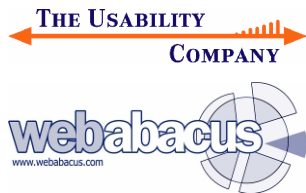




# WebAbacus Standard Reports

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## Introduction

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This document outlines the standard reports that are shipped with WebAbacus. The majority of the standard reports will be available no matter which data collection method you have selected. However, there are a few standard reports that are only available if client side information can be extracted from the logs. For example, screen resolution and colour depth reports are only available when used in conjunction with the WebAbacus tag code.

Additionally, a few reports are dependant on the resolution of visitor IP (Internet Protocol) addresses into their hostnames.



## Overview reports

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This section contains reports related to top-line and trending information. Reports within this section...

Report	Description	Dependencies
Summary	Summarises activity across the site for the given reporting period. Can be customised to provide the summary data that is most valuable.	None
Activity by Hour	Shows site activity on an hour-by-hour basis for the period selected. Selecting a week or month period and then viewing this report will show aggregate usage for each hour in that week or month period.	None
Weeks of the Year	Shows site activity on a weekly basis for the period selected. Selecting a month or year period and then viewing this report will show aggregate usage for each week in that month or year period.	None
Months of the Year	Shows site activity on a month upon month basis for the period selected. Selecting a year period and then viewing this report will show aggregate usage for each month in that year period.	None
Days of the Week	Displays site activity broken down into a seven day period running from Monday to Sunday. If a period of greater than a week is selected, when viewing the report, WebAbacus will display aggregate usage for each day in the period selected.	None
Days of the Month	Displays daily site activity by day of the month. If a period of greater than a month is selected, when viewing the report, WebAbacus will display aggregate usage for each day in the period selected.	None



## Page reports

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This section covers specifics about the pages on the web site, offering an overview of traffic to pages and sections on the website. Reports within this section...

Report	Description	Dependencies
All Pages	Displays the pages (resources) requested from the site, ranked by their popularity (the number of times each page has been requested during the reporting period).	None
Directories	Shows page activity broken down by directory.	None
Forms	Shows the usage of forms (pages that were submitted with a POST request).	By default, only available when analysing server log data (a custom implementation can be created for tag data collection)
Page Parameter Analysis	Shows the pages on the site which had parameters passed with them. Drilling down into an individual page will show the parameter names that were passed with the page; drilling again into a specific parameter shows the values that were passed with that parameter.	None
Resource Types	Displays page usage by resource type (HTML, PDF etc).	None
Page Titles	Shows the titles of the pages that were requested during the reporting period.	For server log data, Page Title Lookup must be enabled when processing data
Page View Duration	Shows how long the pages in the site were viewed. Each page is shown with a minimum, maximum and average viewing time.	None, but the WebAbacus tag code can provide a more accurate set of data for this report.



## Visitor reports

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This section covers details of the visitors arriving at the web site. Reports within this section... For more details about the definition of a visitor, please see the terminology section in the appendix.

Report	Description	Dependencies
Visitors	Shows the IDs of the visitors to the site, with the most frequent visitor during the reporting period shown first.	None. The Visitor ID may be an IP address, a cookie value, an authenticated name, or another ID.
First time vs. repeat visitors	Numbers of first time vs repeat visitors.  (Will not be available in the first phase)	The WebAbacus tag code must be used for data collection.
Visitor IP Addresses	Shows the IP addresses of the visitors to the site ranked by the number of visits from each address.	None
Visitor Hostnames	Ranks the most popular hostnames (domains) of the visitors to the site.	Host Name Lookup must be enabled when processing data.
Visitor Cookie Values	Shows the values of the cookies issued to visitors to the site.	Cookies must be present in the data being analysed (the WebAbacus tag code issues a cookie by default).
Authenticated Visitors	Shows all visitors who are accessing the site using a username and password (i.e. logging on during their visit).	By default, only analysis of "simple" (non-cookie based) authentication is reported.
Visitor ID Types	Shows a breakdown how visitors have been identified.	None
Top Level Domains	Shows the Top Level Domains (.com, .net etc) which visitors are using to access the site.	Host Name Lookup must be enabled when processing data.
Visitors by Country	Breaks visitors down by the country they have come from, based upon their Top Level Domain.	Host Name Lookup must be enabled when processing data.
Visitor Time Zones	Shows the time zone settings (GMT, EST, CET etc) for the visitors to the site.	The WebAbacus tag code must be used to collect data.
Visitor Session IDs	Shows visits broken down by Session ID, with the most popular first.	The WebAbacus tag code must be used to collect data.



## Visit reports

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This section covers details about the user journeys within the website. Reports within this section... For more details about the definition of a visit, please see the terminology section in the appendix.

