

Content Server

Version: 6.3

FatWire Analytics Guide

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FatWire[®]
S O F T W A R E

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Content Server FatWire Analytics Guide

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About This Guide

This guide contains procedures for installing and configuring FatWire Analytics, using FatWire Analytics to generate reports, and customizing FatWire Analytics.

FatWire Analytics is a Content Server plugin that monitors and statistically analyzes website traffic. Its reporting capability enables you to track visitors' interactions with published content from the time the visitors start browsing your site, up to the time they leave your site.

Reports that you generate with FatWire Analytics present both technical and demographic information to help you understand the nature of your site visitors by the content they visit, their browsing technologies, and the locations from which they issue requests for content. Report metrics enable you to discover traffic patterns from which you can determine how your online site is performing from a marketing standpoint.

As FatWire Analytics helps you gauge the effectiveness of your site, it positions you to make the right decisions in response to business trends and to react quickly with sharp, relevant e-business strategies. With FatWire Analytics, you can stop guessing about visitors' wishes. Instead, you can systematically tune your site to visitors' expectations, attract new audiences, and keep their interest.

How This Guide Is Organized

This guide is for installation engineers, Content Server administrators, and content providers. It is organized as follows:

Chapter 1, "Installing and Configuring FatWire Analytics" is for installation engineers and anyone else who plans to install and configure FatWire Analytics. Requirements include:

- A thorough understanding of how Content Server is installed.
- Experience installing the Oracle 10g database management system and creating a database, using Content Server's administrative interface, using Catalog Mover, and modifying templates.

Chapter 2, "Generating Reports" is for all users of FatWire Analytics. Requirements include:

- A basic knowledge of the Content Server web application, such as ability to navigate the tabs in Content Server's tree and access assets' "Inspect" screens.
- A good understanding of Content Server's assets and its published content.

Chapter 3, "Managing FatWire Analytics" is for Content Server administrators and anyone else who will be managing the users of FatWire Analytics, their permissions to reports, and the sites for which reports are enabled. This chapter provides guidelines for adjusting the FatWire Analytics configuration in response to changes in users, sites, and reporting requirements.

Appendix A, "Objects and Reports," explains the concept of objects and how objects are related to reports.

Appendix B, "Default Reports," summarizes FatWire Analytics default reports and describes the statistics they present.

Related Publications

The FatWire library contains many publications for Content Server users, administrators, and developers. The publications are provided as product manuals with your Content Server installation kit. They are also posted on the Web, by version number, at the following url:

<http://e-docs.fatwire.com/CS>

Check the site regularly for updates.

Note

The e-docs site is password-protected. If you need a password, contact FatWire Technical Support. Contact information is available at the following url:

http://www.fatwire.com/Support/contact_info.html

Other publications, such as case studies and white papers, provide information about Content Server's feature set and business applications. To obtain these publications, contact sales@fatwire.com.

Chapter 1

Installing and Configuring FatWire Analytics

This chapter is for installation engineers and technical Content Server users. This chapter contains procedures for installing and configuring FatWire Analytics to run on the Content Server 6.3 web application and the Content Server 6.3 JumpStart Kit (JSK).

This chapter contains the following sections:

- Overview
- Pre-Installation Steps
- Installing FatWire Analytics
- Integrating with Content Server
- Registering Asset Types with FatWire Analytics
- Next Step

Note

FatWire Analytics runs on the Content Server 6.3 web application. Lower versions must be upgraded to version 6.3 in order to support FatWire Analytics. The portal environment is not supported in this release of FatWire Analytics.

To complete the procedures in this chapter, you must understand how Content Server is installed. You must also have experience installing the Oracle 10g database management system and creating a database, using Content Server's administrative interface, using Catalog Mover, and modifying templates.

Path statements in this chapter are for Windows installations, unless otherwise noted.

Overview

FatWire Analytics requires several third-party components in order to run with Content Server and the JSK:

- A dedicated Oracle 10g database, which must be created for FatWire Analytics, regardless of whether FatWire Analytics will be running on Content Server or the JSK. The Oracle 10g database has a specific function and that is to store report data and reports—site traffic data that is captured as visitors browse and the results of statistical calculations that are performed on the site traffic data for presentation in reports.

The Oracle 10g database used by FatWire Analytics runs independently of the database that is used by Content Server (and the JSK) for content management.

- Swift Chart Generator version 3.2.1, which renders charts for reports that support the charting function. (For the Swift Chart Generator to display charts, Macromedia Flash Player must be installed on the local computers of Content Server and JSK users.)

The Oracle 10g database management system and Swift Chart Generator must be purchased from their respective vendors. An evaluation version of the Swift Chart Generator is available at: <http://www.globfx.com/downloads/swfchartgen/>

This chapter shows you how to install and configure FatWire Analytics. The basic steps are summarized below:

Pre-Installation Steps

Installing FatWire Analytics

Step 1. Set Up the Database for FatWire Analytics

- A. Create and Configure the Database
- B. Create the Database Schema

Step 2. Install FatWire Analytics

Step 3. Initialize FatWire Analytics

- A. Install the Swift Chart Generator
- B. Set Properties for FatWire Analytics
- C. Add the Database Driver and Swift Chart Generator jar Files to Content Server (JSK)

Integrating with Content Server

Step 1. Enable Users for FatWire Analytics

Step 2. Configure Content Server for Data Capture and Report Generation

- A. Import Analytics Catalogs into Content Server
- B. Create the Analytics Tab
- C. Create Graphics and Style Directories
- D. Configure Pages for Data Capture

Registering Asset Types with FatWire Analytics

Note

The JSK is a self-installing version of Content Server. It runs on the My SQL Anywhere database and provides users with the FirstSiteII sample site so they can experiment with Content Server or reuse FirstSiteII components. Unless otherwise noted, instructions in this chapter apply to both Content Server and the JSK.

Both the JSK and Content Server contain the FirstSiteII sample site.

Pre-Installation Steps

Before installing FatWire Analytics, make sure the pre-requisites below are satisfied. Preparing your system for FatWire Analytics will help to ensure a smooth installation process.

1. You have a licensed FatWire Analytics Kit either on CD or downloaded from:
<http://www.developernet.fatwire.com>
2. A licensed version of Content Server 6.3 or JSK 6.3 is running and powering a functional online site.
3. The Oracle 10g database management system (DBMS) has been installed. If you need installation instructions, refer to the documentation that comes with the Oracle product.

Note

If you are running a Content Server installation with its own Oracle 10g DBMS, you can use the existing DBMS to create an Oracle 10g database for FatWire Analytics (as shown in section “A. Create and Configure the Database,” on page 13), assuming the server has the capacity to support an additional database. Space requirements depend on the volume of site traffic data that you expect to collect within a given time frame, the volume of statistics that will be computed for the collected data, and whether you plan to move any of the raw data and statistics to an archive.

4. You have a copy of the Swiff Chart Generator, version 3.2.1 (for rendering charts).
 - Copies for purchase are available at <http://www.globfx.com/>
 - Copies for evaluation are available at <http://www.globfx.com/downloads/swfchartgen/>
5. The local computer from which Content Server or the JSK will be accessed has Macromedia Flash Player installed. A free copy is available at:

<http://www.macromedia.com/downloads/>

If you choose to not install a copy, you can still generate reports that provide charts. However, the charts will be replaced by the **download plugin** link.

6. You have Content Server documentation handy.

Several steps in this chapter refer you to Content Server product guides for instructions on configuring third-party components, Content Server functions, and users' permissions. The guides are:

- *Configuration Guide: Third-Party Software*, for instructions on creating and configuring an Oracle 10g database for Content Server's environment.
- *Content Server Administrator's Guide*, for instructions on creating roles, assigning roles to users, and creating tabs (the "Analytics" tab in this application).
- *Content Server Developer's Guide*, for instructions on using CatalogMover.

You can download the latest versions from the e-docs site, noted below.

Note

The latest Content Server documentation is available at:

<http://e-docs.fatwire.com/CS>

Follow the **CS 6.3.0** link.

The e-docs site is password-protected. If you need a password, contact FatWire Technical Support. Contact information is available at the following URL:

http://www.fatwire.com/Support/contact_info.html

7. On pages 17 through 23 you will configure Content Server and FatWire Analytics to support report generation. To complete the steps, you will need to know the following information:
 - Which users must be enabled to use FatWire Analytics and whether the users must have administrative rights to FatWire Analytics
 - Which Content Server pages to tag for data capture. (Untagged pages will be ignored by FatWire Analytics; data on site traffic will not be collected for those pages.)
 - Which Content Server asset types on which sites must be registered with (identified to) FatWire Analytics to enable the generation of "Content Information" reports.

The above information is available from the Content Server administrator. Alternatively, the Content Server administrator can complete the steps.

Installing FatWire Analytics

Note

Before starting the steps in this section, make sure you have completed "Pre-Installation Steps," on page 11.

Step 1. Set Up the Database for FatWire Analytics

In this set of steps, you will create and configure the Oracle 10g database for use by FatWire Analytics. You will then import the database dump file `analytics.dump` in order to create the database schema and to store mappings that correlate visitors' IP addresses with their countries of origin.

A. Create and Configure the Database

Create and configure the Oracle 10g database as shown in our configuration guide *Third-Party Software*.

- We suggest the value `analytic` for the following parameters:
 - Global name
 - SID
- Make sure to set the encoding to Unicode (`AL32UTF8`).

B. Create the Database Schema

1. Create a new user (with rights) by using either the command line or the Oracle Enterprise Manager, as shown below:

- Within `sqlplus`, issue the following commands:

```
create user sitestat identified by sitestat default
  tablespace users temporary tablespace temp;

grant connect,resource, dba to sitestat;
```

The system returns the following message:

```
SQL> create user sitestat identified by sitestat
  default tablespace users temporary tablespace temp;
User created.
SQL> grant connect,resource,dba to sitestat;
```

Grant succeeded.

- In Oracle Enterprise Manager, do the following:
 - a) Open the Oracle Enterprise Manager:
`http://<oracle-server>:1158/em/`
 - b) Log in as: `sys <password> sysdba`
 - c) Go to **Administration > Users**.
 - d) Create a new user called `sitestat` with the password `sitestat`. Use the default tablespace `USERS` and the temporary tablespace `TEMP`.
 - e) Grant the roles `CONNECT`, `DBA`, `RESOURCE` to the user.

2. Change the environment variable `nls_lang` to:

`NLS_LANG=AMERICAN_AMERICA.AL32UTF8`, using one of the following commands:

- In Windows, enter the command
`set NLS_LANG=AMERICAN_AMERICA.AL32UTF8`
- In Linux, the command depends on the shell you are using:
 - For Korn shell:
`NLS_LANG=AMERICAN_AMERICA.AL32UTF8 export NLS_LANG`
 - For Bourne shell:
`export NLS_LANG = AMERICAN_AMERICA.AL32UTF8`
 - For C shell:
`setenv NLS_LANG AMERICAN_AMERICA.AL32UTF8`

3. Import the database dump file, using Oracle's imp utility:

```
imp <user>/<password>@<database> file=<impfile> full=Y
```

Step 2. Install FatWire Analytics

1. Copy the FatWire Analytics web application (fwanalytics folder) from the Analytics Kit to the webapps directory of the web server or application server. For example, copy \fwanalytics to: C:\jumpstartkit\tomcat5\webapps\
2. Deploy the web application (\fwanalytics) inside the web server or application server.
3. If you are using Unix, set the DISPLAY property as follows (for Java Graphics to generate the activity chart, shown in step 2 on page 17):

```
export DISPLAY=IP address:00
```

Step 3. Initialize FatWire Analytics

A. Install the Swiff Chart Generator

1. If you have not already done so, download the Swiff Chart Generator from one of the urls given in step 4 on page 11.
2. Install the Swiff Chart Generator on the computer where Content Server or the JSK is installed. If you need installation instructions, refer to the Swiff Chart Generator documentation.
3. Set up the Swiff Chart Generator to display Flash charts by doing one of the following:
 - Change the cache name of the Swiff Chart Generator to /cs/charts_cache (where /cs is the Content Server context root) by using CSGControlPanel.exe (Windows) or SWFChart.ini (Unix). The utilities are located in the Swiff Chart installation directory).
 - If you wish to use the default cache name, create a web application for the root (/) context. Swiff Chart Generator will use this context to store Flash charts.
4. Verify the installation by running any Swiff sample report inside the web server or application server on which Content Server is running and making sure that the chart is properly displayed.

B. Set Properties for FatWire Analytics

1. In the futuretense.ini file, set the analytics properties as shown below:
 - a. Open the Property Editor by starting: %HOME%/fatwire/propeditor.bat
 - b. Load the futuretense.ini file.
 - c. Select the **User Defined** tab.

- d. Set the values for `analytics` properties, as described in Table 1.

Table 1: FatWire Analytics Properties

Property name	Description	Example
<code>analytics.csspath</code>	Path to the folder under the Content Server context path where the Analytics cascading style sheets for formatting reports are stored.	Windows: <code>\cs\Xcelerate\data\css\common\analytics</code> Unix: <code>/servlet/Xcelerate/data/css/common/analytics</code>
Database Properties		
<code>analytics.dbname</code>	Database name (sid).	<code>analytic</code>
<code>analytics.host</code>	Name or IP address of the computer on which the Oracle 10g database is installed.	<code>localhost</code>
<code>analytics.password</code>	Database password.	<code>sitestat</code>
<code>analytics.port</code>	Database port.	<code>1521</code>
<code>analytics.username</code>	Database user.	<code>sitestat</code>
Swift Chart Generator Properties		
<code>analytics.dateformat</code>	Format in which the Swift Chart Generator will display dates. The required format is: MM/DD/YYYY	<code>MM/DD/YYYY</code> (required format)
<code>analytics.swiftchartinstalldir</code>	Path to the installation directory of the Swift Chart Generator.	Windows: <code>C:\Program\GlobFX\Swift Chart Generator 3</code> Unix: <code>/u01/software/App/SwiffChart</code>
Content Server and FatWire Analytics Properties		
<code>analytics.cswebroot</code>	Context path for Content Server.	<code>/cs</code>
<code>analytics.enabled</code>	Indicates whether FatWire Analytics is installed. Default values: <code>true, false</code>	<code>true</code>
<code>analytics.pagesize</code>	Maximum number of rows that should be displayed per page in reports.	<code>50</code>

Table 1: FatWire Analytics Properties *(continued)*

Property name	Description	Example
<code>analytics.picpath</code>	Path to the folder under the Content Server context path where the Analytics images for reports are stored. (Examples of Analytics images are a country's flag icon and an icon that represents a browser.)	Windows: <code>\cs\Xcelerate\ graphics\common\ analytics</code> Unix: <code>/servlet/Xcelerate/ graphics/common/ analytics</code>
<code>analytics.servletwebroot</code>	Path to the FatWire Analytics web application.	<code>/fwanalytics</code>
<code>analytics.swiffchartwebroot</code>	Path to the web root directory of the web server or application server where Content Server is installed. If no web root directory exists, create a dummy web application named <code><charts_cache></code> to be used by the Swiff Chart Generator to store charts.	Windows: <code>C:\jumpstartkit \tomcat5 \webapps \Root</code> Unix: <code>u01/software/App/ Weblogic813/ user_projects/ domains/csdomain/ applications/</code>

2. Edit the servlet configuration in the `web.xml` file of the `fwanalytics` web application by setting all database values to match the values of the database-related properties in Table 1, on page 15.

