

## **Institutional Website Statistics**

**Activity statistics exclude Eastern domains**

Web Log Analysis Monthly Report July 2003

Report Range:07/01/2003 00:00:00 – 07/31/2003 23:59:59



This report was generated by WebTrends(R) Monday August 4, 2003 – 10:05:30

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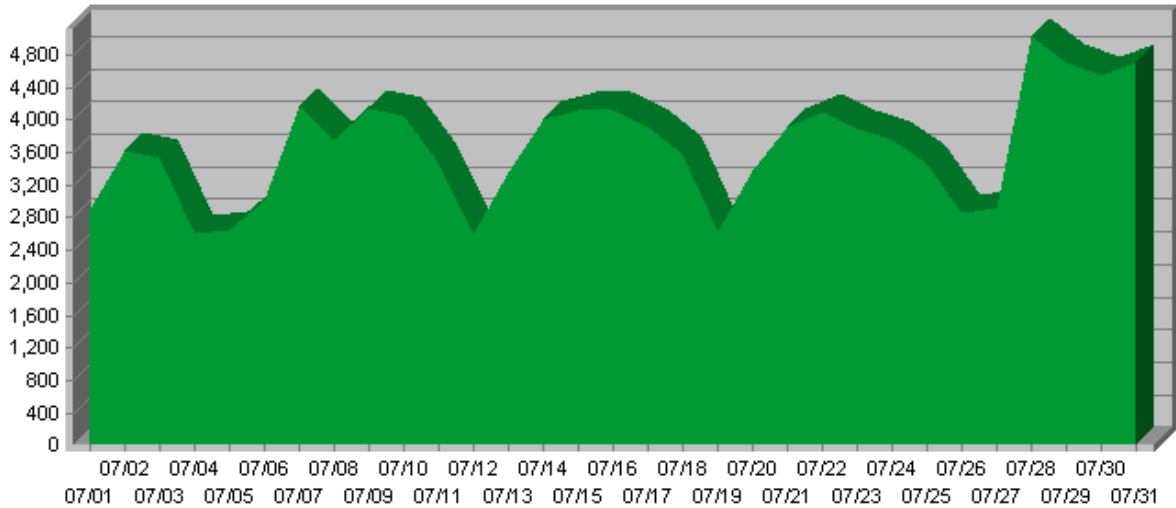
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# Overview Dashboard

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.

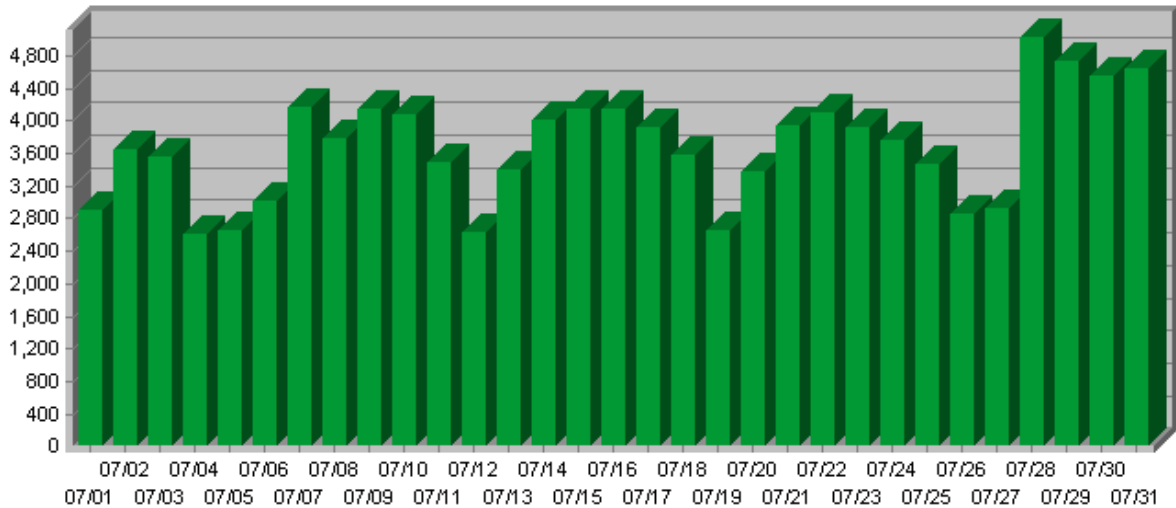
### Visits Trend



### Visit Summary

Visits	113,490
Average per Day	3,660
Average Visit Length	00:10:02
Median Visit Length	00:03:23
International Visits	5.26%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	94.74%

