bsc in food marketing	2	0.02%
	greenmount	2	0.02%

	Engines Phrases	Referrals	% Referrals
	safety tractor	2	0.02%
	.ac.uk	2	0.02%
■ 17.	Google Spain	16	0.14%
	food technology training	3	0.03%
	bhs stage 3 preliminar,teaching test	2	0.02%
	spring for primary children	2	0.02%
	limo update	1	0.01%
	mark beattie	1	0.01%
■ 18.	Google Thailand	12	0.11%
	tractor driving courses	2	0.02%
	food design course	2	0.02%
	limo beef	2	0.02%
	the college of agriculture, food and rural enterprise careers	2	0.02%
	supply chain cream	1	0.01%
■ 19.	Google Italy	11	0.10%
	knot garden	2	0.02%
	garden project	2	0.02%
	james hunt	1	0.01%
	telescopic handlers	1	0.01%
	postgraduate communication and change management	1	0.01%
■ 20.	Google Netherlands	9	0.08%
	green mount college, antrim	2	0.02%
	agricultural college ireland	1	0.01%
	neil strain	1	0.01%
	society stages information	1	0.01%
	parttime study nutrition	1	0.01%
	Subtotal for rows 1–20	11,124	99.09%
	Other	102	0.91%
	Total	11,226	100.00%

Items 1–20 of 49

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

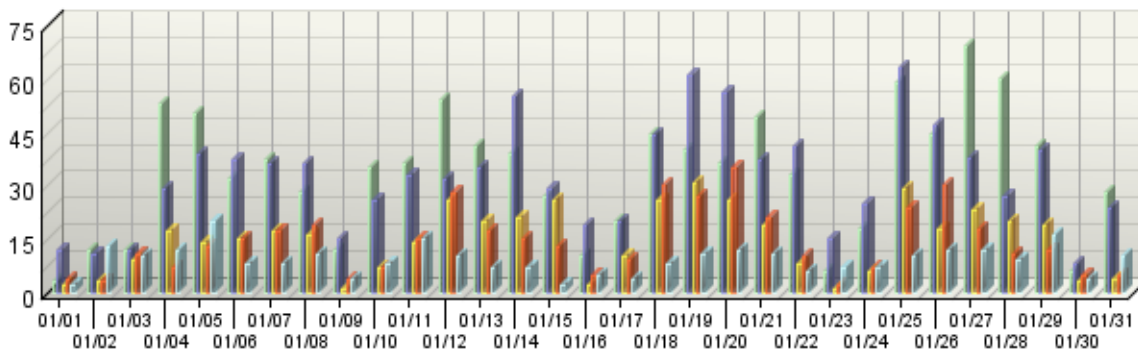
This information can give you an idea how your meta tags are performing with each search engine.

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	1,034	9.21%
	Google UK	725	6.46%
	Google	127	1.13%
	Google Ireland	116	1.03%
	Yahoo UK & Ireland	28	0.25%
	Yahoo	17	0.15%
■ 2.	greenmount college	1,002	8.93%
	Google UK	853	7.60%
	Google Ireland	86	0.77%
	Google	39	0.35%
	Yahoo UK & Ireland	16	0.14%
	Ask	3	0.03%
■ 3.	loughry college	453	4.04%
	Google UK	383	3.41%
	Google	36	0.32%
	Google Ireland	19	0.17%


	Phrases Engines	Referrals	% Referrals
	Yahoo	6	0.05%
	Yahoo UK & Ireland	5	0.04%
■ 4.	greenmount	439	3.91%
	Google UK	369	3.29%
	Google	42	0.37%
	Google Ireland	9	0.08%
	AOL NetFind	7	0.06%
	Yahoo UK & Ireland	6	0.05%
■ 5.	cafre blackboard	281	2.50%
	Google UK	199	1.77%
	Google	47	0.42%
	Google Ireland	31	0.28%
	Yahoo UK & Ireland	2	0.02%
	Google New Zealand	1	0.01%
■ 6.	cafre greenmount	200	1.78%
	Google UK	181	1.61%
	Google Ireland	12	0.11%
	Google	5	0.04%
	AOL NetFind	1	0.01%
	Google New Zealand	1	0.01%
■ 7.	greenmount campus	134	1.19%
	Google UK	97	0.86%
	Google Ireland	25	0.22%
	Google	8	0.07%
	Yahoo UK & Ireland	2	0.02%
	Ask	1	0.01%
■ 8.	greenmount college antrim	127	1.13%
	Google UK	97	0.86%
	Google	13	0.12%
	Google Ireland	11	0.10%
	Yahoo UK & Ireland	2	0.02%
	AOL NetFind	2	0.02%
■ 9.	greenmount agricultural college	112	1.00%
	Google UK	90	0.80%
	Google	13	0.12%
	Google Ireland	6	0.05%
	Google Canada	2	0.02%
	Yahoo UK & Ireland	1	0.01%
■ 10.	cafre enniskillen	109	0.97%
	Google UK	66	0.59%

	Phrases Engines	Referrals	% Referrals
	Google Ireland	39	0.35%
	Google	2	0.02%
	Yahoo UK & Ireland	2	0.02%
■ 11.	enniskillen college	108	0.96%
	Google UK	50	0.45%
	Google Ireland	34	0.30%
	Google	19	0.17%
	AOL NetFind	2	0.02%
	Yahoo	1	0.01%
■ 12.	loughry college cookstown	87	0.77%
	Google UK	71	0.63%
	Google	5	0.04%
	Yahoo UK & Ireland	4	0.04%
	Google Ireland	3	0.03%
	Yahoo	2	0.02%
■ 13.	loughry	79	0.70%
	Google UK	68	0.61%
	Google	9	0.08%
	Google Ireland	2	0.02%
■ 14.	british horse society exams	76	0.68%
	Google UK	69	0.61%
	Google	4	0.04%
	Google South Africa	2	0.02%
	Google New Zealand	1	0.01%
■ 15.	www.cafre.ac.uk	60	0.53%
	Google UK	29	0.26%
	Google Ireland	23	0.20%
	Yahoo UK & Ireland	4	0.04%
	Google	3	0.03%
	Ask	1	0.01%
■ 16.	cafre loughry campus	59	0.53%
	Google UK	57	0.51%
	Google Ireland	2	0.02%
■ 17.	bhs stages	59	0.53%
	Google UK	49	0.44%
	Google	10	0.09%
■ 18.	greenmount campus antrim	59	0.53%
	Google UK	29	0.26%
	Google Ireland	20	0.18%
	Google	8	0.07%

	Phrases Engines	Referrals	% Referrals
	Yahoo UK & Ireland	1	0.01%
	Yahoo	1	0.01%
■ 19.	loughry campus	57	0.51%
	Google UK	45	0.40%
	Google Ireland	6	0.05%
	Google	4	0.04%
	Google Germany	1	0.01%
	Ask	1	0.01%
■ 20.	enniskillen campus	52	0.46%
	Google UK	27	0.24%
	Google Ireland	17	0.15%
	Google Turkey	5	0.04%
	Google	3	0.03%
	Subtotal for rows 1–20	4,587	40.86%
	Other	6,639	59.14%
	Total	11,226	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.



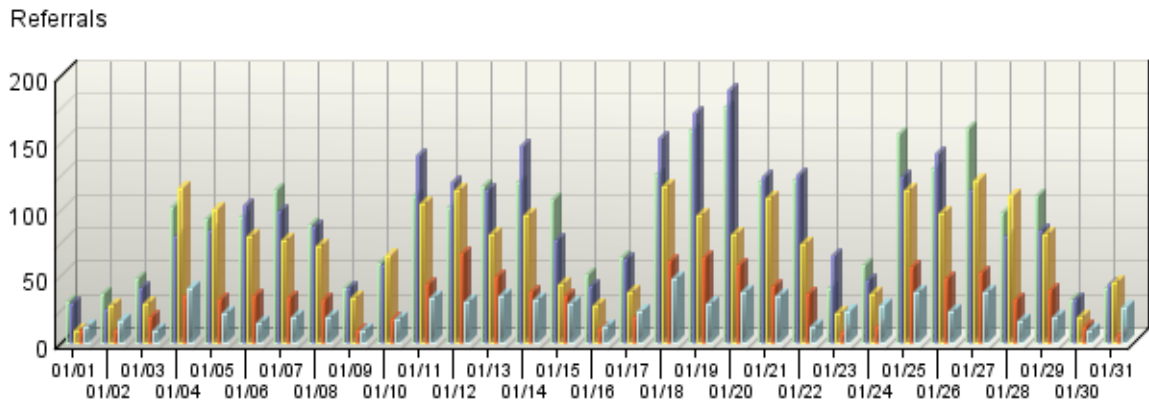
Report Descriptions

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	2,883	9.20%
	Google UK	2,250	7.18%
	Google Ireland	290	0.93%
	Google	249	0.79%
	Yahoo UK & Ireland	36	0.11%
	AOL NetFind	14	0.04%
■ 2.	greenmount	2,829	9.03%
	Google UK	2,296	7.33%
	Google Ireland	234	0.75%
	Google	218	0.70%
	Yahoo UK & Ireland	40	0.13%
	AOL NetFind	13	0.04%
■ 3.	cafre	2,218	7.08%
	Google UK	1,644	5.25%
	Google Ireland	257	0.82%
	Google	226	0.72%

	Keywords Engines	Referrals	% Referrals
	Yahoo UK & Ireland	37	0.12%
	Yahoo	20	0.06%
■ 4.	loughry	1,007	3.21%
	Google UK	834	2.66%
	Google	80	0.26%
	Google Ireland	49	0.16%
	Yahoo Spain	11	0.04%
	Yahoo UK & Ireland	11	0.04%
■ 5.	in	745	2.38%
	Google UK	434	1.39%
	Google	123	0.39%
	Google Ireland	86	0.27%
	Google India	31	0.10%
	Yahoo UK & Ireland	12	0.04%
■ 6.	courses	714	2.28%
	Google UK	494	1.58%
	Google	82	0.26%
	Google Ireland	65	0.21%
	Yahoo UK & Ireland	15	0.05%
	Ask	12	0.04%
■ 7.	enniskillen	687	2.19%
	Google UK	361	1.15%
	Google Ireland	219	0.70%
	Google	71	0.23%
	Yahoo UK & Ireland	11	0.04%
	AOL NetFind	5	0.02%
■ 8.	campus	571	1.82%
	Google UK	401	1.28%
	Google Ireland	89	0.28%
	Google	54	0.17%
	Google Turkey	5	0.02%
	Google India	4	0.01%
■ 9.	food	512	1.63%
	Google UK	291	0.93%
	Google	111	0.35%
	Google India	25	0.08%
	Google Ireland	22	0.07%
	Google Australia	10	0.03%
■ 10.	of	412	1.32%
	Google UK	256	0.82%