C. Add the Database Driver and Swiff Chart Generator jar Files to Content Server (JSK)

1. Copy the Oracle driver to the Content Server and FatWire Analytics web application `lib` folder. For example, copy the Oracle driver to:

```
C:\jumpstartkit\tomcat5\webapps\cs\WEB-INF\lib
C:\jumpstartkit\tomcat5\webapps\fwanalytics\WEB-INF\lib
```
2. Copy the `analytics.jar` file to the directories named in step 1.
3. Copy the Swiff chart library `SwiffChart.jar` (available in the Swiff Chart Generator installation directory) to the Content Server web application `lib` folder. For example, copy `SwiffChart.jar` to: `C:\jumpstartkit\webapps\cs\WEB-INF\lib`
4. Add the files in steps 1–3 to the classpath of the web server or application server. If you are using the JSK, add the files to `classpath.dat`, as well.

Integrating with Content Server

Note

Before starting the steps in this section, make sure you have completed the steps in the following sections:

- Pre-Installation Steps
- Installing FatWire Analytics

In the steps of this section, you will integrate FatWire Analytics with Content Server. You will, grant Content Server users access to FatWire Analytics, and configure Content Server to support FatWire Analytics functions (data capture and report generation).

Step 1. Enable Users for FatWire Analytics

In this step you will create roles that grant access to FatWire Analytics. You will then assign the roles to users of the Content Server or JSK installation.

1. Start Content Server (or the JSK) and log in as the administrator:

- Content Server:
Login name: **fwadmin**
Password: **xceladmin**
- JSK:
Login name: **firstsite**
Password: **firstsite**



2. Create the roles `Analytic` and `AnalyticAdmin`. If you need instructions for this step, refer to the *Content Server Administrator's Guide*.

The roles are used to grant Content Server users the following permissions to FatWire Analytics:

- The `Analytic` role enables users to:
 - Work with the **Analytics** tab
 - Work with all reports
- The `AnalyticAdmin` role enables users to:
 - Work with the **Analytics** tab
 - Work with all reports
 - Configure FatWire Analytics to generate “Content Information” and “General Information” reports (configuration involves registering asset types, site by site, with FatWire Analytics)
 - Show or hide the activity chart (also called “performance indicator”):

7d 409	30d 606	365d 606	Peak (1 week ago) 409	Trend UP
-----------	------------	-------------	-------	--------------------------	-------------

The activity chart is a set of statistics that quantifies visits to a given site within the week, month, and year. For more information about the activity chart, see Table B-2, on page 57.

3. Assign the role `Analytic` or `AnalyticAdmin` to Content Server users who need to work with FatWire Analytics. If you need instructions on assigning roles, see the *Content Server Administrator's Guide*.
4. Assign the role `AnalyticAdmin` to yourself (the logged-in administrator). You will need this role in order to complete the steps in “Registering Asset Types with FatWire Analytics,” on page 20.

Step 2. Configure Content Server for Data Capture and Report Generation

In this section, you will import and create Content Server interface functions that enable authorized users to access FatWire Analytics. You will also tag published pages for data capture.

A. Import Analytics Catalogs into Content Server

In this step, you will import a new `ElementCatalog` and `SiteCatalog` into Content Server. The catalogs contain FatWire Analytics functions for display in the Content Server interface. The functions are:

- The link **Configure FatWire Analytics for this site**, which is displayed at the bottom of Content Server’s “Site” screen (**Admin tab > Sites > Site Name**). The link opens an “object definition” screen, described next.
- The object definition screen (Figure 1, on page 21), which is used by the Content Server administrator to define objects (such as asset types) that will be the subjects of “Content Information” reports users will generate. Saving the objects registers their component asset types with FatWire Analytics for report generation.

The object definition screen is also used to display or hide the activity chart in the “Inspect” screens of assets whose asset types are registered for report generation (as shown in “Registering Asset Types with FatWire Analytics,” on page 20).

- Icons and other interface elements that are used for displaying reports.

To import Analytics Catalogs into Content Server

1. Back up the following Content Server elements:

```
ElementCatalog/OpenMarket/Xcelerate/UIFramework/Util/  
ActionBar.xml
```

```
ElementCatalog/OpenMarket/Xcelerate/Admin/site.xml
```

2. Import the following catalogs into Content Server (use CatalogMover):

```
ElementCatalog.html  
SiteCatalog.html  
SystemLocaleString.html
```

If you need instructions on using CatalogMover, see the *Content Server Developer's Guide*.

3. Flush the Content Server cache to remove old elements from the cache.

B. Create the Analytics Tab

The **Analytics** tab provides users with report generation functions.

To create the Analytics tab

1. In Content Server's **Admin** tab, double-click the **Tree** node.
2. At the bottom of the right-hand screen, click **Add New Tree Tab**.
3. In the "Add New Tree Tab" form:
 - a. Fill in the fields as follows:
 - Title: **Analytics**
 - Required Roles: **Analytic, AnalyticAdmin**
 - Tab contents: leave blank
 - Section Name: **analytics**
 - Element Name: **FatWire/Analytics/AnalyticsTree**
 - b. Click **Add New Section**.
 - c. Click **Save**.

The **Analytics** tab is displayed in Content Server's tree.

C. Create Graphics and Style Directories

1. Copy the graphics directory from the Analytics Kit to Content Server's graphics directory (for example, C:\jumpstartkit\tomcat5\webapps\cs\xcelerate\graphics).

Note

If you change the graphics directory, you will also have to change the graphics path statements in the .css files. Otherwise, FatWire Analytics will not display the graphics.

2. Copy the data directory from the Analytics Kit to Content Server's data directory (for example, `C:\jumpstartkit\tomcat5\webapps\cs\Xcelerate\data`).

D. Configure Pages for Data Capture

In order for FatWire Analytics to capture site traffic data, you must configure published pages on the site for data capture. You can configure either selected pages or all pages by adding the following code to the beginning of each page:

```
<%-- Capture Asset usage and user information --%>
<render:callelement elementname="Analytics/imageTag" >
  <render:argument name="c" value='<%=ics.GetVar("c")%>' />
  <render:argument name="cid" value='<%=ics.GetVar("cid")%>' />
  <render:argument name="site" value='<%=ics.GetVar("site")%>' />
  <render:argument name="pagename" value='<%=ics.GetVar
    ("childpagename")%>' />
</render:callelement>
```

Note

If you are using FirstSiteII (provided in both Content Server and the JSK), you must add the above code to the `ElementCatalog/FSIIWrapper`. For sites other than FirstSite II, make sure that the `c`, `cid`, `site` and `pagename` parameters in the template code are properly passed to the code above.

Registering Asset Types with FatWire Analytics

Note

Before starting the steps in this section, make sure you have first completed the steps in all the preceding sections:

- Pre-Installation Steps
- Installing FatWire Analytics
- Integrating with Content Server

If you skip the procedures below, users will not be able to generate two types of reports: “Content Information” reports and “General Information” reports, dealing with the asset types that enabled for Content Server's sites. The remaining default reports (“User Information” and “Session Information”) are pre-configured for report generation.

Registering Content Server's asset types with FatWire Analytics requires you to define (to FatWire Analytics) the objects on which usage data must be captured when the objects are accessed by visitors. The captured data will be statistically processed; the statistics will be reported comprehensively in the “Content Information” report type (but summarized in the “General Information” report).

An object can be thought of as a container. Information that you choose to be contained in an object defines that object. For “Content Information” reports, you can define an object

to contain a single asset type, or a set of asset types (or an item that is not an asset type, such as a link to content, downloaded content, a search parameter, or an event parameter). **In this procedure you will define asset-type objects. Defining non-asset-type objects requires assistance from FatWire Professional Services.**

You define objects on a site-by-site basis. If a site must be enabled for “Content Information” and “General Information” reports, you must define objects for that site.

Each defined object functions as a report option in the “Content Information” report type for a given site. For example, when the “Articles” object is defined for the FirstSiteII sample site, that object functions as the “Articles” option in the “Content Information” report type, allowing users to generate reports on published articles that belong to FirstSiteII. For more information about objects, see Appendix A, “Objects and Reports.”

To register asset types with FatWire Analytics

1. In Content Server’s **Admin** tab, double-click the **Sites** node.
2. Select the site for which you wish to configure FatWire Analytics.
3. Scroll to the bottom of the “Site” screen and click **Configure FatWire Analytics for this site**.
4. In the object definition screen, complete the steps below (a–e), as necessary.

Figure 1: Object definition screen

The screenshot shows the 'Object definition screen' for the site 'FirstSiteII'. The interface is organized into two main sections: 'Default objects' and 'Custom objects'.
Default objects: This section contains several rows, each with a label, a text input field, and a checkbox. The labels and their corresponding values are:
 - Definition of a Page View Object: TYPE='PAGE' or TYPE='CONTENT_C' or TYPE='PRODUCT_C' or TYPE='PRODUCT_P'
 - Definition of a Page Object: TYPE='PAGE'
 - Definition of an Article Object: TYPE='CONTENT_C'
 - Definition of a Product Object: TYPE='PRODUCT_C' or TYPE='PRODUCT_P'
 - Definition of a Search Object: (empty field)
 - Definition of a Link Object: (empty field)
 - Definition of a Download Object: (empty field)
 - Definition of an Event Object: (empty field)
 Checkmarks are visible in the right column for the first three rows, while the remaining four rows have empty checkboxes.
Custom objects: This section includes:
 - 'Define other values:' section with fields for 'Country Code' (value: IND), 'Filter for referrers' (empty), and 'Screen X' (value: 600X800).
 - 'Create new object:' section with 'Name:' and 'Definition:' labels and corresponding input fields.
 At the bottom of the screen are 'SAVE' and 'RESET' buttons. In the top right corner, there are links for 'delete performance object graph'.

- a. If you are using FirstSiteII, fill in the “Define objects” fields as follows:

Definition of a Page View Object: **TYPE='PAGE' or
TYPE='CONTENT_C' or TYPE='PRODUCT_C' or
TYPE='PRODUCT_P'**

Definition of a Page Object: **TYPE='PAGE'**

Definition of an Article Object: **TYPE='CONTENT_C'**

Definition of a Product Object: **TYPE='PRODUCT_C' or
TYPE='PRODUCT_P'**

Note

When a “Content Information” or “General Information” report for an object is generated, it will display usage statistics for assets of the type(s) that are specified in the object definition. (If assets of a certain type have not been accessed during the reporting period, they are not mentioned in the report.)

- b. If you are using a site other than FirstSiteII, go to the “Define objects” section and enter a definition for each object (asset types) to be reported on. Use the following format:

TYPE=‘AssetType1_Name’ or ‘AssetType2_Name’ or ...

Note

- For the object named *page view* you can specify either a single asset type or a combination of asset types.

When a “Content Information” report on the page view object is generated, it will display usage statistics for assets of the types that are named in the page view object definition. (If assets of a certain type have not been accessed during the reporting period, they are not mentioned in the report.)

If you do not define the page view object, users will not be able to generate “General Information” reports on the given site.

- For the object named *page*, specify the page asset type, if users are to generate reports on pages.
- For the objects named *article* and *product*, specify the article and product asset types (if your installation contains such asset types).
- Defining search, link, download, and event objects requires assistance from FatWire Professional Services.

For examples of object definitions, see Figure 1, on page 21.

- c. Skip the “Define other values” section. This section is reserved for customizing FatWire Analytics and requires assistance from FatWire Professional Services.
- d. If you wish to create a new object for the “Define objects” list, go to the “Create new objects” section at the bottom of the screen, enter the name of the object, and specify a definition. When you click **Save**, the new object and its definition will be listed in the “Define objects” section.

Note

If the object you wish to define is a not an asset-type object, you will need assistance from FatWire Professional Services.

- e. If you wish to display the activity chart in the “Inspect” screens of the assets that make up an object, ensure that the icon to the right of the object is a check mark (if not, click the icon until a check mark is displayed).
 - f. Click **Save** to register the assets you have chosen for the objects.
5. Repeat steps 1–4 for each site for which you wish to generate “Content Information” reports.
6. You have completed installing and configuring FatWire Analytics. If you are using the JSK, visit the pages you have tagged for data capture. Your visits simulate site traffic, allowing you to accumulate data for the reports you will generate.

Next Step

1. Once FatWire Analytics is installed and configured, you will need to test the installation, either on your own or with the help of the Content Server administrator and other users. Start by generating reports. For instructions, see Chapter 2, “Generating Reports.”

Note

When generating reports, bear in mind that FatWire Analytics presents site traffic *statistics*, rather than the site traffic data itself. Because of computation time, the statistics cannot be immediately available for report generation. Typically, they are available the day after the site traffic data is captured. For more information about data capture and processing, see “Report Statistics,” on page 38.

2. Once the FatWire Analytics installation is verified, the Content Server administrators will need to adjust its configuration for the users and sites they will create and modify. Content Server administrators might also need to work with FatWire Professional Services in order to customize default reports or create new reports. Configuration and customization tasks are outlined in Chapter 3, “Managing FatWire Analytics.”

Chapter 2

Generating Reports

This chapter is for business users of FatWire Analytics and anyone else who has permission to generate reports.

Once content is published, you will want to know about the site visitors' viewing habits. Some types of information—such as most-visited pages, views-per-day, or visitors' countries of origin—will be helpful in making business decisions for tailoring the content of your site more closely to your clients' tastes. Other types of information, such as users' browsers and IP addresses will help you optimize your site technology to reach the widest possible audience.

FatWire Analytics plugs into Content Server to provide you with a comprehensive collection of site traffic information, delivered to you in the form of customizable reports. This chapter explains the different kinds of reports that are available, how to generate the reports, and the types of statistics that are reported.

This chapter contains the following sections:

- Overview
- Generating General Information Reports
- Generating Content, User, and Session Information Reports
- Viewing the Activity Chart in Asset 'Inspect' Screens
- Report Statistics

Overview

FatWire Analytics enables you to generate several types of reports for the sites you log in to, as long as you have permission to generate reports.

Default Reports

FatWire Analytics offers four types of reports:

- The “General Information” report type provides an overview of the traffic on a given site during the latest day, week, month, and year in which data was collected. **A report can be generated only if your Content Server administrator has chosen to register assets for the page views of the sites you log in to.**
- The “Content Information” report type indicates which content has been visited on a given site and how frequently during the reporting period. “Content Information” reports are installation-specific and site-specific, as they depend on the type of assets a Content Server installation hosts.

For the FirstSiteII sample site, the default “Content Information” reports are:

- Page views
- Articles
- Products
- Pages

A report can be generated only if your Content Server administrator has chosen to register asset types that are enabled for First SiteII. For example, a “Products” report can be generated only if the “Product” asset type is registered with FatWire Analytics.

For any Content Server site, which reports can be generated depends on which asset types on the site are registered with FatWire Analytics.

- The “User Information” report type displays statistics on the technologies visitors used to browse a given site during the reporting period. “User Information” reports are available by default for all Content Server sites. The reports are:
 - Visitors’ Countries
 - IP Addresses
 - Host Names
 - Operating Systems
 - Browsers
- The “Session Information” report type displays visitors’ session statistics such as number of sessions in the reporting period, first and final pages to be visited during a session, and urls that referred visitors to the current site during the reporting period. “Session Information” reports are available for all Content Server sites. The reports are:
 - Visitors
 - Referrers
 - External Search Phrases
 - Entry Pages
 - Sessions
 - Exit Pages

For more information about the reports above and the statistics they display, see Appendix B, “Default Reports.” For instructions on generating reports, see the rest of this chapter, starting with “Generating General Information Reports,” on page 29.

Custom Reports

If you are running specialized applications (such as shopping carts) that require reporting capability, you can have the reports created by FatWire Professional Services. Contact your Content Server administrator for further information.

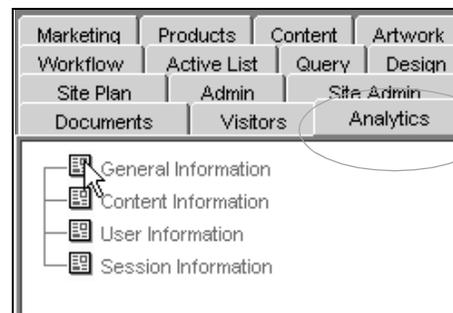
Availability of Report Statistics

Reports that you generate with FatWire Analytics display site traffic *statistics*, rather than the site traffic data itself. Because of computation time, the statistics cannot be immediately available for report generation. Typically, they are available the day after site traffic data is captured. For more information about data capture and processing, see “Report Statistics,” on page 38.

