

Institutional Website Statistics

Activity statistics exclude Eastern domains

Web Log Analysis Monthly Report April 2003

Report Range:04/01/2003 00:00:00 – 04/30/2003 23:59:59



This report was generated by WebTrends(R) Monday August 4, 2003 – 09:59:55

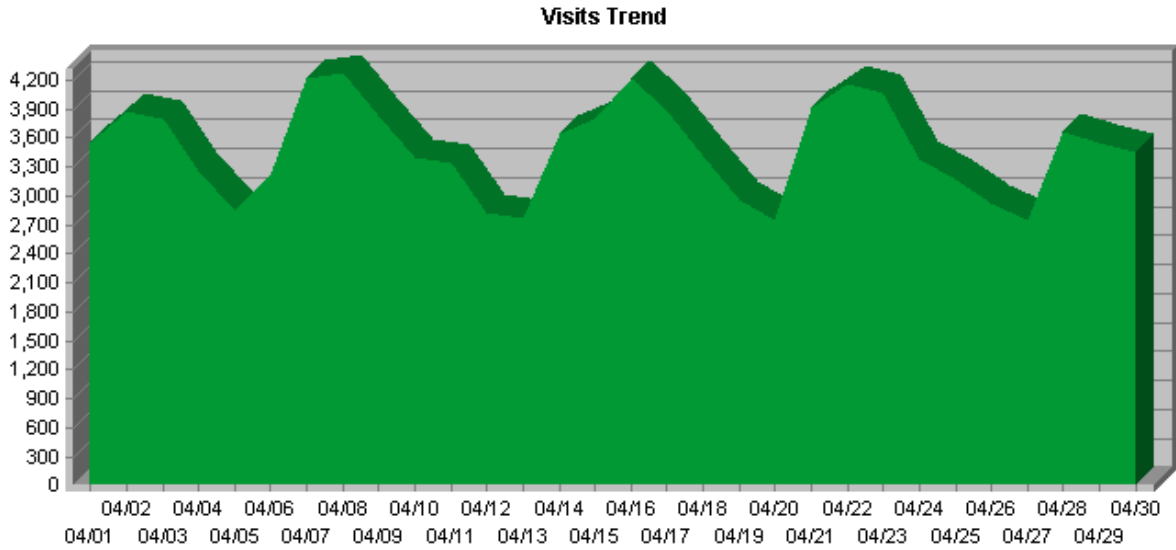
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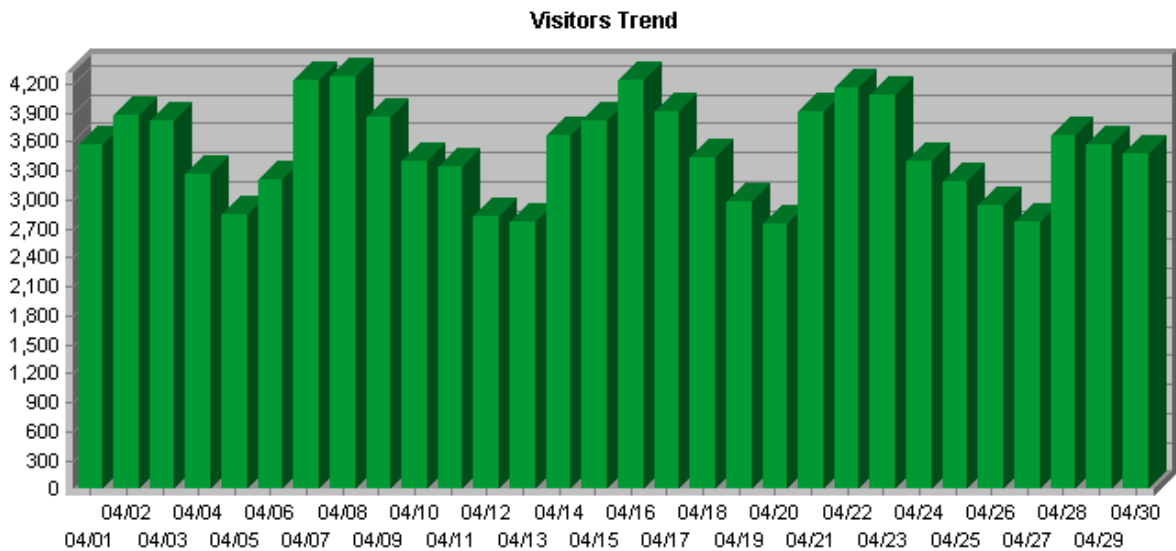
Overview Dashboard

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.