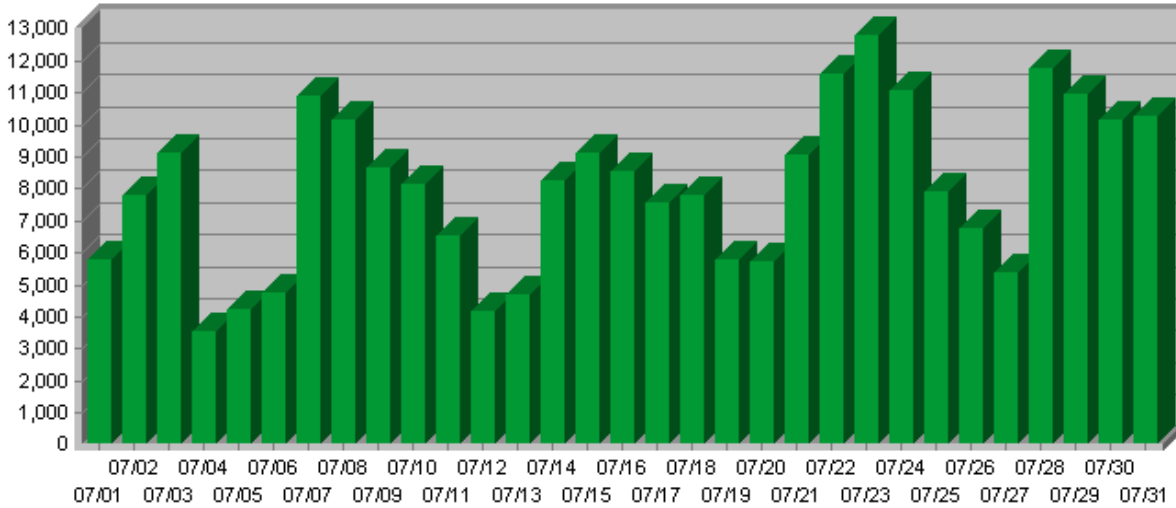
### Visitors Trend



### Visitor Summary

Unique Visitors	31,978
Visitors Who Visited Once	25,524
Visitors Who Visited More Than Once	6,454