Report Generation Permissions and Options

Your ability to generate reports depends on how your Content Server installation has been configured by the Content Server administrator. You can generate reports if all the following conditions apply:

- You have permission to generate reports. If so, you are assigned either the `Analytic` or `AnalyticAdmin` role for the site(s) you log in to. Each role gives you equal access to the **Analytics** tab (shown in the inset) to generate the report types named above, but provides you with different permissions for configuring report generation options. For more information about the `Analytic` and `AnalyticAdmin` roles, see step 2 on page 17.
- In “Content Information” reports, the asset types that interest you have been registered with FatWire Analytics for report generation. For example, if the “Articles” asset type has been registered for report generation for the sites you log in to, you will be able to generate reports on articles across the sites.
- The pages on which assets are published and configured for data capture.



If you need information about your reporting permissions and options, see your Content Server administrator.

Note

Reports are not treated like other Content Server assets. Although FatWire Analytics plugs into Content Server, the database it uses to store raw site traffic data (and statistics on the data) is independent of the Content Server database. The Analytics database is represented only in the **Analytics** tab of the Content Server interface. As a result, no other Content Server functions, such as the **New** menu (for creating new assets), can be used to generate reports or operate on reports.

Charts

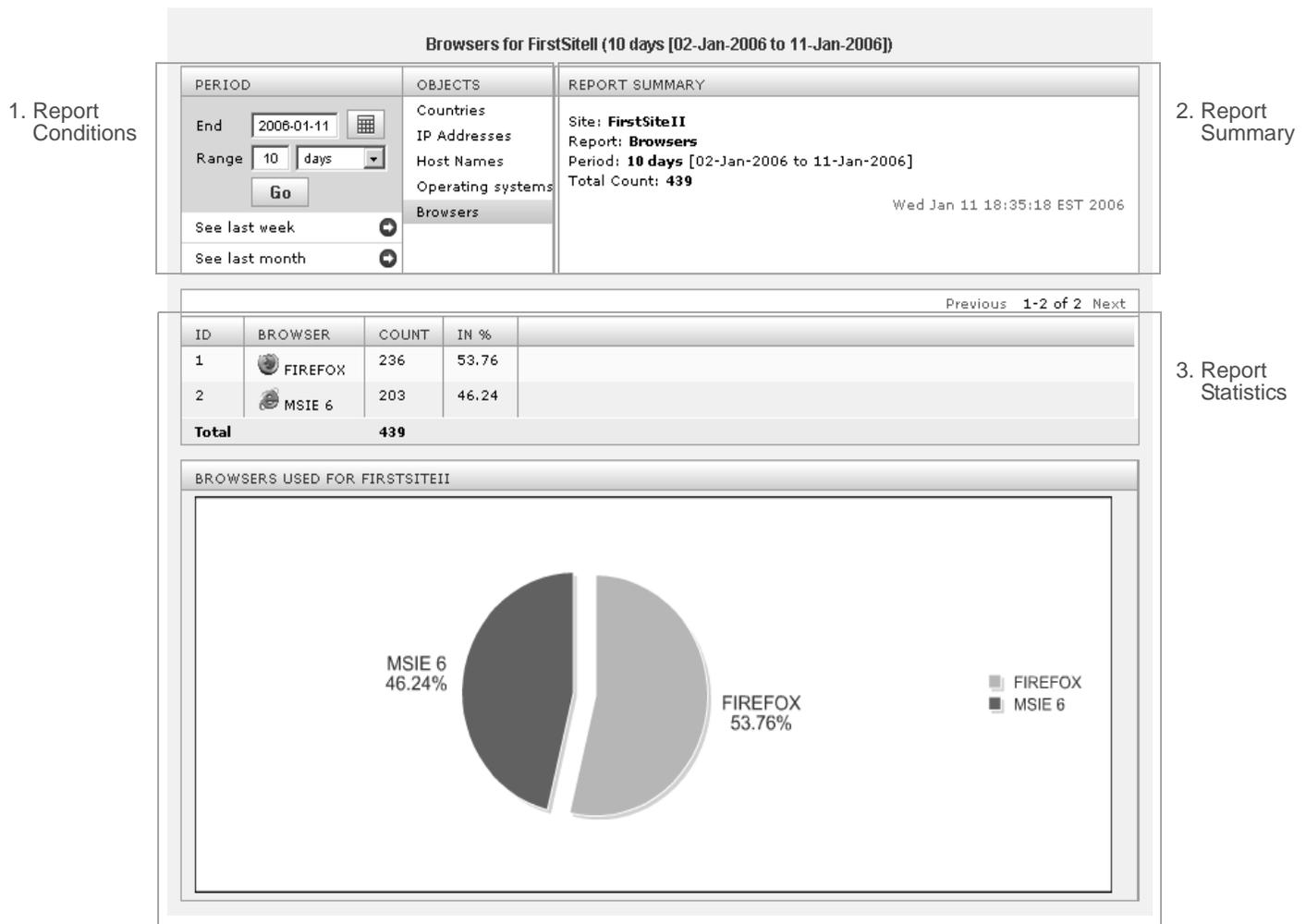
Some reports contain charts. To view the charts, you must have Macromedia Flash Player installed on your local computer. You can obtain a free copy at the following url:

<http://www.macromedia.com/downloads/>

or you can download a copy after you have generated a report with charts (simply click the **download plugin** link that is displayed in place of the chart. When the download is complete, the chart will be displayed.)

Figure 2 shows a sample report (a “Browsers” report) with a pie chart indicating the browsers that visitors used to visit the FirstSiteII sample site (delivered with Content Server and the JSK).

Figure 2: Sample report (“Browsers”)



Activity Chart

FatWire Analytics reports display statistics on site traffic data. One of the statistics is a graph called the “activity chart” (shown in the inset).

The activity chart is displayed by default in “General Information”

reports. It can also be displayed in assets’ “Inspect” screens (at the administrator’s discretion), so that users of the assets have a quick reference from which to gauge the overall performance of the given asset.

For information about statistics in the activity chart, see Table B-2, on page 57. For instructions on viewing the activity chart in an asset’s “Inspect” screen, see “Viewing the Activity Chart in Asset ‘Inspect’ Screens,” on page 37.

(Administrators who need instructions on displaying/hiding the activity chart can refer to page 23).

7d 409	30d 606	365d 606	Peak (1 week ago) 409	Trend UP
------------------	-------------------	--------------------	-------	---------------------------------	--------------------

Generating General Information Reports

This section shows you how to generate a “General Information” report. Instructions apply to all Content Server installations (including the JSK). If you need information about the “General Information” report, see “General Information Report,” on page 56.

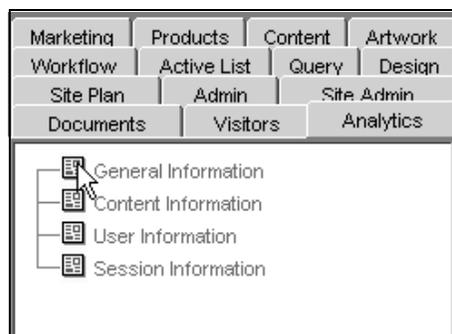
To generate a General Information report

1. Log in to the site for which you need the report.
2. In Content Server’s tree, click the **Analytics** tab.

Note

If the “Analytics” tab is not displayed in your interface, you do not have permission to generate reports. If you need further information about your permissions, see your Content Server administrator.

3. Double-click **General Information**.



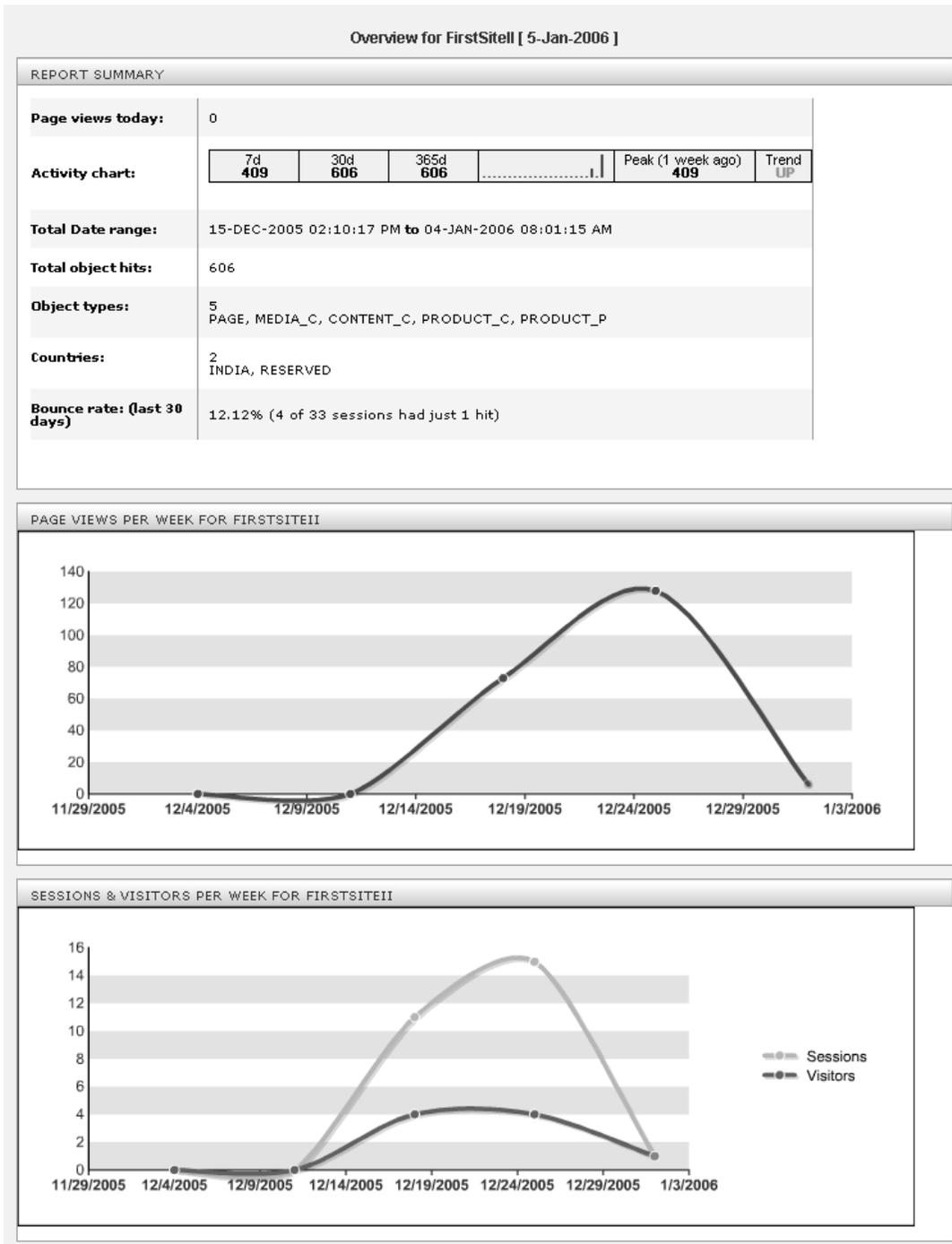
4. The “General Information” report is displayed (an example is shown on the next page). The “General Information” report is not interactive.

Note

The General Information report contains two charts. If the chart section displays the **download plugin** link (and icon), click the link to download the latest copy of Macromedia Flash Player. When download is complete, the charts will be displayed.

- If you need a permanent copy of the report, you can either print the report, or save it as an html file to your file system.
- For descriptions of the report data, see “General Information Report,” on page 56.

Figure 3: “General Information” report



Generating Content, User, and Session Information Reports

This section shows you how to generate the default Content, User, and Session Information reports. Instructions apply to all Content Server installations (including the JSK). If you need information about the reports, see Appendix B, “Default Reports.”

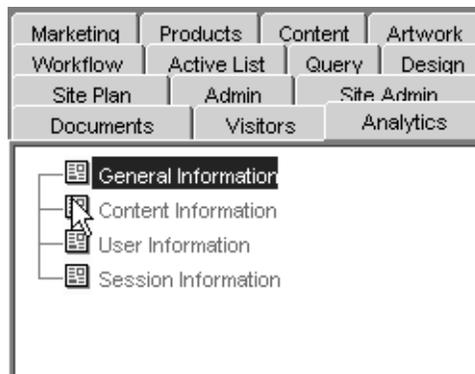
To generate a Content, User, or Session Information report

1. Log in to the site for which you need a report.
2. In Content Server’s tree, click the **Analytics** tab.

Note

If the “Analytics” tab is not displayed in your interface, you do not have permission to generate reports. If you need further information about your permissions, see your Content Server administrator.

3. Double-click one of the following report types:
 - **Content Information**
 - **User Information**
 - **Session Information**



4. A report template is displayed, similar to the one below.

Articles for FirstSiteII (10 days [03-Jan-2006 to 12-Jan-2006])

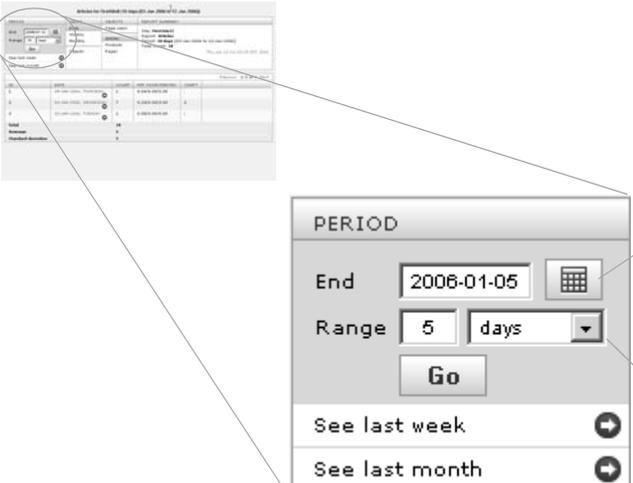
PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End <input type="text" value="2006-01-12"/> <input type="button" value="Calendar"/> Range <input type="text" value="10"/> days <input type="button" value="Go"/> <input type="button" value="See last week"/> <input type="button" value="See last month"/>	Daily Weekly Monthly Objects	Page views Articles Products Pages	Site: FirstSiteII Report: Articles Period: 10 days [03-Jan-2006 to 12-Jan-2006] Total Count: 10 <div style="text-align: right;">Thu Jan 12 12:33:25 EST 2006</div>

ID	DATE	COUNT	PER HOUR/MIN/SEC	CHART
1	05-JAN-2006, THURSDAY	1	0.04/0.00/0.00	<input type="button" value="Chart"/>
2	04-JAN-2006, WEDNESDAY	7	0.29/0.00/0.00	<input type="button" value="Chart"/>
3	03-JAN-2006, TUESDAY	2	0.08/0.00/0.00	<input type="button" value="Chart"/>
Total		10		
Average		3		
Standard deviation		3		

The section labeled “1” is used to set the report conditions. The section labeled “2” summarizes the report conditions. The section labeled “3” displays the report statistics.

Continuing with the steps below, use the report template to set the conditions of the report you wish to generate.

