

Institutional Website Statistics

Activity statistics exclude Eastern domains

Web Log Analysis Monthly Report August 2003

Report Range:08/01/2003 00:00:00 – 08/31/2003 23:59:59



This report was generated by WebTrends(R) Wednesday September 17, 2003 – 10:47:08
Final report conversion by WebTrends Document Utility, Version 6.1 (build 404)

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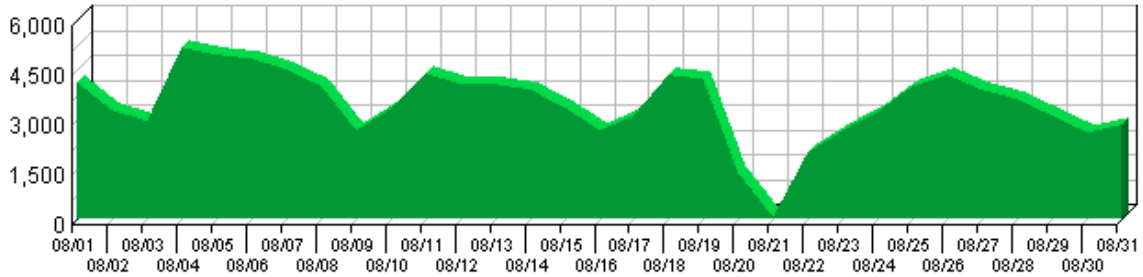
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Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

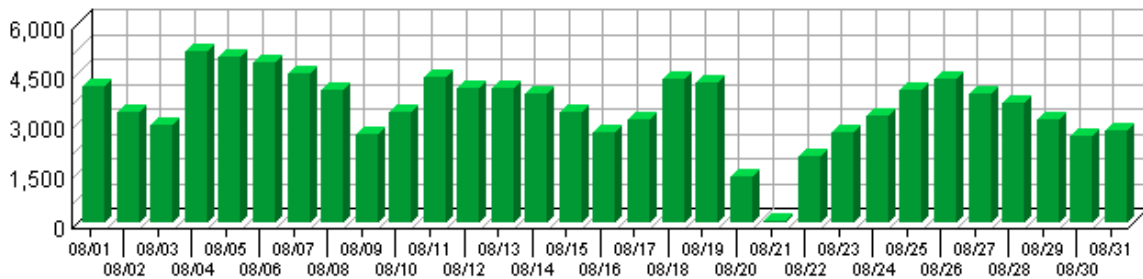
Visits Trend



Visit Summary

Visits	107,384
Average per Day	3,464
Average Visit Length	00:09:12
Median Visit Length	00:03:05
International Visits	4.74%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	95.26%

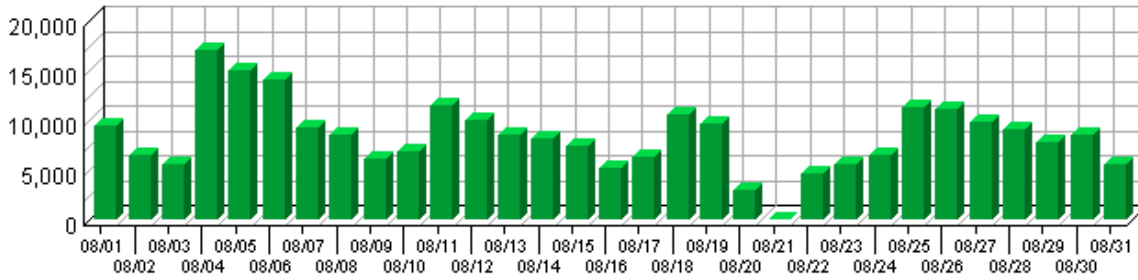
Visitors Trend



Visitor Summary

Unique Visitors	29,119
Visitors Who Visited Once	23,034
Visitors Who Visited More Than Once	6,085
Average Visits per Visitor	3.69

