

Classified Order Statistics

This report, available from the Website Administration main menu, shows the number of classified ad orders received through the website over a specified period of time. The data can also be sorted according to edition (if your publication has multiple editions) or category (if you allow readers to specify a category when they make their order).

Controls

Select Report Options:	
Select the start date by month: <input type="text" value="2007-10"/>	Summary by: Year: <input type="radio"/> Month: <input checked="" type="radio"/> Day: <input type="radio"/>
Select the end date by month: <input type="text" value="2008-03"/>	Show: Editions <input type="checkbox"/> Categories <input type="checkbox"/>
Click Update to see changed made above: <input type="button" value="Update..."/>	

By default, you will be shown a complete report detailing how many classified orders you have received each month since you became an Our-Hometown customer. However, the controls shown above can be used to define the parameters of the report if you wish to view the statistics in more detail, or focus in on a specific time period. After changing any of these controls, you may click **Update...** to generate the new report.

Range of dates

You can specify the dates covered by the report by using the two dropdown date menus. You must specify both a **start** and **end** month. In the example above, the report will show all orders from October, 2007 to March, 2008. **NOTE:** To view just one month, select the same month in both menus.

Summary by:

Data can be viewed by year, by month, or by day. By **month** is the default. If you wish to view the report by **year**, please be aware that the “Range of dates” section still applies. **NOTE:** If **day** is checked, days in which there were no orders will be removed from the report.

Show:

If **Editions** is checked, the report will break the statistics down according to the various editions of your paper, if you have more than one. If **Categories** is checked, the report will break the statistics down by classified category (for instance “Help Wanted”). This latter option is only available if you allow readers to specify their desired ad category on the order form. **NOTE:** Edition and Category options can be added to your order form by using the **E-Commerce** tool (from the main menu), or by contacting an Our-Hometown representative.