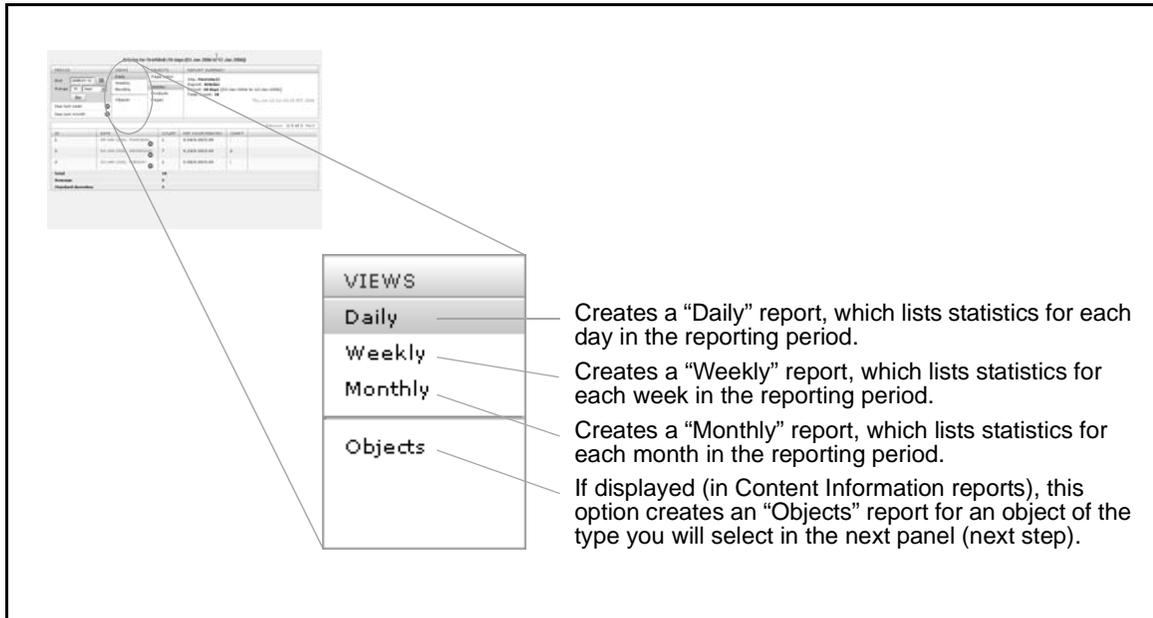
- a. Go to the “Period” panel (in section 1) and specify the reporting period (the end date and the range in days, weeks, or months). For guidelines, refer to the figure below.



End: The end date of the reporting period. The date must be entered in *yyyy-mm-dd* format. It can be entered manually or chosen from the calendar icon. If you set the end date to today's date, your report will end with yesterday's statistics, as explained in “Generating General Information Reports,” on page 29.

Range: The reporting period in days, weeks, or months (ending with the end date specified above).

- b. If your report template displays the “Views” panel, select a report view: Daily, Weekly, Monthly, or Objects (for guidelines, refer to the figure below). Otherwise, continue with step c.



- c. Go to the “Objects” panel and select an object (i.e., subject) for the report. Use the note below and the figures on the next two pages for guidelines.

Note

Which objects are displayed in the “Objects” panel depends on the type of report you are generating: Content, User, or Session Information. Each report type has its own set of objects.

- In the “Content Information” report, asset-type objects (such as pages and page views) are defined by your Content Server administrator to be assets of a single type or assets of several types.

Non-asset-type objects such as links to content, downloaded content, and event objects can be created with the help of FatWire Professional Services.

- In User and Session Information reports, the objects shown on pages 35 and 36 are pre-configured defaults (custom objects can be created with the help of FatWire Professional Services).

For a detailed discussion of objects, see Appendix A, “Objects and Reports.”

“Content Information” Reports



The “Objects” panel lists the objects for which you can generate a report.

The object that you choose becomes the subject of the report and determines the name of the report that will be generated. (You can choose only one object.) If an object name is disabled, it means that statistics on that object are not available.

Objects in the panel at the left are default objects for the FirstSite11 sample site. The object names are displayed only if your Content Server administrator has defined the objects:

Typically groups of assets; for example, article assets *and* product assets. In First Site11, a page view is a combination of published pages, content assets, and product assets. In your installation, page view is defined by your Content Server administrator.

News items, press releases, magazine articles, and so on.

Items for sale, lease, distribution, and so on.

Published Content Server pages.

“User Information” Reports



The “Objects” panel lists the objects for which you can generate a report.

The object that you choose becomes the subject of the report and determines the name of the report that will be generated. (You can choose only one object.) If an object name is disabled, it means that statistics on that object are not available.

Objects in the panel at the left are default objects for all Content Server sites:

Countries — Visitors’ countries of origin

IP Addresses — IP addresses from which requests for content were issued

Host Names — Names of computers from which requests for content were issued

Operating systems — Operating systems of computers from which requests were issued

Browsers — Browsers that were used to visit objects on the site

“Session Information” Reports



The “Objects” panel lists the objects for which you can generate a report.

The object that you choose becomes the subject of the report and determines the name of the report that will be generated. (You can choose only one object.) If an object name is disabled, it means that statistics on that object are not available.

Objects in the panel at the left are default objects for all Content Server sites:

OBJECTS	Description
Visitors	Unique visitors who accessed page views within the reporting period
Referrers	Referring URLs (sites from which visitors followed a link to the current site)
Ext. search phrases	Search phrases that led visitors to the current site
Entry pages	First page view of the session
Session	Number of sessions
Exit pages	Final page view of the session

5. Review your inputs.
6. Generate the report by clicking **Go** in the “Periods” panel.
7. Examine the details of the report by clicking the links in the data columns.

Note

If your report supports charts, but instead displays a **download plugin** link and icon, click the link to download the latest copy of Macromedia Flash Player. When download is complete, the chart(s) will be displayed.

8. If you need a permanent copy of the report, you can either print the report, or save it as an html file to your file system.

Viewing the Activity Chart in Asset 'Inspect' Screens

The activity chart is a statistics graph (see page 29). You can view the activity chart in an asset's "Inspect" screen, if the asset's corresponding asset type is registered for report generation *and* the activity chart is configured for display.

To view the activity chart in an asset's "Inspect" screen, you need to run a search on the asset. The steps below provide instructions for running a search. For more information regarding searches, see the *Content Server User's Guide*.

To view the activity chart in an asset's "Inspect" screen

1. If you are not sure as to which assets will display the activity chart, contact your Content Server administrator before starting this procedure.
2. Log in to Content Server and in to the site of interest.
3. Click **Search** on the button bar.
4. In the list that Content Server returns, go to the "Name" column, locate the asset type for which the activity chart has been enabled and click **Find Asset_Type_Name**. (This action opens the "Simple Search" form.)

Note

If you wish to perform an advanced search, click the **Advanced Search** link. The "Advanced Search" form presents additional criteria upon which to base the search. Search forms are asset-type-dependent. If you have questions about specific asset type search forms, ask your administrator.

5. In the "Simple Search" form, enter search criteria as shown below:

- a. Click in the **Search** field and select a search parameter from the drop-down list.
- b. Enter the text you want to search for (you can also leave this field blank).
- c. Select the number of matching assets to display per page (the incremental range is 10-300).
- d. Select a value on which to sort the results.

If you enter no criteria, the search retrieves all instances of the asset (up to 1000) and displays them 20 to a page in the default sort order.

- e. Click **Search**.
6. In the list of results, locate the asset of interest and click its inspect icon.
7. In the asset's "Inspect" form, look for the activity chart in the upper right-hand corner. If performance data is not available for the chosen asset, you will see the message "No data available!" and the name of the site.

For descriptions of the data in the activity chart, see Table B-2, on page 57.

Content (FSII Article): FSIIAudioCoFirstUnderWaterMP3Player



[Preview](#) [Inspect](#) [Edit](#) [Delete](#) [more...](#) [Add to My Active List](#)

Name: FSIIAudioCoFirstUnderWaterMP3Player
Description: AudioCoFirstUnderWaterMP3Player
Template: FSIILayout
Filename:
Path:
Status: [Edited](#)
ID: 1114083739951
External Item ID:
Content Definition: [FSII Article](#)
Parents: [FSII Articles](#)
***FSII Headline:** AudioCo.'s First Under Water MP3 Player
FSII Subheadline:
FSII Byline: by Jim Voss
***FSII Abstract:** AudioCo. and Diver Entertainment Systems Partner to Deliver First "Deep-Dive" Underwater Personal MP3 Player

<p>MILPITAS/SAN DIEGO, Calif. - June 16, 2004 - Going where no MP3 players have gone, AudioCo. and Diver Entertainment Systems (DES) today announced the H2O Audio DV series. Building on AudioCo.'s #1 ranking iFP-300T series flash players, the players are fully submersible to depths of up to 200 feet enabling users to enjoy digital audio while SCUBA diving, snorkeling, free diving and engaging in other active water sports.</p><p>The H2O Audio DV series feature up to 512MB* of storage capable of holding over 16 hours** of music and provides up to 24 hours of battery life using one AA and one 9V battery. The player comes with accessories including, underwater earphones, high-quality earphones, fastening clip, maintenance kit, user manuals, software CD, USB Cable, line-in cable and 9V and AA batteries.</p> H2O Audio DV Housing Features: 200ft depth rating Amplified stereo headphone output <p>iFP-300T Series Feature:</p> Up to 512MB internal storage Supports MP3 and WMA music files Integrated digital FM tuner with presets Record from FM tuner directly to player Built-in voice recorder AudioCo. Music Manager for music transfers Supports file transfers from MoodLogic music software <p>Pricing and Availability:</p><p>MSRP for the H2O Audio DV series ranges from \$349.95 to \$649.95.</p></p>
FSII PostDate: 2004-10-04 00:00:00
FSII DescriptionAttr (FSII FieldCopier): AudioCoFirstUnderWaterMP3Player
FSII NameAttr (FSII FieldCopier): AudioCoFirstUnderWaterMP3Player
FSII TemplateAttr (FSII FieldCopier): ArticleDetailPage
Ratings: [no Segments defined]
Related Items:

The Content Definition 'FSIIAudioCoFirstUnderWaterMP3Player' is also referenced by:

Name	Description	Type
FSII Top Stories	Top Stories	Recommendation
FSII Hot Items	Hot Items	Recommendation

Created: Oct 20, 2004 by admin
Modified: Oct 25, 2004 by admin

Report Statistics

Reports that you generate with FatWire Analytics display site traffic statistics, from which you can determine the effectiveness of your online site. Because the statistics are computed on a 24-hour window of raw data, they cannot be immediately available for report generation. Today's data is processed overnight so that results are available for report generation the next day, generally by the time the work day begins.

Interested readers can learn more about data capture and analysis by reading the rest of this section.

Data Capture

As visitors click through your sites, FatWire Analytics records each visitor's clicks and the associated information—the date and time of each click, the objects that are clicked on, the IP address from which the clicks are issued, the site being visited, and so on. Each piece of information about a site visitor is a piece of raw data (unprocessed data). As visitors browse, the raw data is collected into a dedicated Analytics database. This is the data on which statistics are later calculated for display in reports.

Rather than have users calculate statistics themselves, FatWire Analytics, instead, calculates statistics on the raw data by invoking the data analysis job to operate on the Analytics database.

Note

The Analytics database is independent of the database that is used by Content Server for content management. The Analytics database is reserved strictly for data capture and processing. It does not have Content Server functionality.

For data capture to take place, Content Server pages must be tagged with the `Analytics/imageTag`, as explained in section “D. Configure Pages for Data Capture,” on page 20. Additionally, asset types on the sites must be registered with FatWire Analytics if data on assets of those types is to be captured (see “Registering Asset Types with FatWire Analytics,” on page 20).

In your installation, some pages might not be tagged for data capture. Some asset types might not be registered. The decision is related to business needs and implemented by the Content Server administrator.

Data Processing

Every 24 hours, starting at 2:00 a.m. (or at a time configured by the Analytics database administrator), a statistical process called the “data analysis job” operates on the raw data in the Analytics database. The purpose of the data analysis job is to pre-calculate commonly requested site visitation statistics, such as histograms and standard deviations, so they can be immediately available for retrieval into reports that are ready to be generated. Pre-calculation significantly shortens report generation time.

During data analysis, raw data that was collected in the latest 24-hour period (from 12:00:00 a.m. through 11:59:59 p.m.) is processed to provide the following information:

- The day's results, such as total hits to each site, visiting countries, types of browsers, and average session duration.
- Historical results, including:
 - Daily, weekly, and monthly statistics—for example, the total number of requests for a given asset on a given site on a given day, week, or month in the reporting period.
 - Yearly statistics—a histogram in the activity chart (see Table B-2, on page 57) indicating the frequency with which certain assets were accessed during each week of the past year.

The resulting statistics, like the raw data, are stored in the Analytics database, on a site-by-site basis.

Because calculating statistics on large volumes of data is computationally expensive and time consuming, the calculations are performed not on-the-fly, during report generation, but during off-peak hours. Typically, the data analysis job runs on a nightly schedule (generally, during non-working hours or times of minimal site visitation).

How long the data analysis job runs depends on a number of factors, including site activity for the day, total volume of raw data, and the type of computer that is used for analysis. When data analysis is complete, the resulting statistics are available to users of FatWire Analytics for report generation.

Chapter 3

Managing FatWire Analytics

This chapter is for Content Server administrators who are also managing FatWire Analytics, its users, and the sites for which it is enabled.

As you create and modify users and sites, you will need to adjust the FatWire Analytics configuration, as well. If you plan to customize default reports or create new report types, you will need assistance from FatWire Professional Services.

This chapter summarizes the extent to which FatWire Analytics can be configured and customized, and describes the role of the administrator in the process.

This chapter contains the following sections:

- Administrative Functions
- Professional Services Engagements

Administrative Functions

A routine part of the Content Server administrator's job is to manage FatWire Analytics, its users, and the sites for which it is configured. Commonly performed functions are outlined in this section.

Granting Users Permissions to FatWire Analytics

Permission to generate reports is roles-based. The roles are `Analytic` and `AnalyticAdmin`.

- The `Analytic` role is for non-administrative users. The `Analytic` role grants users on a given site permission to work with the “Analytics” tab in order to generate reports
- The `AnalyticAdmin` role is for users who must be administrators of the FatWire Analytics module. This role grants its users:
 - Permissions of the `Analytic` role.
 - Permission to register asset types with FatWire Analytics (for generating “Content Information” and “General Information” reports).
 - For registration procedures, see “Registering Asset Types with FatWire Analytics,” on page 20.
 - For additional information, see “Registering Asset Types,” on page 43.
 - Permission to configure the activity chart (see Table B-1, on page 54) for display in the “Inspect” screens of assets whose asset types are registered with FatWire Analytics for report generation.

For instructions on assigning roles to Content Server users, see the *Content Server Administrator's Guide*.

Configuring Pages for Data Capture

If a published Content Server page is to be monitored for traffic, that page must first be tagged with the `Analytics/imageTag` and the following default key-value pairs:

Key	Value	Description
<code>c</code>	<code><%=ics.GetVar("c")%></code>	Type of asset being visited
<code>cid</code>	<code><%=ics.GetVar("cid")%></code>	ID of an asset of a given type
<code>site</code>	<code><%=ics.GetVar("site")%></code>	Name of the site for which the page is enabled
<code>pagename</code>	<code><%=ics.GetVar("childpagename")%></code>	Name of the page being visited

For each visitor who requests the page, the `Analytics/imageTag` invokes the `statistic.java` servlet to start capturing data on the usage of the page and its content.

If additional data must be captured (for example, visitors' IDs), the corresponding key-value pairs must be included in the `Analytics/imageTag`. Note that data captured for

custom key-value pairs is not automatically included in reports. The reports must be customized (or created).

- For code and instructions on tagging pages for data capture, see section “D. Configure Pages for Data Capture,” on page 20.
- To customize or create new reports, contact FatWire Professional Services for assistance.

Registering Asset Types

As you create new asset types and enable them for different sites, you will also need to register them with FatWire Analytics, site-by-site, if reports are to be generated on assets of the same types. Registering asset types requires you to define objects. For procedures, see “Registering Asset Types with FatWire Analytics,” on page 20. For a general discussion of objects, see Appendix B, “Default Reports.”

