

## **Conferences Website Statistics**

**Activity statistics exclude Eastern domains**

Web Log Analysis Monthly Report November 2003

Report Range:11/01/2003 00:00:00 – 11/30/2003 23:59:59



This report was generated by WebTrends(R) Monday December 8, 2003 – 13:54:33  
Final report conversion by WebTrends Document Utility, Version 6.1 (build 404)

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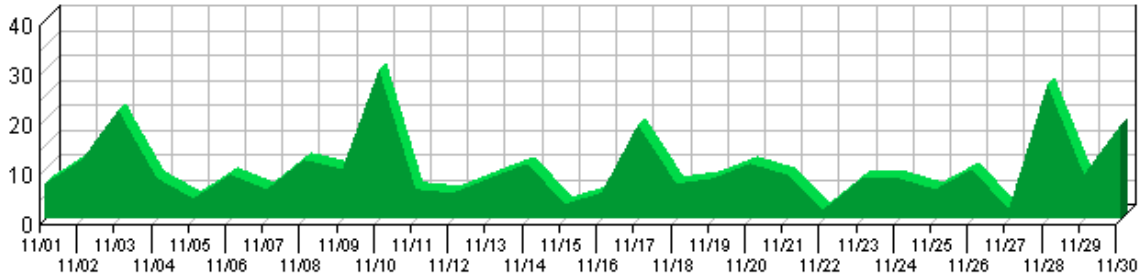
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# Overview Dashboard

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.

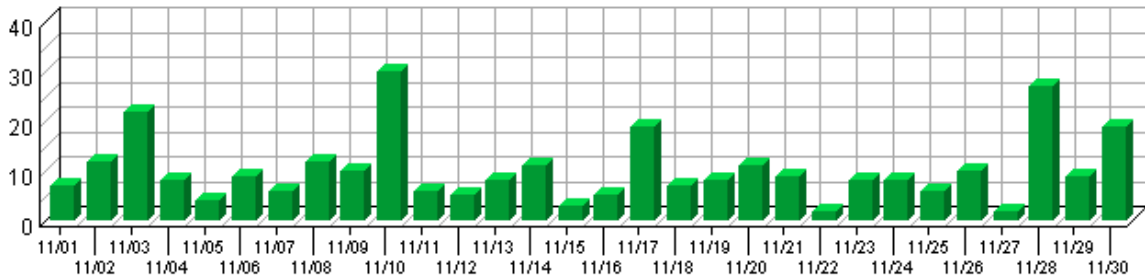
### Visits Trend



### Visit Summary

Visits	303
Average per Day	10
Average Visit Length	00:08:26
Median Visit Length	00:01:37
International Visits	8.25%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	91.75%

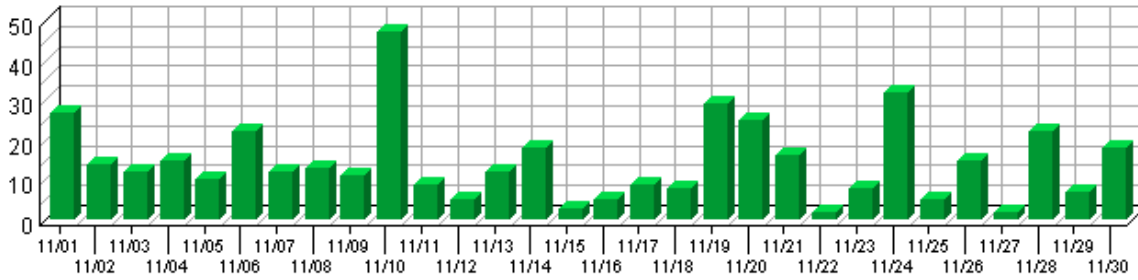
### Visitors Trend



### Visitor Summary

Unique Visitors	193
Visitors Who Visited Once	134
Visitors Who Visited More Than Once	59
Average Visits per Visitor	1.57

