

Statistics (Webtrends)

Webtrends, available from the Website Administration main menu by clicking the “Statistics” link, is a system for accessing **traffic statistics** that have been gathered from your website. Among these statistics are such items as **Document Views**, **Unique Visitors**, and **Visitor Sessions**.

A Note on Traffic Statistics

Because of the nature of the internet, there is no completely accurate way to gather traffic statistics for any website. However, Our-Hometown is constantly working to ensure that our statistics are as accurate as possible. We check our statistics against a number of alternative statistic-gathering methods, and we utilize **filtering** to exclude search engine “**robots**” and “**spiders**” from the traffic data. The use of filtering makes sure that only actual humans are counted in your results. If statistics are ever off for a particular month (for instance, if traffic dramatically increases or decreases), a red flag is automatically raised and our engineering team will investigate. We take traffic statistics very seriously, because they affect both your monthly bill and the full market advertising value of your website (see the section on **Page Views / Document Views** below).

Accessing Webtrends

After clicking “Statistics” from the Website Administration main menu, you will be prompted to enter a username and password. These are not the same as your Publisher Login account. The Webtrends login can be acquired by sending an email to ops@our-hometown.com.

Once you have successfully logged in, you will be presented with a list of dated folders. Each folder’s name refers to a month and year – for instance “0308” refers to March 2008. However, it is important to note that “0308” is simply when the report was **generated**, and it actually contains the statistics for the **previous month** (i.e. February).

Once you have selected the month whose data you wish to view, you may click on the folder’s name. The next screen will show a folder named “Normal”; click on this as well.

General Statistics

The first screen you’ll see is labeled “General Statistics” and contains a summary of the selected month’s traffic statistics. For most purposes, this will be the only screen you need to look at.

A screenshot appears on the following page.

Monthly Report - Windows Internet Explorer

http://www.our-hometown.com/Pub/stats/www.our-hometown.com/0308/normal/

File Edit View Favorites Tools Help

Monthly Report

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WEBTRENDS

Monthly Report

Report Range: 02/01/2008 00:00:00 - 02/29/2008 23:59:59
Generated On Wednesday March 05, 2008 - 21:56:21

General Statistics

The Visitor Profile by Regions graph identifies the general location of the visitors to your Web site. The General Statistics table includes statistics on the total activity for this web site during the designated time frame.

Visitor Profile by Regions

A

Visitor Sessions

Legend: United States (Green), Unknown (Purple), International (Orange)

02/01 02/03 02/05 02/07 02/09 02/11 02/13 02/15 02/17 02/19 02/21 02/23 02/25 02/27 02/29

02/02 02/04 02/06 02/08 02/10 02/12 02/14 02/16 02/18 02/20 02/22 02/24 02/26 02/28

Fri 02/01/2008 - Fri 02/29/2008 (1 Month Scale)

Statistics

Report Range: 02/01/2008 00:00:00 - 02/29/2008 23:59:59

Hits	Entire Site (Successful)	345,708
	Average Per Day	11,920
	Home Page	3,294
Page Views	Document Views	35,309
	Visitor Sessions	24,794
Visitor Sessions	Average Per Day	854
	Average Visitor Session Length	00:02:13
	International Visitor Sessions	2.7%
	Visitor Sessions of Unknown Origin	9.7%
	Visitor Sessions from United States	87.58%
	Unique Visitors	10,745
	Visitors Who Visited Once	9,237
Visitors Who Visited More Than Once	1,508	

C

D

E

Done

Internet

100%

Visitor Profiles by Region bar graph (item A):

This bar graph shows the number of **Unique Visitors** your site received on each day of the reporting period. Additionally, it is color-coded to show visitors from the United States, from International locations, and from Unknown locations. See below for a more detailed description of Unique Visitors.

Hits (item B):

It is a common mistake to confuse Hits with Document Views or even Unique Visitors. Hits do NOT represent the number of visitors coming to your website. A Hit is counted whenever an element of your website, such as a graphic, is loaded by a visitor. Since every page of your website is made up of many elements, a single Document View (i.e. one reader viewing one page) could count as 20 or more Hits. Therefore Hits are not a reliable measure of your website's traffic.

