

Länstrafiken i Västmanland

Web Log Analysis Monthly Report November 2004

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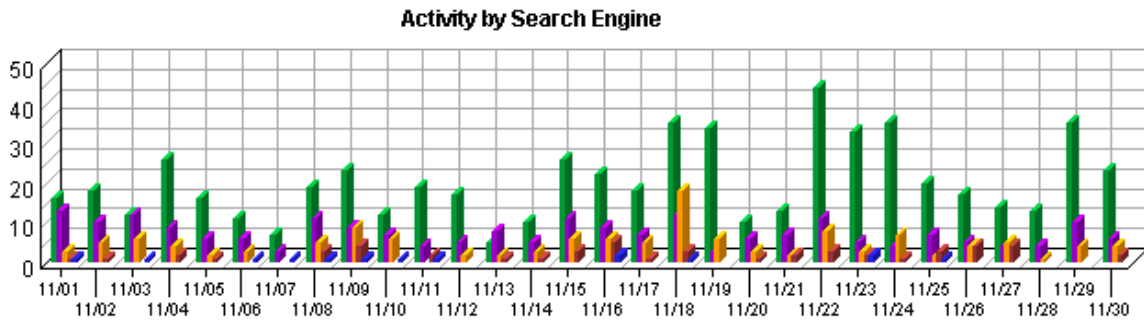
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Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



Activity by Search Engine

	Engines	Referrals	%
1.	msn	603	58.04%
2.	google	219	21.08%
3.	altavista	134	12.90%
4.	yahoo	50	4.81%
5.	spray	14	1.35%
6.	google germany	5	0.48%
7.	yahoo germany	3	0.29%
8.	yahoo uk &ireland	3	0.29%
9.	google japan	1	0.10%
10.	yahoo sweden	1	0.10%
11.	google france	1	0.10%
12.	kvasir	1	0.10%
13.	google italy	1	0.10%
14.	virgilio	1	0.10%
15.	all the web	1	0.10%
16.	google uk	1	0.10%
	Total	1,039	100.00%

Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. msn	vl.se	115	11.07%
	vl	105	10.11%
	www.vl.se	46	4.43%
	vÄstmanlands lokaltrafik	32	3.08%
	www.lv.se	21	2.02%
	ww.vl.se	19	1.83%
	bussgods	15	1.44%
	www.lanstrafiken.se	10	0.96%
	vl buss	7	0.67%
	lanstrafiken.se	7	0.67%
	www.vnl.se	6	0.58%
	www.vl	6	0.58%
	vl vÄsterÄs	6	0.58%
	vÄstmanlands lokaltrafik.se	6	0.58%
	vÄsterÄs lokaltrafik	5	0.48%
	www.vl.s	5	0.48%
	www,vl.se	4	0.38%
	www.vl.se	4	0.38%
	www.vn.se	4	0.38%
	vÄstmanlands lÄnstrafik	4	0.38%
2. google	vl	27	2.60%
	vl.se	15	1.44%
	vÄsterÄs lokaltrafik	12	1.15%
	vÄstmanlands lokaltrafik	9	0.87%
	flygbuss vÄsterÄs	7	0.67%
	flygbuss hallstahammar	5	0.48%
	vÄsterÄs buss	5	0.48%
	www.vl.se	4	0.38%
	vÄstmanlands lÄnstrafik	4	0.38%
	vl buss	3	0.29%
	hÄgskolan vÄsterÄs	3	0.29%
	arlanda vÄsterÄs flygbuss	3	0.29%
	flygbuss	3	0.29%
	bussgods	3	0.29%
	flygbuss vÄsterÄs arlanda	3	0.29%
	flygbussar vÄsterÄs	3	0.29%
	skinnskatteberg	2	0.19%
	biljettsystem	2	0.19%
	flygbussar arlanda	2	0.19%

	flÅcckebo	2	0.19%
3. altavista	vl	11	1.06%
	vÅstmanlands lokaltrafik	7	0.67%
	flygbuss vÅsterÅs	3	0.29%
	vÅsterÅs lokaltrafik	3	0.29%
	linje 804	3	0.29%
	vl buss	3	0.29%
	buss vÅstmanland	3	0.29%
	vÅsterÅs lokaltrafik domain:vl.se	3	0.29%
	flygbussar vÅsterÅs	3	0.29%
	flygbuss vÅsterÅs–arlanda	2	0.19%
	vÅstmanlands trafik	2	0.19%
	flygbussar vÅsterÅs arlanda	2	0.19%
	vl vÅsterÅs	2	0.19%
	busslinjer vÅsterÅs	2	0.19%
	flygbuss vÅsterÅs	2	0.19%
	lanstrafiken kronoberg	2	0.19%
	tÅglinjer	2	0.19%
	Åldre man	2	0.19%
	bussgods	2	0.19%
	flygbussar	2	0.19%
4. yahoo	vl.se	15	1.44%
	www.vl.se	3	0.29%
	flygbuss 501	3	0.29%
	lanstrafiken.se	2	0.19%
	lÅnstrafik och gÅteborg	2	0.19%
	vl	2	0.19%
	busstider vÅstmanland	2	0.19%
	buss vÅstmanland	2	0.19%
	bussgods	2	0.19%
	rocklunda	2	0.19%
	vÅstmanlands lokaltrafik	1	0.10%
	Åka buss vÅsterÅs	1	0.10%
	vl busstidtabell	1	0.10%
	vasteras buss	1	0.10%
	vl bussbolag	1	0.10%
	vl norberg	1	0.10%
	buss vÅsterÅs till uppsala	1	0.10%
	.vl.se	1	0.10%
	buss tidtabeller uppsala	1	0.10%
	buss till gÅteborg	1	0.10%
5. spray	vl	3	0.29%

	västmanlands lokaltrafik	2	0.19%
	bussgods kÅ¶ping	1	0.10%
	västmanlands buss	1	0.10%
	västmanland länstrafik	1	0.10%
	buss frÅ¶n gÅ¶teborg till stockholm	1	0.10%
	buss bus	1	0.10%
	resecentrum västerås	1	0.10%
	www.vl.se	1	0.10%
	lÅ¶nstrafik uppsala	1	0.10%
	vl lokaltrafik	1	0.10%
6. google germany	biogasen	1	0.10%
	vÅ¶sterÅ¶s stadstrafik	1	0.10%
	tidÅ¶-lindÅ¶	1	0.10%
	vÅ¶stmanlands lÅ¶nstrafik	1	0.10%
	cache:i1sabnygbqej:www.vl.se/template/page____2777.aspx almex	1	0.10%
7. yahoo germany	mammas	2	0.19%
	vl.se	1	0.10%
8. yahoo uk &ireland	www.vl.se	2	0.19%
	www.fÅ¶rdlektyr.nu	1	0.10%
9. google japan	vl vÅ¶sterÅ¶s Å¶rebro	1	0.10%
10. yahoo sweden	vl	1	0.10%
11. google france	arboga	1	0.10%
12. kvasir	våsterås buss	1	0.10%
13. google italy	vls start	1	0.10%
14. virgilio	flottiljgatan	1	0.10%
15. all the web	bussgods gÅ¶teborg domain:vl.se	1	0.10%
16. google uk	umea lokaltrafik	1	0.10%

Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. msn	vl	143	13.76%
	vl.se	116	11.16%
	lokaltrafik	58	5.58%
	vÅ¶stmanlands	49	4.72%
	www.vl.se	46	4.43%
	buss	34	3.27%
	vÅ¶sterÅ¶s	33	3.18%

	www.lv.se	21	2.02%
	ww.vl.se	19	1.83%
	bussgods	17	1.64%
	vÄstmanland	14	1.35%
	www.lanstrafiken.se	10	0.96%
	vÄsterås	10	0.96%
	bussar	9	0.87%
	lanstrafiken.se	7	0.67%
	gÄtteborg	7	0.67%
	www.vl	6	0.58%
	www.vnl.se	6	0.58%
	lÄnstrafik	6	0.58%
	trafikupplysningen	6	0.58%
2. google	vÄsterÄs	68	6.54%
	vl	43	4.14%
	flygbuss	26	2.50%
	lokaltrafik	24	2.31%
	buss	23	2.21%
	vÄstmanlands	19	1.83%
	arlanda	18	1.73%
	vl.se	15	1.44%
	flygbussar	10	0.96%
	hallstahammar	6	0.58%
	upsala	6	0.58%
	lÄnstrafik	5	0.48%
	karta	4	0.38%
	bussgods	4	0.38%
	tidtabell	4	0.38%
	www.vl.se	4	0.38%
	501	3	0.29%
	lanstrafiken	3	0.29%
	vÄsterås	3	0.29%
	skinnskatteberg	3	0.29%
3. altavista	vÄsterÄs	39	3.75%
	vl	23	2.21%
	lokaltrafik	17	1.64%
	buss	15	1.44%
	vÄstmanlands	14	1.35%
	flygbussar	10	0.96%
	flygbuss	9	0.87%
	vÄstmanland	8	0.77%
	arlanda	6	0.58%

	karta	5	0.48%
	vÄsterÄs	4	0.38%
	trafik	4	0.38%
	domain:vl.se	4	0.38%
	uppsala	3	0.29%
	bussar	3	0.29%
	bussgods	3	0.29%
	bussfÄrbindelser	3	0.29%
	linje	3	0.29%
	busslinjer	3	0.29%
	804	3	0.29%
4. yahoo	vl.se	16	1.54%
	buss	8	0.77%
	vl	6	0.58%
	vÄstmanland	4	0.38%
	www.vl.se	3	0.29%
	501	3	0.29%
	flygbuss	3	0.29%
	gÄrteborg	3	0.29%
	vÄsterås	2	0.19%
	till	2	0.19%
	och	2	0.19%
	vÄsterÄs	2	0.19%
	lanstrafiken.se	2	0.19%
	lÄnstrafik	2	0.19%
	lokaltrafik	2	0.19%
	bussgods	2	0.19%
	busstider	2	0.19%
	rocklunda	2	0.19%
	uppsala	2	0.19%
	vasteras	1	0.10%
5. spray	vl	4	0.38%
	lokaltrafik	3	0.29%
	vÄstmanlands	3	0.29%
	buss	3	0.29%
	frÄn	1	0.10%
	stockholm	1	0.10%
	gÄrteborg	1	0.10%
	bussgods	1	0.10%
	lÄnstrafik	1	0.10%
	vÄstmanland	1	0.10%
	resentrum	1	0.10%

	www.vl.se	1	0.10%
	länstrafik	1	0.10%
	västerås	1	0.10%
	upsala	1	0.10%
	kÅ¶ping	1	0.10%
	till	1	0.10%
	bus	1	0.10%
6. google germany	tidÅ¶-lindÅ¶	1	0.10%
	almex	1	0.10%
	vÅ¶stmanlands	1	0.10%
	biogasen	1	0.10%
	stadstrafik	1	0.10%
	vÅ¶sterÅ¶s	1	0.10%
	lÅ¶nstrafik	1	0.10%
	cache:i1sabnygbqej:www.vl.se/template/page____2777.aspx	1	0.10%
7. yahoo germany	mammas	2	0.19%
	vl.se	1	0.10%
8. yahoo uk &ireland	www.vl.se	2	0.19%
	www.fÅ¶rdlektyr.nu	1	0.10%
9. google japan	Å¶rebro	1	0.10%
	vÅ¶sterÅ¶s	1	0.10%
	vl	1	0.10%
10. yahoo sweden	vl	1	0.10%
11. google france	arboga	1	0.10%
12. kvasir	buss	1	0.10%
	västerås	1	0.10%
13. google italy	start	1	0.10%
	vls	1	0.10%
14. virgilio	flottiljgatan	1	0.10%
15. all the web	domain:vl.se	1	0.10%
	gÅ¶teborg	1	0.10%
	bussgods	1	0.10%
16. google uk	lokaltrafik	1	0.10%
	umea	1	0.10%

Activity by Search Engine – Help Card

? Top Search Engines Table

Engines – Specific search engine being analyzed.