Visit Summary

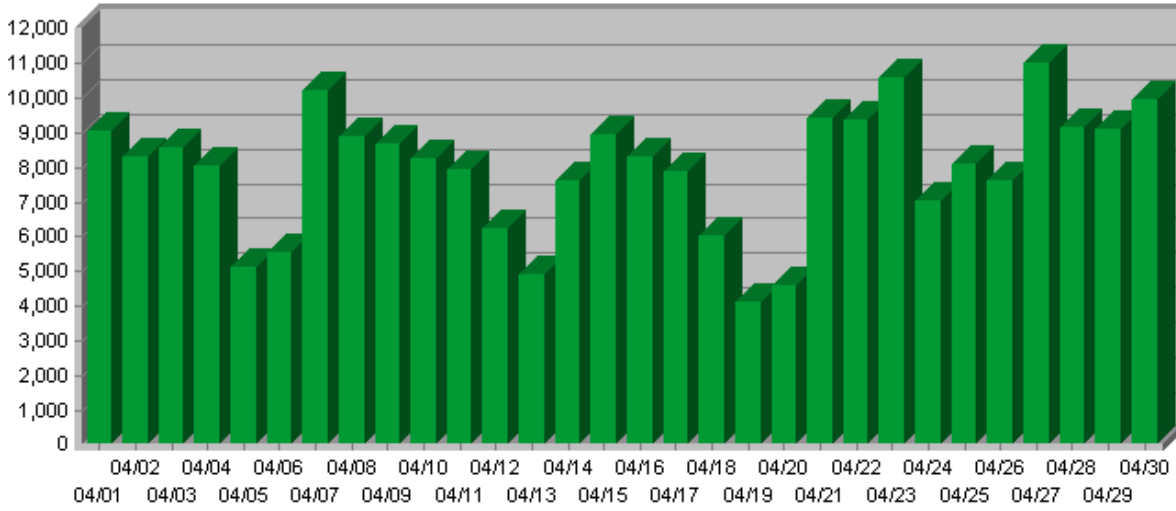
Visits	104,832
Average per Day	3,494
Average Visit Length	00:10:17
Median Visit Length	00:02:50
International Visits	5.98%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	94.02%



Visitor Summary

Unique Visitors	30,734
Visitors Who Visited Once	25,119
Visitors Who Visited More Than Once	5,615