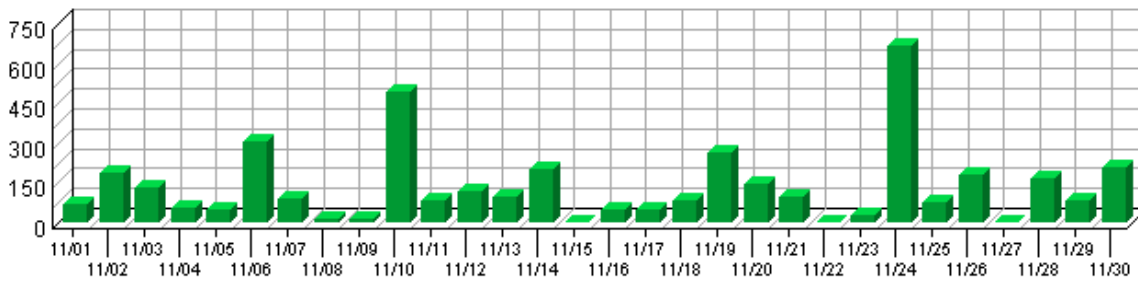
### Page Views Trend



### Page View Summary

Page Views	433
Average per Day	14
Average Page Views per Visit	1.43

### Hits Trend



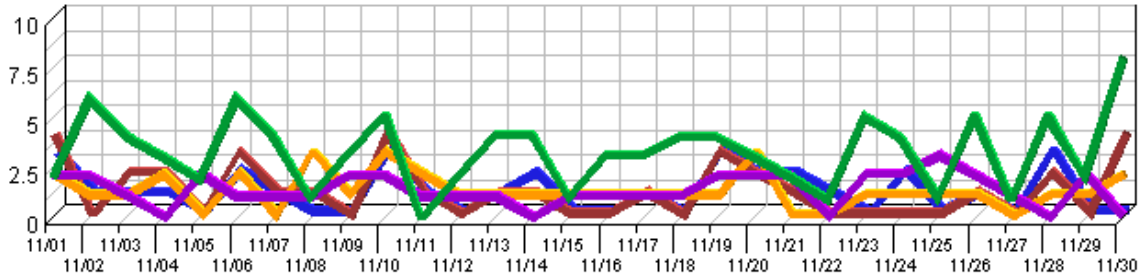
### Hit Summary

Successful Hits for Entire Site	4,016
Average Hits per Day	133
Home Page Hits	N/A

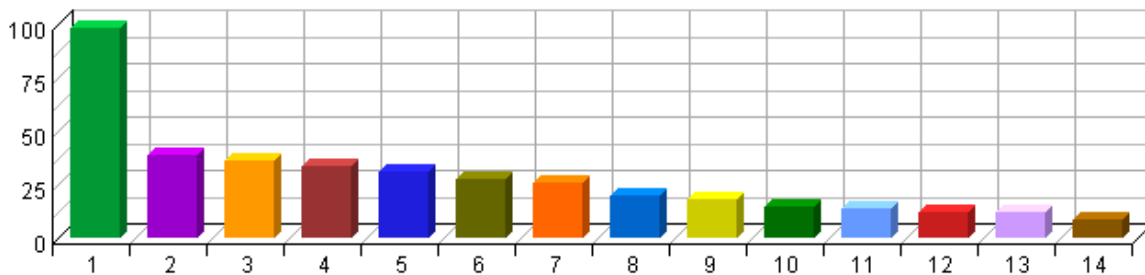
# Top Pages

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 by Visits Trend**



**Top Pages by Visits**



**Top Pages**

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	<b>Eastern University Conferences</b> <a href="http://www.eastern.edu/centers/conferences/">http://www.eastern.edu/centers/conferences/</a>	<b>98</b>	<b>25.00%</b>	112	00:00:47	0
2.	<b>Eastern University Conferences – Eastern Information</b> <a href="http://www.eastern.edu/centers/conferences/Eastern...">http://www.eastern.edu/centers/conferences/Eastern...</a>	<b>39</b>	<b>9.95%</b>	40	00:00:57	0
3.	<b>Eastern University Conference Office – Swim</b>	<b>36</b>	<b>9.18%</b>	36	00:08:50	0