Referrers – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

Top Search Engines with Search Phrases Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrases – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

Referrers – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

Top Search Engines with Keywords Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

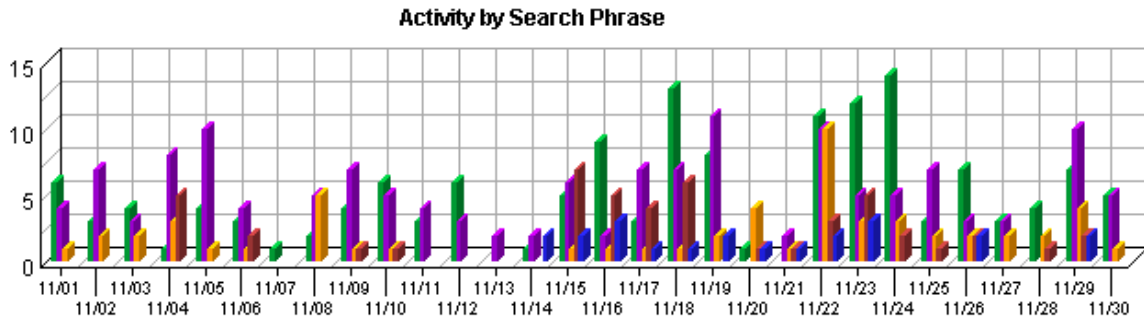


This information can give you an idea how your meta tags are performing with each search engine.

Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



Activity by Search Phrase

	Phrases	Referrals	%
1.	vl	149	14.34%
2.	vl.se	147	14.15%
3.	www.vl.se	57	5.49%
4.	vÄstmanlands lokaltrafik	49	4.72%
5.	bussgods	22	2.12%
6.	www.lv.se	21	2.02%
7.	vÄsterÄs lokaltrafik	20	1.92%
8.	ww.vl.se	19	1.83%
9.	vl buss	14	1.35%
10.	flygbuss vÄsterÄs	11	1.06%
11.	lanstrafiken.se	10	0.96%
12.	www.lanstrafiken.se	10	0.96%
13.	vl vÄsterÄs	10	0.96%
14.	vÄstmanlands lÄnstrafik	10	0.96%
15.	vÄsterÄs buss	8	0.77%
16.	vl vÄstmanland	7	0.67%
17.	www.vnl.se	6	0.58%
18.	buss vÄstmanland	6	0.58%
19.	flygbussar vÄsterÄs	6	0.58%
20.	vÄstmanlands lokaltrafik.se	6	0.58%
	Subtotal	588	56.59%
	Total	1,039	100.00%

Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. vl	msn	105	10.11%
	google	27	2.60%
	altavista	11	1.06%
	spray	3	0.29%
	yahoo	2	0.19%
	yahoo sweden	1	0.10%
2. vl.se	msn	115	11.07%
	google	15	1.44%
	yahoo	15	1.44%
	altavista	1	0.10%
	yahoo germany	1	0.10%
3. www.vl.se	msn	46	4.43%
	google	4	0.38%
	yahoo	3	0.29%
	yahoo uk &ireland	2	0.19%
	altavista	1	0.10%
	spray	1	0.10%
4. vÃ¤stmanlands lokaltrafik	msn	32	3.08%
	google	9	0.87%
	altavista	7	0.67%
	yahoo	1	0.10%
5. bussgods	msn	15	1.44%
	google	3	0.29%
	yahoo	2	0.19%
	altavista	2	0.19%
6. www.lv.se	msn	21	2.02%
7. vÃ¤sterÃ¥s lokaltrafik	google	12	1.15%
	msn	5	0.48%
	altavista	3	0.29%
8. ww.vl.se	msn	19	1.83%
9. vl buss	msn	7	0.67%
	altavista	3	0.29%
	google	3	0.29%
	yahoo	1	0.10%
10. flygbuss vÃ¤sterÃ¥s	google	7	0.67%
	altavista	3	0.29%
	msn	1	0.10%
11. lanstrafiken.se	msn	7	0.67%
	yahoo	2	0.19%

	altavista	1	0.10%
12. www.lanstrafiken.se	msn	10	0.96%
13. vl vÃ¤sterÃ¥s	msn	6	0.58%
	altavista	2	0.19%
	google	2	0.19%
14. vÃ¤stmanlands lÃ¤nstrafik	msn	4	0.38%
	google	4	0.38%
	google germany	1	0.10%
	altavista	1	0.10%
15. vÃ¤sterÃ¥s buss	google	5	0.48%
	msn	3	0.29%
16. vl vÃ¤stmanland	msn	4	0.38%
	altavista	2	0.19%
	google	1	0.10%
17. www.vnl.se	msn	6	0.58%
18. buss vÃ¤stmanland	altavista	3	0.29%
	yahoo	2	0.19%
	msn	1	0.10%
19. flygbussar vÃ¤sterÃ¥s	altavista	3	0.29%
	google	3	0.29%
20. vÃ¤stmanlands lokaltrafik.se	msn	6	0.58%

Activity by Search Phrase – Help Card

? Top Search Phrases Table

Phrases – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

Referrals – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

% – Percentage of referred visitors who used the specified search phrase.

Top Search Phrases with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

Phrase – The search phrase a visitor used to find your site.

Referrals– Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.



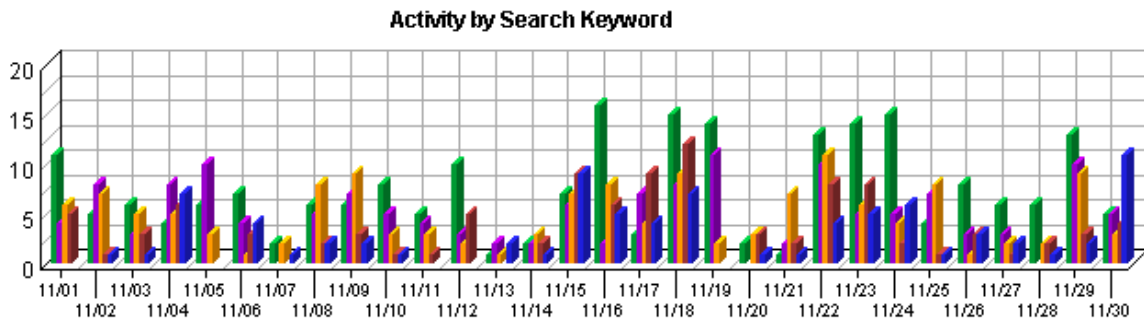
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How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



Activity by Search Keyword

	Keywords	Referrals	%
1.	vl	221	14.03%
2.	vl.se	149	9.46%
3.	vÄsterÅs	144	9.14%
4.	lokaltrafik	105	6.67%
5.	vÄstmanlands	84	5.33%
6.	buss	84	5.33%
7.	www.vl.se	57	3.62%
8.	flygbuss	40	2.54%
9.	vÄstmanland	28	1.78%
10.	bussgods	28	1.78%
11.	arlanda	24	1.52%
12.	www.lv.se	21	1.33%
13.	flygbussar	20	1.27%
14.	ww.vl.se	19	1.21%
15.	vÄsterås	18	1.14%
16.	lÄnstrafik	17	1.08%
17.	bussar	15	0.95%
18.	uppsala	14	0.89%
19.	trafik	12	0.76%
20.	gÄrteborg	12	0.76%
	Subtotal	1,112	70.60%
	Total	1,575	100.00%

Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. vl	msn	143	9.08%
	google	43	2.73%
	altavista	23	1.46%
	yahoo	6	0.38%
	spray	4	0.25%
	google japan	1	0.06%
	yahoo sweden	1	0.06%
2. vl.se	msn	116	7.37%
	yahoo	16	1.02%
	google	15	0.95%
	altavista	1	0.06%
	yahoo germany	1	0.06%
3. vÃ¤sterÃ¥s	google	68	4.32%
	altavista	39	2.48%
	msn	33	2.10%
	yahoo	2	0.13%
	google japan	1	0.06%
	google germany	1	0.06%
4. lokaltrafik	msn	58	3.68%
	google	24	1.52%
	altavista	17	1.08%
	spray	3	0.19%
	yahoo	2	0.13%
	google uk	1	0.06%
5. vÃ¤stmanlands	msn	49	3.11%
	google	19	1.21%
	altavista	14	0.89%
	google germany	1	0.06%
	yahoo	1	0.06%
6. buss	msn	34	2.16%
	google	23	1.46%
	altavista	15	0.95%
	yahoo	8	0.51%
	spray	3	0.19%
	kvasir	1	0.06%
7. www.vl.se	msn	46	2.92%
	google	4	0.25%
	yahoo	3	0.19%
	yahoo uk & ireland	2	0.13%

	altavista	1	0.06%
	spray	1	0.06%
8. flygbuss	google	26	1.65%
	altavista	9	0.57%
	yahoo	3	0.19%
	msn	2	0.13%
9. vÃ¤stmanland	msn	14	0.89%
	altavista	8	0.51%
	yahoo	4	0.25%
	google	2	0.13%
10. bussgods	msn	17	1.08%
	google	4	0.25%
	altavista	3	0.19%
	yahoo	2	0.13%
	all the web	1	0.06%
	spray	1	0.06%
11. arlanda	google	18	1.14%
	altavista	6	0.38%
12. www.lv.se	msn	21	1.33%
13. flygbussar	altavista	10	0.63%
	google	10	0.63%
14. ww.vl.se	msn	19	1.21%
15. vÃ¤sterås	msn	10	0.63%
	google	3	0.19%
	yahoo	2	0.13%
	altavista	1	0.06%
	spray	1	0.06%
	kvasir	1	0.06%
16. lÃ¤nstrafik	msn	6	0.38%
	google	5	0.32%
	yahoo	2	0.13%
	altavista	2	0.13%
	google germany	1	0.06%
	spray	1	0.06%
17. bussar	msn	9	0.57%
	altavista	3	0.19%
	google	2	0.13%
	yahoo	1	0.06%
18. uppsala	google	6	0.38%
	altavista	3	0.19%
	msn	2	0.13%
	yahoo	2	0.13%

	spray	1	0.06%
19. trafik	msn	5	0.32%
	altavista	4	0.25%
	google	3	0.19%
20. göteborg	msn	7	0.44%
	yahoo	3	0.19%
	all the web	1	0.06%
	spray	1	0.06%

Activity by Search Keyword – Help Card

? Top Search Keywords Table

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrers – Number of visitors referred to your site with the specified keywords.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.