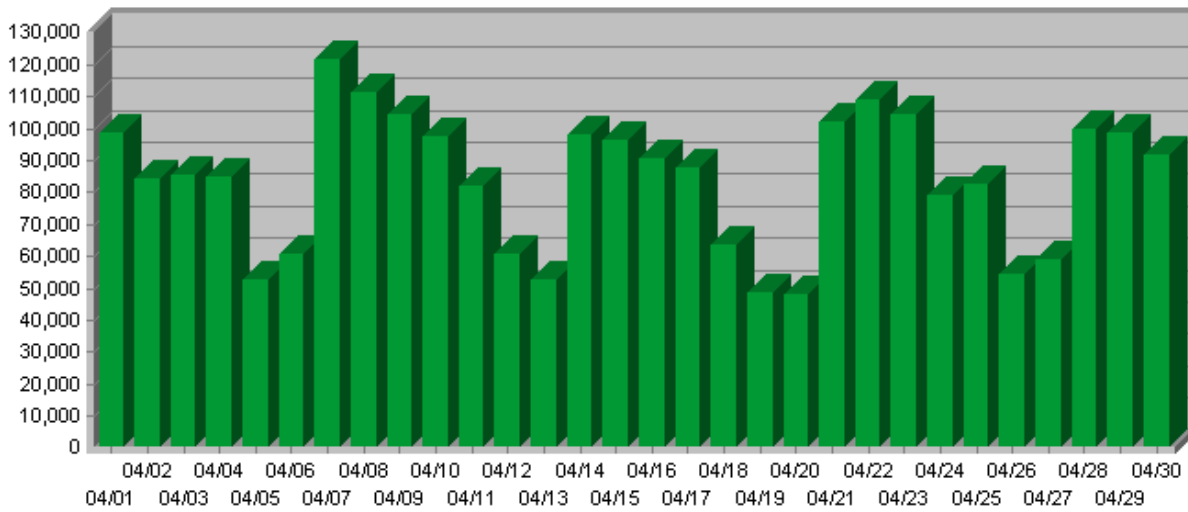
Page Views Trend



Page View Summary

Page Views	238,597
Average per Day	7,953

Hits Trend

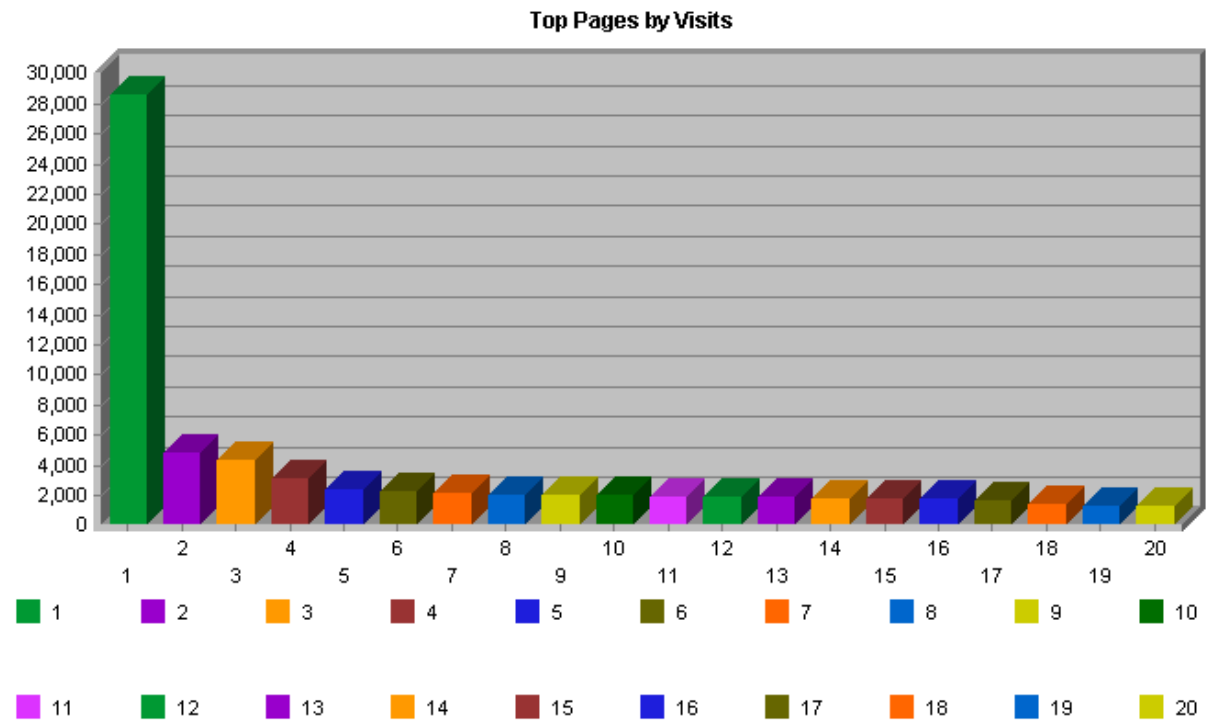
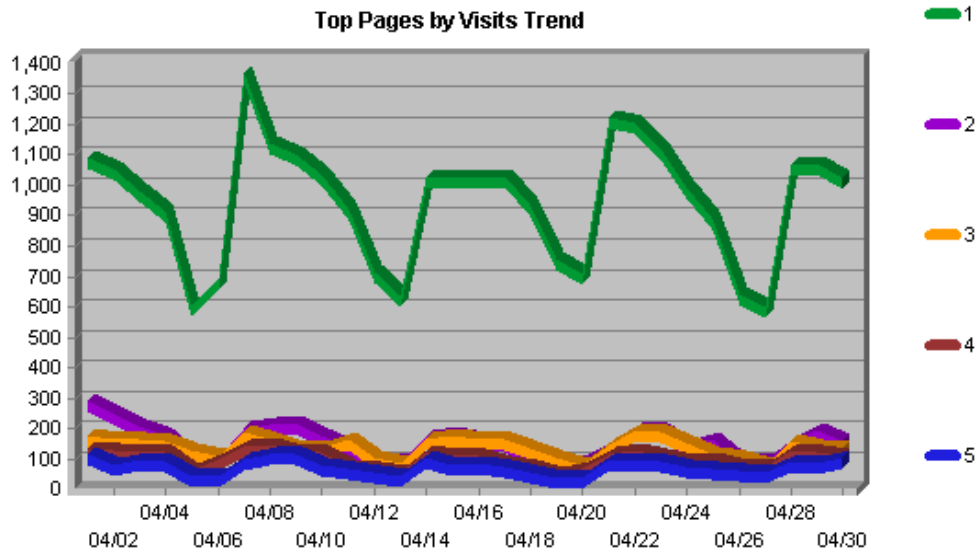