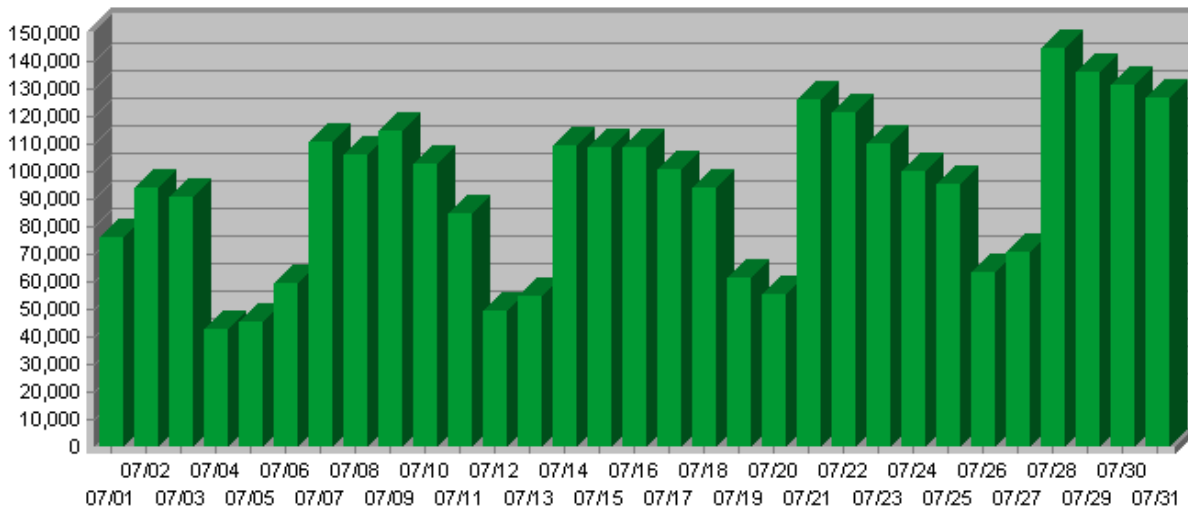
**Page Views Trend**



### Page View Summary

Page Views	249,019
Average per Day	8,032

**Hits Trend**



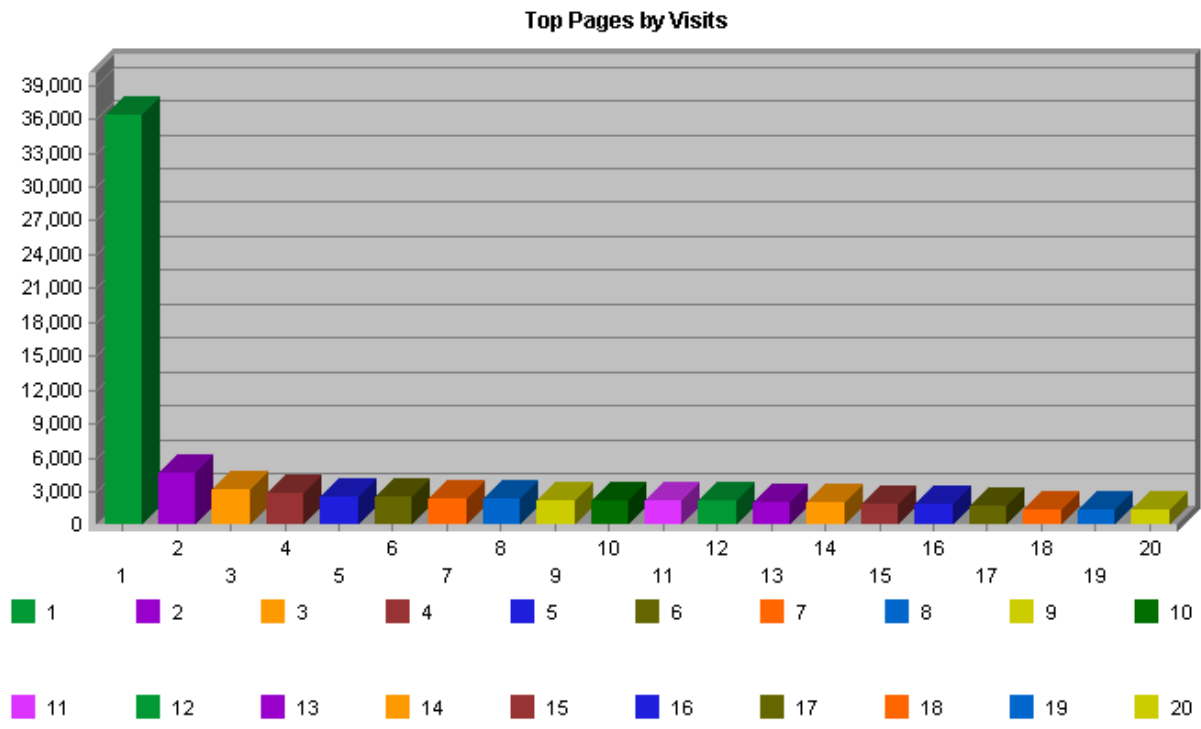
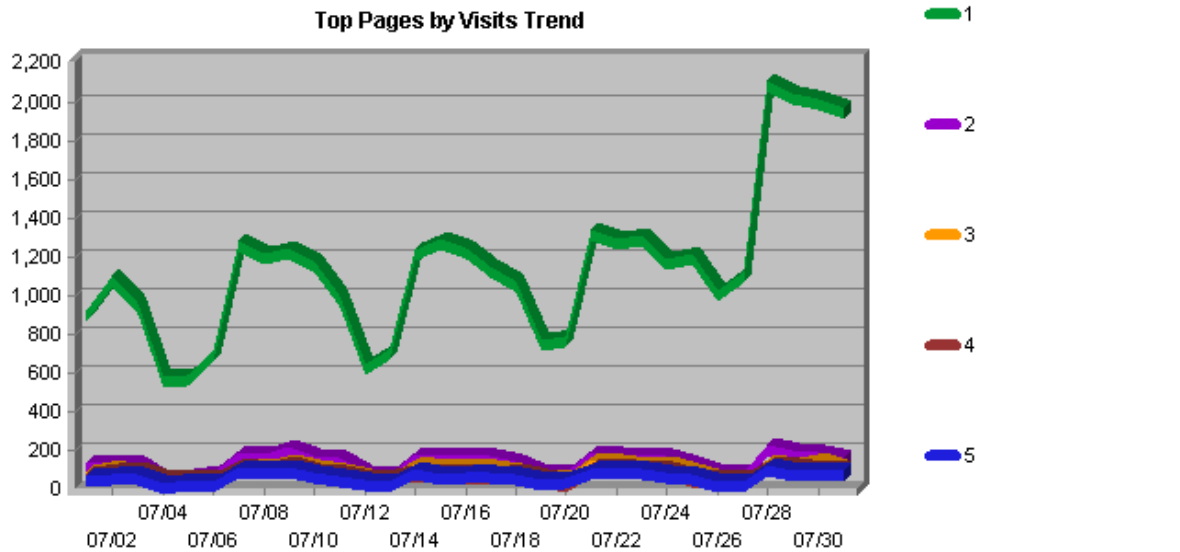
### Hit Summary