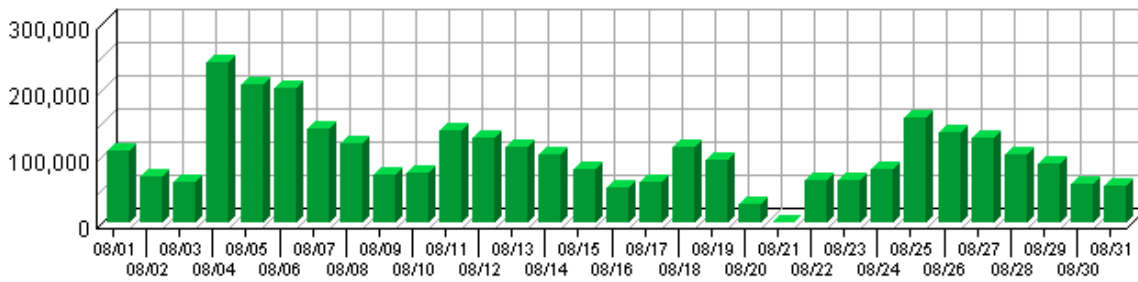
Page Views Trend



Page View Summary

Page Views	258,115
Average per Day	8,326
Average Page Views per Visit	2.40

Hits Trend

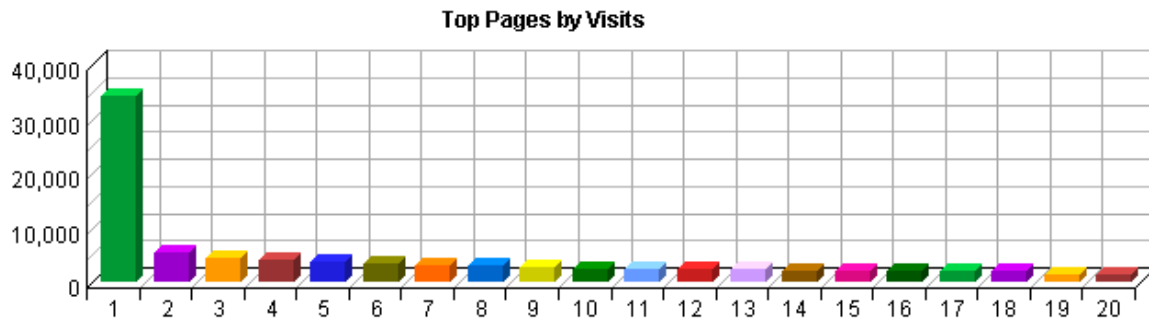
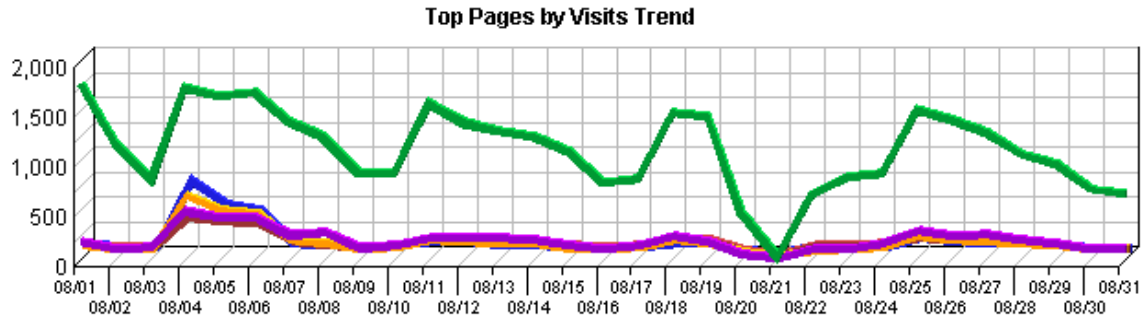


Hit Summary

Successful Hits for Entire Site	3,149,230
Average Hits per Day	101,588
Home Page Hits	45,418

Top 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.



Top Pages

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	Eastern University Home Page http://www.eastern.edu/	34,402	16.46%	45,419	00:02:26	0
2.	Eastern's Academic Programs http://www.eastern.edu/academic/	5,373	2.57%	11,031	00:00:46	0
3.	Eastern's Academic Programs http://www.eastern.edu/admissions/	4,406	2.11%	9,198	00:00:53	0
4.	Eastern College: Student Resources http://www.eastern.edu/campus/	3,919	1.88%	7,694	00:00:28	0
5.	Eastern's Welcome Center--President's	3,840	1.84%	7,652	00:00:44	0