	<b>Club</b> <a href="http://www.eastern.edu/centers/conferences/Swim_ma...">http://www.eastern.edu/centers/conferences/Swim_ma...</a>					
4.	<b>Eastern University Conferences – Staff</b> <a href="http://www.eastern.edu/centers/conferences/Staff_m...">http://www.eastern.edu/centers/conferences/Staff_m...</a>	34	8.67%	38	00:02:57	0
5.	<b>Eastern University Conference Office – Planning Your Conference</b> <a href="http://www.eastern.edu/centers/conferences/Plannin...">http://www.eastern.edu/centers/conferences/Plannin...</a>	31	7.91%	38	00:02:43	0
6.	<b>Eastern University Conferences – Eastern Information</b> <a href="http://www.eastern.edu/centers/conferences/Eastern...">http://www.eastern.edu/centers/conferences/Eastern...</a>	28	7.14%	30	00:01:14	0
7.	<b>Eastern University Conference Office – Summer Programs</b> <a href="http://www.eastern.edu/centers/conferences/Summer_...">http://www.eastern.edu/centers/conferences/Summer_...</a>	26	6.63%	27	00:01:05	0
8.	<b>Eastern University Conference Office – Forms</b> <a href="http://www.eastern.edu/centers/conferences/Forms_m...">http://www.eastern.edu/centers/conferences/Forms_m...</a>	20	5.10%	20	00:02:41	0

9.	<b>Eastern University Conference Office – Planning Your Conference</b> <a href="http://www.eastern.edu/centers/conferences/Plannin...">http://www.eastern.edu/centers/conferences/Plannin...</a>	18	4.59%	20	00:00:46	0
10.	<b>Eastern University Conferences – Eastern Information</b> <a href="http://www.eastern.edu/centers/conferences/Eastern...">http://www.eastern.edu/centers/conferences/Eastern...</a>	15	3.83%	15	00:05:22	0
11.	<b>Eastern University Conference Office – Planning Your Conference</b> <a href="http://www.eastern.edu/centers/conferences/Plannin...">http://www.eastern.edu/centers/conferences/Plannin...</a>	14	3.57%	18	00:01:23	0
12.	<b>Eastern University Conferences – Staff</b> <a href="http://www.eastern.edu/centers/conferences/Staff_C...">http://www.eastern.edu/centers/conferences/Staff_C...</a>	12	3.06%	14	00:04:32	0
13.	<b>Eastern University Conference Office – Planning Your Conference</b> <a href="http://www.eastern.edu/centers/conferences/Plannin...">http://www.eastern.edu/centers/conferences/Plannin...</a>	12	3.06%	16	00:01:49	0
14.	<b>Eastern University Conference Office – Planning Your Conference</b>	9	2.30%	9	00:03:59	0

[http://  
www.eastern.edu/  
centers/  
conferences/  
Plannin...](http://www.eastern.edu/centers/conferences/Plannin...)

**Total**                      **392**      **100.00%**                      **433**      **00:02:05**

### 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.)

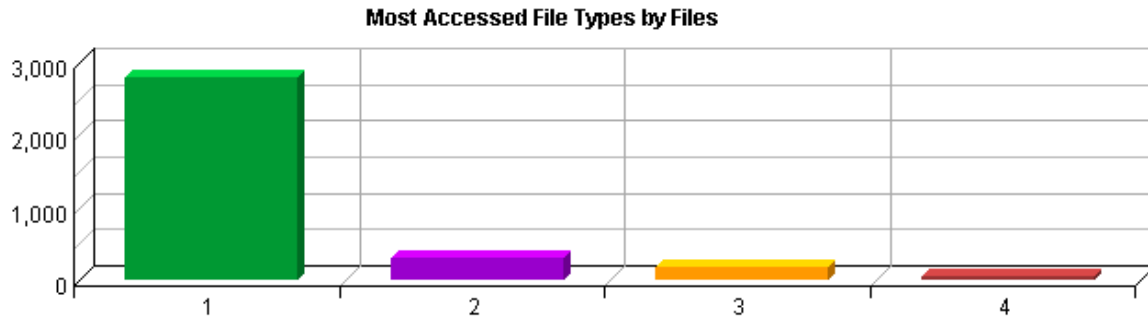
**Average Time to Serve** – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

**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.

# Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



**Most Accessed File Types**

	<b>File Type</b>	<b>Files</b>	<b>%</b>	<b>Kbytes Transferred</b>
1.	gif	2,799	84.10%	2,495
2.	htm	305	9.16%	5,159
3.	jpg	166	4.99%	1,798
4.	html	58	1.74%	754
	<b>Total</b>	<b>3,328</b>	<b>100.00%</b>	<b>10,204</b>