	Keywords Engines	Referrals	% Referrals
	Google	86	0.27%
	Google Ireland	22	0.07%
	Google South Africa	8	0.03%
	Google India	8	0.03%
■ 11.	blackboard	399	1.27%
	Google UK	306	0.98%
	Google	52	0.17%
	Google Ireland	36	0.11%
	Yahoo UK & Ireland	3	0.01%
	Google New Zealand	1	0.00%
■ 12.	horse	385	1.23%
	Google UK	289	0.92%
	Google	52	0.17%
	Google Ireland	16	0.05%
	AOL NetFind	8	0.03%
	Google South Africa	4	0.01%
■ 13.	antrim	355	1.13%
	Google UK	252	0.80%
	Google Ireland	49	0.16%
	Google	39	0.12%
	Yahoo UK & Ireland	8	0.03%
	AOL NetFind	2	0.01%
■ 14.	bhs	344	1.10%
	Google UK	269	0.86%
	Google	47	0.15%
	Google Ireland	12	0.04%
	Ask	9	0.03%
	Google Spain	2	0.01%
■ 15.	equine	344	1.10%
	Google UK	166	0.53%
	Google Ireland	99	0.32%
	Google	54	0.17%
	Yahoo UK & Ireland	5	0.02%
	Google Canada	5	0.02%
■ 16.	ireland	318	1.02%
	Google UK	160	0.51%
	Google Ireland	66	0.21%
	Google	50	0.16%
	Yahoo UK & Ireland	15	0.05%
	Google Canada	5	0.02%

	Keywords Engines	Referrals	% Referrals
■ 17.	agricultural	307	0.98%
	Google UK	215	0.69%
	Google	46	0.15%
	Google Ireland	32	0.10%
	Google India	4	0.01%
	Google Sweden	2	0.01%
■ 18.	agriculture	286	0.91%
	Google UK	174	0.56%
	Google	57	0.18%
	Google Ireland	22	0.07%
	Google India	7	0.02%
	Google South Africa	6	0.02%
■ 19.	course	267	0.85%
	Google UK	163	0.52%
	Google	47	0.15%
	Google Ireland	25	0.08%
	Google India	5	0.02%
	Yahoo	5	0.02%
■ 20.	horticulture	244	0.78%
	Google UK	171	0.55%
	Google	46	0.15%
	Google New Zealand	7	0.02%
	Google Ireland	6	0.02%
	Google Australia	4	0.01%
	Subtotal for rows 1–20	15,827	50.53%
	Other	15,498	49.47%
	Total	31,325	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

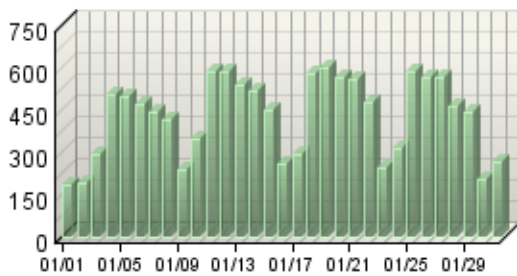
At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the words you expect and that other search engines are not.

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

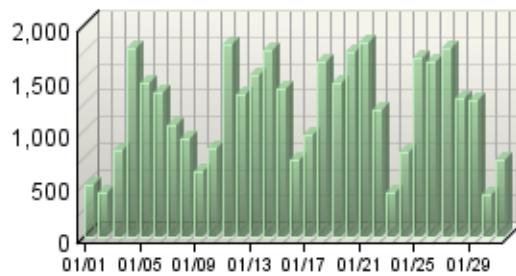
Active Visits



Active Visits

Visitor Minutes Trend

Visitor Minutes



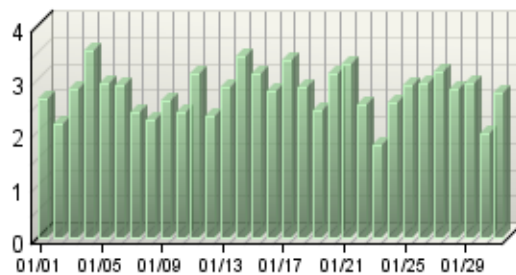
Visitor Minutes

Visitor Summary

Visitors	10,721
Visitors Who Visited Once	9,482
Visitors Who Visited More Than Once	1,239
Average Visits per Visitor	1.24

Average Length of Visit Trend

Average Visit Duration



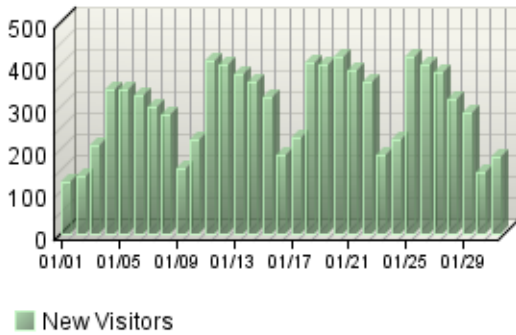
Average Visit Duration

Visit Summary

Visits	13,254
Average per Day	427
Average Visit Duration	00:05:08
Median Visit Duration	00:01:46
International Visits	38.34%
Visits of Unknown Origin	0.00%
Visits from Your Country: United Kingdom (UK)	61.66%

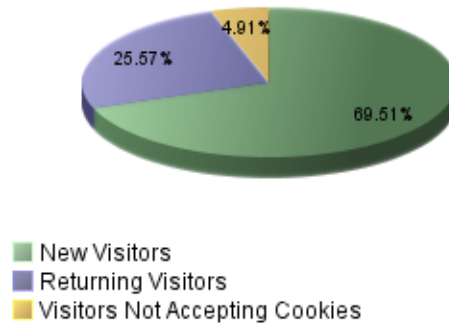
New Visitors Trend

New Visitors



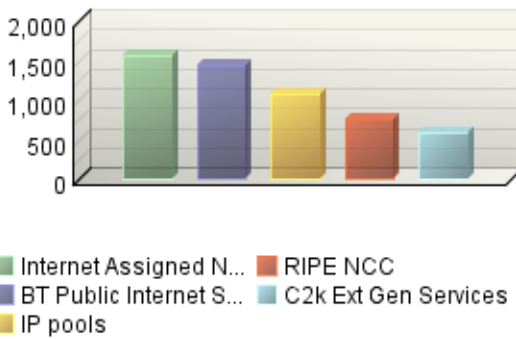
New vs. Return Visits

Visits



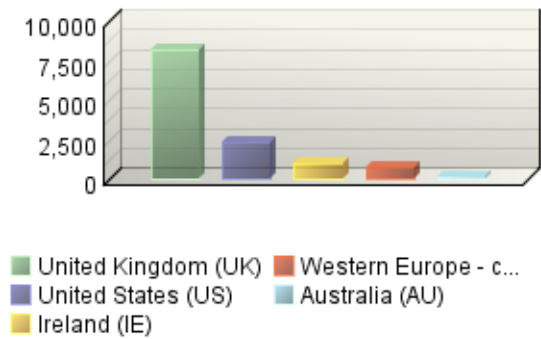
Organizations

Visits



Countries

Visits

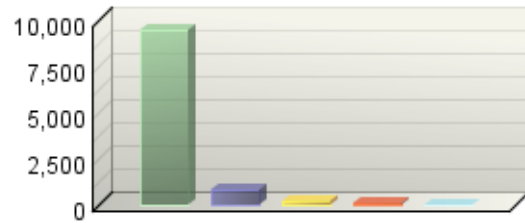


Authenticated Usernames

No data is available for this graph.

Visitors by Number of Visits

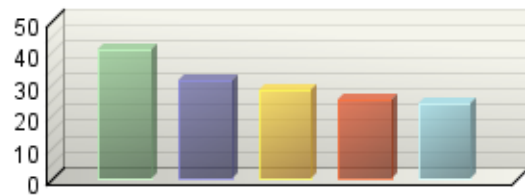
Visitors



1 visit 2 visits 3 visits 4 visits 5 visits

Top Visitors

Visits

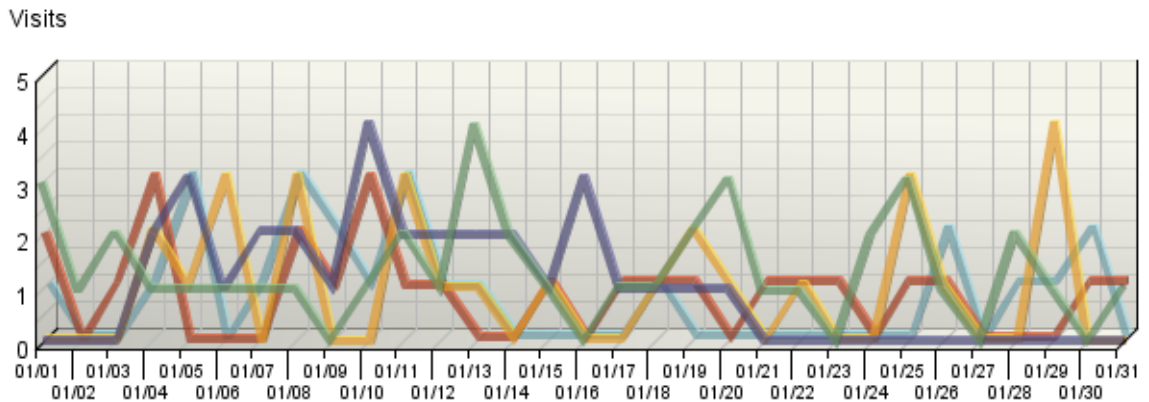


89.241.129.195-505... 212.219.189.18-253... 194.32.3.2-3440201...
74.125.16.68_Mozill... 81.158.35.210-3367...