Professional Services Engagements

Customizing and creating reports requires a thorough knowledge of the program code that generates reports. To expedite the customizing of reports, the Content Server administrator can engage FatWire Professional Services to help with the following projects:

- **Customizing Reports and Report Types**
 - Content Information and General Information reports:
 - Defining default objects that are not asset types: search, link, download, and event objects (in the object definition screen, page 43).
 - Creating and defining new objects that are not asset types (in the object definition screen, page 43).

Note

For a discussion of objects, including guidelines for customizing, see Appendix B, “Default Reports.”

- Defining country code, filter for referrers, and screen size (in the object definition screen, page 43).
- User Information and Session Information reports:

This involves defining new objects for the reports. Unlike Content Information reports, User Information and Session Information reports do not provide an object definition interface.
- All reports:
 - Customizing report statistics.

This includes adding statistics (for example, visitor’s ID), deleting data columns from the statistics panel, and displaying the activity chart (Table B-2, on page 57).
 - Customizing report layout and presentation style.

- **Creating New Report Types**
- **Customizing Data Capture**
 - Configuring data capture for customized objects.
 - Configuring data capture for the “External Search Phrases” report (classified as a “Session Information” report type).

Appendices

This part contains the following appendices:

- Appendix A, “Objects and Reports”
- Appendix B, “Default Reports”

Appendix A

Objects and Reports

This appendix is for Content Server administrators and other readers who are interested in gaining a more detailed understanding of objects.

Objects are the foundation of any report type that is and can be defined for FatWire Analytics. Objects provide the means for generating reports. This appendix explains the concept of objects, how objects are related to reports, and which objects are defaults for FatWire Analytics.

This appendix contains the following sections:

- Overview
- Defining Default Objects
- Customizing and Creating Objects
- 'Page View' Object

Overview

An object is a FatWire Analytics construct. An object is the subject of a report. Defining an object for a given site creates a report option for that object on that site.

For example, defining the “Page” object for a given site (such as FirstSiteII),

(A)

Server Name: 20

User: fwadmin | Role: ContentAuthor, Approver, MarketingEditor, GeneralAdmin, Analytic, (More...) | Site: FirstSiteII

Define objects:

Definition of a Page View Object: TYPE='PAGE' or TYPE='CONTENT_C' or TYPE='PRODUCT_C' or TYPE='PRODUCT_P'

Definition of a Page Object: TYPE='PAGE' ✓

Definition of an Article Object: TYPE='CONTENT_C' ✓

Definition of a Product Object: TYPE='PRODUCT_C' or TYPE='PRODUCT_P' ✓

Definition of a Search Object: [Empty] ✗

Definition of a Link Object: [Empty] ✗

Definition of a Download Object: [Empty] ✗

Definition of an Event Object: [Empty] ✗

MEDIA: TYPE='MEDIA_C' ✓

Define other values:

Country Code: IND

Filter for referers: [Empty]

Screen X: 600X800

Create new object:

Name: MyAsset | Definition: TYPE='MyAssetType'

SAVE RESET

Configure FatWire Analytics for this site

creates the “Pages” option in the “Objects” panel of the “Content Information” report type for that site.

(B)

Pages for FirstSiteII (15 days [29-Dec-2005 to 12-Jan-2006])

PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End: 2006-01-12 Range: 15 days Go	Daily Weekly Monthly Objects	Page views Articles Products Pages	Site: FirstSiteII Report: Pages Period: 15 days [29-Dec-2005 to 12-Jan-2006] Total Count: 27 Thu Jan 12 13:16:07 EST
See last week			
See last month			

Previous 1-8 of

ID	DATE	COUNT	PER HOUR/MIN/SEC	CHART
1	05-JAN-2006, THURSDAY	6	0.25/0.00/0.00	
2	04-JAN-2006, WEDNESDAY	17	0.71/0.01/0.00	

The “Pages” option allows users of the site to generate a “Pages” report for the site (FirstSiteII, in this example).

If an object for a given site is named but not defined, a report option is not created, making it impossible for users of the site to generate reports on the object.

Defining Default Objects

An object identifies (to FatWire Analytics) the content, user parameters, or session parameters on which data must be captured as a visitor browses a site. An object can be thought of as a container. Information that you choose to be contained in an object defines that object.

- Default objects for “User Information” and “Session Information” report types are pre-named and pre-defined. The objects can be customized programmatically.
- For “General Information” and “Content Information” report types, default objects are pre-named, but not pre-defined. Because the objects are content-related, they are specific to the content of your CS installation and must be defined by the CS administrator (or FatWire Professional Services if the object definitions take parameters other than asset type names).

Note

Objects that take the name of one or more asset types in their definitions are called “asset-type” objects. Objects whose definitions take parameters other than asset types names are called “non-asset-type” objects.

Defining the objects is done graphically, in the object definition screen (**Admin** tab > **Sites** > *Site Name* > **click Configure FatWire Analytics for this site** at the bottom of the “Site” screen).

Table A-1, on page 50 provides guidelines for defining default objects across the default report types. The table also indicates which objects must be defined by FatWire Professional Services, and which objects are pre-defined.

Customizing and Creating Objects

All non-asset-type objects must be customized (or created and defined) by FatWire Professional Services. A comprehensive list of FatWire-assisted projects is given in Chapter 3, “Managing FatWire Analytics.”

Table A-1: Default Objects in Default Report Types

Report Type	Default Objects	Default Object Definition	Allowed Values	Reports ¹
General Information	Page view ²	Custom definition required.	Single asset type, multiple asset types	General Information
Content Information	Page view ²	See “Registering Asset Types with FatWire Analytics,” on page 20 for instructions.	Single asset type, multiple asset types	Page View
	Page ²		“Page” asset type	Pages
	Article ²		“Article” asset type (assuming your CS installation contains this asset type)	Articles
	Product ²		“Product” asset type (assuming your CS installation contains this asset type)	Products
	Link	Custom definition required. Contact FatWire Professional Services. ³	Contact FatWire Professional Services.	Links
	Download			Downloads
	Search			Searches
	Event			Events
User Information	Country	Pre-defined	Pre-defined	Countries
	IP Address			IP Addresses
	Host Name			Host Names
	Operating System			Operating Systems
	Browser			Browsers
Session Information	Visitor	Pre-defined	Pre-defined	Visitors
	Referrer			Referrers
	External Search Phrase			External Search Phrases
	Entry (Exit) Page			Entry (Exit) Pages
	Session			Session

1. A report can be generated only when the named object is defined (the object’s name is displayed as a report option in the “Objects” panel of the report and assigned to the generated report. For a named *but undefined* object, no report option for that object is displayed in the “Objects” panel.)
2. An “asset-type” object, as its definition takes the name of an asset type. All other objects are “non-asset-type” objects.
3. The definition is created in the object definition screen (Figure 1, on page 21). FatWire Professional Services must also configure data capture for these objects (see “D. Configure Pages for Data Capture,” on page 20, and “Configuring Pages for Data Capture,” on page 42).

‘Page View’ Object

The page view object is a convenient way of grouping asset types for reports. It is the only default asset-type object that can take multiple asset type names in its definition. While only one page view can be created for a given site, the combination of asset types that are reported can vary.

For example, the page view object for FirstSiteII can be defined in terms of the following asset types, which are enabled for FirstSiteII:

```
TYPE='PAGE' or TYPE='CONTENT_C' or TYPE='PRODUCT_C' or  
TYPE='PRODUCT_P'
```

where `_C` stands for “child” and `_P` stands for “parent” (see Figure A on page 48).

Defining the page view object creates a “Page View” report option in the “Content Information” report type for FirstSiteII (as explained on page 48. Instructions for defining objects are given in “Registering Asset Types with FatWire Analytics,” on page 20).

Generating a “Page View” report displays usage statistics on assets of the types that are named in the page view object. Specifically, the “Page View” report displays statistics on page assets **and/or** content_c assets **and/or** product_c assets **and/or** product_p assets, depending on which assets were accessed during the reporting period.

Appendix B

Default Reports

This appendix describes the report types that are provided with FatWire Analytics and the default reports that you can generate.

This appendix contains the following sections:

- Summary of Default Reports
- General Information Report
- Content Information Reports
- User Information Reports
- Session Information Reports

Note

Many FatWire Analytics reports present statistics on page views. For a description of “page view,” see Appendix A, “Objects and Reports.”

Summary of Default Reports

Table B-1: FatWire Analytics Report Types

Report Type	Description
General Information	<p>The “General Information” report displays current and historical site traffic statistics for a given site. Statistics are displayed in the form of a summary and charts for the current day, week, month, and year. A report can be generated only if your Content Server administrator has chosen to register assets for the page views of the sites you log in to.</p> <p>For more information about the “General Information” report, see page 56.</p>
Content Information	<p>“Content Information” reports display usage statistics on assets and collections of assets.</p> <p>The following “Content Information” reports are defaults for the FirstSiteII sample site. A default report can be generated only if your Content Server administrator has chosen to register asset types (enabled for FirstSiteII) for the report.</p> <ul style="list-style-type: none"> • Page Views Report (page 60) • Articles Report (page 63) • Products Report (page 66) • Pages Report (page 69) <p>Each report can be generated to display daily, weekly, monthly, and object views.</p> <p>For sites other than FirstSiteII, which reports can be generated depends on the types of assets the sites host and whether those assets are registered with (identified to) FatWire Analytics for report generation.</p>
User Information	<p>“User Information” reports display site visitors’ technical and demographic information.</p> <p>The following reports are available by default:</p> <ul style="list-style-type: none"> • Countries Report (page 73) • IP Addresses Report (page 75) • Host Names Report (page 76) • Operating Systems Report (page 77) • Browsers Report (page 79) <p>These reports do not offer daily, weekly, or monthly views.</p>

Table B-1: FatWire Analytics Report Types *(continued)*

Report Type	Description
Session Information	<p>“Session Information” reports display data concerning visitors’ sessions. The following reports are available by default:</p> <ul style="list-style-type: none">• Visitors Report (page 82)• Referrers Report (page 84)• External Search Phrases Report (page 85)• Entry (Exit) Pages Report (page 86)• Session Report (page 87) <p>Visitor and Session reports can be generated to display daily, weekly, and monthly views.</p>

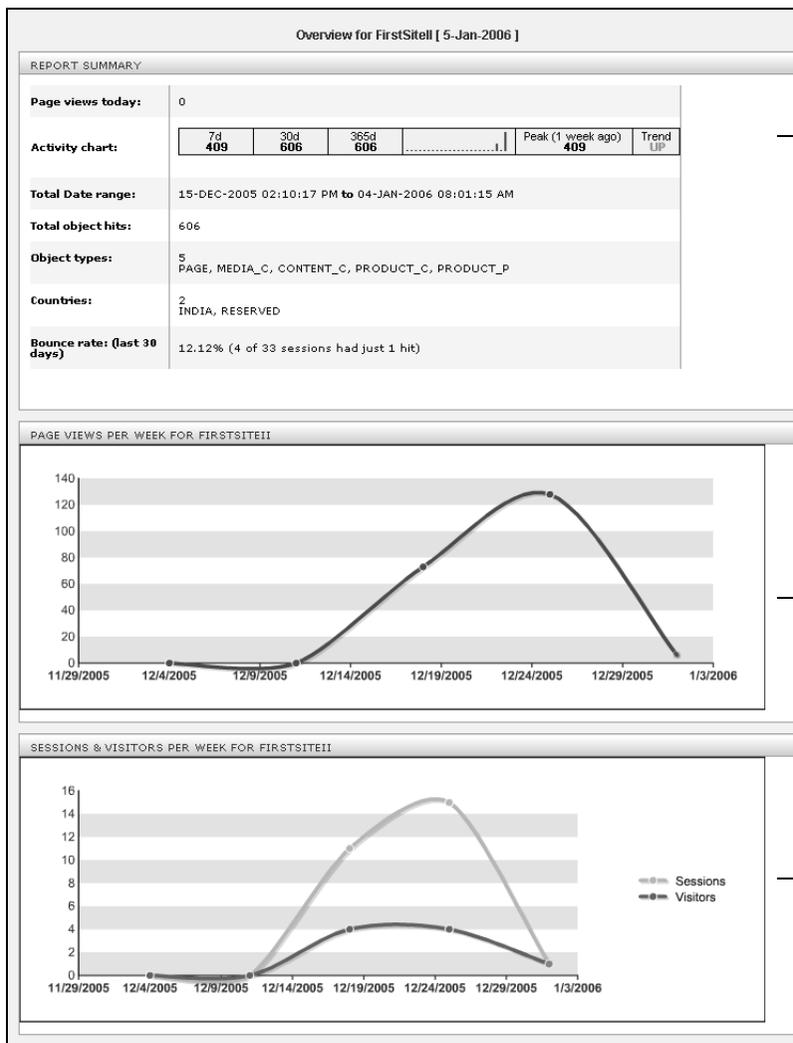
General Information Report

The “General Information” report presents current and historical traffic statistics for a given site. The statistics are presented in the form of a summary and charts.

The “General Information” report is non-interactive. It displays the following information:

- Report Summary
- ‘Page Views Per Week’ Chart
- ‘Site Sessions and Visitors Per Week’ Chart

A sample “General Information” report is shown below. Its data is described on pages 57 through 58.



Report Summary
See page 57

Page Views Per Week
See page 58

Site Sessions and Visitors Per Week
See page 58

Report Summary

The “Report Summary” presents an overview of visitors’ activity on a given site for the latest day, week, month, and year, as shown in Table B-2.

Table B-2: “Overview” Report Summary

Row Title	Description						
Page views today	Number of times that the site’s page view was accessed on the given site on the current date, starting at 12:00 a.m. and ending at the time the “Overview” report is generated.						
Activity chart	<p>Also called “performance indicator.” The activity chart, is a set of panels containing page view statistics for various time periods:</p> <table border="1" data-bbox="565 772 1317 814"> <tr> <td>7d 409</td> <td>30d 606</td> <td>365d 606</td> <td>..... </td> <td>Peak (1 week ago) 409</td> <td>Trend UP</td> </tr> </table> <ul style="list-style-type: none"> • The first three panels (7d, 30d, and 365d) display the number of times that the site’s page view was accessed in the last 7 days, 30 days, and 365 days, respectively. The current day is excluded from the time interval. • The fourth panel displays a histogram, which shows the number of times that page views were accessed during each week in the last 365 days (excluding the current day). Each bar represents a single week. • The fifth panel displays the “Peak” statistic, which reports the peak of the histogram (maximum number of page-view accesses) and the week in which the peak was observed. • The sixth (and final) panel displays the “Trend” statistic, which indicates whether the histogram rises or falls by the end of the 365-day reporting period. 	7d 409	30d 606	365d 606	Peak (1 week ago) 409	Trend UP
7d 409	30d 606	365d 606	Peak (1 week ago) 409	Trend UP		
Total date range	<p>Data collection range. Represents the total amount of data that was captured into the Analytics database for the given site.</p> <p>The total date range is expressed as “from-to” dates (including times). The first member is the date and time when the first data point was captured; the second member is the date and time when the most recent data point was captured.</p>						
Total object hits	Total number of times that assets were accessed on the given site, within the total date range.						
Total object types	Asset types on which data was collected within the total date range. (The asset types belong to the current site.)						
Countries	Number and list of countries that site visitors came from within the total date range.						
Bounce rate (last 30 days)	Percentage of sessions that registered only a single request on the given site in the last 30 days (excluding the current day).						

‘Page Views Per Week’ Chart

This chart quantifies activity on the site in terms of the number of times that **page views** were accessed during each week in the total date range (for a definition of “total data range,” see Table B-2, on page 57). The chart plots the number of times that page views were accessed on the site against the week in which the number was observed.