	Message http:// www.eastern.edu/ welcome/					
6.	Eastern University Athletics http:// www.eastern.edu/ athletics/	3,468	1.66%	6,500	00:00:37	0
7.	Eastern College: Campus Life http:// www.eastern.edu/ campus/ campus.html	3,180	1.52%	3,607	00:00:38	0
8.	Eastern College: Left Menu http:// www.eastern.edu/ left_student.html	3,175	1.52%	3,602	00:00:26	0
9.	Graduate Programs http:// www.eastern.edu/ academic/ accel/ sps/ Graduat...	2,819	1.35%	3,156	00:00:47	0
10.	Majors & Minors Offered http:// www.eastern.edu/ academic/ trad_undg/ general/	2,425	1.16%	2,802	00:00:57	0
11.	Eastern College: Offices and Centers http:// www.eastern.edu/ centers/	2,425	1.16%	2,634	00:00:08	0
12.	Eastern College: Offices and Centers http:// www.eastern.edu/ centers/ centers.html	2,347	1.12%	2,541	00:00:21	0
13.	Eastern College: Left Menu http:// www.eastern.edu/ left_depts.html	2,340	1.12%	2,529	00:00:15	0
14.	Programs Page http:// www.eastern.edu/ academic/ accel/ sps/	2,114	1.01%	3,916	00:00:48	0
15.	Sample Search Interface http://	1,966	0.94%	3,792	00:00:29	0

	www.eastern.edu/ search/					
16.	News and Calendars http:// www.eastern.edu/ news/	1,924	0.92%	2,127	00:00:42	0
17.	Welcome: Directions http:// www.eastern.edu/ welcome/ directions2.html	1,908	0.91%	2,032	00:01:53	0
18.	CURRENT JOBS AVAILABLE http:// www.eastern.edu/ centers/ hr/ current.html	1,886	0.90%	2,061	00:01:23	0
19.	Undergraduate Admissions Home Page http:// www.eastern.edu/ admissions/ trad_undg/	1,399	0.67%	1,561	00:00:48	0
20.	Direction http:// www.eastern.edu/ academic/ trad_grad/ ssc/ web...	1,368	0.65%	1,489	00:00:53	0
	Subtotal	86,684	41.48%	125,343	00:01:09	
	Other	122,299	58.52%	132,772	00:01:27	
	Total	208,983	100.00%	258,115	00:01:18	

Top Pages – Help Card

? Pages – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

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.

% – Percentage of the total visits in which the visitor viewed this page at least once.

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.

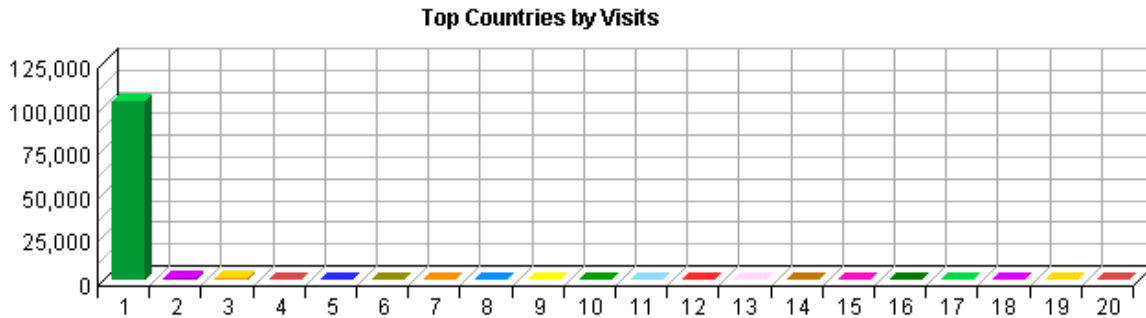
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.



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.

Top Countries

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



Top Countries

	Countries	Visits	%
1.	United States (US)	102,294	95.26%
2.	United Kingdom (UK)	640	0.60%
3.	Canada (CA)	537	0.50%
4.	China (CN)	353	0.33%
5.	Germany (DE)	326	0.30%
6.	Australia (AU)	243	0.23%
7.	Netherlands (NL)	171	0.16%
8.	India (IN)	150	0.14%
9.	France (FR)	141	0.13%
10.	Japan (JP)	140	0.13%
11.	Mexico (MX)	129	0.12%
12.	Philippines (PH)	112	0.10%
13.	South Africa (ZA)	100	0.09%
14.	Norway (NO)	97	0.09%
15.	New Zealand (NZ)	90	0.08%
16.	Brazil (BR)	86	0.08%
17.	Singapore (SG)	83	0.08%
18.	Korea (South) (KR)	82	0.08%
19.	Taiwan (TW)	77	0.07%
20.	Spain (ES)	69	0.06%
	Subtotal	105,920	98.64%
	Other	1,464	1.36%
	Total	107,384	100.00%

Top Countries – Help Card

? 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.

Total – The total visits where there was sufficient information to identify the country. This number may be less than the total visits overall.

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.