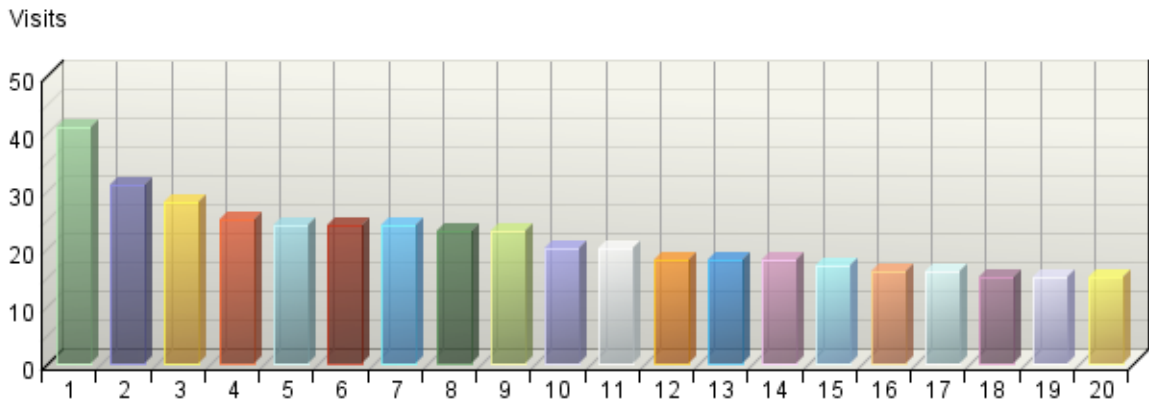
Top Visitors

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. 89.241.129.195-505075520.30025505	41	0.31%	110

	Visitor	Visits	% Visits	Hits
2.	212.219.189.18-2534119248.30051712	31	0.23%	33
3.	194.32.3.2-3440201184.30001746	28	0.21%	217
4.	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	25	0.19%	30
5.	81.158.35.210-336715712.30022528	24	0.18%	213
6.	86.44.152.52-667625168.30047317	24	0.18%	771
7.	cpc3-bele7-2-0-cust186.2-1.cable.virginmedia.com_Mozilla/5.0 (Macintosh; U; Intel Mac OS X 10_5_8; en-us) AppleWebKit/531.9 (KHTML, like Gecko) Version/4.0.3 Safari/531.9	24	0.18%	31
8.	79.71.136.233-610796480.30047495	23	0.17%	31
9.	93.96.148.40-3711258960.30050865	23	0.17%	23
10.	81.99.70.14-3200169312.30054678	20	0.15%	32
11.	145.229.156.172-3386805584.30053471	20	0.15%	23
12.	194.32.3.2-2214768272.30034918	18	0.14%	139
13.	84.203.53.125-3199396608.30030927	18	0.14%	64
14.	212.183.136.192-2743813392.30031573	18	0.14%	58
15.	93.96.148.40-1496859344.30052411	17	0.13%	20
16.	85.31.137.11-3662962864.30041791	16	0.12%	83
17.	84.69.82.72-3226813520.30031880	16	0.12%	62
18.	194.32.3.2-2546922032.30035108	15	0.11%	97
19.	87.232.1.90-919404544.30053086	15	0.11%	39
20.	86.164.28.157-397088896.30011024	15	0.11%	215
Subtotal for rows 1–20		431	3.25%	2,291
Other		12,835	96.75%	74,497
Total		13,266	100.00%	76,788

Items 1–20 of 10,721

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

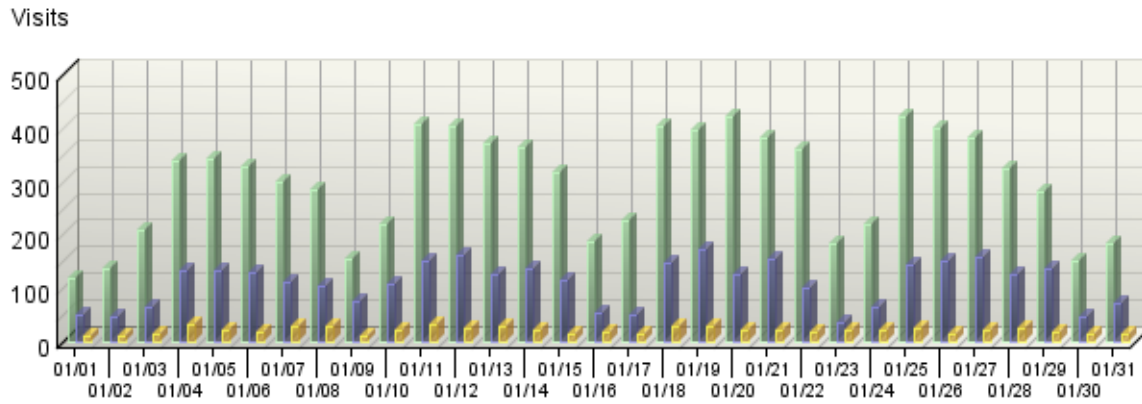
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

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.

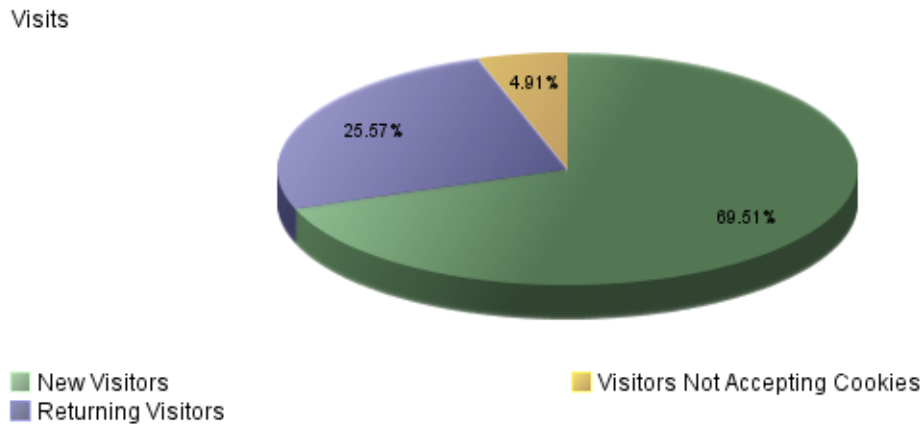
New vs. Return Visits

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	9,212	69.51%
Returning Visitors	3,389	25.57%

Visitor Type	Visits	% Visits
■ Visitors Not Accepting Cookies	651	4.91%
Total	13,252	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

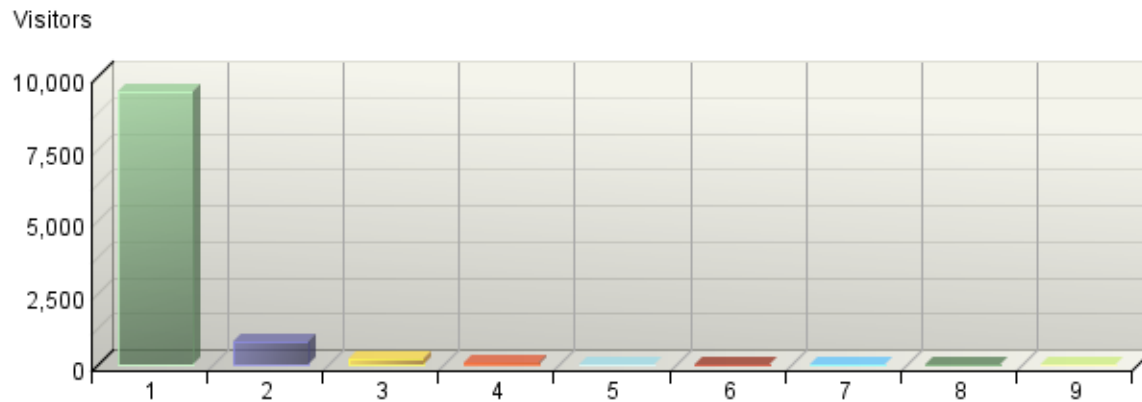
By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.

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	9,482	88.44%
2 visits	816	7.61%
3 visits	214	2.00%
4 visits	82	0.76%
5 visits	33	0.31%
6 visits	29	0.27%
7 visits	16	0.15%
8 visits	7	0.07%
9 visits	6	0.06%
Other	36	0.34%
Total	10,721	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.