‘Site Sessions and Visitors Per Week’ Chart

This chart quantifies activity on the site in terms of the sessions and unique visitors on the site during each week in the total date range (for a definition of “total data range,” see Table B-2, on page 57). The chart plots the number of sessions and the number of unique visitors on the site against the week in which the number was observed.

Content Information Reports

“Content Information” reports display usage statistics on the content of a given site.

The following “Content Information” reports are defaults **for the FirstSiteII sample site (a report can be generated only if your Content Server administrator has chosen to register asset types in FirstSiteII for the report)**:

- Page Views Report
 - Daily, Weekly, Monthly Views
 - Objects View
- Articles Report
 - Daily, Weekly, Monthly Views
 - Objects View
- Products Report
 - Daily, Weekly, Monthly Views
 - Objects View
- Pages Report
 - Daily, Weekly, Monthly Views
 - Objects View

For sites other than FirstSiteII, which reports can be generated depends on the types of assets your Content Server installation hosts and whether those assets are registered with (identified to) FatWire Analytics for report generation.

Page Views Report

The “Page Views” report displays usage statistics on the assets in a site’s page view. The page view is defined by the Content Server administrator to comprise assets of a single type or of many types. For a description of “page view,” see Appendix A, “Objects and Reports.”

Daily, Weekly, Monthly Views

In daily, weekly, and monthly views, report statistics are presented as line items, as shown in the statistics panel in the figure below.

- In a daily view, each line item corresponds to a single day in the reporting period.
- In a weekly view, each line item corresponds to a single week in the reporting period.
- In a monthly view, each line item corresponds to a single month in the reporting period.

Data columns in the statistics panel are defined in Table B-3.

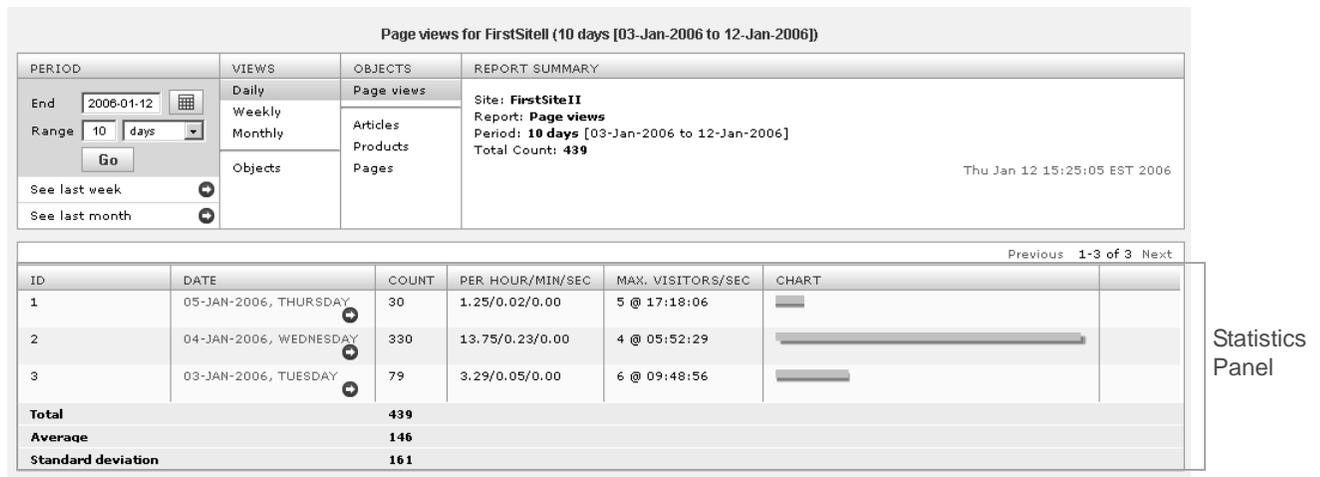


Table B-3: “Page Views” Report: Daily, Weekly, Monthly Views

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item. Each line item in this report deals with the assets that were accessed in the site’s page view.
Date	Day, week, or month in which data was collected and for which statistics are being reported. <ul style="list-style-type: none"> • In a daily report, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In a weekly report, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In a monthly report, the date identifies a calendar month, beginning at 12:00 a.m. on the given date.

Table B-3: “Page Views” Report: Daily, Weekly, Monthly Views *(continued)*

Column	Description
Date <i>(continued)</i>	Clicking the date opens a detailed report that lists which assets in the site’s page view were visited on the given day (week or month).
Count	Number of times that the page view on the given site was accessed within the given day (week or month).
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number of times that the page view on the given site was accessed during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of times that assets in the site’s page view were accessed within the total reporting period (displayed in the “Period” panel).
Standard Deviation	<p>The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates.</p> <p>For normal distributions, the standard deviation quantifies the half width of the histogram (Count <i>vs.</i> Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data.</p> <p>In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (accessing the site’s page view, in this report).</p>
Per Hour/Min/Sec	Number of times that assets in the site’s page view were accessed per hour, minute, and second on the given site, on the given day (week, or month).
Chart	<p>Horizontal bar whose length expresses the value in the “Count” column (or equivalently, the value in the “Per Hour/Min/Sec” column).</p> <p>When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).</p>

Objects View

The “Page Views: Objects View” report displays usage statistics on the assets in a site’s page view within the total reporting period.

Each line item in the statistics panel (in the figure below) represents a specific asset in the site’s page view. Data columns in the statistics panel are defined in Table B-4. For a description of “page view,” see Appendix A, “Objects and Reports.”

Page views for FirstSiteII (8 days [05-Jan-2006 to 12-Jan-2006])					
PERIOD	VIEWS	OBJECTS	REPORT SUMMARY		
End <input type="text" value="2006-01-12"/> <input type="button" value="Calendar"/> Range <input type="text" value="8"/> days <input type="button" value="Go"/> <input type="button" value="See last week"/> <input type="button" value="See last month"/>	Daily Weekly Monthly Objects	Page views Articles Products Pages	Site: FirstSiteII Report: Page views Period: 8 days [05-Jan-2006 to 12-Jan-2006] Thu Jan 12 15:29:33 EST 2006		
			Previous	1-10 of 10	Next
ID	PAGE VIEW	TYPE	COUNT		
1	FSII IES HDTV.ipq	MEDIA C	7		
2	FSII FSE TriplePlay.ipq	MEDIA C	7		
3	FSII SS SlimDVD.ipq	MEDIA C	5		
4	FSIIHome	PAGE	4		
5	FSII FSE DigitalAudioPlayer.ipq	MEDIA C	2		
6	FSIIArticles	PAGE	1		
7	FSIIProducts	PAGE	1		
8	FSII FSE Digital Audio Player	PRODUCT C	1		
9	FSIIAudioCoFirstUnderWaterMP3Player	CONTENT C	1		
10	FSII IES HiFi-VHS.ipq	MEDIA C	1		

Statistics Panel

Table B-4: “Page Views” Report: Objects View

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item. Each line item in this report deals with a specific asset in the site’s page view.
Page View	Name of the asset that was accessed in the page view.
Type	Type of asset that was accessed in the page view. In the sample report above, the page view contains the asset types Media_C, Page, Product_C, and Content_C.
Count	Number of times that the asset in the page view was accessed within the total reporting period (displayed in the “Period” panel).

Articles Report

The “Articles” report displays usage statistics on published article assets (such as press releases and news stories) on a given site.

Daily, Weekly, Monthly Views

In daily, weekly, and monthly views, report statistics are presented as line items, as shown in the statistics panel in the figure below.

- In a daily view, each line item corresponds to a single day in the reporting period.
- In a weekly view, each line item corresponds to a single week in the reporting period.
- In a monthly view, each line item corresponds to a single month in the reporting period.

Data columns in the statistics panel are defined in Table B-5.

Articles for FirstSiteII (10 days [03-Jan-2006 to 12-Jan-2006])

PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End: 2006-01-12 Range: 10 days <input type="button" value="Go"/> <input type="button" value="See last week"/> <input type="button" value="See last month"/>	<input checked="" type="radio"/> Daily <input type="radio"/> Weekly <input type="radio"/> Monthly <input type="radio"/> Objects	<input type="radio"/> Page views <input checked="" type="radio"/> Articles <input type="radio"/> Products <input type="radio"/> Pages	Site: FirstSiteII Report: Articles Period: 10 days [03-Jan-2006 to 12-Jan-2006] Total Count: 10 <div style="text-align: right;">Thu Jan 12 12:33:25 EST 2006</div>

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ID	DATE	COUNT	PER HOUR/MIN/SEC	CHART
1	05-JAN-2006, THURSDAY	1	0.04/0.00/0.00	
2	04-JAN-2006, WEDNESDAY	7	0.29/0.00/0.00	
3	03-JAN-2006, TUESDAY	2	0.08/0.00/0.00	
Total		10		
Average		3		
Standard deviation		3		

Statistics Panel

Table B-5: “Articles” Report: Daily, Weekly, Monthly Views

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item. Each line item deals with the article assets that were accessed on the given site.
Date	Day, week, or month in which data was collected and for which statistics are being reported. <ul style="list-style-type: none"> • In a daily report, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In a weekly report, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date.

Table B-5: “Articles” Report: Daily, Weekly, Monthly Views (*continued*)

Column	Description
Date (<i>continued</i>)	<ul style="list-style-type: none"> In a monthly report, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. Clicking the date opens a detailed report that lists which article assets were visited on the given day (week or month).
Count	Number of times that article assets on the given site were accessed within the given day (week or month).
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number of times that article assets on the given site were accessed during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of times that article assets were accessed on the given site within the total reporting period (displayed in the “Period” panel).
Standard Deviation	<p>The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates.</p> <p>For normal distributions, the standard deviation quantifies the half width of the histogram (Count <i>vs.</i> Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data.</p> <p>In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (accessing article assets, in this report).</p>
Per Hour/Min/Sec	Number of times that article assets were accessed per hour, minute, and second on the given site, on the given day (week, or month).
Chart	<p>Horizontal bar whose length expresses the value in the “Count” column (or equivalently, the value in the “Per Hour/Min/Sec” column).</p> <p>When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).</p>

Objects View

The “Articles: Objects View” report displays usage statistics on published article assets on a given site within the total reporting period. Each line item in the statistics panel (in the figure below) represents a specific article. Data columns in the statistics panel are defined in Table B-6.

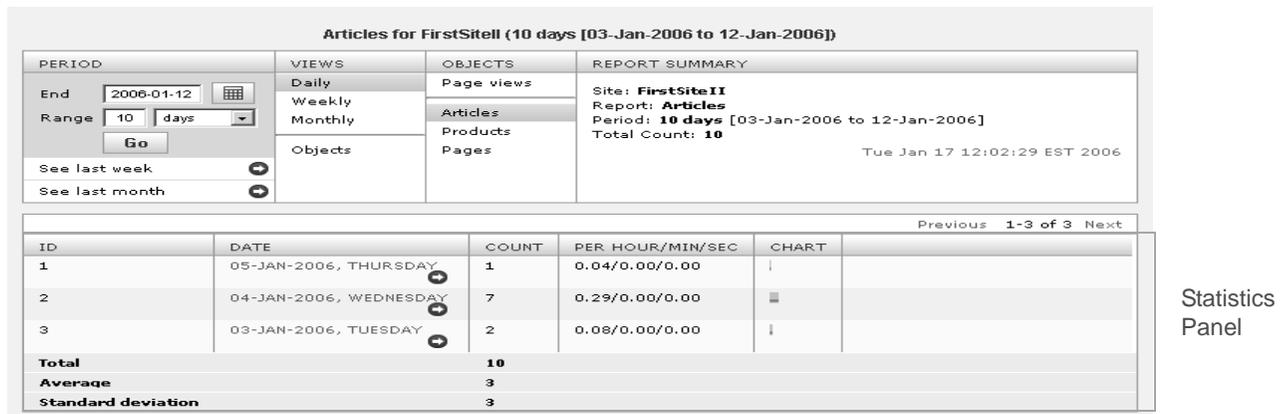


Table B-6: “Articles” Report: Objects View

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Articles	Name of the article that was accessed.
Count	Number of times that the named article was accessed within the total reporting period (displayed in the “Period” panel).
History	Activity chart showing the number of times that the named article was accessed during certain periods within the total data collection range. For more information about the data in the activity chart, see Table B-2, on page 57. Note: The activity chart is a default in reports for the FirstSiteII sample site. It is not generated in reports for other sites.

Products Report

The “Products” report displays usage statistics on published product assets (such as multimedia equipment) on a given site.

Daily, Weekly, Monthly Views

In daily, weekly, and monthly views, report statistics are presented as line items, as shown in the statistics panel in the figure below.

- In a daily view, each line item corresponds to a single day in the reporting period.
- In a weekly view, each line item corresponds to a single week in the reporting period.
- In a monthly view, each line item corresponds to a single month in the reporting period.

Data columns in the statistics panel are defined in Table B-7.

Products for FirstSiteII (9 days [04-Jan-2006 to 12-Jan-2006])					
PERIOD	VIEWS	OBJECTS	REPORT SUMMARY		
End: 2006-01-12 Range: 9 days Go	Daily Weekly Monthly	Page views Articles Products Pages	Site: FirstSiteII Report: Products Period: 9 days [04-Jan-2006 to 12-Jan-2006] Total Count: 68		
See last week See last month			Thu Jan 12 15:38:36 EST 2006		
Previous 1-2 of 2 Next					
ID	DATE	COUNT	PER HOUR/MIN/SEC	CHART	
1	05-JAN-2006, THURSDAY	1	0.04/0.00/0.00		
2	04-JAN-2006, WEDNESDAY	67	2.79/0.05/0.00		
Total		68			
Average		34			
Standard deviation		47			

Statistics Panel

Table B-7: “Products” Report: Daily, Weekly, Monthly Views

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item. Each line item in this report deals with the product assets that were accessed on the given site.
Date	Day, week, or month in which data was collected and for which statistics are being reported. <ul style="list-style-type: none"> • In a daily report, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In a weekly report, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date.

Table B-7: “Products” Report: Daily, Weekly, Monthly Views (*continued*)

Column	Description
Date (<i>continued</i>)	<ul style="list-style-type: none"> In a monthly report, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. Clicking the date opens a detailed report that lists which product assets were visited on the given day (week or month).
Count	Number of times that product assets on the given site were accessed within the given day (week or month).
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number of times that product assets on the given site were accessed during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of times that product assets were accessed on the given site within the total reporting period (displayed in the “Period” panel).
Standard Deviation	<p>The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates.</p> <p>For normal distributions, the standard deviation quantifies the half width of the histogram (Count <i>vs.</i> Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data.</p> <p>In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (accessing product assets, in this report).</p>
Per Hour/Min/Sec	Number of times that product assets were accessed per hour, minute, and second on the given site, on the given day (week, or month).
Chart	<p>Horizontal bar whose length expresses the value in the “Count” column (or equivalently, the value in the “Per Hour/Min/Sec” column).</p> <p>When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).</p>

Objects View

The “Products: Objects View” report displays usage statistics on published product assets on a given site within the total reporting period. Each line item in the statistics panel (in the figure below) represents a specific product asset. Data columns in the statistics panel are defined in Table B-8.

Products for FirstSiteII (8 days [05-Jan-2006 to 12-Jan-2006])

PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End: 2006-01-12 <input type="text"/> <input type="button" value="Calendar"/> Range: 8 days <input type="button" value="Go"/> See last week <input type="button" value="↻"/> See last month <input type="button" value="↻"/>	Daily Weekly Monthly Objects	Page views Articles Products Pages	Site: FirstSiteII Report: Products Period: 8 days [05-Jan-2006 to 12-Jan-2006] Thu Jan 12 15:36:38 EST 2006
Previous 1-1 of 1 Next			
ID	PRODUCTS	COUNT	
1	FSII FSE Digital Audio Player	1	

Statistics Panel

Table B-8: “Products” Report: Object Views

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Products	Name of the product asset that was accessed within the total reporting period (displayed in the “Periods” panel).
Count	Number of times that the product asset has been accessed within the total reporting period (displayed in the “Periods” panel).