Successful Hits for Entire Site	2,891,342
Average Hits per Day	93,269
Home Page Hits	47,765



# 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.	<b>Eastern University Home Page</b> <a href="http://www.eastern.edu/">http://www.eastern.edu/</a>	36,418	17.65%	47,769	00:02:44	0
2.	<b>Eastern's Academic Programs</b> <a href="http://www.eastern.edu/academic/">http://www.eastern.edu/academic/</a>	4,653	2.25%	9,285	00:00:43	0
3.	<b>Eastern's Academic Programs</b> <a href="http://www.eastern.edu/admissions/">http://www.eastern.edu/admissions/</a>	3,251	1.58%	6,588	00:00:45	0
4.	<b>Eastern College: Student Resources</b> <a href="http://www.eastern.edu/campus/">http://www.eastern.edu/campus/</a>	2,888	1.40%	5,564	00:00:31	0
5.	<b>Eastern's Welcome Center--President's Message</b> <a href="http://www.eastern.edu/welcome/">http://www.eastern.edu/welcome/</a>	2,528	1.23%	4,781	00:00:40	0
6.	<b>Majors &amp; Minors Offered</b> <a href="http://www.eastern.edu/academic/trad_undg/general/">http://www.eastern.edu/academic/trad_undg/general/</a>	2,443	1.18%	2,756	00:00:53	0
7.	<b>Eastern University Athletics</b> <a href="http://www.eastern.edu/athletics/">http://www.eastern.edu/athletics/</a>	2,405	1.17%	4,419	00:00:41	0
8.	<b>Eastern College: Campus Life</b> <a href="http://www.eastern.edu/campus/campus.html">http://www.eastern.edu/campus/campus.html</a>	2,282	1.11%	2,589	00:00:47	0
9.	<b>Eastern College: Left Menu</b> <a href="http://www.eastern.edu/left_student.html">http://www.eastern.edu/left_student.html</a>	2,274	1.10%	2,578	00:00:25	0
10.	<b>Eastern College: Offices and Centers</b>	2,190	1.06%	2,349	00:00:08	0