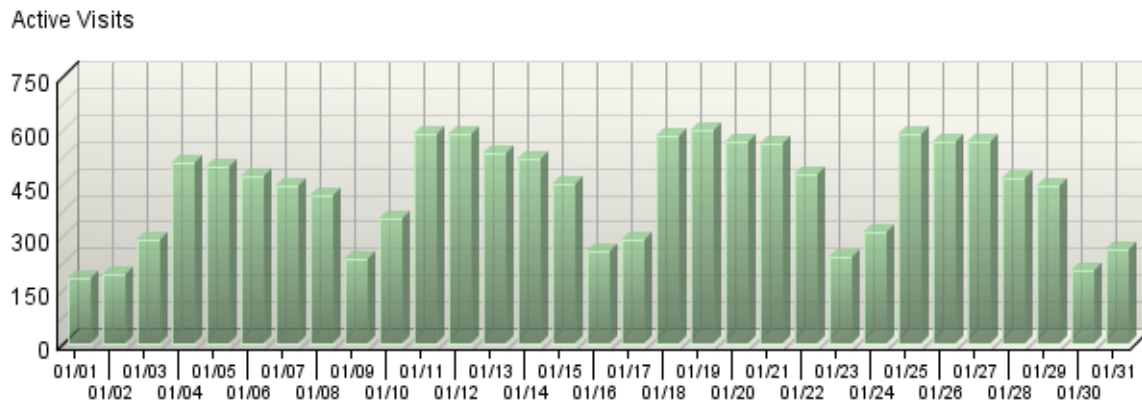
Report Descriptions

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

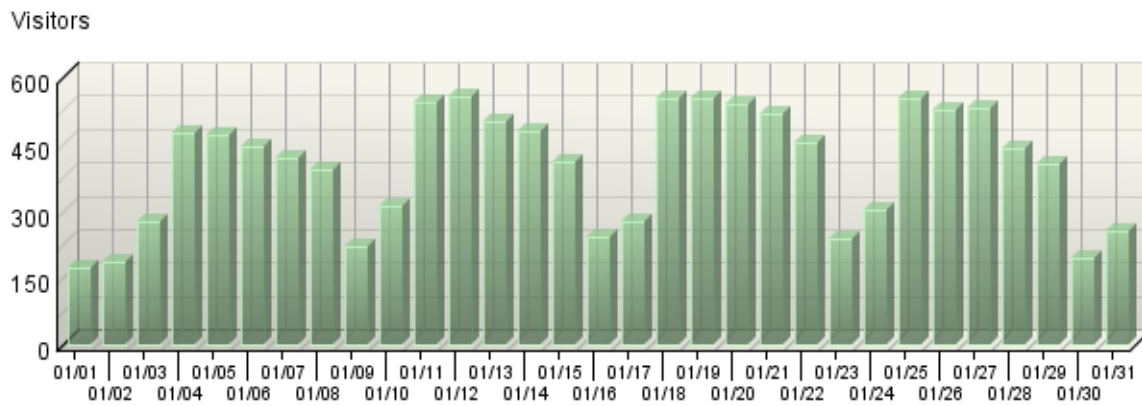
Visitors Trend

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

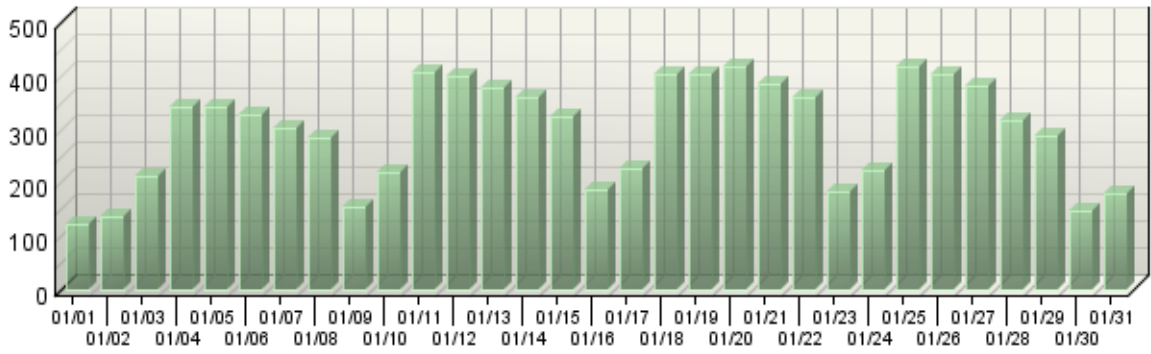


Visitors Trend



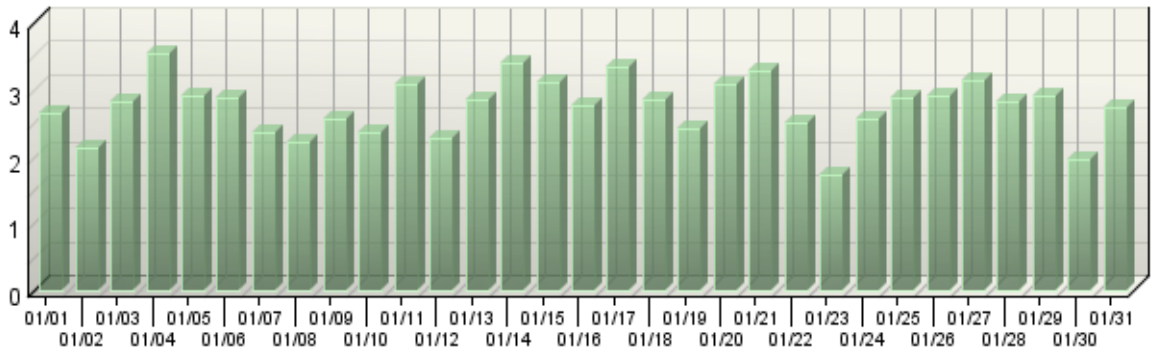
New Visitors Trend

New Visitors



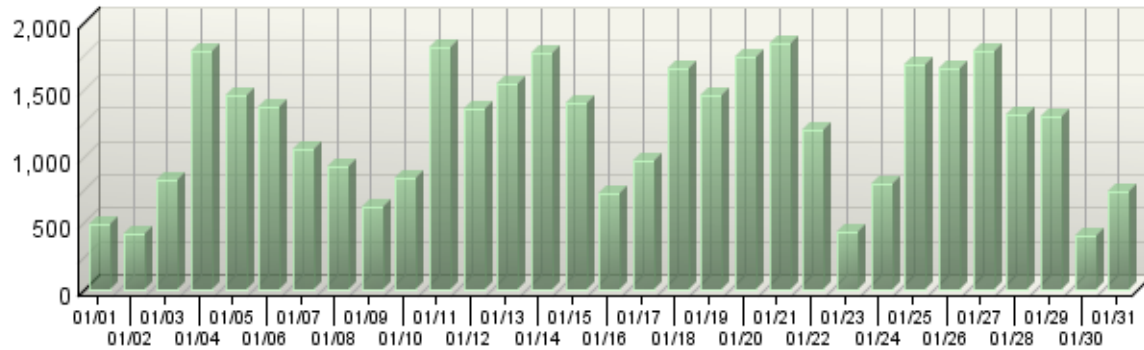
Average Length of Visit Trend

Average Visit Duration



Visitor Minutes Trend

Visitor Minutes



Visitors Trend

Day	Active Visits	Visitors	New Visitors
01/01	186	173	122
01/02	192	184	137
01/03	292	275	211
01/04	505	474	341
01/05	499	470	340
01/06	472	445	326
01/07	445	417	302
01/08	416	391	284
01/09	240	222	153
01/10	351	312	221
01/11	588	546	407
01/12	589	555	400
01/13	536	501	378
01/14	518	481	358
01/15	449	410	322
01/16	260	242	186
01/17	291	278	227
01/18	582	554	404
01/19	599	554	402
01/20	565	539	417
01/21	561	519	385
01/22	475	453	359
01/23	243	238	185

Day	Active Visits	Visitors	New Visitors
01/24	312	300	224
01/25	587	552	418
01/26	568	528	402
01/27	566	531	382
01/28	465	442	316
01/29	442	406	286
01/30	206	195	147
01/31	266	255	181
Average	427	401	297
Total	-	-	9,223

Visitors Trend

Day	Average Visit Duration	Visitor Minutes
01/01	00:02:38	491.4
01/02	00:02:08	411.4
01/03	00:02:49	826.6
01/04	00:03:32	1,786.07
01/05	00:02:55	1,455.87
01/06	00:02:53	1,366.42
01/07	00:02:21	1,052.32
01/08	00:02:13	922.67
01/09	00:02:34	618.03
01/10	00:02:22	832.87
01/11	00:03:05	1,818.83
01/12	00:02:17	1,347.32
01/13	00:02:51	1,534.63
01/14	00:03:24	1,764.4
01/15	00:03:06	1,393.03
01/16	00:02:46	723.07
01/17	00:03:20	970.25
01/18	00:02:51	1,658.95
01/19	00:02:25	1,453.48
01/20	00:03:05	1,745.42
01/21	00:03:17	1,843.92
01/22	00:02:31	1,200.7
01/23	00:01:44	424.85
01/24	00:02:33	798.05
01/25	00:02:52	1,689.87
01/26	00:02:55	1,659.13

Day	Average Visit Duration	Visitor Minutes
01/27	00:03:08	1,781.23
01/28	00:02:49	1,309.93
01/29	00:02:55	1,290.93
01/30	00:01:58	408.53
01/31	00:02:44	730.97
Average	-	1,203.58
Total	-	37,311.13

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.

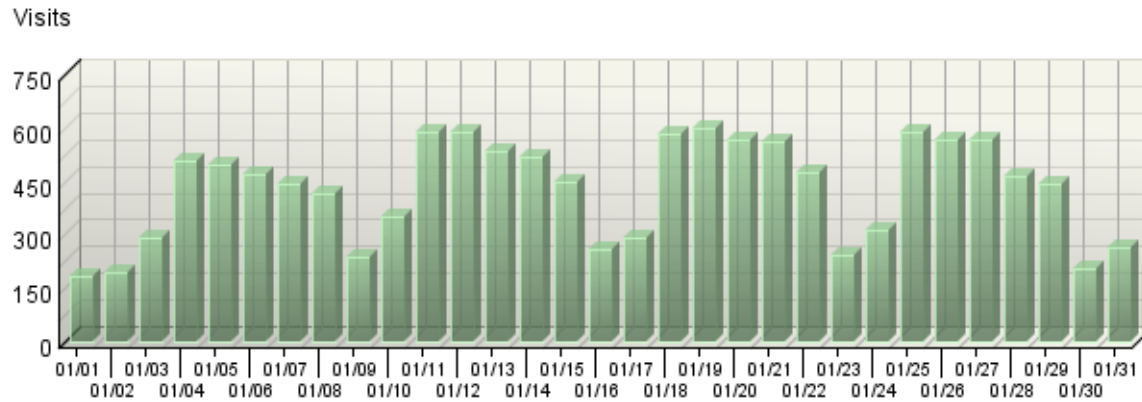
Total - The total for the column. Visits may span more than one time interval and are counted for each hour in this report. We therefore do not provide a total, which would be misleading.

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
01/01	186	1.40%
01/02	192	1.45%
01/03	292	2.20%
01/04	505	3.81%
01/05	498	3.76%
01/06	472	3.56%
01/07	445	3.36%
01/08	416	3.14%
01/09	239	1.80%
01/10	351	2.65%
01/11	587	4.43%
01/12	589	4.44%
01/13	536	4.04%
01/14	516	3.89%
01/15	449	3.39%
01/16	259	1.95%
01/17	289	2.18%
01/18	581	4.38%

Day	Visits	% Visits
01/19	598	4.51%
01/20	564	4.26%
01/21	561	4.23%
01/22	475	3.58%
01/23	243	1.83%
01/24	311	2.35%
01/25	587	4.43%
01/26	568	4.29%
01/27	566	4.27%
01/28	465	3.51%
01/29	442	3.33%
01/30	206	1.55%
01/31	266	2.01%
Total	13,254	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.



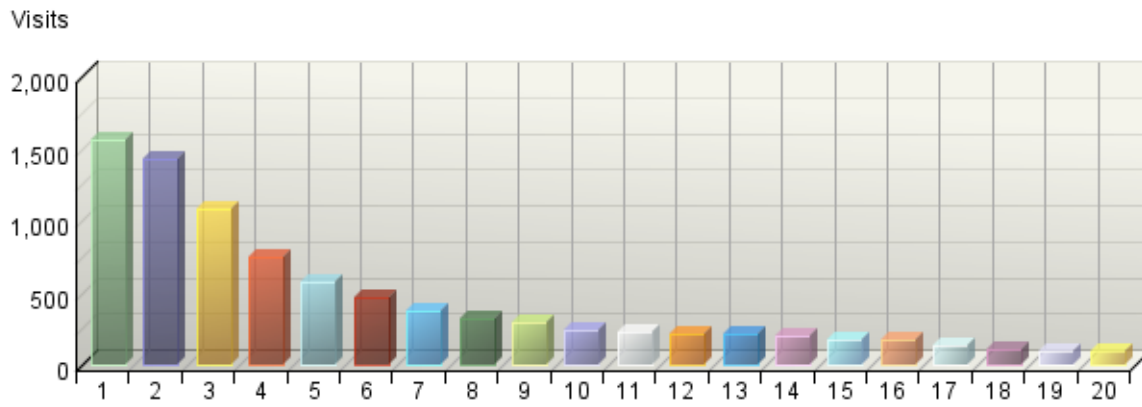
Report Descriptions

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	1,556	11.74%	8,021
	Unresolved IP Address	773	5.83%	4,541
	as43234.net	146	1.10%	884
	sky.com	124	0.94%	759
	bethere.co.uk	112	0.85%	345
	three.co.uk	86	0.65%	517
■ 2.	BT Public Internet Service	1,427	10.77%	9,666
	btcentralplus.com	1,403	10.59%	9,433
	wlms-broadband.com	24	0.18%	232
	Unresolved IP Address	1	0.01%	1
■ 3.	IP pools	1,074	8.10%	8,136
	btcentralplus.com	1,065	8.04%	8,056
	btopenworld.com	9	0.07%	80
■ 4.	RIPE NCC	744	5.61%	3,405
	Unresolved IP Address	247	1.86%	1,590