Pages Report

The “Pages” report presents usage statistics on published page assets on a given site.

Daily, Weekly, Monthly Views

In daily, weekly, and monthly views, report statistics are presented as line items, as shown in the statistics panel in the figure below.

- In a daily view, each line item corresponds to a single day in the reporting period.
- In a weekly view, each line item corresponds to a single week in the reporting period.
- In a monthly view, each line item corresponds to a single month in the reporting period.

Data columns in the statistics panel are defined in Table B-9.

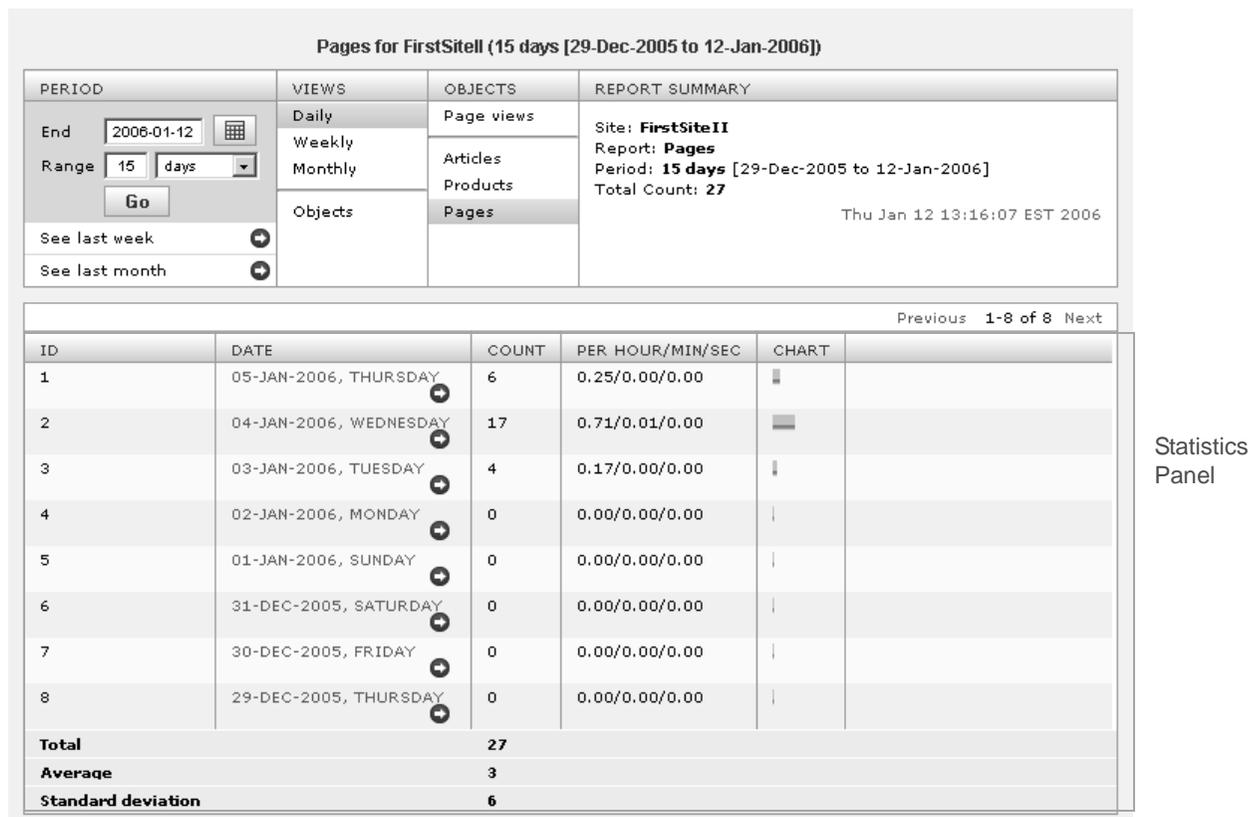


Table B-9: “Pages” Report: Daily, Weekly, Monthly Views

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item. Each line item in this report deals with the page assets that were accessed on the given site.

Table B-9: “Pages” Report: Daily, Weekly, Monthly Views (*continued*)

Column	Description
Date	<p>Day, week, or month in which data was collected and for which statistics are being reported.</p> <ul style="list-style-type: none"> • In a daily report, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In a weekly report, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In a monthly report, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the date opens a detailed report that lists which page assets were visited on the given day (week or month).</p>
Count	Number of times that pages on the given site were accessed within the given day (week or month).
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number of times that pages on the given site were accessed during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of times that page assets were accessed on the given site within the total reporting period (displayed in the “Period” panel).
Standard Deviation	<p>The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates.</p> <p>For normal distributions, the standard deviation quantifies the half width of the histogram (Count <i>vs.</i> Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data.</p> <p>In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (accessing pages, in this report).</p>
Per Hour/Min/Sec	Number of times that pages were accessed per hour, minute, and second on the given site, on the given day (week, or month).
Chart	<p>Horizontal bar whose length expresses the value in the “Count” column (or equivalently, the value in the “Per Hour/Min/Sec” column).</p> <p>When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).</p>

Objects View

The “Pages: Objects View” report displays usage statistics on published page assets on a given site within the total reporting period. Each line item in the statistics panel (in the figure below) represents a specific page. Data columns in the statistics panel are defined in Table B-10.

Pages for FirstSiteII (15 days [29-Dec-2005 to 12-Jan-2006])

PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End <input type="text" value="2006-01-12"/> <input type="button" value="Calendar"/> Range <input type="text" value="15"/> days <input type="button" value="v"/> <input type="button" value="Go"/>	Daily Weekly Monthly	Page views Articles Products Pages	Site: FirstSiteII Report: Pages Period: 15 days [29-Dec-2005 to 12-Jan-2006] Thu Jan 12 13:47:09 EST 2006
<input type="button" value="See last week"/> <input type="button" value="➔"/>			
<input type="button" value="See last month"/> <input type="button" value="➔"/>			

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ID	PAGE	COUNT
1	FSIIArticles	9
2	FSIIHome	8
3	FSIIProducts	8
4	FSIIShoppingCart	2

Statistics Panel

Table B-10: “Pages” Report: Objects View

Column	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Page	Name of the page that was accessed.
Count	Number of times that the page was accessed within the total reporting period (displayed in the “Period” panel).

User Information Reports

“User Information” reports display statistics pertaining to the visitors of a given site.

“User Information” reports provide:

- Technical information, such as the IP addresses from which content was accessed and the browsers that were used.
- Demographic information, such as the visitors’ countries of origin and the countries’ populations.

The following “User Information” reports are available by default for all sites on all Content Server installations:

- Countries Report
- IP Addresses Report
- Host Names Report
- Operating Systems Report
- Browsers Report

“User Information” reports do not offer daily, weekly, or monthly views.

Countries Report

The “Countries” report lists the countries from which visitors accessed the page view of a given site within the reporting period.

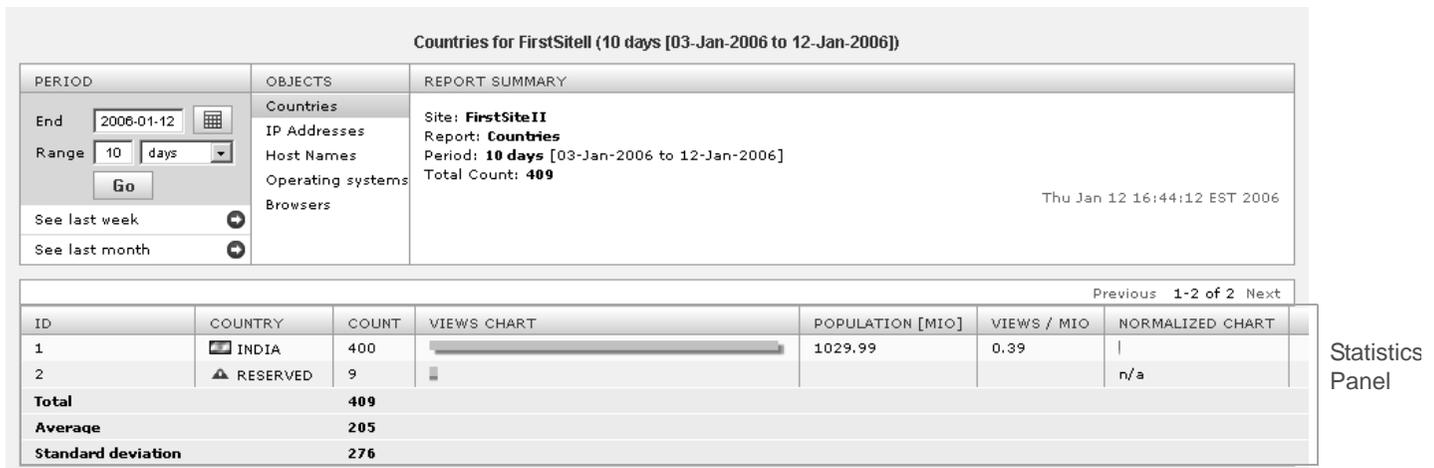


Table B-11: “Countries” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Country	Name and flag-icon of the visitors’ country, determined from visitors’ IP addresses. Any IP address that does not return country information is listed at the bottom of the report as “reserved.”
Count	Number of times that the site’s page view was accessed from the given country within the reporting period.
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number countries from which the site’s page view was accessed during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of countries from which visitors accessed page views on the given site within the total reporting period (displayed in the “Period” panel).
Standard Deviation	The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates. For normal distributions, the standard deviation quantifies the half width of the histogram (Count vs. Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data. In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (countries accessing page views, in this report).

Table B-11: “Countries” Report *(continued)*

Column Title	Description
Views Chart	Horizontal bar whose length expresses the value of the “Count” column. When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).
Population [MIO]	Population of the country in millions of inhabitants (MIO).
Views / MIO	Count divided by the country’s population (MIO).
Normalized Chart	“Views Chart” normalized to the country’s population (MIO); i.e., horizontal bar whose length expresses the value of the “Views / MIO” column. When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).

IP Addresses Report

The “IP Addresses” report lists the IP addresses from which visitors accessed page views on a given site within the reporting period.

IP Addresses for FirstSiteII (25 days [19-Dec-2005 to 12-Jan-2006])

PERIOD	OBJECTS	REPORT SUMMARY
End: 2006-01-12 Range: 25 days <input type="button" value="Go"/> <input type="button" value="See last week"/> <input type="button" value="See last month"/>	Countries IP Addresses Host Names Operating systems Browsers	Site: FirstSiteII Report: IP Addresses Period: 25 days [19-Dec-2005 to 12-Jan-2006] Total Count: 573 Thu Jan 12 17:12:55 EST 2006

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ID	IP	COUNTRY	COUNT
1	203.197.248.5	INDIA	469
2	10.120.12.156	RESERVED	89
3	127.0.0.1	RESERVED	8
4	10.120.12.69	RESERVED	7
Total			573
Average			143
Standard deviation			221

Statistics Panel

Table B-12: “IP” Addresses Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
IP	IP address from which visitors of the site accessed page views within the reporting period. Any IP address that does not return country information is listed at the bottom of the report as “reserved.”
Country	Name and flag-icon of the IP address, where known.
Count	Number of times that page views were accessed from the given IP address within the reporting period.

Host Names Report

The “Host Names” report lists the IP addresses from which visitors accessed page views on a site within the reporting period.

Host Names for FirstSiteII (25 days [19-Dec-2005 to 12-Jan-2006])

PERIOD	OBJECTS	REPORT SUMMARY
End: <input type="text" value="2006-01-12"/> Range: <input type="text" value="25"/> days <input type="button" value="Go"/> <input type="button" value="See last week"/> <input type="button" value="See last month"/>	Countries IP Addresses Host Names Operating systems Browsers	Site: FirstSiteII Report: Host Names Period: 25 days [19-Dec-2005 to 12-Jan-2006] Total Count: 573 Thu Jan 12 17:14:00 EST 2006

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ID	HOST NAME	COUNTRY	COUNT
1	203.197.248.5		469
2	10.120.12.156		89
3	localhost		8
4	10.120.12.69		7
Total			573
Average			143
Standard deviation			221

Statistics Panel

Table B-13: “Host Names” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Host Name	IP address or name of the computer from which visitors of the site accessed page views within the reporting period. Any IP address that does not return country information is listed at the bottom of the report as “reserved.”
Country	Name and flag-icon of the IP address, where known.
Count	Number of times that page views were accessed from the given IP address within the reporting period.

Operating Systems Report

The “Operating Systems” report lists the operating systems from which visitors accessed page views on a given site within the reporting period. The pie chart depicts the values of the “In %” column.