	<a href="http://www.eastern.edu/centers/">http:// www.eastern.edu/ centers/</a>					
11.	<b>Eastern College: Offices and Centers</b> <a href="http://www.eastern.edu/centers/centers.html">http:// www.eastern.edu/ centers/centers.html</a>	<b>2,137</b>	<b>1.04%</b>	2,293	00:00:20	0
12.	<b>Eastern College: Left Menu</b> <a href="http://www.eastern.edu/left_depts.html">http:// www.eastern.edu/ left_depts.html</a>	<b>2,117</b>	<b>1.03%</b>	2,273	00:00:16	0
13.	<a href="http://www.eastern.edu/academic/accel/sps/">http:// www.eastern.edu/ academic/accel/sps/</a>	<b>2,074</b>	<b>1.01%</b>	3,864	00:00:40	0
14.	<b>CURRENT JOBS AVAILABLE</b> <a href="http://www.eastern.edu/centers/hr/current.html">http:// www.eastern.edu/ centers/hr/ current.html</a>	<b>2,009</b>	<b>0.97%</b>	2,358	00:02:51	0
15.	<a href="http://www.eastern.edu/welcome/directions2.html">http:// www.eastern.edu/ welcome/ directions2.html</a>	<b>1,939</b>	<b>0.94%</b>	2,042	00:01:40	0
16.	<b>Electronic Magazine of Multicultural Education</b> <a href="http://www.eastern.edu/publications/emme/">http:// www.eastern.edu/ publications/emme/</a>	<b>1,893</b>	<b>0.92%</b>	2,767	00:01:12	0
17.	<a href="http://www.eastern.edu/search/">http:// www.eastern.edu/ search/</a>	<b>1,750</b>	<b>0.85%</b>	3,284	00:00:26	0
18.	<b>Eastern's Academic Programs</b> <a href="http://www.eastern.edu/academic/philosophy_index.html">http:// www.eastern.edu/ academic/ philosophy_index.html</a>	<b>1,331</b>	<b>0.65%</b>	1,400	00:00:33	0
19.	<b>Undergraduate Admissions Home Page</b> <a href="http://www.eastern.edu/admissions/trad_undg/">http:// www.eastern.edu/ admissions/trad_undg/</a>	<b>1,317</b>	<b>0.64%</b>	1,433	00:00:49	0
20.	<b>Direction</b> <a href="http://www.eastern.edu/academic/trad_grad/ssc/web...">http:// www.eastern.edu/ academic/trad_grad/ ssc/web...</a>	<b>1,307</b>	<b>0.63%</b>	1,388	00:00:43	0

<b>Subtotal</b>	<b>79,206</b>	<b>38.38%</b>	<b>111,780</b>	<b>00:01:20</b>
<b>Other</b>	<b>127,150</b>	<b>61.62%</b>	<b>137,239</b>	<b>00:01:30</b>
<b>Total</b>	<b>206,356</b>	<b>100.00%</b>	<b>249,019</b>	<b>00:01:26</b>

**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.

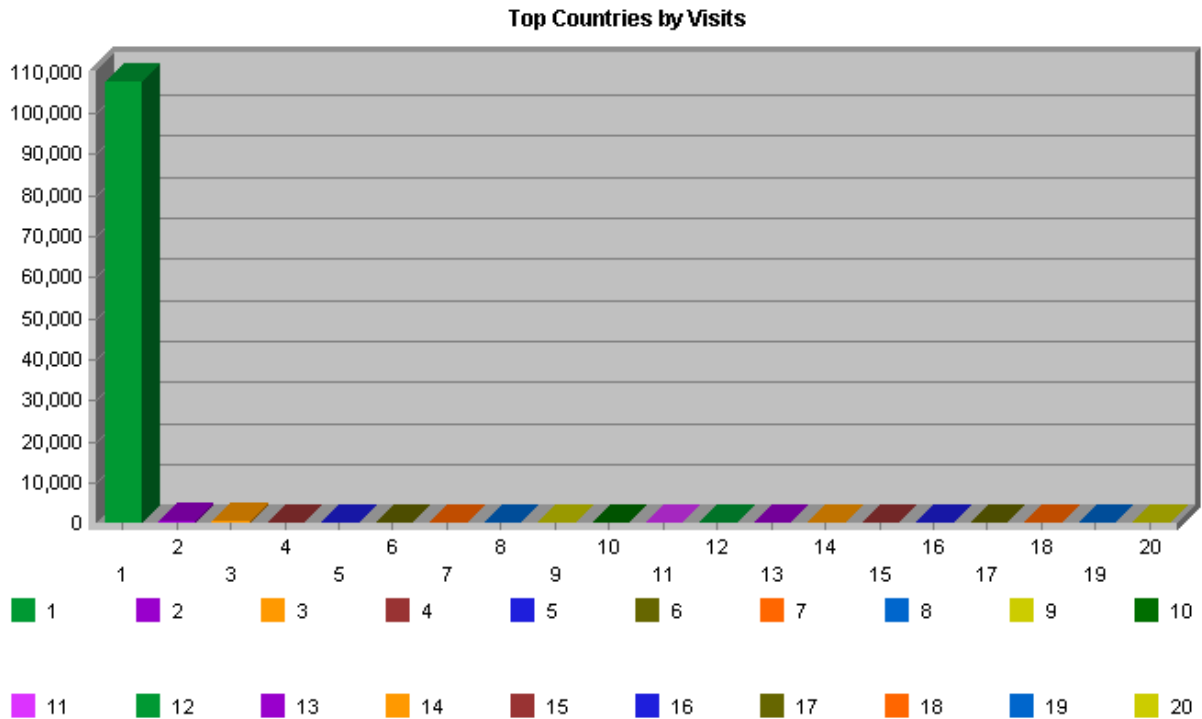
**Note:** Zero values in this column probably indicates that your web server is not logging Time to Serve information.