Top Search Keywords Table with Engines Detail Table

Engines – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

Keywords – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

Referrals – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

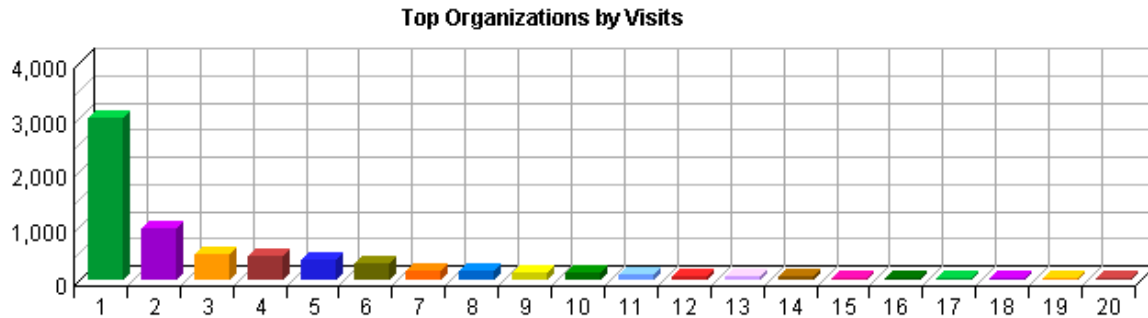
% Percentage of visitors referred from search engines who used the specified search engine and keyword.



At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.



Top Organizations

	Organization	Visits	%	Hits
1.	Internet Assigned Numbers Authority	2,977	7.35%	22,048
2.	Telia Network Services	939	2.32%	6,106
3.	RIPE Network Coordination Centre	490	1.21%	3,061
4.	SWIPNET/ Tele2	424	1.05%	2,877
5.	EXCALIBUR Group, A Time Warner Company	380	0.94%	521
6.	PROVIDER LOCAL REGISTRY	292	0.72%	1,887
7.	World Online Sweden AB	170	0.42%	1,419
8.	Inktomi Corporation	162	0.40%	177
9.	Malardalens University	151	0.37%	1,290
10.	Kopings Kommun	122	0.30%	789
11.	RIPE NCC	105	0.26%	824
12.	Asea Brown Boveri	80	0.20%	523
13.	Vasteras Stad & Kommun	74	0.18%	899
14.	Hotmail Corporation	63	0.16%	401
15.	Broadband Customers in Scandinavia	48	0.12%	216
16.	Landstingsdata Vaestmanland	42	0.10%	403
17.	Liden Data Internetwork	35	0.09%	216
18.	Office Data Vasteras	32	0.08%	228
19.	QuickNet AB	29	0.07%	257
20.	Microsoft Corp	27	0.07%	117
	Subtotal	6,642	16.41%	44,259
	Other	915	2.26%	4,745
	Total for Known Organizations	7,557	18.67%	49,004
	Total for Unknown Organizations	32,921	81.33%	197,809

Total	40,478	100.00%	246,813
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Top Organizations and Domain Names

Organization	Domain Name	Visits	%
1. Internet Assigned Numbers Authority	cust.bredbandsbolaget.se	1,512	3.74%
	bredband.comhem.se	763	1.88%
	No domain name found	644	1.59%
	cust.port80.se	24	0.06%
	enkoping.se	7	0.02%
	dgcsystems.net	4	0.01%
	bb.online.no	3	0.01%
	cust.tele2.se	3	0.01%
	cable.wanadoo.nl	2	0.00%
	adsl.wanadoo.nl	2	0.00%
	ip.tele2adsl.dk	2	0.00%
	cust.skycom.se	1	0.00%
	host.songnetworks.se	1	0.00%
	micronic.net	1	0.00%
	k514.webspeed.dk	1	0.00%
	upc-l.chello.nl	1	0.00%
	pool8532.interbusiness.it	1	0.00%
	internetdsl.tpnet.pl	1	0.00%
	adsl.tpnet.pl	1	0.00%
	adsl-dhcp.tele.dk	1	0.00%
serva.net	1	0.00%	
cust.bluewin.ch	1	0.00%	
Other	0	0.00%	
2. Telia Network Services	telia.com	740	1.83%
	skanova.com	187	0.46%
	bredband.comhem.se	12	0.03%
	Other	0	0.00%
3. RIPE Network Coordination Centre	telia.com	347	0.86%
	skanova.com	85	0.21%
	No domain name found	19	0.05%
	bredband.comhem.se	9	0.02%
	uu.net	7	0.02%
	vs.bonet.se	4	0.01%
	adsl-dhcp.tele.dk	3	0.01%
	host.songnetworks.se	3	0.01%
	aarhus.dk	2	0.00%
	rev.stofanet.dk	1	0.00%

		uce.ac.uk	1	0.00%
		44-151.net24.it	1	0.00%
		bb.online.no	1	0.00%
		ip-pluggen.com	1	0.00%
		clcore.com	1	0.00%
		cm-upc.chello.se	1	0.00%
		mael.bostream.se	1	0.00%
		kommunicera.umea.se	1	0.00%
		upc-a.chello.nl	1	0.00%
		tt.se	1	0.00%
		Other	0	0.00%
4.	SWIPNET/ Tele2	swipnet.se	424	1.05%
		Other	0	0.00%
5.	EXCALIBUR Group, A Time Warner Company	googlebot.com	379	0.94%
		yahoo.com	1	0.00%
		Other	0	0.00%
6.	PROVIDER LOCAL REGISTRY	cust.bredbandsbolaget.se	250	0.62%
		No domain name found	16	0.04%
		swipnet.se	14	0.03%
		telia.com	2	0.00%
		kund.k-netnorr.se	2	0.00%
		nornan.ac.se	1	0.00%
		netikka.fi	1	0.00%
		parnet.fi	1	0.00%
		ersboda.ac	1	0.00%
		umehus9.ac.se	1	0.00%
		lonnen.se	1	0.00%
		taftea.se	1	0.00%
		sth.bostream.se	1	0.00%
		Other	0	0.00%
7.	World Online Sweden AB	No domain name found	170	0.42%
		Other	0	0.00%
8.	Inktomi Corporation	inktomisearch.com	161	0.40%
		inktomi.com	1	0.00%
		Other	0	0.00%
9.	Malardalens University	campus.mdh.se	79	0.20%
		No domain name found	20	0.05%
		eki.mdh.se	9	0.02%
		isb.mdh.se	7	0.02%
		ima.mdh.se	6	0.01%
		idt.mdh.se	4	0.01%
		iet.mdh.se	3	0.01%

		dorm.mdh.se	3	0.01%
		mdf.mdh.se	3	0.01%
		iel.mdh.se	3	0.01%
		ita.mdh.se	2	0.00%
		bib.mdh.se	2	0.00%
		ihu.mdh.se	2	0.00%
		ivf.mdh.se	2	0.00%
		net.mdh.se	2	0.00%
		srv.mdh.se	1	0.00%
		ufo.mdh.se	1	0.00%
		klu.mdh.se	1	0.00%
		mds.mdh.se	1	0.00%
		Other	0	0.00%
10.	Kopings Kommun	koping.net	94	0.23%
		koping.se	14	0.03%
		kungsor.se	7	0.02%
		No domain name found	7	0.02%
		Other	0	0.00%
11.	RIPE NCC	vs.bostream.se	46	0.11%
		No domain name found	21	0.05%
		bredband2.com	19	0.05%
		sth.bostream.se	4	0.01%
		rixtele.com	2	0.00%
		c82-197-235.citynet.nu	2	0.00%
		j.bostream.se	2	0.00%
		calypso.net	2	0.00%
		g.bostream.se	1	0.00%
		um.bostream.se	1	0.00%
		wtnord.net	1	0.00%
		kemisten.nu	1	0.00%
		sjofrun.se	1	0.00%
		umehus19.ac.se	1	0.00%
		c82-197-234.citynet.nu	1	0.00%
		Other	0	0.00%
12.	Asea Brown Boveri	No domain name found	80	0.20%
		Other	0	0.00%
13.	Vasteras Stad &Kommun	vasteras.se	74	0.18%
		Other	0	0.00%
14.	Hotmail Corporation	No domain name found	63	0.16%
		Other	0	0.00%
15.	Broadband Customers in Scandinavia	cust.bredbandsbolaget.se	48	0.12%
		Other	0	0.00%

16.	Landstingsdata Vaestmanland	No domain name found	42	0.10%
		Other	0	0.00%
17.	Liden Data Internetwork	sheab.net	35	0.09%
		Other	0	0.00%
18.	Office Data Vasteras	No domain name found	32	0.08%
		Other	0	0.00%
19.	QuickNet AB	No domain name found	21	0.05%
		quicknet.se	7	0.02%
		galaxies.se	1	0.00%
		Other	0	0.00%
20.	Microsoft Corp	No domain name found	27	0.07%
		Other	0	0.00%

Top Organizations – Help Card

? Domain Name – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

Organization – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

Total – The total for all visits or hits.

Unknown – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

Visits – Number of visits to your site from this organization. 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.

Hits – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

% – Percentage of the total activity that was from this organization.

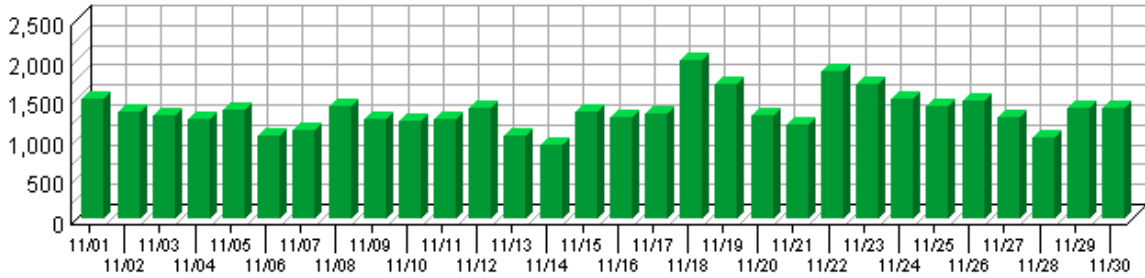


Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

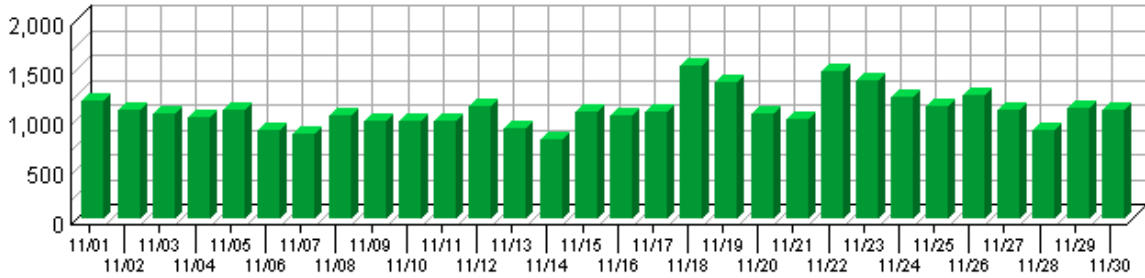
Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