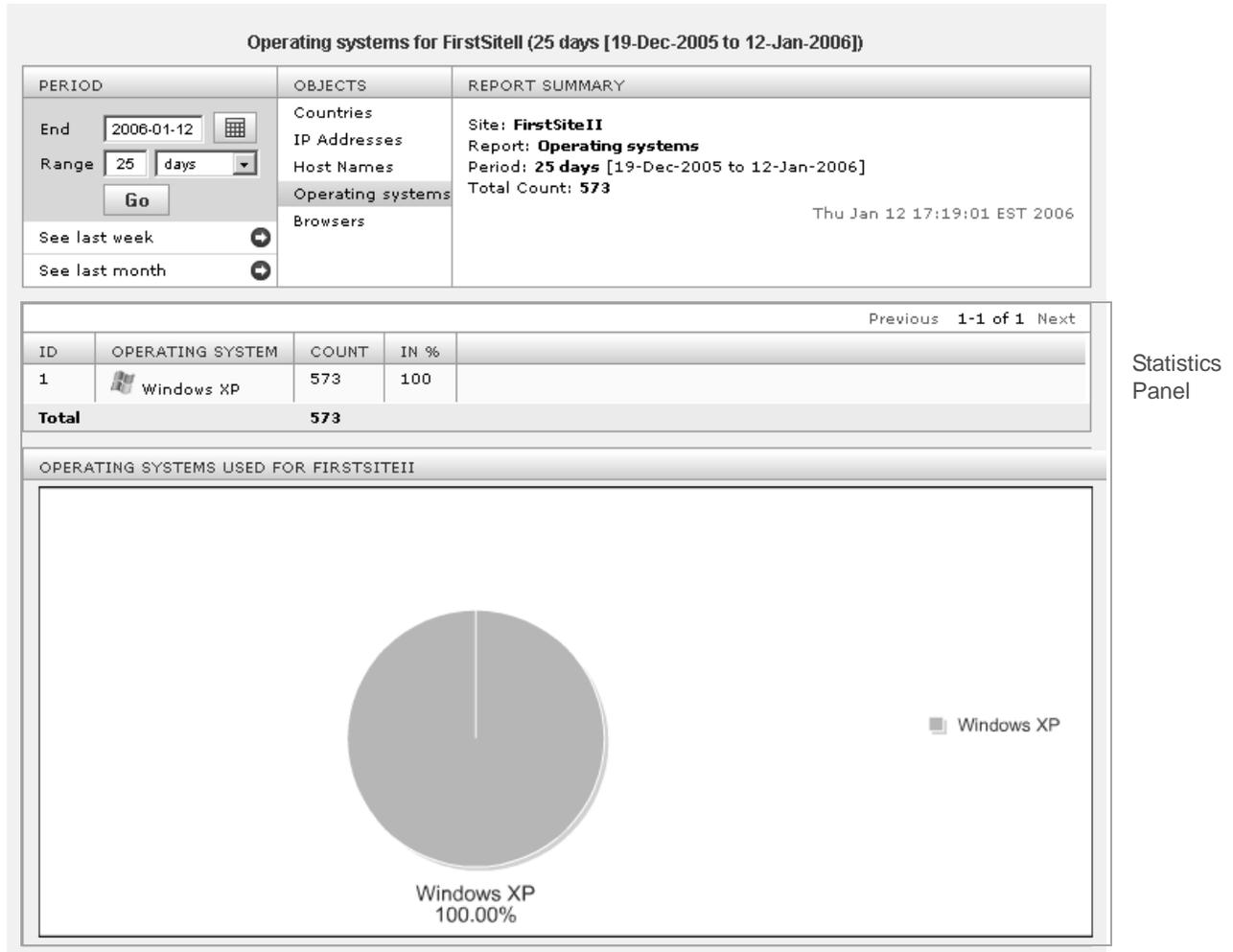


Table B-14: “Operating Systems” Report

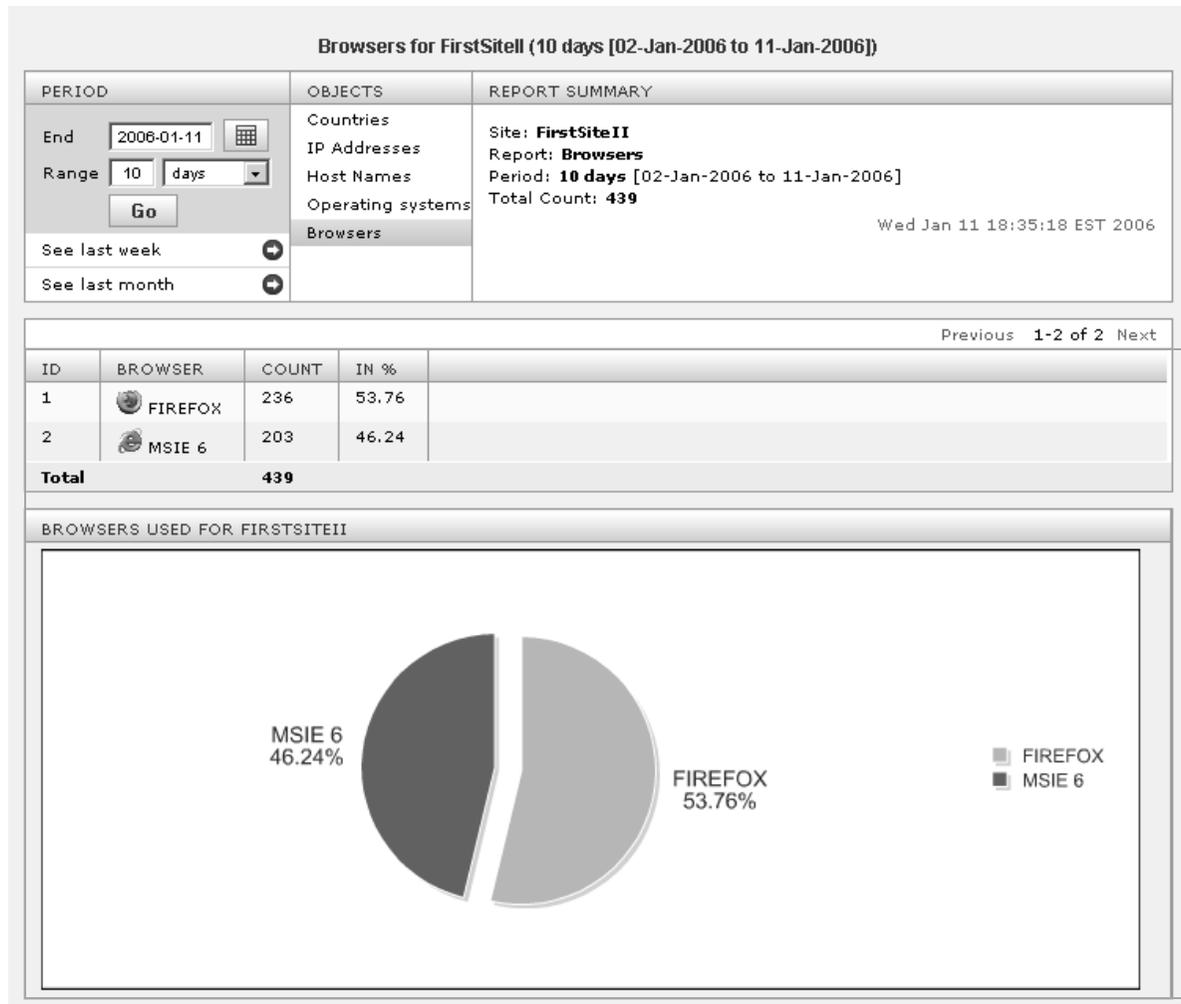
Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Operating System	Operating system that visitors used for accessing page views within the reporting period.
Count	Number of page views for which the given operating system was used within the reporting period.

Table B-14: “Operating Systems” Report *(continued)*

Column Title	Description
In %	<p>Number of times that page views were accessed by a given operating system, divided by the total number of accesses by all operating systems. The result is multiplied by 100 and plotted as a sector in the pie chart.</p> <p>Note: The pie chart allocates a sector to any operating system with at least 10% usage. Operating systems with usage values below 10% are combined into a sector labeled “Other.”</p>

Browsers Report

The “Browsers” report lists the browsers that were used to access page views on the given site within the reporting period. The pie chart depicts the values of the “In %” column.



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Table B-15: “Browsers” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Browser	Browser that visitors used for accessing page views within the reporting period.
Count	Number of page views for which the given browser was used within the reporting period.

Table B-15: “Browsers” Report *(continued)*

Column Title	Description
In %	<p>Number of times that page views were accessed by a given browser, divided by the total number of accesses by all browsers. The result is multiplied by 100 and plotted as a sector in the pie chart.</p> <p>Note: The pie chart allocates a sector to any browser with at least 10% usage. Browsers with usage values below 10% are combined into a sector labeled “Other.”</p>

Session Information Reports

“Session Information” reports display statistics pertaining to visitor sessions on a given site. The following “Session Information” reports are available for all sites on all Content Server installations:

- Visitors Report
- Referrers Report
- External Search Phrases Report
- Entry (Exit) Pages Report
- Session Report

Only the “Visitors” and “Session” reports display daily, weekly, and monthly views.

Visitors Report

The “Visitors” report lists the number of unique visitors who accessed page views on the given site within the reporting period, and the number of page views they accessed per hour, minute, and second.

Visitors for FirstSiteII (10 days [03-Jan-2006 to 12-Jan-2006])					
PERIOD		VIEWS	OBJECTS	REPORT SUMMARY	
End	2006-01-12	Daily	Visitors	Site: FirstSiteII	
Range	10 days	Weekly	Referrers	Report: Visitors	
<input type="button" value="Go"/>		Monthly	Ext. search phrases	Period: 10 days [03-Jan-2006 to 12-Jan-2006]	
See last week	<input type="button" value="↶"/>		Entry pages	Total Count: 5	
See last month	<input type="button" value="↶"/>		Session	Thu Jan 12 18:03:51 EST 2006	
			Exit pages		
Previous 1-3 of 3 Next					
ID	DATE	COUNT	PER HOUR/MIN/SEC	CHART	
1	05-JAN-2006, THURSDAY	1	0.04/0.00/0.00		
2	04-JAN-2006, WEDNESDAY	2	0.08/0.00/0.00		
3	03-JAN-2006, TUESDAY	2	0.08/0.00/0.00		
Total		5			
Average		2			
Standard deviation		1			

Statistics Panel

Table B-16: “Visitors” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Date	The date for which session information is being reported. <ul style="list-style-type: none"> • In a daily report, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In a weekly report, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In a monthly report, the date identifies a calendar month, beginning at 12:00 a.m. on the given date.
Count	Number of unique visitors who accessed page views on the site in the reporting period.
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number visitors who accessed page views on the given site during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of visitors who accessed page views on the given site within the total reporting period (displayed in the “Period” panel).

Table B-16: “Visitors” Report *(continued)*

Column Title	Description
Standard Deviation	<p>The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates.</p> <p>For normal distributions, the standard deviation quantifies the half width of the histogram (Count <i>vs.</i> Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data.</p> <p>In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (accessing page views, in this report).</p>
PVS Per Hour/Min/Sec	Number of times that page views were accessed per hour, minute, and second during the given day (week or month).
Chart	<p>Horizontal bar whose length expresses the value of the “Count” column (or equivalently, the “PVS Per hour/min/sec” column).</p> <p>When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).</p>

Referrers Report

The “Visitors” report lists referring URLs (sites from which visitors followed a link to the given site) within the reporting period.

Referrers for FirstSiteII (10 days [03-Jan-2006 to 12-Jan-2006])			
PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End: <input type="text" value="2006-01-12"/> <input type="button" value="Calendar"/> Range: <input type="text" value="10"/> <input type="text" value="days"/> <input type="button" value="Go"/> <input type="button" value="See last week"/> <input type="button" value="See last month"/>	<input type="radio"/> Daily <input checked="" type="radio"/> Weekly <input type="radio"/> Monthly	<input type="radio"/> Visitors <input checked="" type="radio"/> Referrers <input type="radio"/> Ext. search phrases <input type="radio"/> Entry pages <input type="radio"/> Session <input type="radio"/> Exit pages	Site: FirstSiteII Report: Referrers Period: 10 days [03-Jan-2006 to 12-Jan-2006] Tue Jan 17 16:03:08 EST 2006
			Previous 1-50 of 74 Next
ID	REFERRERS		COUNT
1	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/1118867611408?rendermode=preview		26
2	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/content_c/1114083740076/1118867611403?rendermode=preview-defaultrea		25
3	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/product_c/1114083739596/1118867611403?rendermode=preview-fwadmin-11		21
4	http://209.212.94.231:7001/cs/satellite?id=1118867611403		20
5	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/product_p/1114083739165/1124747609912?rendermode=preview-defaultrea		19
6	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/product_c/1114083739757/1124747609912?rendermode=preview-defaultrea		18
7	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/1124747609912?rendermode=preview-fwadmin-1112198287026		17
8	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/product_c/1114083739596/1124747609912?rendermode=preview-defaultrea		17
9	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/1124747609912?rendermode=preview-defaultreader-1112198287026		16
10	http://209.212.94.231:7001/cs/satellite/firstsiteii/fsii/product_c/1114083739301/1124747609912?rendermode=preview-defaultrea		15

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Table B-17: “Referrers” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Referrer	URL of the referring site.
Count	Number of times that the referring URL triggered a page view within the reporting period. Note: This report does not offer daily, weekly, or monthly reporting options.

External Search Phrases Report

This report lists search phrases that led visitors to the given site and the search engine that was used within the reporting period.

Note

Data capture for this report must be configured by Professional Services.

Ext. search phrases for FirstSiteII (10 days [23-Dec-2005 to 01-Jan-2006])

PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End <input type="text" value="2006-01-01"/> <input type="button" value="Calendar"/> Range <input type="text" value="10"/> days <input type="button" value="Go"/> See last week <input type="button" value="↔"/> See last month <input type="button" value="↔"/>	Daily Weekly Monthly	Visitors Referrers Ext. search phrases Entry pages Session Exit pages	Site: FirstSiteII Report: Ext. search phrases Period: 10 days [23-Dec-2005 to 01-Jan-2006] Tue Jan 17 15:32:00 EST 2006

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ID	SEARCH ENGINE	PHRASE	COUNT
1	www.google.at	FirstSite.at	57
2	www.google.at	FirstSite products	52
3	www.google.at	fatwire	51
4	www.google.at	super products	51

Statistics Panel

Table B-18: “External Search Phrases” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Search Engine	URL of the search engine with which the search phrase was executed, within the reporting period.
Phrase	Search phrase that was used within the search engine. Search phrase information is collected when a click on the search engine’s results list produces a hit on the given site, within the reporting period.
Count	Number of times that the individual search phrase was used within the reporting period. Note: This report does not offer daily, weekly, or monthly reporting options.

Entry (Exit) Pages Report

The “Entry / Exit Pages” report lists the first (final) page view of the session on the given site within the reporting period.

Entry pages for FirstSiteII (30 days [14-Dec-2005 to 12-Jan-2006])

PERIOD	VIEWS	OBJECTS	REPORT SUMMARY
End <input type="text" value="2006-01-12"/> <input type="button" value="Calendar"/> Range <input type="text" value="30"/> days <input type="button" value="v"/> <input type="button" value="Go"/> See last week <input type="button" value="➔"/> See last month <input type="button" value="➔"/>	Daily Weekly Monthly	Visitors Referrers Ext. search phrases Entry pages Session Exit pages	Site: FirstSiteII Report: Entry pages Period: 30 days [14-Dec-2005 to 12-Jan-2006] Thu Jan 12 18:16:11 EST 2006

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ID	ENTRY PAGE	COUNT
1	FSIIHome	18
2	FSII FSE TriplePlay.ipq	4
3	FSII AudioCo iAC-008.ipq	3
4	FSIIProducts	3
5	FSIIArticles	3
6	FSII FSE Digital Audio Player	2
7	FSII FSE DigitalAudioPlayer.ipq	2
8	FSII SS SlimDVD.ipq	1
9	FSIIShoppingCart	1
10	FSIILogin	1

Statistics Panel

Table B-19: “Entry/Exit Pages” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Entry/Exit Page	Title of the page that was accessed as the session’s beginning/ending page within the reporting period.
Count	Number of times that the page was accessed as the session’s beginning/ending page within the reporting period. Note: This report does not offer daily, weekly, or monthly reporting options.

Session Report

The “Session” report lists the number of sessions that took place on a given site within the reporting period.



Table B-20: “Session” Report

Column Title	Description
ID	Number that identifies the line item in the statistics panel of the report. The number is not permanently assigned to the item.
Date	Day, week, or month in which data was collected and for which statistics are being reported. <ul style="list-style-type: none"> • In a daily report, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In a weekly report, the date identifies a calendar week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In a monthly report, the date identifies a calendar month, beginning at 12:00 a.m. on the given date.
Count	Number of sessions for the given day, week, or month.
Total	Sum of all counts in the “Count” column—i.e., the <i>total</i> number of sessions that took place on the given site during all the days (weeks or months) in the reporting period.
Average	“Total” divided by the number of line items. The average number of sessions on the given site within the total reporting period (displayed in the “Period” panel).

Table B-20: “Session” Report *(continued)*

Column Title	Description
Standard Deviation	<p>The spread in the number of counts over the total number of days (weeks or months) in the reporting period. Standard deviation is most meaningful for large volumes of data collected over a wide range of dates.</p> <p>For normal distributions, the standard deviation quantifies the half width of the histogram (Count <i>vs.</i> Date) at half maximum for the reporting period. At full-width half-maximum, the standard deviation accounts for 68% of the total data.</p> <p>In general, the standard deviation indicates how tightly data is clustered around an average value. It is a measure of reproducibility and therefore predictability. The smaller the standard deviation, the more reproducible (and predictable) are events (accessing page views, in this report).</p>
Average Session Time [Sec]	Average session length (in seconds) for the given day, week, or month.
Quantiles	<p>Vertical bar chart showing the distribution of session duration for the given day, week, or month.</p> <p>From left to right, the quantiles (in seconds) are as follows: 0–30 31–120 121–300 301–900 901–1800 1801–3600 3601–43200</p> <p>Results are interpreted as shown in the following example:</p> <p>Example: A value of “15” in the 31–120 quantile means that 15 sessions in the given day, week, or month lasted from 31 seconds up to and including 120 seconds.</p>
Chart	<p>Horizontal bar whose length expresses the value of the “Count” column.</p> <p>When two or more line items are reported, the set of bars down the “Chart” column defines a histogram (Count <i>vs.</i> Date).</p>