	Organization Domain Name	Visits	% Visits	Hits
	sky.com	149	1.12%	680
	dedi.digiweb.ie	100	0.75%	100
	as9105.com	64	0.48%	216
	virginmedia.com	35	0.26%	53
■ 5.	C2k Ext Gen Services	578	4.36%	6,228
	c2kni.net	576	4.35%	6,221
	Unresolved IP Address	2	0.02%	7
■ 6.	Department of Agriculture for Northern Ireland	469	3.54%	4,003
	Unresolved IP Address	469	3.54%	4,003
■ 7.	Hotmail Corporation	379	2.86%	388
	Unresolved IP Address	215	1.62%	219
	msn.com	164	1.24%	169
■ 8.	Northern Ireland Civil Service	320	2.41%	2,112
	Unresolved IP Address	295	2.23%	1,858
	nicos.gov.uk	25	0.19%	254
■ 9.	Telecom Eireann	290	2.19%	2,279
	eircom.net	259	1.95%	2,019
	Unresolved IP Address	26	0.20%	240
	caveosystems.com	3	0.02%	17
	turfclub.ie	1	0.01%	2
	fpt.ie	1	0.01%	1
■ 10.	Tiscali UK Ltd	237	1.79%	1,316
	as9105.com	230	1.74%	1,187
	tiscali.com	7	0.05%	129
■ 11.	Greenmount Colleges	220	1.66%	947
	Unresolved IP Address	220	1.66%	947
■ 12.	British Telecommunications Plc	211	1.59%	1,315
	btopenworld.com	113	0.85%	715
	btcentralplus.com	59	0.45%	392
	Unresolved IP Address	20	0.15%	133
	yfcu.org	5	0.04%	6
	bt.net	5	0.04%	14
■ 13.	eircom Ltd	210	1.58%	2,026
	eircom.net	186	1.40%	1,859
	Unresolved IP Address	23	0.17%	166
	flangroup.ie	1	0.01%	1
■ 14.	Provider Local Registry	204	1.54%	1,310
	Unresolved IP Address	86	0.65%	581
	btcentralplus.com	45	0.34%	353
	wlms-broadband.com	35	0.26%	148

	Organization Domain Name	Visits	% Visits	Hits
	as9105.com	21	0.16%	95
	virginmedia.com	2	0.02%	4
■ 15.	NTL Infrastructure -Belfast	172	1.30%	813
	ntl.com	145	1.09%	755
	virginmedia.com	27	0.20%	58
■ 16.	Cable Online	170	1.28%	826
	ntl.com	72	0.54%	248
	virginmedia.com	64	0.48%	404
	dunbia.com	12	0.09%	92
	virginmedia.net	8	0.06%	43
	nitb.com	4	0.03%	9
■ 17.	Easynet Ltd	139	1.05%	614
	sky.com	139	1.05%	614
■ 18.	PlusNet Technologies Ltd	112	0.85%	742
	plus.net	47	0.35%	174
	Unresolved IP Address	32	0.24%	308
	plus.com	28	0.21%	228
	tecker.co.uk	2	0.02%	28
	force9.co.uk	2	0.02%	3
■ 19.	Opal Telecommunications Internet Service Provider	99	0.75%	802
	Unresolved IP Address	99	0.75%	802
■ 20.	BT-ADSL	99	0.75%	855
	btopenworld.com	83	0.63%	730
	citbni.org.uk	3	0.02%	24
	greeninc.tv	2	0.02%	20
	morrowcommunications.com	2	0.02%	8
	hassons.com	2	0.02%	23
	Subtotal for rows 1–20	8,710	65.72%	55,804
	Other	4,544	34.28%	20,984
	Total	13,254	100.00%	76,788

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.



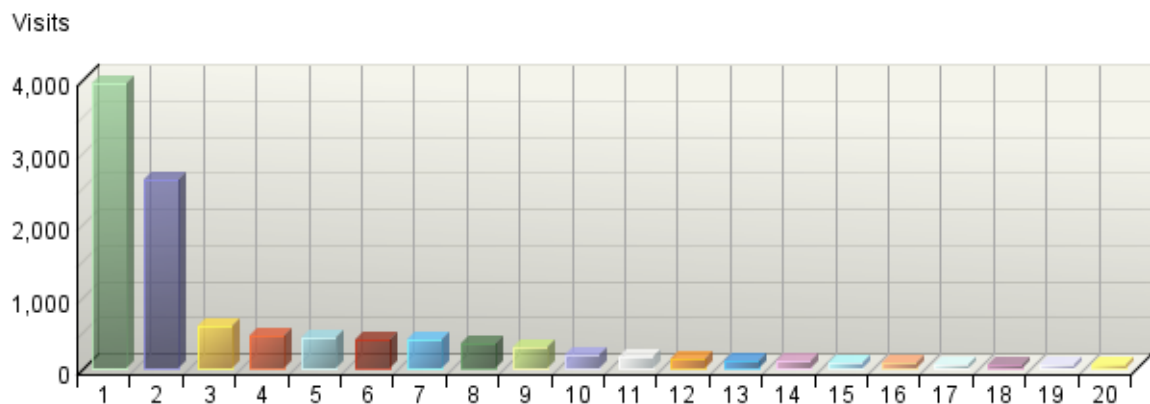
Report Descriptions

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	3,946	29.77%	21,831
2.	btcentralplus.com	2,623	19.79%	18,688
3.	c2kni.net	576	4.35%	6,221
4.	eircom.net	445	3.36%	3,878
5.	as9105.com	418	3.15%	2,015
6.	sky.com	412	3.11%	2,053
7.	ntl.com	409	3.09%	1,705
8.	virginmedia.com	355	2.68%	1,317
9.	btopenworld.com	295	2.23%	2,050
10.	bethere.co.uk	174	1.31%	988
11.	msn.com	164	1.24%	169
12.	as43234.net	146	1.10%	886
13.	dedi.digiweb.ie	100	0.75%	100
14.	three.co.uk	95	0.72%	547
15.	plus.com	80	0.60%	452
16.	aol.com	78	0.59%	654

	Domain Name	Visits	% Visits	Hits
17.	dyn.u.tv	66	0.50%	463
18.	threembb.co.uk	64	0.48%	277
19.	ptr.edu.ie	64	0.48%	645
20.	wlms-broadband.com	59	0.45%	380
Subtotal for rows 1–20		10,569	79.74%	65,319
Other		2,685	20.26%	11,469
Total		13,254	100.00%	76,788

Items 1–20 of 879

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, anycompany.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.



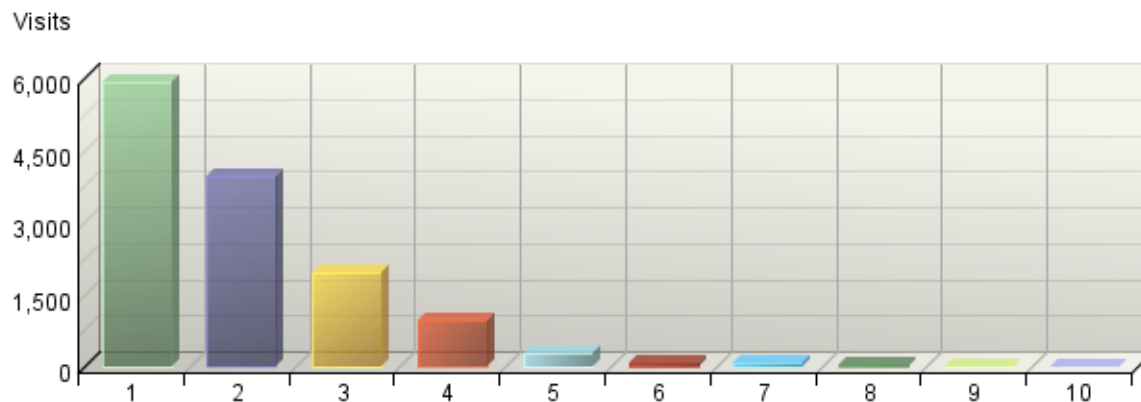
Report Descriptions

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	5,904	44.55%	34,017
Unresolved IP Address	3,946	29.77%	21,831
Network	1,972	14.88%	13,875
Unknown	965	7.28%	4,253
Education	263	1.98%	1,618
Organization	95	0.72%	436
Government	84	0.63%	464
ARPANET	23	0.17%	286
International	1	0.01%	7
Informational	1	0.01%	1
Total	13,254	100.00%	76,788

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.

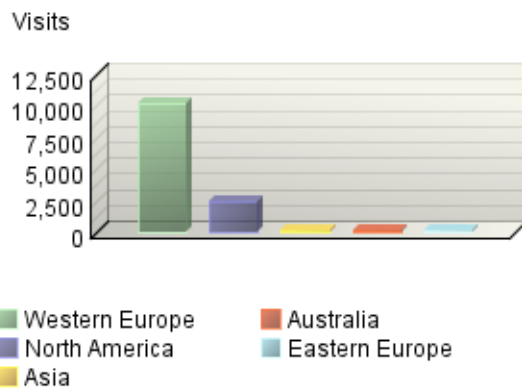
Note: This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

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.

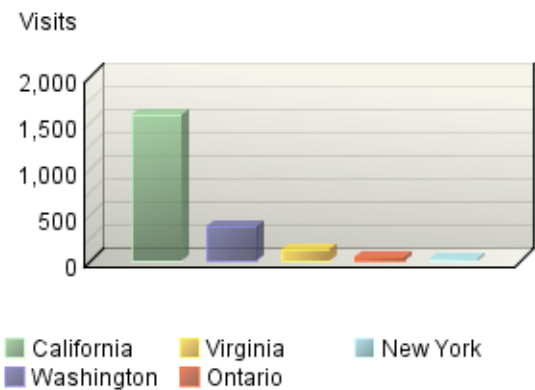
Geography Dashboard

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.