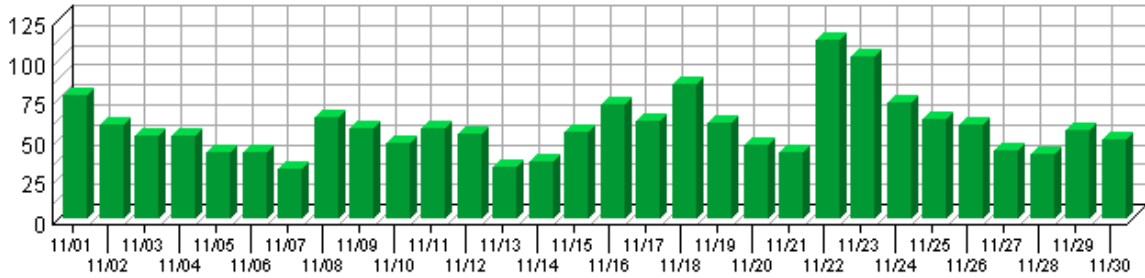
Visitors Trend



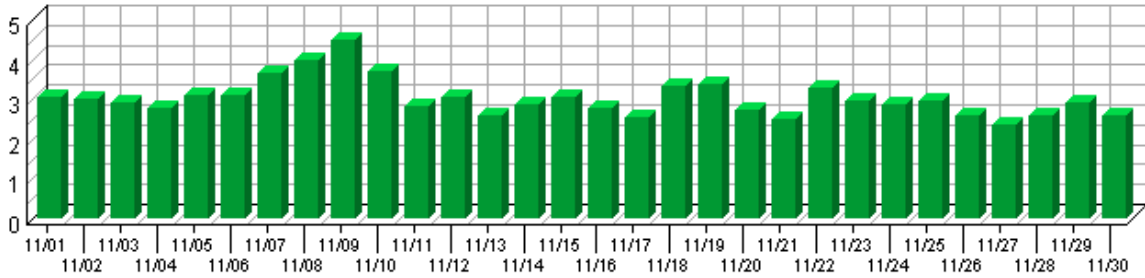
Unique Visitors Trend



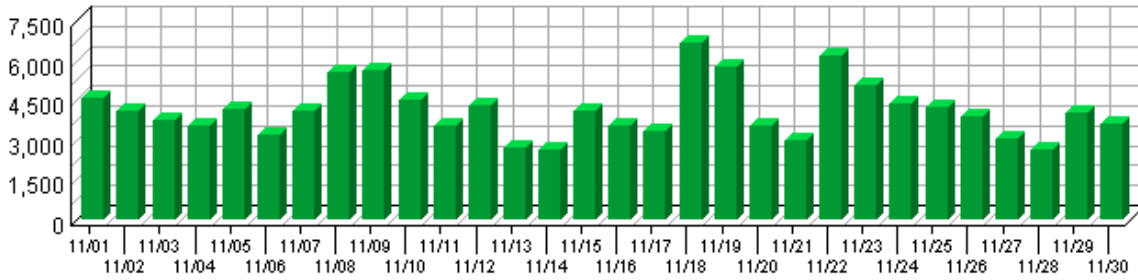
First Time Visitors Trend



Average Length of Visit Trend



Visitor Minutes Trend



Visitors Trend

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
11/01	1,499	1,183	78	00:03:04	4,613.27
11/02	1,349	1,089	59	00:03:02	4,109.07
11/03	1,287	1,054	52	00:02:55	3,757.40
11/04	1,259	1,012	52	00:02:47	3,524.80
11/05	1,357	1,093	42	00:03:05	4,199.70
11/06	1,039	882	42	00:03:06	3,227.30
11/07	1,108	854	31	00:03:40	4,075.50
11/08	1,403	1,040	64	00:03:58	5,571.60
11/09	1,248	987	57	00:04:29	5,613.68
11/10	1,220	982	48	00:03:43	4,538.33
11/11	1,247	979	57	00:02:49	3,520.28
11/12	1,390	1,122	53	00:03:04	4,278.03
11/13	1,047	900	32	00:02:35	2,718.12
11/14	918	789	36	00:02:51	2,621.40
11/15	1,349	1,074	54	00:03:03	4,131.57
11/16	1,268	1,030	72	00:02:47	3,529.40
11/17	1,314	1,065	61	00:02:33	3,352.25
11/18	1,987	1,542	85	00:03:21	6,673.58
11/19	1,693	1,367	60	00:03:24	5,760.27
11/20	1,301	1,059	46	00:02:44	3,570.20
11/21	1,185	1,006	42	00:02:31	2,992.93
11/22	1,863	1,483	112	00:03:19	6,184.12
11/23	1,686	1,390	102	00:02:59	5,042.75
11/24	1,511	1,216	73	00:02:52	4,342.60
11/25	1,421	1,134	63	00:02:59	4,255.68
11/26	1,491	1,237	59	00:02:35	3,874.73
11/27	1,283	1,092	43	00:02:23	3,058.93
11/28	1,027	894	41	00:02:35	2,655.58
11/29	1,378	1,103	55	00:02:56	4,056.47
11/30	1,378	1,092	50	00:02:35	3,581.58

Average	1,350	1,091	57	N/A	4,114.37
Total	40,506	32,750	1,721	N/A	123,431.13

Visitors Trend – Help Card

? Time Interval – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero-length visits. A zero-length visit occurs when all hits for that visit are logged with the exact same time stamp.

Unique Visitors – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.

First Time Visitors – Number of visitors who had never visited your web site before.

Avg Visit Length – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

Visitor Minutes – Number of minutes your web site was viewed, regardless of who was viewing it.

Average – This row gives the average for each column.

Total – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

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💡 Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.

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.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Start.html	32,700	25.18%	45,258	00:00:35	0
2.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller.html	23,821	18.34%	31,735	00:00:15	0
3.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Västerås.html	16,195	12.47%	21,044	00:00:13	0
4.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Västerås/Stadstrafiken_vinter.html	12,274	9.45%	15,598	00:04:29	0
5.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Västerås/Landsortstrafik.html	5,062	3.90%	6,277	00:02:42	0
6.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/	2,766	2.13%	3,335	00:00:25	0

7.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Flygbuss_Airportbus.html	2,588	1.99%	3,261	00:03:44	0
8.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Sala, _Heby.html	2,062	1.59%	2,597	00:03:23	0
9.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Kö ping,_Arboga,_Kungsör.html	1,851	1.43%	2,447	00:03:00	0
10.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Res_med_oss.html	1,767	1.36%	2,156	00:00:26	0
11.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren.html	1,617	1.25%	1,966	00:00:39	0
12.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Brukslinjen.html	1,526	1.18%	1,875	00:00:42	0
13.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Skinnskatteberg,_Fagersta,_Norberg.html	1,497	1.15%	1,918	00:03:22	0
14.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Tå gtrafik.html	1,494	1.15%	2,282	00:01:53	0
15.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Kundservice.html	1,280	0.99%	1,533	00:00:59	0
16.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Biljetter_och_priser/ VL-korten.html	1,130	0.87%	1,471	00:01:42	0
17.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Trafikmeddelanden.html	1,065	0.82%	1,332	00:01:42	0
18.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Biljetter_och_priser/ Stadsbuss.html	1,054	0.81%	1,257	00:01:34	0
19.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Biljetter_och_priser/ Landsortsbuss.html	969	0.75%	1,229	00:00:47	0
20.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Lä nkar.html	872	0.67%	1,017	00:00:47	0

Subtotal	113,590	87.47%	149,588	00:00:47
Other	16,279	12.53%	18,887	00:02:05
Total	129,869	100.00%	168,475	00:00:56

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.

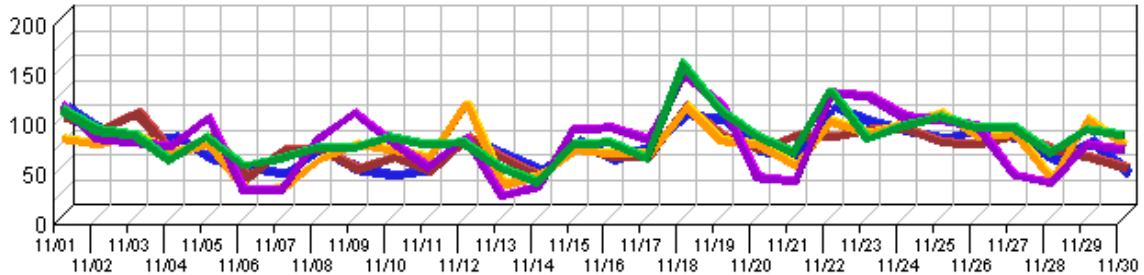
Note: Zero values in this column probably indicates that your web server is not logging Time to Serve information.

💡 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.

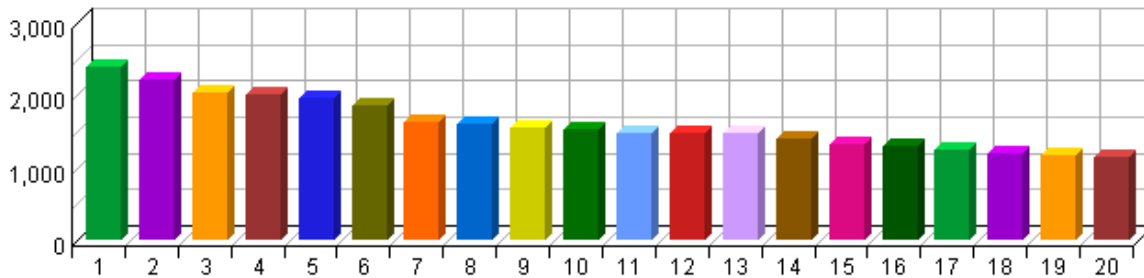
Most Downloaded Files

This report identifies the most popular files downloaded from your site.

Most Downloaded Files Trend



Most Downloaded Files



Most Downloaded Files

	Downloaded Files	Downloads	%	Visits
1.	http://www.lanstrafiken.se/upload/Lanstrafiken/Vastmanland/Dokument/Västerås/Vinter/Vinter_2004_s26.pdf	2,393	3.95%	1,386
2.	http://www.lanstrafiken.se/upload/Lanstrafiken/Vastmanland/Dokument/Västerås/Vinter/Vinter_2004_s24.pdf	2,213	3.65%	1,132
3.	http://www.lanstrafiken.se/upload/Lanstrafiken/Vastmanland/Dokument/Västerås/Vinter/Vinter_2004_s37.pdf	2,033	3.35%	1,129
4.	http://www.lanstrafiken.se/upload/Lanstrafiken/Vastmanland/Dokument/Västerås/Vinter/Vinter_2004_s35.pdf	2,007	3.31%	1,087
5.	http://www.lanstrafiken.se/upload/Lanstrafiken/Vastmanland/Dokument/Västerås/Vinter/Vinter_2004_s34.pdf	1,959	3.23%	1,102
6.	http://www.lanstrafiken.se/upload/Lanstrafiken/Vastmanland/	1,852	3.06%	1,051

	Dokument/Västerås/Vinter/ Vinter_2004_s39.pdf			
7.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/ Vinter_2004_s27.pdf	1,633	2.69%	925
8.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Årstidtabell0405/28,1. pdf	1,598	2.64%	864
9.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Årstidtabell0405/500, 1.pdf	1,562	2.58%	868
10.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Årstidtabell0405/500, 2.pdf	1,529	2.52%	851
11.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/ Vinter_2004_s36.pdf	1,481	2.44%	803
12.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Årstidtabell0405/28,2. pdf	1,477	2.44%	836
13.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/ Vinter_2004_s38.pdf	1,475	2.43%	826
14.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/ Vinter_2004_s25.pdf	1,395	2.30%	740
15.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/ Vinter_2004_s31.pdf	1,318	2.17%	711
16.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Årstidtabell0405/46,1. pdf	1,289	2.13%	703
17.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/92A. pdf	1,250	2.06%	681
18.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/98B. pdf	1,198	1.98%	665
19.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/ Vinter_2004_s30.pdf	1,159	1.91%	651
20.	http://www.lanstrafiken.se/ upload/Lanstrafiken/Vastmanland/ Dokument/Västerås/Vinter/92B. pdf	1,155	1.91%	621
	Subtotal	31,976	52.76%	17,632

Other	28,627	47.24%	16,624
Total	60,603	100.00%	34,256

Most Downloaded Files – Help Card

? Downloads – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

Files – The path and filename of the file being analyzed.