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**💡** 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)	107,520	94.74%
2.	United Kingdom (UK)	849	0.75%
3.	Canada (CA)	836	0.74%
4.	Germany (DE)	412	0.36%
5.	China (CN)	276	0.24%
6.	Netherlands (NL)	207	0.18%
7.	India (IN)	192	0.17%
8.	Australia (AU)	185	0.16%
9.	Japan (JP)	182	0.16%
10.	France (FR)	165	0.15%
11.	Singapore (SG)	141	0.12%
12.	South Africa (ZA)	133	0.12%
13.	Philippines (PH)	113	0.10%
14.	Korea (South) (KR)	113	0.10%
15.	Malaysia (MY)	101	0.09%
16.	Israel (IL)	101	0.09%

17.	Spain (ES)	93	0.08%
18.	New Zealand (NZ)	88	0.08%
19.	Taiwan (TW)	85	0.07%
20.	Mexico (MX)	72	0.06%
	<b>Subtotal</b>	<b>111,864</b>	<b>98.57%</b>
	<b>Other</b>	<b>1,626</b>	<b>1.43%</b>
	<b>Total</b>	<b>113,490</b>	<b>100.00%</b>

### 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.

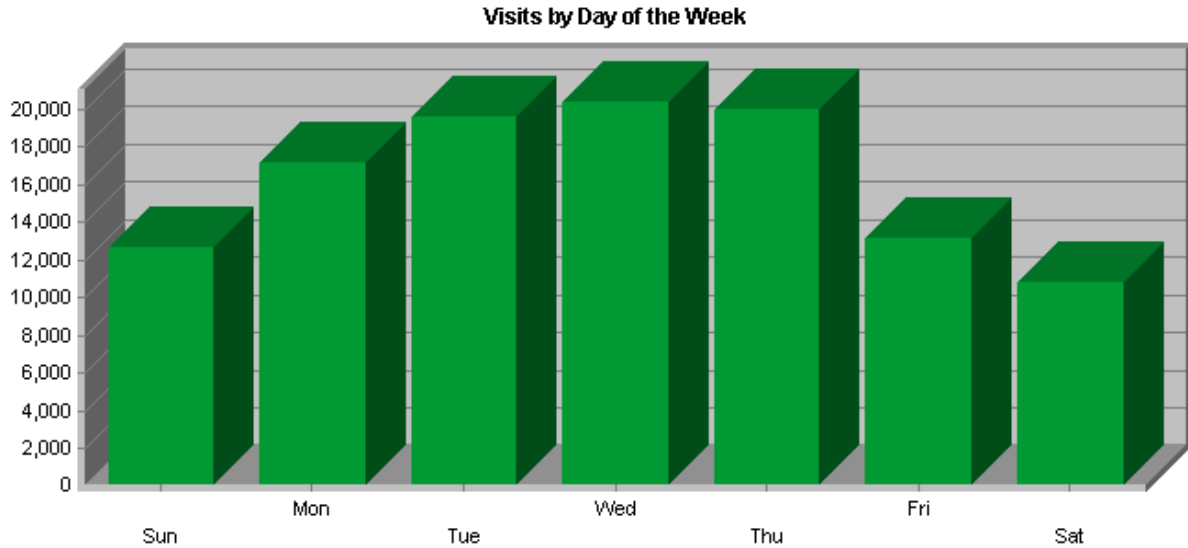
**Unknown Origin** – The country associated with the visitor's domain name could not be determined.