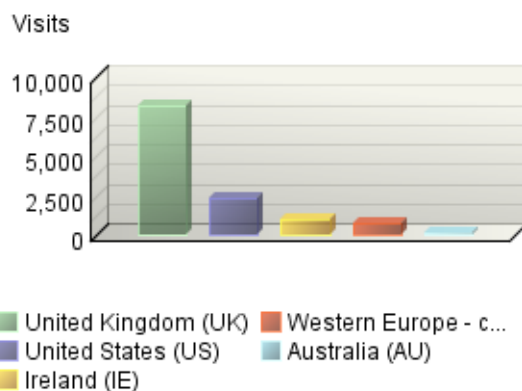
Regions



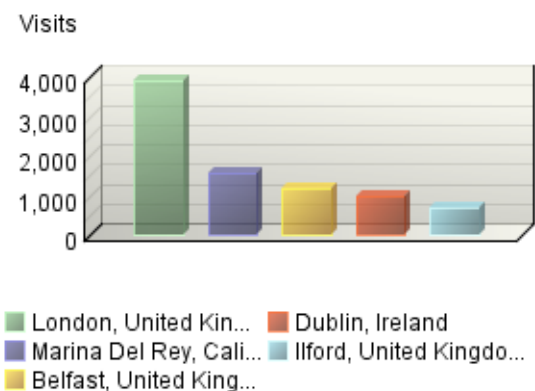
North American States and Provinces



Countries



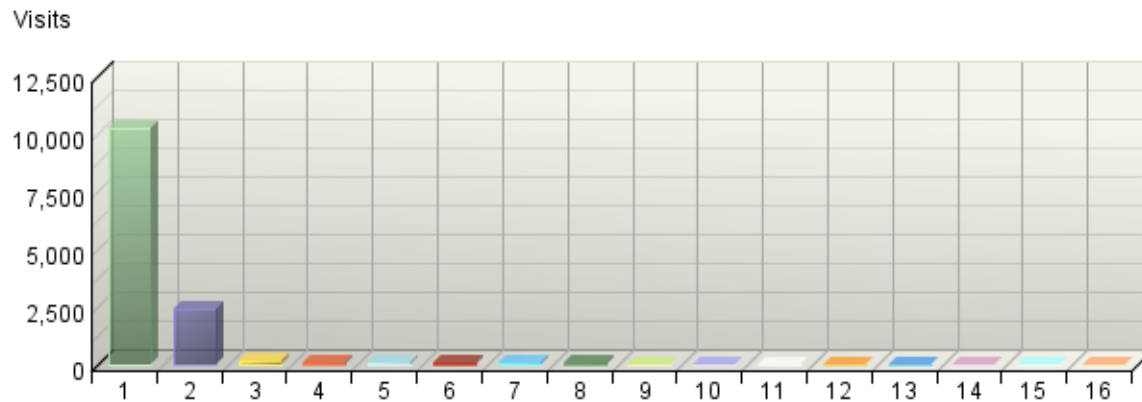
Cities



Regions

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

Regions



Regions

Regions	Visits	% Visits
1. Western Europe	10,238	77.24%
2. North America	2,381	17.96%
3. Asia	161	1.21%
4. Australia	120	0.91%
5. Eastern Europe	90	0.68%
6. Middle East	65	0.49%
7. Northern Europe	45	0.34%
8. Eastern Africa	42	0.32%
9. Southern Africa	34	0.26%
10. South America	32	0.24%
11. Pacific Islands	21	0.16%
12. Western Africa	8	0.06%
13. Northern Africa	8	0.06%
14. Caribbean Islands	6	0.05%
15. Central America	2	0.02%
16. Central Africa	1	0.01%
Total	13,254	100.00%

Items 1–16 of 16

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.

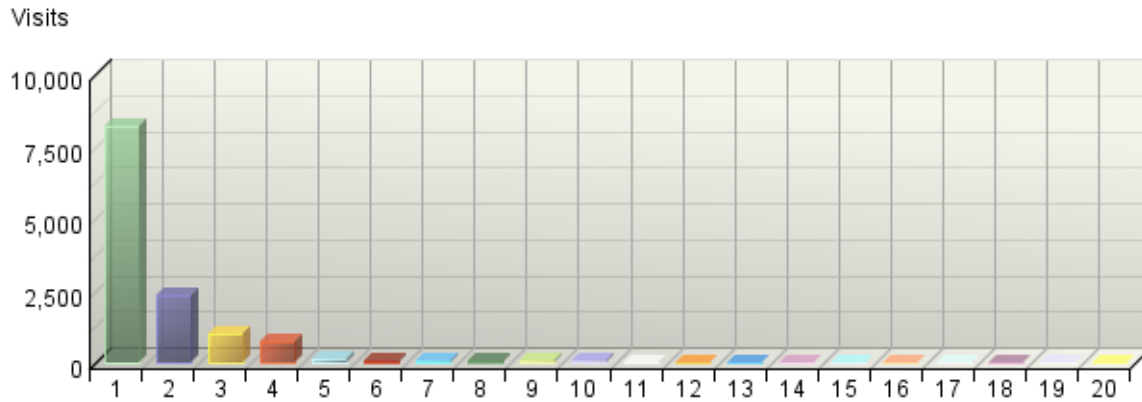
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for 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)	8,172	61.66%
2. United States (US)	2,312	17.44%
3. Ireland (IE)	1,026	7.74%
4. Western Europe -country unspecified (EU)	756	5.70%
5. Australia (AU)	120	0.91%
6. Netherlands (NL)	83	0.63%
7. Germany (DE)	77	0.58%
8. Canada (CA)	62	0.47%
9. India (IN)	56	0.42%
10. France (FR)	38	0.29%
11. Mauritius (MU)	33	0.25%
12. South Africa (ZA)	31	0.23%
13. Spain (ES)	27	0.20%
14. Poland (PL)	26	0.20%
15. Uruguay (UY)	22	0.17%
16. New Zealand (NZ)	21	0.16%
17. United Arab Emirates (AE)	17	0.13%
18. Sweden (SE)	16	0.12%

	Countries	Visits	% Visits
■	19. China (CN)	15	0.11%
■	20. Turkey (TR)	15	0.11%
	Subtotal for rows 1–20	12,925	97.52%
	Other	329	2.48%
	Total	13,254	100.00%

Items 1–20 of 95

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

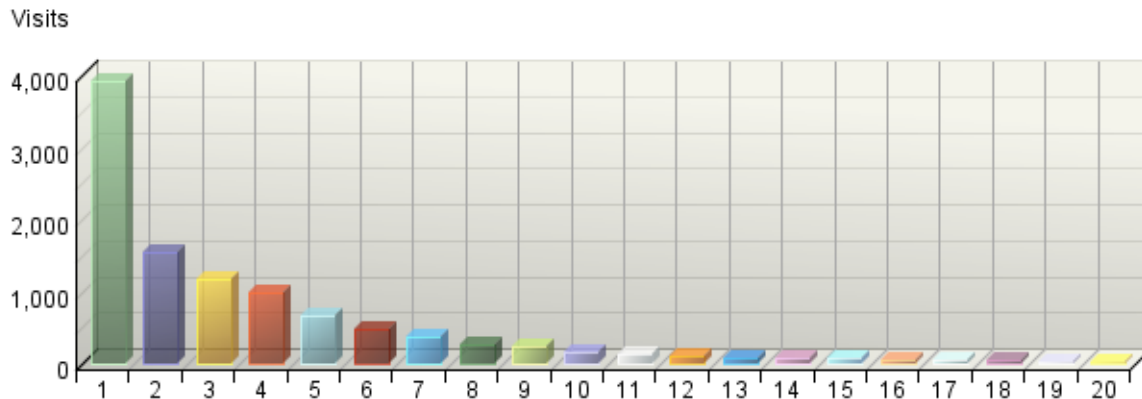
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

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	3,913	31.51%
2. Marina Del Rey, California, United States	1,556	12.53%
3. Belfast, United Kingdom	1,161	9.35%
4. Dublin, Ireland	980	7.89%
5. Ilford, United Kingdom	668	5.38%
6. Edinburgh, United Kingdom	475	3.82%
7. Redmond, Washington, United States	367	2.95%
8. Birmingham, United Kingdom	276	2.22%
9. Ealing, United Kingdom	247	1.99%
10. Bletchley, United Kingdom	170	1.37%
11. Manchester, United Kingdom	135	1.09%
12. Chantilly, Virginia, United States	100	0.81%
13. Newbury, United Kingdom	86	0.69%
14. Amsterdam, Netherlands	76	0.61%
15. Brisbane, Australia	74	0.60%
16. Kingston upon Hull, United Kingdom	59	0.48%
17. Frankfurt, Germany	56	0.45%

	City	Visits	% Visits
■	18. Bristol, United Kingdom	52	0.42%
■	19. Reading, United Kingdom	39	0.31%
■	20. Luton, United Kingdom	36	0.29%
	Subtotal for rows 1–20	10,526	84.75%
	Other	1,894	15.25%
	Total	12,420	100.00%

Items 1–20 of 602

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.

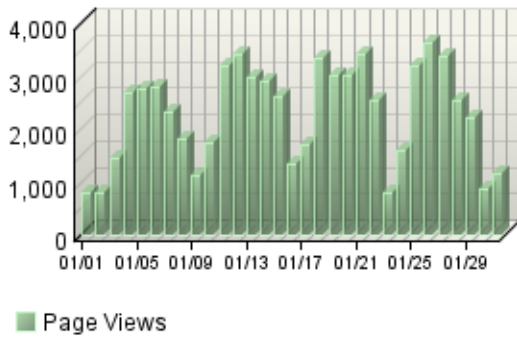
Note: Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

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.

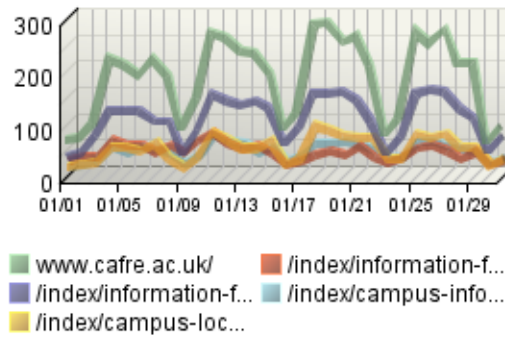
Page Views Trend

Page Views



Pages Trend

Visits



Content Groups

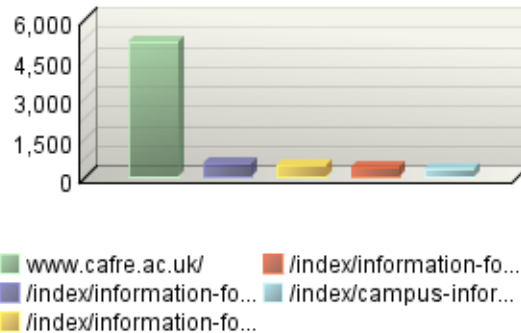
No data is available for this graph.