Visits – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

% – Percentage of times the specified file was downloaded compared to all downloaded files.

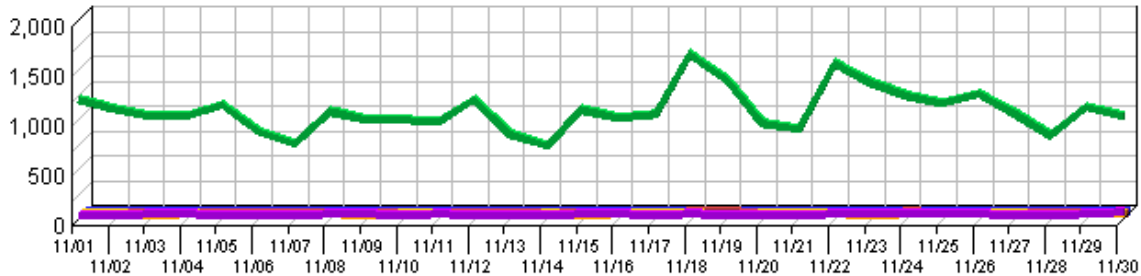
—

💡 This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

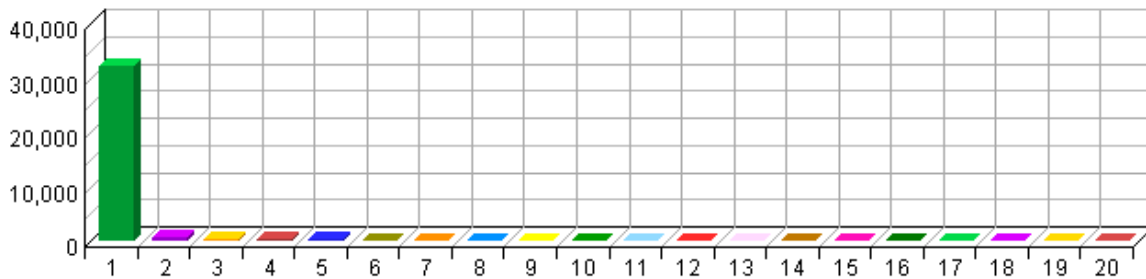
Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.

Top Entry Pages Trend



Top Entry Pages



Top Entry Pages

	Pages	Visits	%
1.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Start.html	32,324	84.90%
2.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Flygbuss_Airportbus.html	650	1.71%
3.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller.html	253	0.66%
4.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Biljetter_och_priser/VL-korten.html	242	0.64%
5.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Västerås/Stadstrafiken_vinter.html	201	0.53%
6.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Trafikmeddelanden.html	159	0.42%

7.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Bussgods.html	127	0.33%
8.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Res_med_oss.html	114	0.30%
9.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Tidtabeller/Västerås/Landsortstrafik.html	111	0.29%
10.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Biljetter_och_priser.html	107	0.28%
11.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Tidtabeller/Köping,_Arboga,_Kungsör.html	100	0.26%
12.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren.html	100	0.26%
13.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Tidtabeller/Västerås.html	97	0.25%
14.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Tidtabeller/Sala,_Heby.html	97	0.25%
15.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Tidtabeller/Skinnskatteberg,_Fagersta,_Norberg.html	80	0.21%
16.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Om_företaget/Våra_trafikbolag.html	78	0.20%
17.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Länkar.html	77	0.20%
18.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Resepaneraren/Biljetter_och_priser/Stadsbuss.html	74	0.19%
19.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Sajt_karta.html	72	0.19%
20.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Pressrum/Aktuellt_2004/Realtidssystem.html	71	0.19%
	Subtotal	35,134	92.28%
	Other	2,938	7.72%
	Total	38,072	100.00%

Top Entry Pages – Help Card

? Entry Page – The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

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.

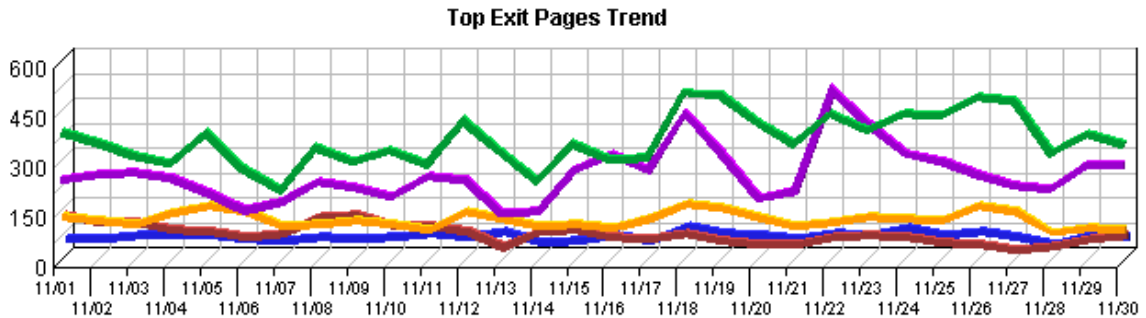
Visits – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was the entry page compared with other entry pages.

💡 This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.

Top Exit Pages

This report identifies the last page visitors viewed before they left your site.



Top Exit Pages

	Pages	Visits	%
1.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Vä sterås/ Stadstrafiken_vinter. html	10,879	28.58%
2.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Start.html	7,646	20.09%
3.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Vä sterås/ Landsortstrafik.html	3,417	8.98%
4.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Flygbuss_Airportbus.html	1,961	5.15%
5.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Sala, _Heby.html	1,625	4.27%
6.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Kö ping,_Arboga,_Kungsör.html	1,350	3.55%

7.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller.html	1,227	3.22%
8.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Skinnskatteberg_Fagersta_Norberg.html	1,129	2.97%
9.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Tågtrafik.html	838	2.20%
10.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Västerås.html	502	1.32%
11.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Hallstahammar.html	404	1.06%
12.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Trafikmeddelanden.html	368	0.97%
13.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Biljetter_och_priser/VL-korten.html	334	0.88%
14.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Surahammar.html	309	0.81%
15.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Biljetter_och_priser/Stadsbuss.html	281	0.74%
16.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Kundservice.html	269	0.71%
17.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Biljetter_och_priser.html	250	0.66%
18.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren/Tidtabeller/Brukslinjen.html	219	0.58%
19.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Res_med_oss.html	208	0.55%
20.	http://www.lanstrafiken.se/Västmanlands_Lokaltrafik/Reseplaneraren.html	190	0.50%
	Subtotal	33,406	87.77%

Other	4,655	12.23%
Total	38,061	100.00%

Top Exit Pages – Help Card

? Exit Page – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

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 where the specified page was the exit page. 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.

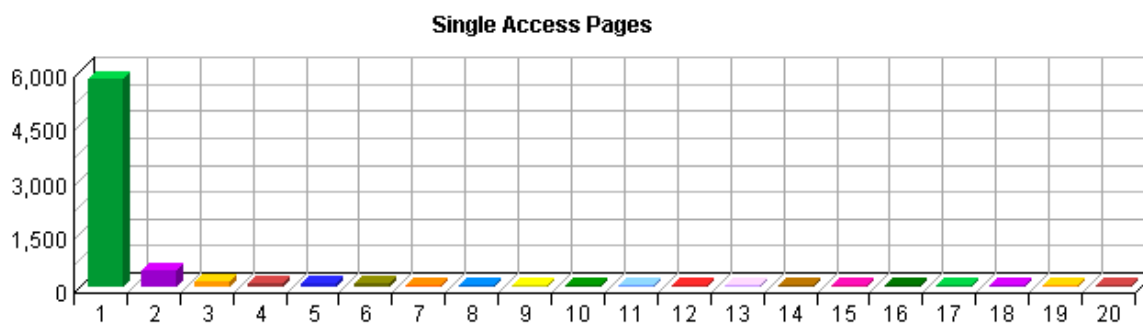
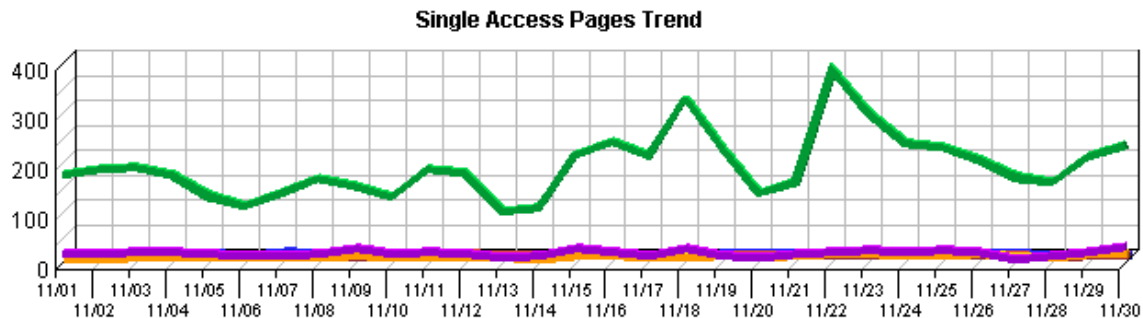
% – Percentage of times this page was the exit page compared with other exit pages.

—

💡 You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.

Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.



Single Access Pages

	Pages	Visits	%
1.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Start.html	5,812	62.43%
2.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Flygbuss_Airportbus.html	443	4.76%
3.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Västerås/ Stadstrafiken_vinter.html	153	1.64%
4.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Trafikmeddelanden.html	108	1.16%
5.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Västerås/ Landsortstrafik.html	83	0.89%
6.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller.html	81	0.87%
7.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/	71	0.76%

	Reseplaneraren/ Tidtabeller/ Sala, _Heby.html		
8.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Bussgods.html	71	0.76%
9.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Kö ping,_Arboga,_Kungsör.html	68	0.73%
10.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Biljetter_och_priser.html	61	0.66%
11.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren.html	56	0.60%
12.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Pressrum/ Aktuellt_2004/ Fä rdlektyr.html	52	0.56%
13.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Kundservice.html	52	0.56%
14.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Lä nkar.html	52	0.56%
15.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Res_med_oss.html	51	0.55%
16.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Vä sterås.html	51	0.55%
17.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Tidtabeller/ Skinnskatteberg,_Fagersta,_Norberg. html	49	0.53%
18.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Reseplaneraren/ Realtidsinformation_-_tider_direkt.html	49	0.53%
19.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Om_företaget/ Våra_trafikbolag. html	48	0.52%
20.	http:// www.lanstrafiken.se/ Västmanlands_Lokaltrafik/ Sajtkarta.html	46	0.49%
	Subtotal	7,457	80.11%
	Other	1,852	19.89%
	Total	9,309	100.00%

Single Access Pages – Help Card

? **Single Access Page** – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

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.