Page Views / Document Views (item C):

The number of Page Views, or Document Views (they are synonymous terms), represents how many website pages were viewed by readers within the reporting month. For instance, if a reader comes to your homepage and then reads five stories, that will count as 6 Document Views. If he does the same thing the next day, that will count as 6 additional Document Views, for a total of 12.

Document Views are very useful when pricing your online advertising. The value of online advertising is calculated through many ways, but one common method is to determine an ad's value based on the number of times it is displayed (or "exposed") to readers. Since your paper's display ads appear on every page of your site, your Document Views figure directly corresponds to the value of your website.

Your website's total monthly advertising value can be calculated by this formula:

Document Views x 6 ads per page x \$10 CPM / 1000 = total monthly value

NOTE: "CPM" is an industry term meaning "Cost per Thousand Exposures." Our research has shown that \$10 is the accepted CPM value for the market of our customers. For more information, see our **Easy as 1-2-3 Guide on Display Advertising:** <http://www.our-hometown.com/displayads.pdf>

Visitor Sessions (item D):

A Visitor Session starts whenever a reader arrives at your website, and lasts until the reader leaves the site, or if the reader becomes inactive for 30 minutes. Therefore a single Visitor Session can involve the visitor reading multiple stories, looking at ads, viewing PDFs, and so forth.

This information can be useful to see how many times readers are coming to your website in the reporting period, along with how long they remain on your site (shown by the **Average Visitor Session Length** figure).

Visitors (item E):

This section shows information on your website's **Unique Visitors**, i.e. how many distinct individuals visited your site within the reporting period. Unique Visitors are determined by **IP Address**, which is essentially an internet identification number for your computer. Therefore, Unique Visitors is technically

telling you how many distinct computers were used to access your website during the reporting period. In any case, this information is useful to see how wide your online audience is. The information is further broken down into visitors who visited just once in the reporting period, and visitors who visited more than once. This can give you an idea of how many readers come to the site regularly, and how many are just stopping by because they found a story on Google, for instance.

Table of Contents (item F):

This menu can be used to access an impressive amount of detailed statistics for the reporting period. **NOTE:** The table of contents menu only appears when viewing the page in **Internet Explorer**.

The following gives an overview of the types of reports available in each category:

General Statistics

Use this button to return to the main page of the report.

Resources Accessed

This section contains data on how often individual elements of your site were accessed. For instance, you can view the **Top Requested Pages**, i.e. the pages on your website that were viewed the most. You can also look at the most popular **Entry and Exit Pages**, i.e. the first and last pages loaded by each of your visitors.

Visitors & Demographics

This sections contains detailed information about your Unique Visitors – for instance, information on “Visitors who Visited More Than Once” is further broken down into Visitors who Visited 1 Time, 2 Times, 3 Times, and so on. This can give you a better idea of how many readers visit the site regularly. Anyone who is visiting the site 4 or more times per month is probably visiting at least once per week. You can also view **Geographic** data on your readers, although this information will probably not come as a surprise (the majority of readers will be local). **NOTE:** You may notice a large amount of visitors from Virginia – this is because all AOL customers appear to come from that location (because that is where AOL’s main servers are located).

Activity Statistics

This section includes data on your readers’ habits – for instance, the most popular day of the week to read the site, the most popular time of day, and so forth. This section also shows detailed information on the typical length of **Visitor Sessions** and how many pages were accessed by your visitors during their sessions.

Technical Statistics

Mostly of interest to the Our-Hometown engineering team, this section shows information on Hits and website errors.

Referrers & Keywords

This section shows data relating to **Referrers** (other sites that link to your website) and **Search Engines**. Specifically, you can tell what links your readers followed to arrive at your website. Often these will be search engines like Google, but also if a popular blog or other website posted a link to one of your stories, you would be able to tell by looking here. You can also view a list of the most popular keywords entered into search engines that led readers to your site.

Browsers & Platforms

This section contains data about your readers' computer configurations, including what **operating systems** and **web browsers** they're using.

Questions and Comments

Our-Hometown is always willing to address any questions or concerns you have regarding your traffic statistics. Feel free to give us a call at (315) 294-6932 or email us at ops@our-hometown.com.