Hit Summary

Successful Hits for Entire Site	2,510,096
Average Hits per Day	83,669
Home Page Hits	36,340

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/	28,598	14.48%	36,340	00:02:08	0
2.	Eastern's Academic Programs http://www.eastern.edu/academic/	4,769	2.41%	9,535	00:00:43	0
3.	Eastern University Athletics http://www.eastern.edu/athletics/	4,325	2.19%	7,951	00:00:43	0
4.	Eastern's Academic Programs http://www.eastern.edu/admissions/	3,124	1.58%	6,450	00:00:49	0
5.	Eastern's Welcome Center--President's Message http://www.eastern.edu/welcome/	2,388	1.21%	4,530	00:00:44	0
6.	Majors & Minors Offered http://www.eastern.edu/academic/trad_undg/general/	2,225	1.13%	2,555	00:00:53	0
7.	Eastern College: Student Resources http://www.eastern.edu/campus/	2,170	1.10%	4,078	00:00:22	0
8.	Electronic Magazine of Multicultural Education http://www.eastern.edu/publications/emme/	2,069	1.05%	2,777	00:01:12	0
9.	http://www.eastern.edu/academic/accel/sps/	2,033	1.03%	3,987	00:00:47	0
10.	Eastern College: Offices and Centers http://	1,976	1.00%	2,126	00:00:06	0

	www.eastern.edu/centers/					
11.	Eastern College: Offices and Centers http://www.eastern.edu/centers/centers.html	1,934	0.98%	2,070	00:00:19	0
12.	Eastern College: Left Menu http://www.eastern.edu/left_depts.html	1,924	0.97%	2,068	00:00:13	0
13.	http://www.eastern.edu/search/	1,856	0.94%	3,549	00:00:25	0
14.	Eastern College: Left Menu http://www.eastern.edu/left_student.html	1,810	0.92%	2,045	00:00:25	0
15.	Eastern College: Campus Life http://www.eastern.edu/campus/campus.html	1,806	0.91%	2,044	00:00:44	0
16.	http://www.eastern.edu/welcome/directions2.html	1,763	0.89%	1,852	00:01:49	0
17.	CURRENT JOBS AVAILABLE http://www.eastern.edu/centers/hr/current.html	1,695	0.86%	1,769	00:00:47	0
18.	Undergraduate Admissions Home Page http://www.eastern.edu/admissions/trad_undg/	1,386	0.70%	1,506	00:00:43	0
19.	Campolo School: From the Dean http://www.eastern.edu/academic/trad_grad/ssc/	1,324	0.67%	1,479	00:00:48	0
20.	http://www.eastern.edu/library/	1,281	0.65%	1,750	00:02:08	0
	Subtotal	70,456	35.67%	100,461	00:01:06	

Other	127,070	64.33%	138,136	00:01:40
Total	197,526	100.00%	238,597	00:01:24

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.)