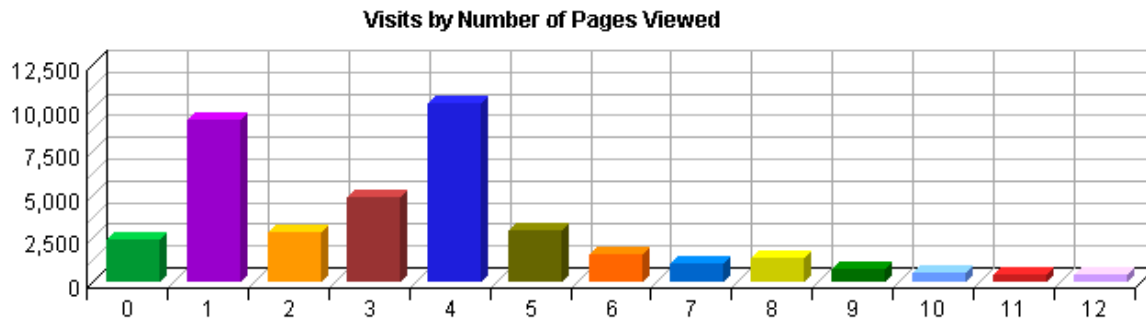
Visits – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of times this page was a single access page compared with other single access pages.

💡 This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



Visits by Number of Pages Viewed

	Number of Pages Viewed	Visits	%
Pages	0	2,404	5.94%
Pages	1	9,309	23.01%
Pages	2	2,864	7.08%
Pages	3	4,820	11.91%
Pages	4	10,275	25.39%
Pages	5	2,937	7.26%
Pages	6	1,612	3.98%
Pages	7	1,073	2.65%
Pages	8	1,366	3.38%
Pages	9	788	1.95%
Pages	10	552	1.36%
Pages	11	431	1.07%
Pages	12	372	0.92%
Pages	Subtotal	38,803	95.89%
Pages	Other	1,662	4.11%
	Total	40,465	100.00%

Visits by Number of Pages Viewed – Help Card

? Number of Pages Viewed – The number of pages viewed during a visit. If the visitor viewed only non-page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

Visits – Number of visits by visitors who viewed the specified number of pages. 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.

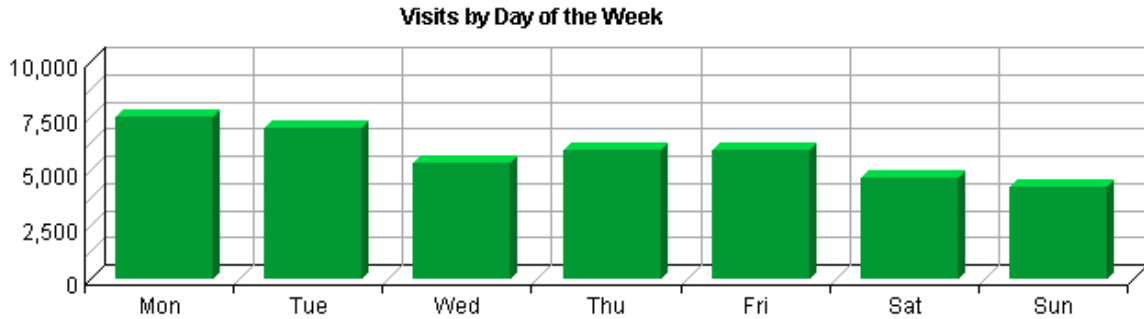
% – Percentage of total visits by people who viewed the specified number of pages.



You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

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	%
Mon	7,484	18.49%
Tue	6,933	17.13%
Wed	5,329	13.17%
Thu	5,905	14.59%
Fri	5,926	14.64%
Sat	4,665	11.52%
Sun	4,236	10.46%
Total Weekend	11,720	28.95%
Total Weekdays	28,758	71.05%
Total	40,478	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.

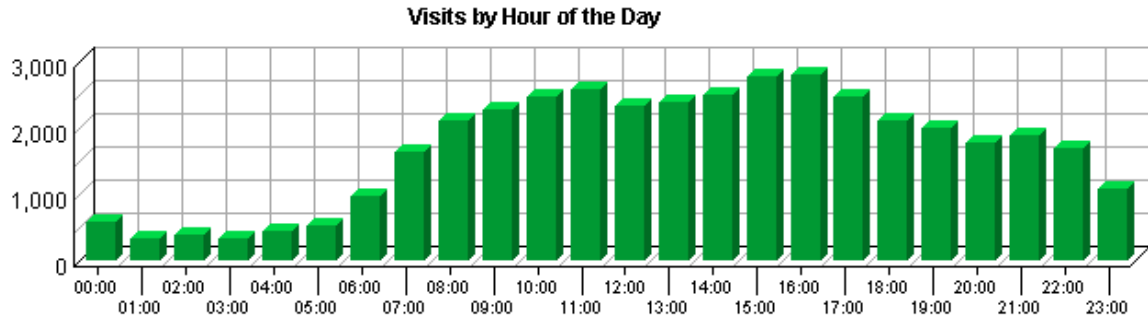
% – Percentage of total visits that occurred on the specified day of the week.

💡 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	594	1.47%
01:00	341	0.84%
02:00	385	0.95%
03:00	344	0.85%
04:00	441	1.09%
05:00	517	1.28%
06:00	966	2.39%
07:00	1,637	4.04%
08:00	2,111	5.22%
09:00	2,284	5.64%
10:00	2,461	6.08%
11:00	2,582	6.38%
12:00	2,332	5.76%
13:00	2,376	5.87%
14:00	2,505	6.19%
15:00	2,782	6.87%
16:00	2,801	6.92%
17:00	2,477	6.12%
18:00	2,121	5.24%
19:00	1,994	4.93%
20:00	1,776	4.39%
21:00	1,886	4.66%
22:00	1,685	4.16%
23:00	1,080	2.67%
Total Visits during Work Hours (8:00am–5:00pm)	22,234	54.93%

Total Visits during After Hours (5:01pm–7:59am)	18,244	45.07%
Total	40,478	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	01:00–01:59

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.