## Most Accessed File Types – Help Card

**? File Type** – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."

**Files** – Number of files of the specified type accessed by visitors to your site.

**Kbytes Transferred** – Number of kilobytes of data transferred for all files of the specified type.

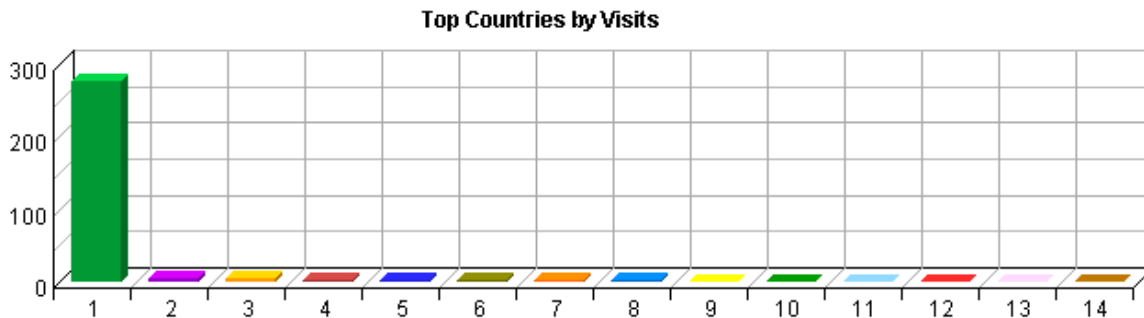
**%** – Percentage of all kilobytes of data transferred for the specified file type.

**💡** This report provides general statistics for the type of data that visitors access on your site.



# Top Countries

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



## Top Countries

	Countries	Visits	%
1.	United States (US)	278	91.75%
2.	Canada (CA)	5	1.65%
3.	Germany (DE)	4	1.32%
4.	Nigeria (NG)	2	0.66%
5.	United Kingdom (UK)	2	0.66%
6.	Taiwan (TW)	2	0.66%
7.	Japan (JP)	2	0.66%
8.	France (FR)	2	0.66%
9.	Czech Republic (CZ)	1	0.33%
10.	Netherlands (NL)	1	0.33%
11.	Italy (IT)	1	0.33%
12.	Singapore (SG)	1	0.33%
13.	Mexico (MX)	1	0.33%
14.	Sweden (SE)	1	0.33%
	<b>Total</b>	<b>303</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.

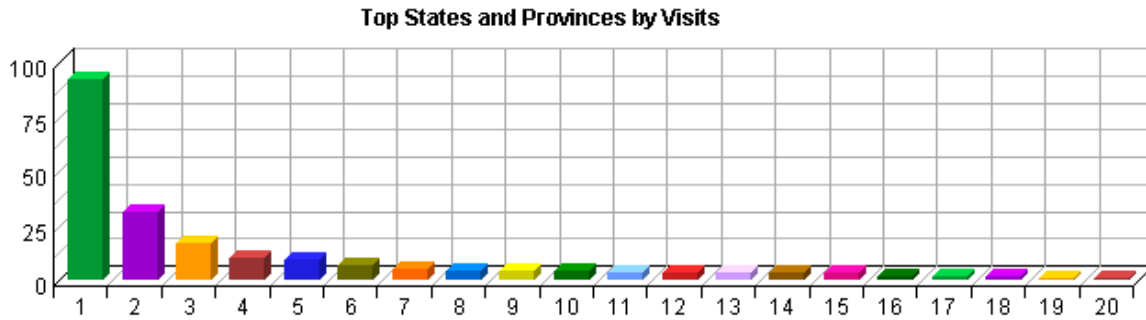


—  
This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

**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.

# Top States and Provinces

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the states and provinces of North America and Australia, and regions of the United Kingdom with your most active visitors. Note that new data is being added as available.