Page View Summary

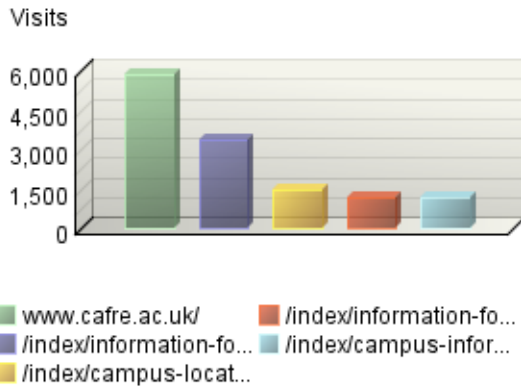
Page Views	71,277
Average per Day	2,299
Average Page Views per Visit	5.38

Entry Pages

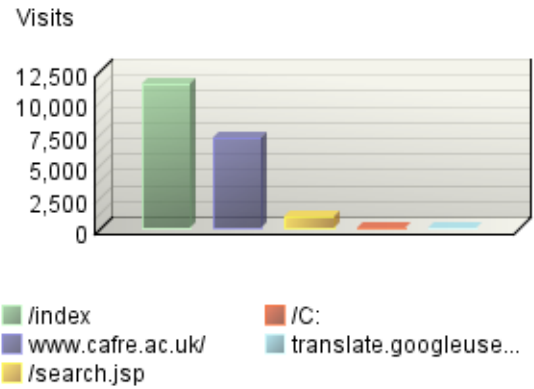
Visits



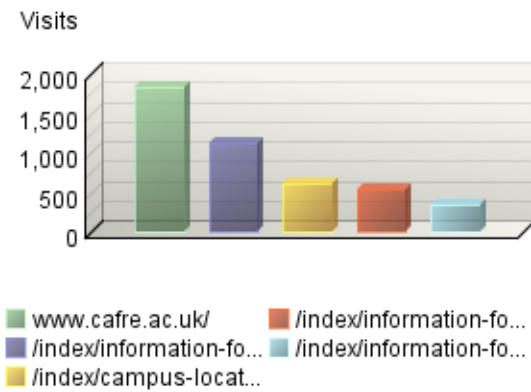
Pages



Directories



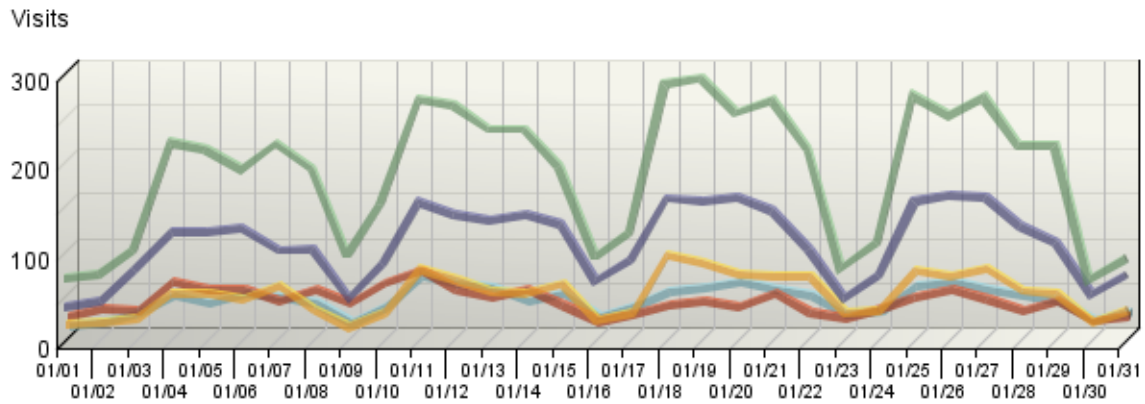
Exit Pages



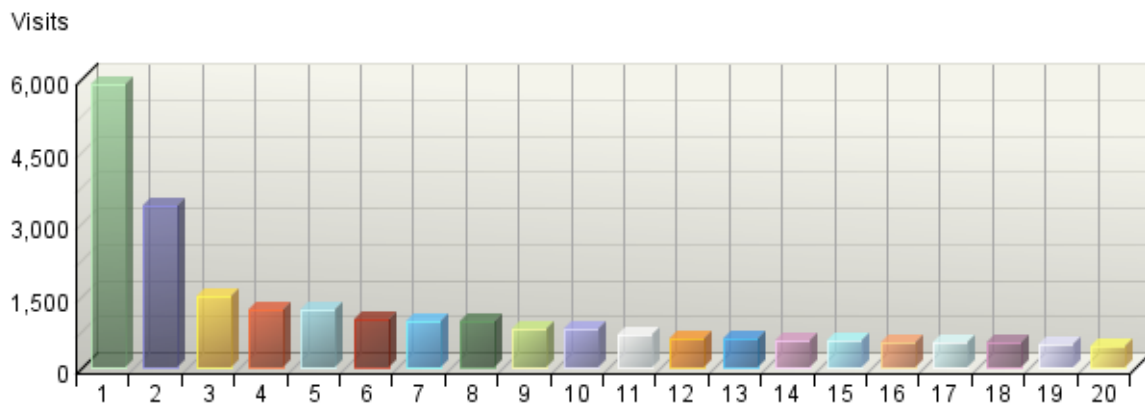
Pages

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/	5,867	9,727	00:00:36
2.	Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses.htm	3,341	7,635	00:00:16
3.	Campus Locations CAFRE http://www.cafre.ac.uk/index/campus-locations.htm	1,476	1,731	00:00:49
4.	Blackboard CAFRE http://www.cafre.ac.uk/index/information-for/current-students/blackboard.htm	1,198	1,342	00:05:33
5.	Campus Information CAFRE http://www.cafre.ac.uk/index/campus-information-3.htm	1,182	1,830	00:00:10
6.	Agriculture CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/agriculture-courses.htm	988	2,405	00:00:26
7.	Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries.htm	971	1,425	00:00:12
8.	News & Events CAFRE http://www.cafre.ac.uk/index/news-events.htm	949	1,867	00:00:09
9.	Equine CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/equine-management.htm	817	1,935	00:00:33
10.	Current Students CAFRE http://www.cafre.ac.uk/index/information-for/current-students.htm	811	965	00:00:09
11.	Prospective Students CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students.htm	686	1,100	00:00:18
12.	Food Technology Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/food-technology-courses.htm	604	1,363	00:00:37
13.	Veterinary Nursing CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/veterinary-nursing.htm	590	1,163	00:00:36
14.	Open Days Greenmount CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/application-and-admission/open-day/open-days-greenmount.htm	576	714	00:00:44
15.	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	563	641	00:02:37

	Pages	Visits	Views	Average Time Viewed
16.	Greenmount Campus CAFRE http://www.cafre.ac.uk/index/campus-information-3/greenmount-campus.htm	524	800	00:00:24
17.	Horticulture CAFRE http://www.cafre.ac.uk/index/information-for-prospective-students/courses/horticulture.htm	517	1,094	00:00:38
18.	Agricultural Engineering CAFRE http://www.cafre.ac.uk/index/information-for-prospective-students/courses/agricultural-engineering.htm	516	1,057	00:00:37
19.	News January 2010 CAFRE http://www.cafre.ac.uk/index/news-events/news_january_2010.htm	463	598	00:00:13
20.	General Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries/general-enquiries.htm	437	528	00:01:26
	Subtotal for rows 1–20	-	39,920	-
	Other	-	31,357	-
	Total	-	71,277	-

Items 1–20 of 1,044

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.	Blackboard CAFRE http://www.cafre.ac.uk/index/information-for-current-students/blackboard.htm	0
5.	Campus Information CAFRE http://www.cafre.ac.uk/index/campus-information-3.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
8.	News & Events CAFRE http://www.cafre.ac.uk/index/news-events.htm	0

	Pages	Average Time to Serve (ms)
9.	Equine CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/equine-management.htm	0
10.	Current Students CAFRE http://www.cafre.ac.uk/index/information-for/current-students.htm	0
11.	Prospective Students CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students.htm	0
12.	Food Technology Courses CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/food-technology-courses.htm	0
13.	Veterinary Nursing CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/veterinary-nursing.htm	0
14.	Open Days Greenmount CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/application-and-admission-open-day/open-days-greenmount.htm	0
15.	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
16.	Greenmount Campus CAFRE http://www.cafre.ac.uk/index/campus-information-3/greenmount-campus.htm	0
17.	Horticulture CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/horticulture.htm	0
18.	Agricultural Engineering CAFRE http://www.cafre.ac.uk/index/information-for/prospective-students/courses/agricultural-engineering.htm	0
19.	News January 2010 CAFRE http://www.cafre.ac.uk/index/news-events/news_january_2010.htm	0
20.	General Enquiries CAFRE http://www.cafre.ac.uk/index/enquiries/general-enquiries.htm	0
	Subtotal for rows 1–20	-
	Other	-
	Total	-

Items 1–20 of 1,044

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.



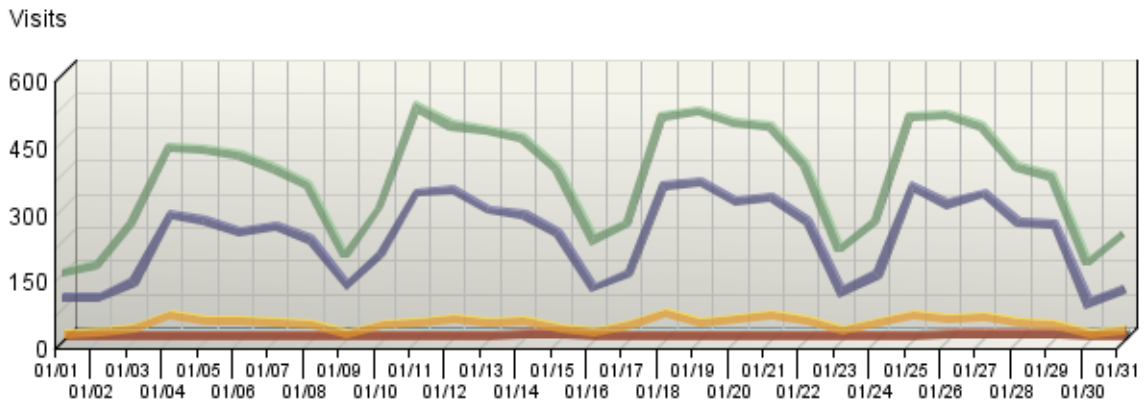
Report Descriptions

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.

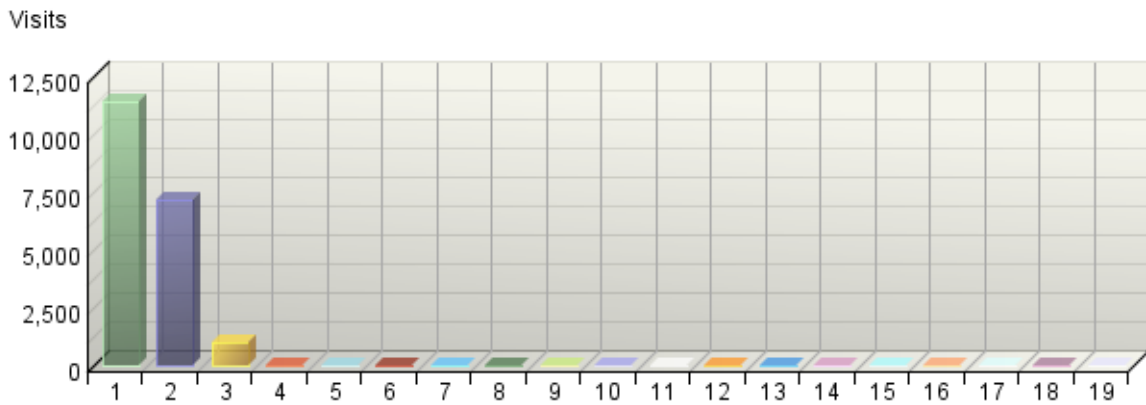
Directories

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	11,416	59,678	0

	Path To Directory	Visits	Hits	Kbytes Transferred
2.	http://www.cafre.ac.uk/	7,153	14,635	0
3.	http://www.cafre.ac.uk/search.jsp	984	2,006	0
4.	http://www.cafre.ac.uk/C:	27	125	0
5.	http://translate.googleusercontent.com/	19	35	0
6.	http://lm-in-f132.1e100.net/	8	9	0
7.	http://www.cafre.ac.uk/...	4	5	0
8.	http://ww-in-f132.1e100.net/	4	4	0
9.	http://ty-in-f132.1e100.net/	2	2	0
10.	http://www.cafre.ac.uk/cafrenewinterstg9.8	2	2	0
11.	http://cc.bingj.com/	2	3	0
12.	http://www.cafre.ac.uk/print	2	2	0
13.	http://www.cafre.ac.uk/N:	1	1	0
14.	http://yw-in-f132.1e100.net/	1	1	0
15.	http://fe1.bff.search.vip.re1.yahoo.com/ba-belfish	1	1	0
16.	http://fk-in-f132.1e100.net/	1	1	0
17.	http://iw-in-f132.1e100.net/	1	1	0
18.	http://px-in-f132.1e100.net/	1	1	0
19.	http://mu-in-f132.1e100.net/	1	1	0
Total		-	76,513	0