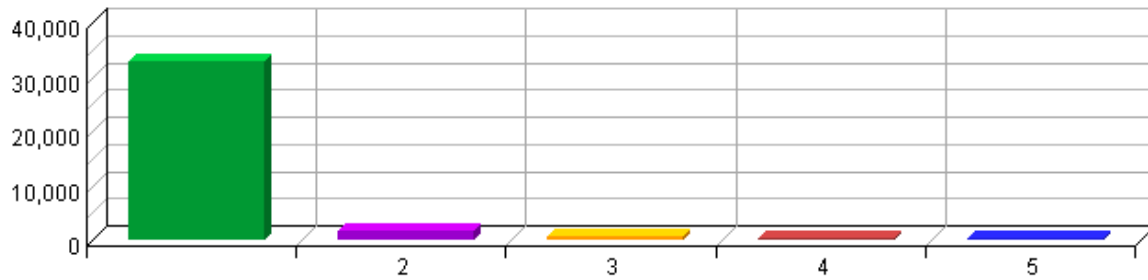
—

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

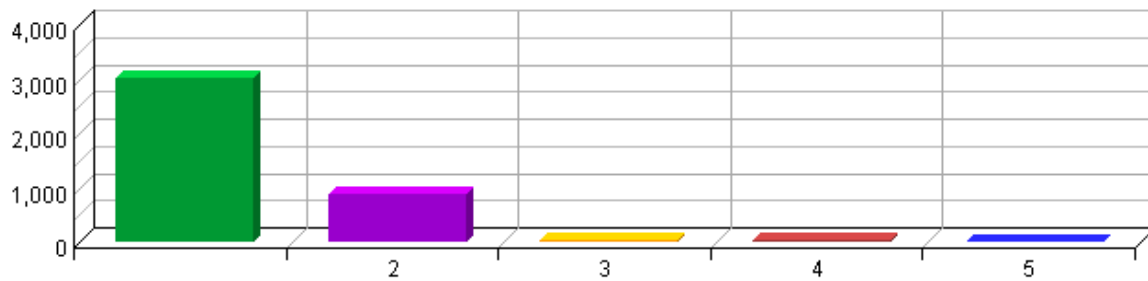
Browsers and Platforms Dashboard

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

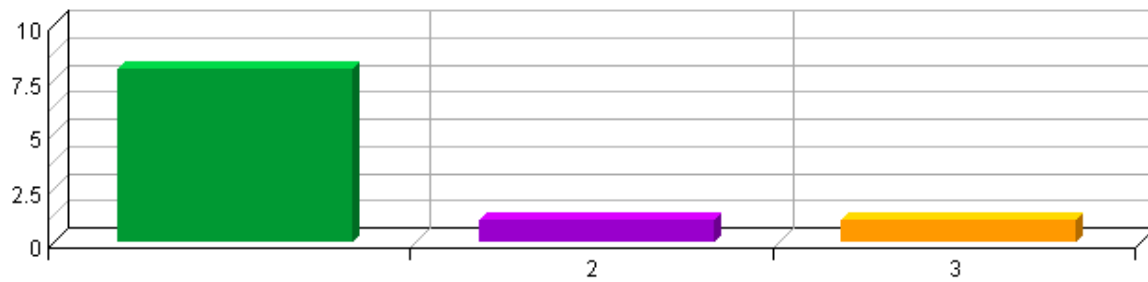
Top Browsers by Visits



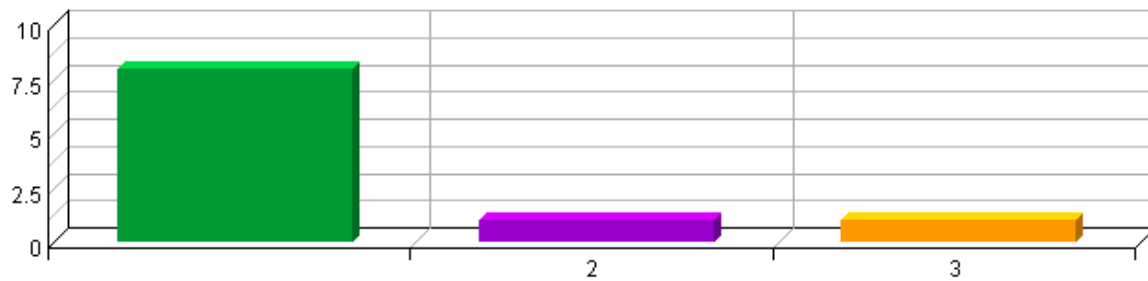
Top Spiders by Visits



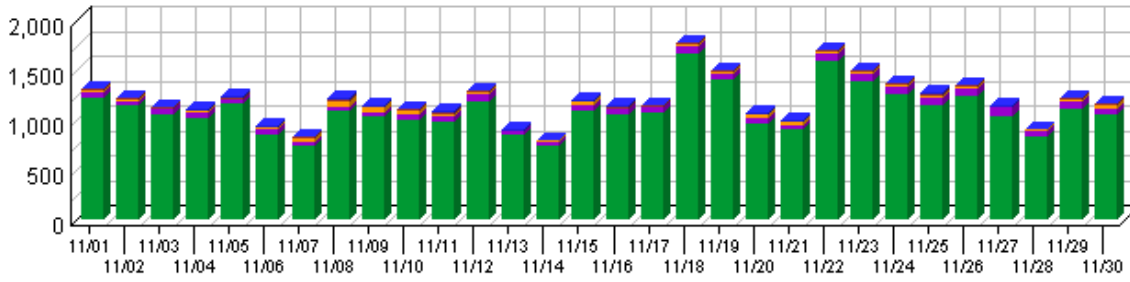
Top WAP Devices by Visits



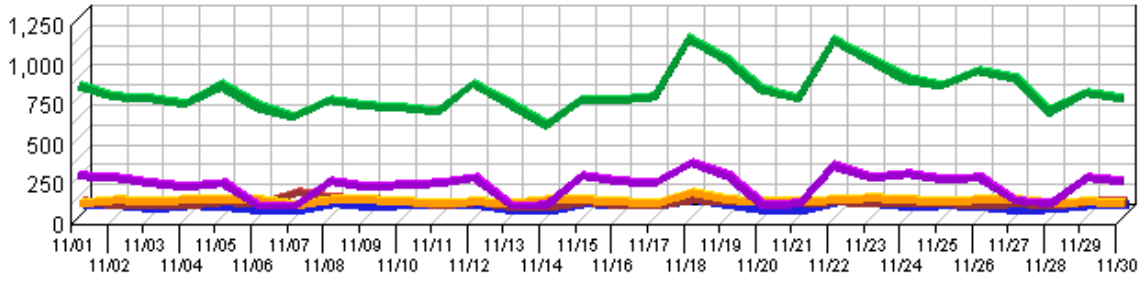
Top WAP Browsers by Visits



Top Browsers by Visits Trend



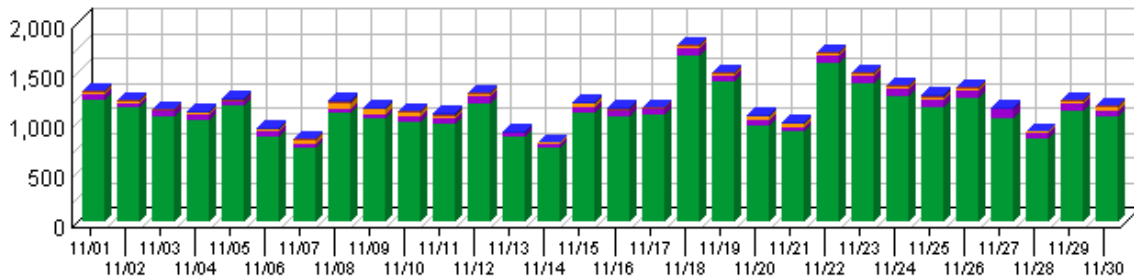
Top Platforms by Visits Trend



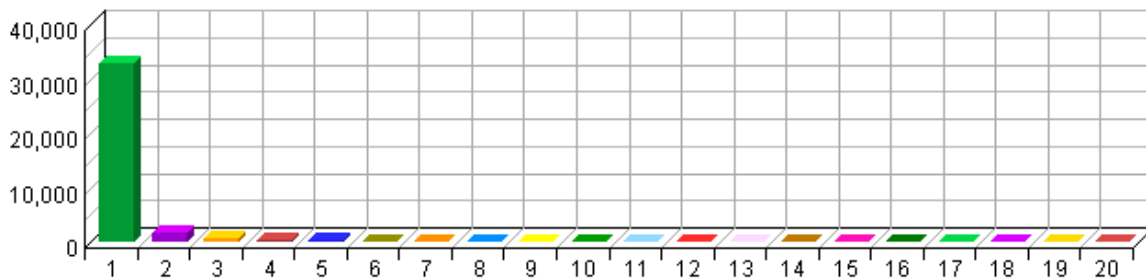
Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

Top Browsers by Visits Trend



Top Browsers by Visits



Top Browsers

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	32,972	90.42%	222,931
2.	Mozilla	1,644	4.51%	9,500
3.	msnbot/0.3 (http://search.msn.com/msnbot.htm)	630	1.73%	3,741
4.	Other Netscape Compatible	371	1.02%	538
5.	Opera	277	0.76%	1,609
6.	Netscape	169	0.46%	813
7.	Safari	157	0.43%	772
8.	Jetbot/1.0	72	0.20%	115
9.	Mediapartners-Google/2.1	41	0.11%	159
10.	CCGCrawl/1.43 (CCGCrawl; http://www.myworkbase.com/bot.html; bot at myworkbase dot com)	26	0.07%	30
11.	SUNET WWW Index check program	13	0.04%	13
12.	Others	11	0.03%	17
13.	NPBot (http://www.nameprotect.com/botinfo.html)	10	0.03%	10
14.	wwwster/1.2 (Beta, mailto:gue@cis.uni-muenchen.de)	9	0.02%	10
15.	Sony Ericsson WAP Browser 1.1	8	0.02%	25
16.	MSProxy/2.0	7	0.02%	7

17.	NutchCVS/0.05 (Nutch; http://www.nutch.org/docs/en/bot.html; nutch-agent@lists.sourceforge.net)	7	0.02%	9
18.	appie 1.1 (www.walhello.com)	6	0.02%	7
19.	Konqueror	5	0.01%	22
20.	LinkScan/11.2c Unix	4	0.01%	4
	Subtotal	36,439	99.92%	240,332
	Other	28	0.08%	573
	Total	36,467	100.00%	240,905

Top Browsers – Help Card

? Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

Hits – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Total – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

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

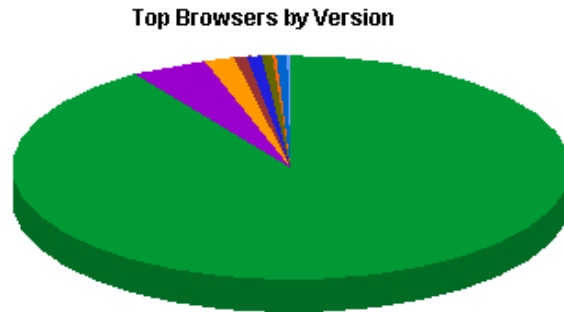
% – Percentage of total for the sort column (hits or visits) by those using the specified browser.

💡 Browser data can help you determine how to configure your site for optimal viewing.

Note: Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

Top Browsers by Version

This report lists the browser versions most common among your visitors.



Top Browsers by Version

Browser	Version	Visits	%	Hits
1. Microsoft Internet Explorer	6.0	29,702	81.45%	206,389
	5.5	1,220	3.35%	7,546
	5.01	677	1.86%	3,753
	Version Unknown	627	1.72%	953
	5.0	527	1.45%	3,154
	5.23	65	0.18%	365
	4.01	35	0.10%	176
	5.17	34	0.09%	199
	5.22	28	0.08%	125
	5.14	20	0.05%	104
	5.16	19	0.05%	65
	4.0	7	0.02%	64
	5.13	4	0.01%	23
	5.21	3	0.01%	4
	5.00	3	0.01%	10
	4.5	1	0.00%	1
	Other	0	0.00%	0
2. Mozilla	20041001	298	0.82%	1,793
	20041108	273	0.75%	1,691
	20040803	218	0.60%	1,159
	20041107	204	0.56%	1,219
	20040913	162	0.44%	874
	20040206	93	0.26%	552
	20040614	70	0.19%	416
	20040707	61	0.17%	353
	20040910	47	0.13%	282

20031007	31	0.09%	97
20040113	29	0.08%	204
20041103	16	0.04%	107
20040626	16	0.04%	97
20040817	11	0.03%	82
20040623	7	0.02%	25
20041110	7	0.02%	39
20040616	7	0.02%	24
20040210	6	0.02%	35
20040917	6	0.02%	39
20041027	5	0.01%	34
20041111	4	0.01%	20
20040825	4	0.01%	23
20040914	4	0.01%	14
20040421	4	0.01%	14
20040118	4	0.01%	26
20040514	4	0.01%	24
20040922	3	0.01%	11
20021130	3	0.01%	19
20041020	3	0.01%	19
20040921	3	0.01%	14
20041013	3	0.01%	16
20030624	2	0.01%	23
20040911	2	0.01%	2
20020830	2	0.01%	22
20040316	2	0.01%	2
20041030	2	0.01%	10
20041026	2	0.01%	2
20030728	1	0.00%	4
20041003	1	0.00%	9
20040618	1	0.00%	9
20040819	1	0.00%	1
20040301	1	0.00%	1
20020826	1	0.00%	1
20030915	1	0.00%	9
20041109	1	0.00%	5
20040808	1	0.00%	6
20040414	1	0.00%	10
20041119	1	0.00%	6
20040114	1	0.00%	1
20040829	1	0.00%	6
20021207	1	0.00%	2

		20041008	1	0.00%	4
		20031016	1	0.00%	6
		20021209	1	0.00%	2
		20021016	1	0.00%	5
		20030716	1	0.00%	1
		20040207	1	0.00%	4
		20040116	1	0.00%	3
		20041123	1	0.00%	6
		20041120	1	0.00%	4
		20041014	1	0.00%	6
		20040203	1	0.00%	1
		20030225	1	0.00%	5
		Other	0	0.00%	0
3.	msnbot/0.3 (http://search.msn.com/msnbot.htm)	Version Unknown	630	1.73%	3,741
		Other	0	0.00%	0
4.	Other Netscape Compatible	Version Unknown	371	1.02%	538
		Other	0	0.00%	0
5.	Opera	7.54	135	0.37%	725
		7.23	67	0.18%	468
		7.50	16	0.04%	84
		7.51	14	0.04%	73
		7.53	11	0.03%	91
		7.11	9	0.02%	50
		6.0	8	0.02%	28
		7.52	5	0.01%	30
		7.21	4	0.01%	19
		7.03	3	0.01%	17
		7.20	2	0.01%	6
		7.60	2	0.01%	12
		6.05	1	0.00%	6
		Other	0	0.00%	0
6.	Netscape	7.2	65	0.18%	360
		7.1	51	0.14%	256
		7.02	14	0.04%	73
		4	8	0.02%	9
		7.0	6	0.02%	33
		7.01	5	0.01%	31
		6.2.1	3	0.01%	12
		4.79	2	0.01%	4
		4.5	2	0.01%	2
		6.0	2	0.01%	2
		4.51	2	0.01%	5