**Top States and Provinces**

	States and Provinces	Visits	%
1.	California	92	43.81%
2.	Pennsylvania	31	14.76%
3.	Virginia	17	8.10%
4.	North Carolina	10	4.76%
5.	Massachusetts	9	4.29%
6.	New York	7	3.33%
7.	Washington	5	2.38%
8.	Maryland	4	1.90%
9.	New Jersey	4	1.90%
10.	Colorado	4	1.90%
11.	Texas	3	1.43%
12.	Minnesota	3	1.43%
13.	Florida	3	1.43%
14.	British Columbia	3	1.43%
15.	Illinois	3	1.43%
16.	Indiana	2	0.95%
17.	Ontario	2	0.95%
18.	Georgia	2	0.95%
19.	Rhode Island	1	0.48%
20.	D.C.	1	0.48%
	<b>Subtotal</b>	<b>206</b>	<b>98.10%</b>
	<b>Other</b>	<b>4</b>	<b>1.90%</b>
	<b>Total</b>	<b>210</b>	<b>100.00%</b>

## Top States and Provinces – Help Card

**? States and Provinces** – If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

**Total** – The total visits identified from states and provinces in North America. This number may be less than the total visits overall due to visitors from outside North America and visitors whose location could not be determined.

**Visits** – Number of visits from this state or province. 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.

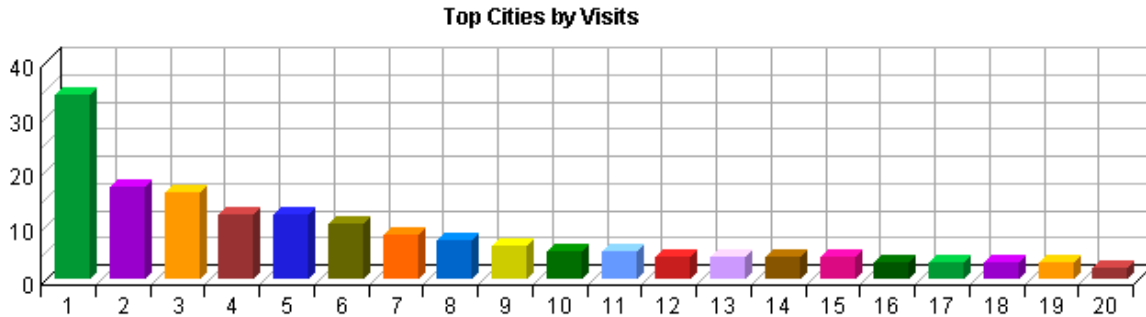
**%** – Percentage of total visits from this state or province.

**💡** 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.

# Top Cities

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the cities with your most active visitors.



## Top Cities

	City	Visits	%
1.	Mountain View, California, United States	34	14.78%
2.	San Jose, California, United States	17	7.39%
3.	San Mateo, California, United States	16	6.96%
4.	Sunnyvale, California, United States	12	5.22%
5.	Chantilly, Virginia, United States	12	5.22%
6.	Philadelphia, Pennsylvania, United States	10	4.35%
7.	Boston, Massachusetts, United States	8	3.48%
8.	Cary, North Carolina, United States	7	3.04%
9.	Wayne, Pennsylvania, United States	6	2.61%
10.	Redmond, Washington, United States	5	2.17%
11.	Santa Clara, California, United States	5	2.17%
12.	New York, New York, United States	4	1.74%
13.	Sterling, Virginia, United States	4	1.74%
14.	San Francisco, California, United States	4	1.74%
15.	Stanford, California, United States	4	1.74%
16.	Denver, Colorado, United States	3	1.30%
17.	Pittsburgh, Pennsylvania, United States	3	1.30%
18.	Chicago, Illinois, United States	3	1.30%
19.	Kassel, Germany	3	1.30%
20.	Raleigh, North Carolina, United States	2	0.87%
	<b>Subtotal</b>	<b>162</b>	<b>70.43%</b>
	<b>Other</b>	<b>68</b>	<b>29.57%</b>
	<b>Total</b>	<b>230</b>	<b>100.00%</b>

## Top Cities – Help Card

**?** **City** – If the WebTrends GeoTrends Database is turned on for this profile, the location is determined by looking up the visitor's IP address in this database.

**Total** – The total visits where there was sufficient information to identify the city. This number may be less than the total visits overall due to visitors whose location could not be determined.

**Visits** – Number of visits from this city. 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 this city.

**💡** 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.