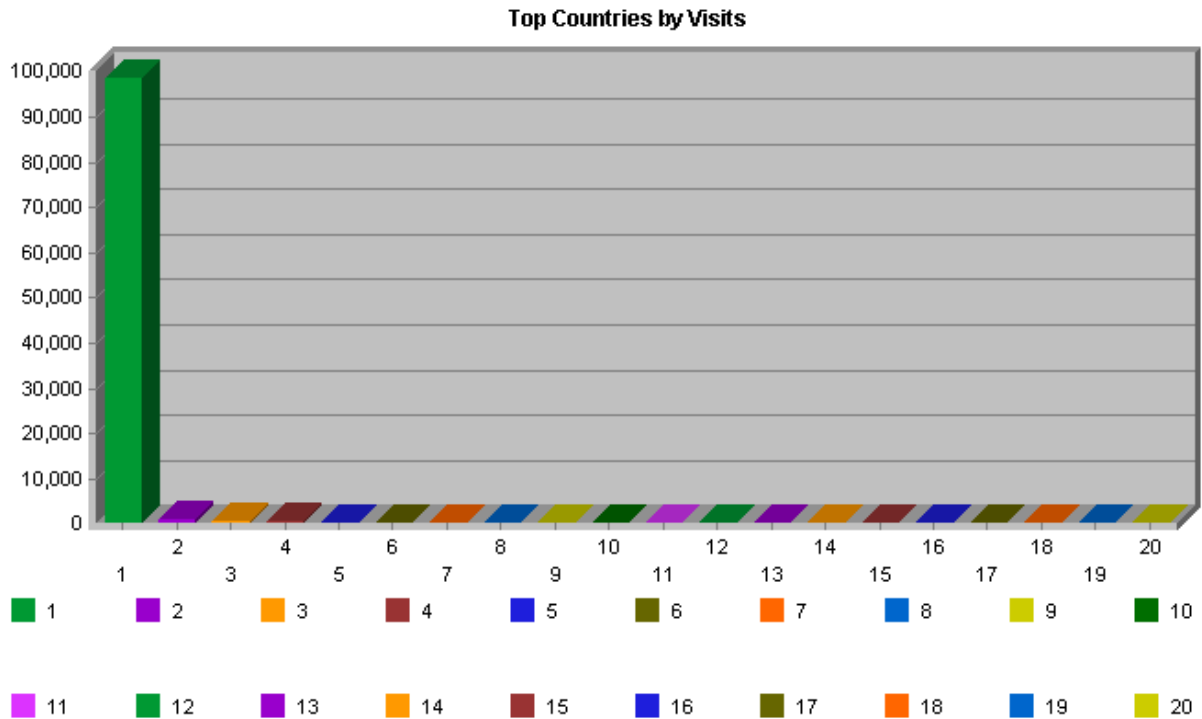
Average Time to Serve – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

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)	98,561	94.02%
2.	Canada (CA)	986	0.94%
3.	United Kingdom (UK)	739	0.70%
4.	Sweden (SE)	485	0.46%
5.	Germany (DE)	364	0.35%
6.	Netherlands (NL)	217	0.21%
7.	Australia (AU)	204	0.19%
8.	China (CN)	176	0.17%
9.	India (IN)	155	0.15%
10.	Spain (ES)	147	0.14%
11.	Japan (JP)	145	0.14%
12.	Singapore (SG)	132	0.13%
13.	France (FR)	130	0.12%
14.	Taiwan (TW)	114	0.11%
15.	Israel (IL)	107	0.10%
16.	Korea (South) (KR)	103	0.10%

17.	South Africa (ZA)	94	0.09%
18.	Italy (IT)	89	0.08%
19.	Hong Kong (HK)	82	0.08%
20.	Poland (PL)	78	0.07%
	Subtotal	103,108	98.36%
	Other	1,724	1.64%
	Total	104,832	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.

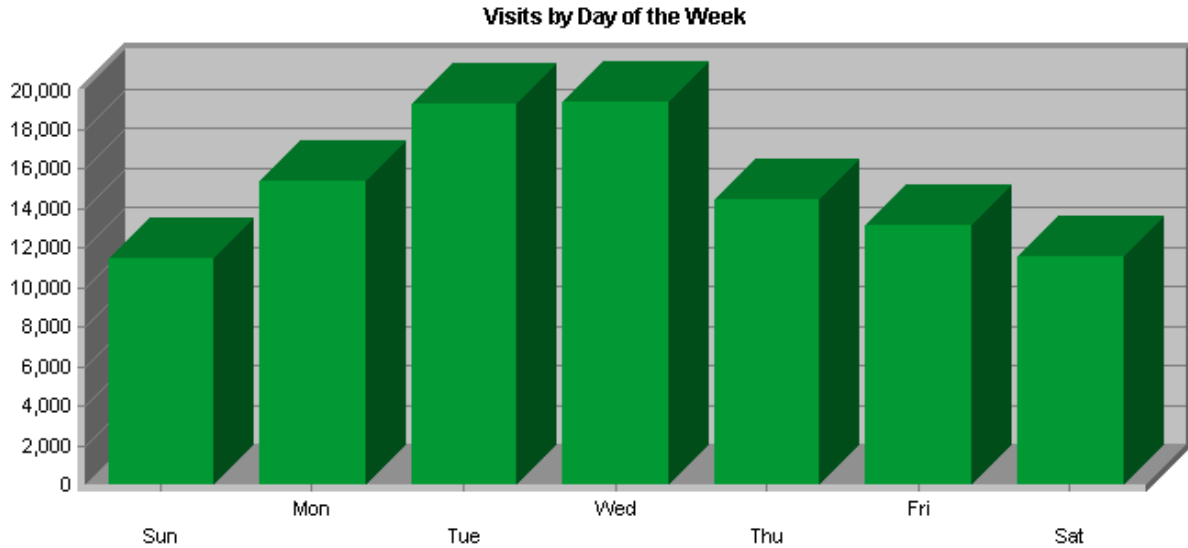
Unknown Origin – The country associated with the visitor's domain name could not be determined.