Items 1–19 of 19

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

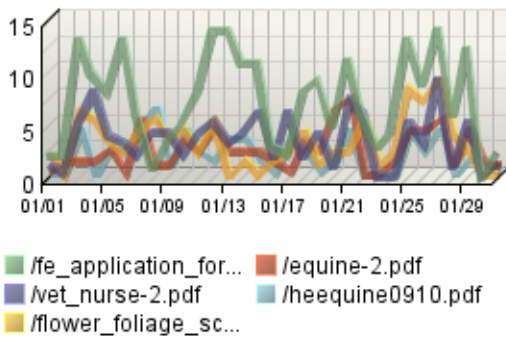
Successful Hits for Entire Site	76,788
Average Hits per Day	2,477
Home Page Hits	9,727

Uploaded Files

No data is available for this graph.

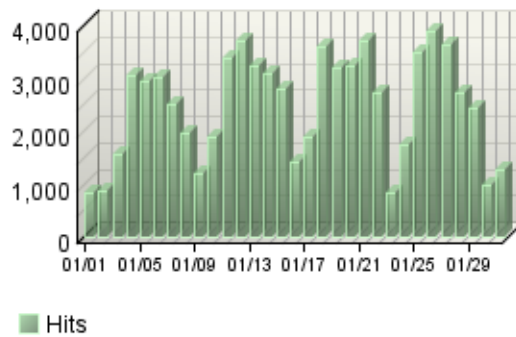
Downloaded Files Trend

Downloads



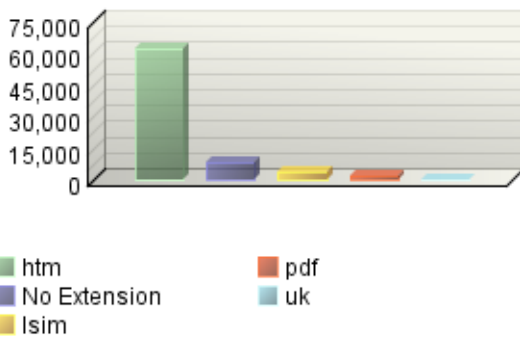
Hits Trend

Hits



Accessed File Types by Files

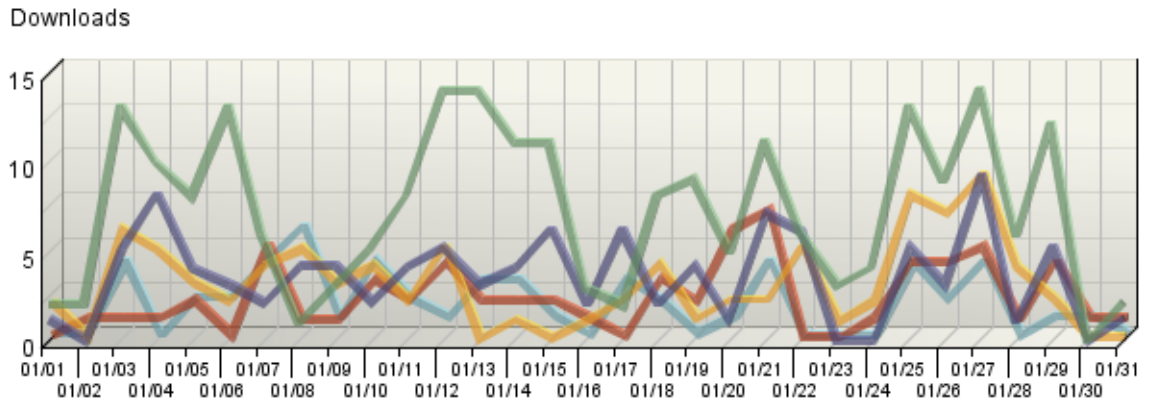
Files



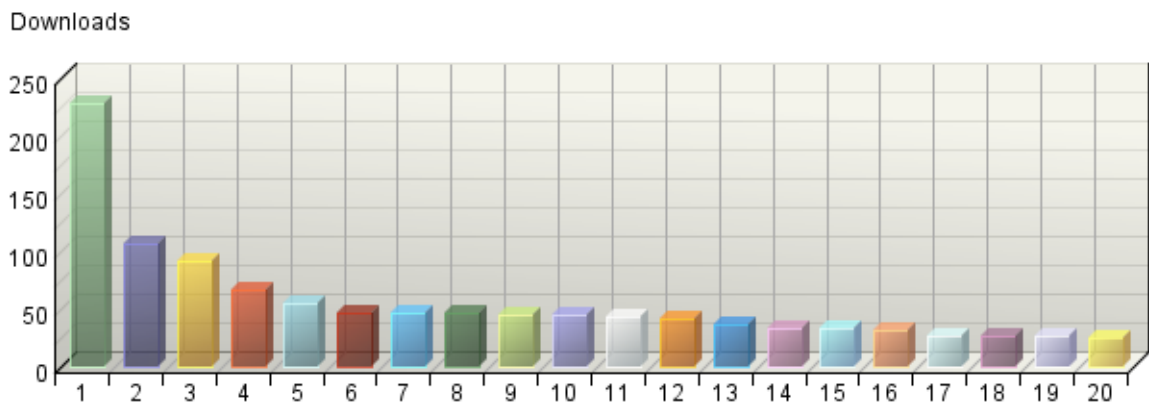
Downloaded Files

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	228	15.30%	195

	Downloaded Files	Downloads	% Downloads	Visits
2.	http://www.cafre.ac.uk/vet_nurse-2.pdf	107	7.18%	97
3.	http://www.cafre.ac.uk/flower_foliage_schedule_heb.pdf	92	6.17%	83
4.	http://www.cafre.ac.uk/equine-2.pdf	67	4.50%	62
5.	http://www.cafre.ac.uk/heequine0910.pdf	55	3.69%	48
6.	http://www.cafre.ac.uk/food.pdf	47	3.15%	39
7.	http://www.cafre.ac.uk/floristry.pdf	46	3.09%	40
8.	http://www.cafre.ac.uk/beekeeping_prelim_letter_july_09-2.doc	46	3.09%	40
9.	http://www.cafre.ac.uk/food_2010.pdf	45	3.02%	36
10.	http://www.cafre.ac.uk/he-part-time_0910.pdf	45	3.02%	35
11.	http://www.cafre.ac.uk/agric_engin.pdf	44	2.95%	39
12.	http://www.cafre.ac.uk/equine-short-course-application-form-dec-8.pdf	41	2.75%	40
13.	http://www.cafre.ac.uk/agric.pdf	37	2.48%	36
14.	http://www.cafre.ac.uk/food-industry-training-brochure-07-08.pdf	34	2.28%	31
15.	http://www.cafre.ac.uk/9807a.pdf	33	2.21%	29
16.	http://www.cafre.ac.uk/hort.pdf	32	2.15%	30
17.	http://www.cafre.ac.uk/rural_and_countryside0809.pdf	26	1.74%	24
18.	http://www.cafre.ac.uk/fe_application_form_09-2.pdf	26	1.74%	26
19.	http://www.cafre.ac.uk/kmccann-2.pdf	26	1.74%	26
20.	http://www.cafre.ac.uk/he-rcm0910.pdf	25	1.68%	23
	Subtotal for rows 1–20	1,102	73.96%	979
	Other	388	26.04%	342
	Total	1,490	100.00%	1,321

Items 1–20 of 99

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

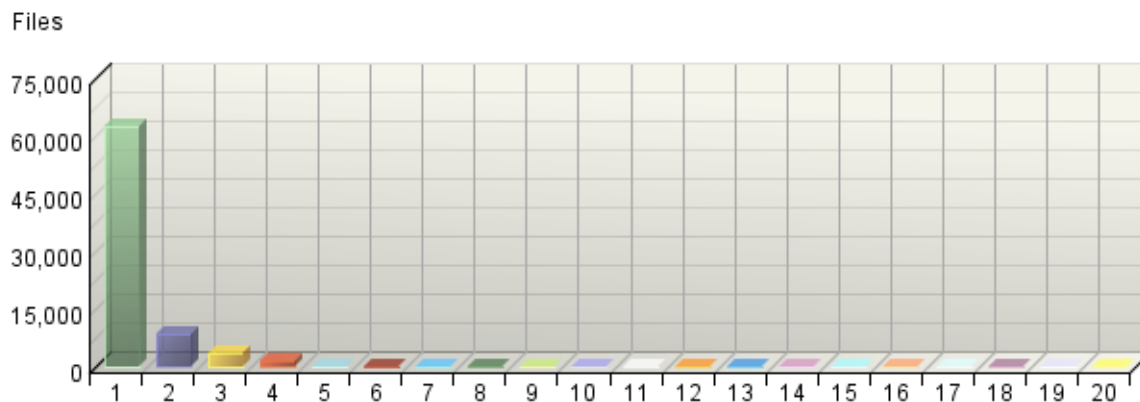
If you are using an SDC data source, then this report is not applicable.

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	62,611	81.54%	0
2. No Extension	8,651	11.27%	0
3. lsim	3,548	4.62%	0
4. pdf	1,403	1.83%	0
5. uk	189	0.25%	0
6. 0');	159	0.21%	0
7. doc	86	0.11%	0
8. htm#content	36	0.05%	0
9. ladv	32	0.04%	0
10. jsp	12	0.02%	0
11. htm#environmental_science	9	0.01%	0
12. htm#ssp	6	0.01%	0
13. htm#nwst	5	0.01%	0
14. htm#sspks1	4	0.01%	0
15. htm#ss34	4	0.01%	0
16. htm#certificate_of_higher_education_in_rural_and_countryside_management	3	0.00%	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#habitat_management	3	0.00%	0
	20. htm#estate_skills	3	0.00%	0
	Subtotal for rows 1–20	76,770	99.98%	0
	Other	18	0.02%	0
	Total	76,788	100.00%	0

Items 1–20 of 33


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.