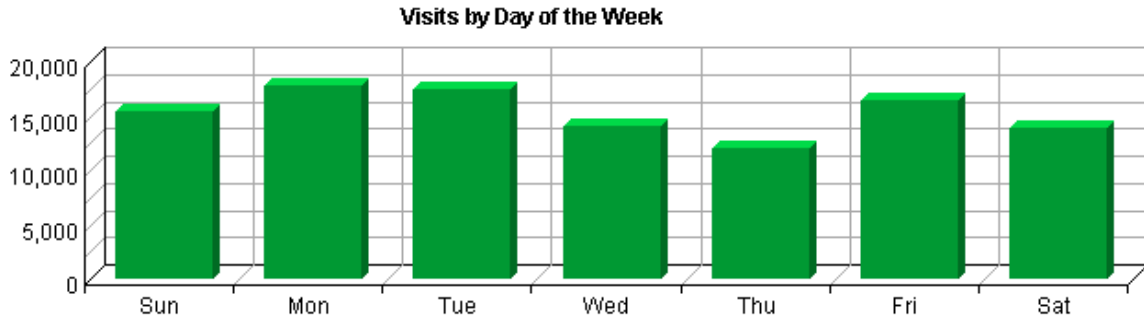
Unknown Origin – The country associated with the visitor's domain name could not be determined.

💡 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.

Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



Visits by Day of the Week

Day	Visits	%
Sun	15,457	14.39%
Mon	17,849	16.62%
Tue	17,483	16.28%
Wed	14,126	13.15%
Thu	12,006	11.18%
Fri	16,492	15.36%
Sat	13,971	13.01%
Total Weekend	29,428	27.40%
Total Weekdays	77,956	72.60%
Total	107,384	100.00%

Visits by Day of the Week – Help Card

? Day – Specified day of the week being tracked.

Visits – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. 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.

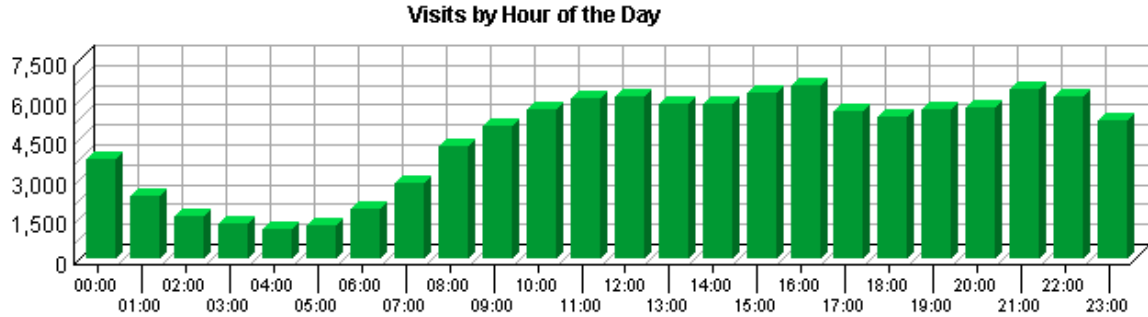
% – Percentage of total visits that occurred on the specified day of the week.

💡 Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. 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.

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



Visits by Hour of the Day

Hour	Visits	%
00:00	3,774	3.51%
01:00	2,343	2.18%
02:00	1,614	1.50%
03:00	1,350	1.26%
04:00	1,079	1.00%
05:00	1,236	1.15%
06:00	1,860	1.73%
07:00	2,813	2.62%
08:00	4,253	3.96%
09:00	5,028	4.68%
10:00	5,627	5.24%
11:00	6,009	5.60%
12:00	6,083	5.66%
13:00	5,820	5.42%
14:00	5,820	5.42%
15:00	6,240	5.81%
16:00	6,561	6.11%
17:00	5,527	5.15%
18:00	5,341	4.97%
19:00	5,591	5.21%
20:00	5,715	5.32%
21:00	6,417	5.98%
22:00	6,078	5.66%
23:00	5,205	4.85%
Total Visits during Work Hours (8:00am–5:00pm)	51,441	47.90%

Total Visits during After Hours (5:01pm–7:59am)	55,943	52.10%
Total	107,384	100.00%

Summary of Visits by Hour of the Day

Most Active Hour of the Day	16:00–16:59
Least Active Hour of the Day	04:00–04:59

Visits by Hour of the Day – Help Card

? Hour – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Least Active Hour of the Day – The specific hour of the day that had the fewest number of hits.

Most Active Hour of the Day – The specific hour of the day that had the largest number of visits.

Visits – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. 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 that occurred during the specified hour.

💡 This information can be used to determine which hour of the day is best for system maintenance.