💡 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	11,468	10.94%
Mon	15,422	14.71%
Tue	19,319	18.43%
Wed	19,439	18.54%
Thu	14,456	13.79%
Fri	13,181	12.57%
Sat	11,547	11.01%
Total Weekend	23,015	21.95%
Total Weekdays	81,817	78.05%
Total	104,832	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.

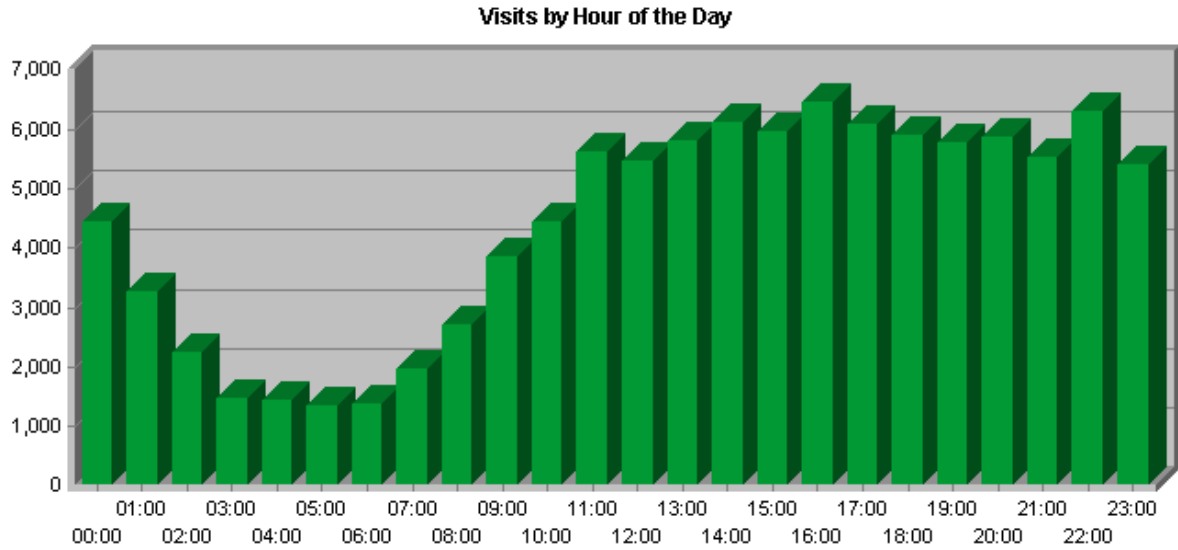
% – Percentage of total visits that occurred on the specified day of the week.



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	4,431	4.23%
01:00	3,253	3.10%
02:00	2,232	2.13%
03:00	1,469	1.40%
04:00	1,442	1.38%
05:00	1,356	1.29%
06:00	1,363	1.30%
07:00	1,956	1.87%
08:00	2,709	2.58%
09:00	3,857	3.68%
10:00	4,443	4.24%
11:00	5,608	5.35%
12:00	5,456	5.20%
13:00	5,809	5.54%
14:00	6,132	5.85%
15:00	5,968	5.69%
16:00	6,457	6.16%
17:00	6,083	5.80%
18:00	5,893	5.62%
19:00	5,791	5.52%

20:00	5,871	5.60%
21:00	5,543	5.29%
22:00	6,291	6.00%
23:00	5,419	5.17%
Total Visits during Work Hours (8:00am–5:00pm)	46,439	44.30%
Total Visits during After Hours (5:01pm–7:59am)	58,393	55.70%
Total	104,832	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	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.