**💡** 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	12,650	11.15%
Mon	17,102	15.07%
Tue	19,574	17.25%
Wed	20,345	17.93%
Thu	19,959	17.59%
Fri	13,100	11.54%
Sat	10,760	9.48%
<b>Total Weekend</b>	<b>23,410</b>	<b>20.63%</b>
<b>Total Weekdays</b>	<b>90,080</b>	<b>79.37%</b>
<b>Total</b>	<b>113,490</b>	<b>100.00%</b>

## 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.

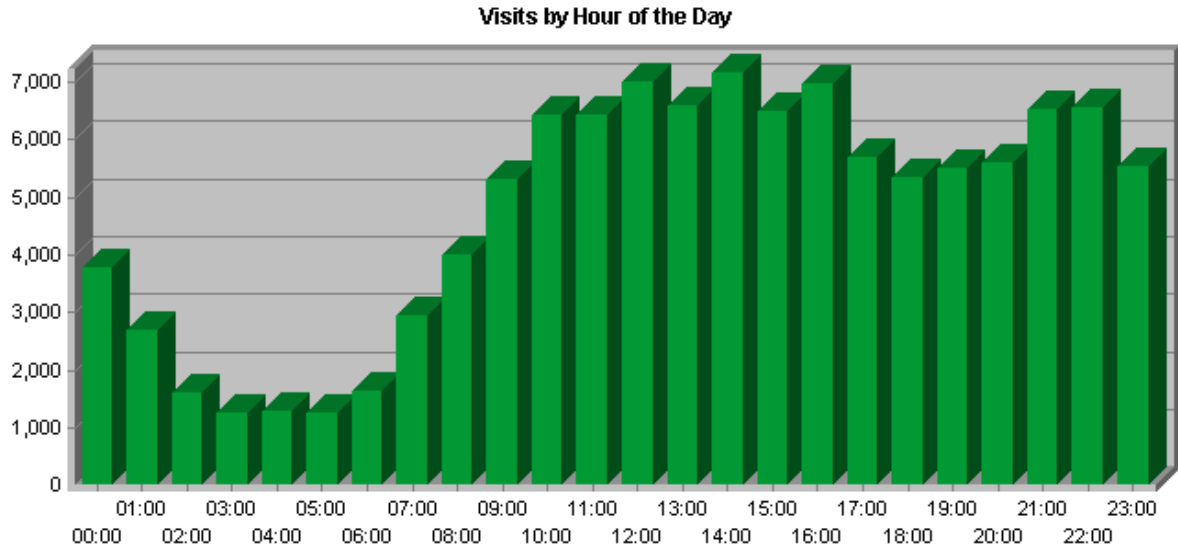
% – Percentage of total visits that occurred on the specified day of the week.



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	3,779	3.33%
01:00	2,678	2.36%
02:00	1,614	1.42%
03:00	1,269	1.12%
04:00	1,305	1.15%
05:00	1,268	1.12%
06:00	1,630	1.44%
07:00	2,932	2.58%
08:00	3,991	3.52%
09:00	5,311	4.68%
10:00	6,432	5.67%
11:00	6,410	5.65%
12:00	7,008	6.17%
13:00	6,571	5.79%
14:00	7,145	6.30%
15:00	6,481	5.71%
16:00	6,972	6.14%
17:00	5,684	5.01%
18:00	5,330	4.70%
19:00	5,500	4.85%

20:00	5,595	4.93%
21:00	6,506	5.73%
22:00	6,554	5.77%
23:00	5,525	4.87%
<b>Total Visits during Work Hours (8:00am–5:00pm)</b>	<b>56,321</b>	<b>49.63%</b>
<b>Total Visits during After Hours (5:01pm–7:59am)</b>	<b>57,169</b>	<b>50.37%</b>
<b>Total</b>	<b>113,490</b>	<b>100.00%</b>

### Summary of Visits by Hour of the Day

<b>Most Active Hour of the Day</b>	14:00–14:59
<b>Least Active Hour of the Day</b>	05:00–05:59

#### 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.