		4.75C-CCK-MCD	1	0.00%	1
		4.77C-CCK-MCD	1	0.00%	7
		6.01	1	0.00%	2
		4.73C-CCK-MCD	1	0.00%	1
		4.06	1	0.00%	4
		6.2.3	1	0.00%	1
		4.0	1	0.00%	1
		4.03	1	0.00%	1
		6.61	1	0.00%	8
		Other	0	0.00%	0
7.	Safari	125.11	61	0.17%	312
		125.9	55	0.15%	261
		85.8	12	0.03%	58
		125.8	6	0.02%	39
		125.7	6	0.02%	20
		100	5	0.01%	9
		125	5	0.01%	26
		125.1	5	0.01%	36
		85.6	1	0.00%	1
		168	1	0.00%	10
		Other	0	0.00%	0
8.	Jetbot/1.0	Version Unknown	72	0.20%	115
		Other	0	0.00%	0
9.	Mediapartners-Google/2.1	Version Unknown	41	0.11%	159
		Other	0	0.00%	0
10.	CCGCrawl/1.43 (CCGCrawl; http://www.myworkbase.com/bot.html; bot at myworkbase dot com)	Version Unknown	26	0.07%	30
		Other	0	0.00%	0
11.	SUNET WWW Index check program	Version Unknown	13	0.04%	13
		Other	0	0.00%	0
12.	Others	Version Unknown	11	0.03%	17
		Other	0	0.00%	0
13.	NPBot (http://www.nameprotect.com/botinfo.html)	Version Unknown	10	0.03%	10
		Other	0	0.00%	0
14.	wwwster/1.2 (Beta, mailto:gue@cis.uni-muenchen.de)	Version Unknown	9	0.02%	10
		Other	0	0.00%	0
15.	Sony Ericsson WAP Browser 1.1	Version Unknown	8	0.02%	25
		Other	0	0.00%	0
16.	MSProxy/2.0	Version Unknown	7	0.02%	7
		Other	0	0.00%	0
17.	NutchCVS/0.05 (Nutch; http://www.nutch.org/docs/en/bot.html; nutch-agent@lists.sourceforge.net)	Version Unknown	7	0.02%	9
		Other	0	0.00%	0

18.	appie 1.1 (www.walhello.com)	Version Unknown	6	0.02%	7
		Other	0	0.00%	0
19.	Konqueror	3.3	2	0.01%	8
		3.0	1	0.00%	1
		3	1	0.00%	9
		3.2	1	0.00%	4
		Other	0	0.00%	0
20.	LinkScan/11.2c Unix	Version Unknown	4	0.01%	4
		Other	0	0.00%	0
Subtotal			36,439	99.92%	240,332
Other			28	0.08%	573
Total			36,467	100.00%	240,905

Top Browsers by Version – Help Card

? Browser – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

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.

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

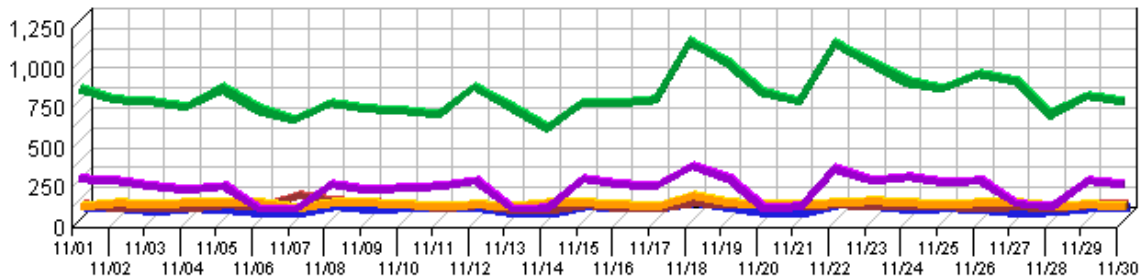
Hits – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

💡 This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.

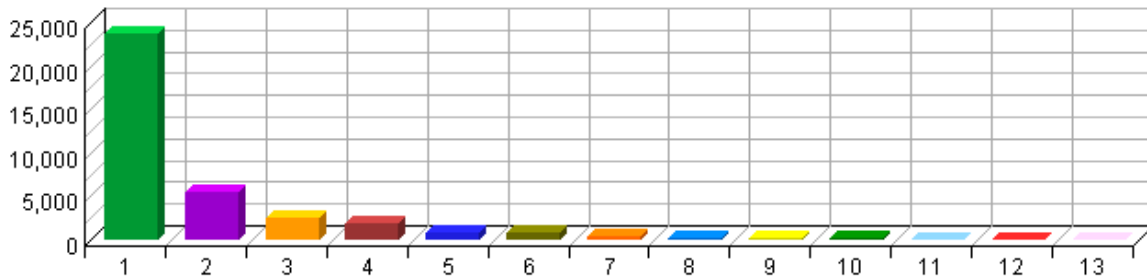
Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

Top Platforms by Visits Trend



Top Platforms by Visits



Top Platforms

	Platform	Visits	%	Views
1.	Windows XP	23,708	65.01%	161,606
2.	Windows 2000	5,602	15.36%	40,755
3.	Windows 98	2,538	6.96%	15,814
4.	Others	1,884	5.17%	6,293
5.	Windows NT	922	2.53%	5,705
6.	Windows ME	884	2.42%	5,547
7.	Macintosh PowerPC	457	1.25%	2,395
8.	Windows 95	175	0.48%	971
9.	Windows 2003	159	0.44%	1,164
10.	Linux	118	0.32%	608
11.	SunOS	18	0.05%	42
12.	FreeBSD	1	0.00%	4
13.	Windows Win32s	1	0.00%	1
	Total	36,467	100.00%	240,905

Top Platforms – Help Card

? Hits – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Platform – The specified platform being analyzed. The operating system used by the visitor to your site.

Total – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

Visits – Number of visits by visitors using the specified platform. 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 hits or visits by those using the specified platform.



This information is useful when determining what content to include on your web site.

Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

Glossary

Active Campaign	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Active Campaigns	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
Ad	A graphic or banner which takes a visitor to another web site when clicked.
Ad Click	A click on an advertisement which takes a visitor to another web site.
Ad View	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
Authenticated Username	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
Authentication	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
Avg. Frequency	This measure is the average number of times these visitors have visited your site over their lifetime.
Avg. Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Avg. Lifetime Value	The average lifetime value is the average of the sum of all order values.
Avg. Most Recent Purchase Amt.	The average most recent purchase amount for this group of visitors.
Avg. Recency	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
Bandwidth	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
Browser	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
Campaign Lifetime Value	The total order value associated to the campaign.
Click Through Rate	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
Client	A computer that accesses resources provided by another computer, called a server.
Client Errors	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Status Code" glossary entry for more information.

Company Database	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
Cookies	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
Days Since First Purchase	The number of days since the first purchase since these visitors have been tracked.
Days Since Most Recent Purchase	The number of days since the last purchase for the campaign.
Destination Page	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
Domain Name	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
Domain Name Lookup	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
Entry File	The first file requested by a visitor during a visit to your web site.
Entry Page	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
Exit Page	The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
FTP	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
File Type	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
Filters	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
First Campaign	The First Campaign is the one that originally drove a visitor to your site.
First Campaign Lifetime Value	The lifetime value is the sum of all order values.
First Campaign Type	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
Frequency	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
GIF	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
Geography	Geography indicates the world region, country, state/province, and city.
HTML	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
HTTP	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
Hit	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
Home Page	The main or introductory page of a web site. The home page provides visitors with an

overview and links to the rest of the site. It often contains or links to a Table of Contents.

Home Page URL	The URL for the home page of the site analyzed in the report.
IP Address	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
JPEG	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
Latency	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
Lifetime Value	This is the maximum value for all orders for this period.
Log File	A file created by a Web or proxy server which contains information about the activity of the server.
Most Recent Campaign	The Most Recent Campaign is the last one that a visitor has seen or received that has not reached the end of its duration.
New Users	Visitors who didn't have a cookie on their first visit, but had one during later visits.
No Referrer	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
Order Count	This measure reflects the number of orders from completed purchases.
Order Value	This measure reflects the monetary amount generated from completed purchases.
Other	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
Page	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.
Page View	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
Palm Browser	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
Palm Device	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
Path Through Site	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
Paths from Start	The sequence of pages a visitor views, excluding the entry page.
Paths to Destination	The sequence of pages a visitor views before arriving at a selected Destination Page.
Platform	Refers to the operating system, such as Linux or Windows 98.
Protocol	An established method of exchanging data over the Internet.
Purchase Conversion Funnel	Analysis of the conversion process through a four-step purchase process.
Purchase Count	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
Recency	This measure is the number of days since the most recent visit for a visitor.

Referrer	URL of a web page that refers visitors to your site.
Report Period	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
Returning Visitors	Visitors who already had a cookie from your site before they visited.
Scenario Analysis Step	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
Script	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
Search Keywords	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
Search Phrase	The search phrase a visitor used to find your site.
Server	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
Server Error	An error occurring on the server. Web server errors have codes in the 500 range.
Single Access Page	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
Spider	An automated program which searches the internet.
Status Code	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

"Success" codes:

- 100 = Success:** Continue
- 101 = Success:** Switching Protocols
- 200 = Success:** OK
- 201 = Success:** Created
- 202 = Success:** Accepted
- 203 = Success:** Non-Authoritative Information
- 204 = Success:** No Content
- 205 = Success:** Reset Content
- 206 = Success:** Partial Content
- 300 = Success:** Multiple Choices
- 301 = Success:** Moved Permanently
- 302 = Success:** Found
- 303 = Success:** See Other
- 304 = Success:** Not Modified
- 305 = Success :** Use Proxy
- 307 = Success :** Temporary Redirect

"Failed" codes:

- 400 = Failed:** Bad Request
- 401 = Failed:** Unauthorized
- 402 = Failed:** Payment Required
- 403 = Failed:** Forbidden

- 404 = Failed:** Not Found
- 405 = Failed:** Method Not Allowed
- 406 = Failed:** Not Acceptable
- 407 = Failed:** Proxy Authentication Required
- 408 = Failed:** Request Time-out
- 409 = Failed:** Conflict
- 410 = Failed:** Gone
- 411 = Failed:** Length Required
- 412 = Failed:** Precondition Failed
- 413 = Failed:** Request Entity Too Large
- 414 = Failed:** Request-URI Too Large
- 415 = Failed:** Unsupported Media Type
- 416 = Failed:** Requested range not satisfiable
- 417 = Failed:** Expectation Failed
- 500 = Failed:** Internal Server Error
- 501 = Failed:** Not Implemented
- 502 = Failed:** Bad Gateway
- 503 = Failed:** Service Unavailable
- 504 = Failed:** Gateway Time-out
- 505 = Failed:** HTTP Version Not Supported

Subtotal	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
Suffix (Domain Name)	See "Top-Level Domain."
Time Interval	A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
Time before Order	The number of days between a new buyer's first visit and first purchase.
Time between Purchases	The number of days between a visitor's previous purchase and most recent purchase in this report period.
Top-Level Domain	<p>The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:</p> <p>ARPANET: .arpa</p> <p>Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz</p> <p>Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn</p> <p>International: .int .int.co .int.ve .intl.tn</p> <p>Government: .gov .gov.[country code] .gove.[country code] .go.[country code]</p> <p>Military: .mil .mil.[country code]</p> <p>Network: .net .ad.jp .ne.kr .net.[country code]</p>

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

Total	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
Traffic	The quantity of data transferred.
URL	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
Unique Visitors	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
User Agent	Portion of a log file that identifies the browser and platform used by a visitor.
Users Without Cookies	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
Visit	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.
Visit Duration (Minutes)	The number of minutes your web site was viewed by a visitor.
Visitor Minutes	Total number of minutes your site was viewed by all visitors during the report period.
Visits with Clicks	Visits to your site where at least one ad was clicked on.
WAP Browser	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
WAP Carrier	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
WAP Device	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
WTLS	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.