Report	Description	Dependencies
All Visits	Shows all the visits to the site, arranged in chronological order. The user can drill into any entry in this report and see the page requests that made up an individual visits.	None
Visit Depths	Shows the depths of visits to the site (number of page requests in each visit), grouped as follows: 1-5 pages, 6-10 pages, 11-20 pages, and more than 20 pages.	None
Visit Durations	Shows the durations of visits to the site, grouped as follows: less than one minute, 1-5 minutes, 5-10 minutes, 10-30 minutes, 30-60 minutes, and more than 60 minutes.	None
Average Visit Duration by Hour	Shows the average duration of visits by hour of the day.	None
Average Visit Duration by Day of Month	Shows the average duration of visits by day of the month.	None
Repeat Visitors	Shows the number of times visitors are returning to the site in the current reporting period.	None



## Navigation reports

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This section covers the main navigation methods used on the web site. Reports within this section...

Report	Description	Dependencies
Entry Pages	Shows the most popular entry pages to the site (the first page of visits).	None
Exit Pages	Shows the most popular exit pages from the site (the last page of visits).	None
Page Analysis	Shows usage information for a specific page (by default, the home page, or "/"). It shows how visitors arrived at that page and how visitors left that page, ranked by number of click-throughs.	If processing web server logs, the Referrer field must be being captured. If the home page for the site is not at the URL "/", this report will be blank by default.
Paths	Shows the most popular paths the visitors took through the site.	None, but note that this report is rarely very informative unless customised to reflect the way the site is built.



## Referrer reports

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This section covers details on where the visitor has arrived from. Reports within this section will allow you to discover the servers from which the visitors arrived from, as well as details of any search terms they used from identified search engines.

Report	Description	Dependencies
Referring Servers	Shows the most popular referring servers from which visitors arrive at the site, ranking the results according to the number of visits made from that referring server.	If processing web server logs, the Referrer field must be being captured.
Referring Pages	Displays all referring pages, including pages from within the site.	Referrer field.
Referring Page Parameter Analysis	Analyses the parameters passed with referring URLs. This report works in exactly the same way as the Page Parameter Analysis Report, above.	Referrer field.
Search Phrases	shows the search phrases entered into Internet search engines that brought the visitors to the site. The report initially shows the search engines the visitors are using; drilling into a specific search engine shows the search terms that visitors using that search engine have been entering to find the site.	Referrer field.
Search Engine and Phrase	Shows the top search phrases from external search engines, categorised by the search engine.	Referrer field.



## Interface reports

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This section covers details of the environment used by visitors to the web site. This includes their Browser, Operating System, and if using client side tags, their screen resolution and colour depth.

Report	Description	Dependencies
Browsers	Shows the most popular browsers and versions used by the visitors to the site, grouped by manufacturer. Drill into a manufacturer to see the different versions of that manufacturer's browser that the visitors are using.	The User Agent field must be present in the data that is processed (whether using server logs or tagging).
Platforms	Shows the range of operating system platforms that visitors to the site are using on their client machines.	The User Agent field must be present in the data that is processed (whether using server logs or tagging).
Visitor Screen Colours	Shows the colour depth settings for the visitors to the site.	The WebAbacus tag code must be used to collect data.
Visitor Screen Resolutions	Shows the screen resolution settings (640x480, 800x600, 1024x768 etc.) for the visitors to the site.	The WebAbacus tag code must be used to collect data.



## Technical reports

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This section covers additional technical details relating to the web site. Reports in this section will allow the analysis of server status codes, specific user agents, as well as details of the log files that were analysed.

Report	Description	Dependencies
User Agents	Shows the User Agents being used to access the site.	The User Agent field must be present in the data that is processed (whether using server logs or tagging).
Methods	Displays the various http 'methods' (e.g. GET, POST, HEAD) used to interact with the site.	Only valid for server log data.
Status Codes	Displays all the status codes (200, 404, etc) generated by requests made by the visitors.	Only valid for server log data.
Missing Pages	Shows the pages on the site that are being requested but not found.	By default, only valid for server log data. Can be customised if custom error pages are captured in the server log or tag log.
Authentication Errors	Displays any occurrences of invalid username and/or passwords being entered by visitors to the site.	By default, only valid for server log data, where simple authentication is being used. Can be customised to report on custom authentication failure pages.
Servers	Shows the relative activity on the site across the servers from which it is served. The entries in this report do not necessarily correspond to physical servers; they may refer to virtual servers, hosted from the same physical server.	Only valid for server log data.
Protocols	Shows what protocol users are using to access the information on the web site.	Only valid for server log data.
Log Files	Shows how many requests were recorded in each log file that was processed for the site data.	Primarily useful with server log data.



## Appendix: Terminology

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### Hit

A hit is the sending of a single file whether an HTML file, an image, an audio file, or other file type. Since a single Web page request can bring with it a number of individual files, the number of hits from a site is a not a good indication of its actual use. Each hit makes a single line in the access log of a Web server, written as a result of a request for a file. A request for an HTML page with three graphic images will result in four hits in the log: one for the HTML file and one for each of the graphic image files. While a hit is a meaningful measure of how much traffic a server handles, it can be a misleading indicator of how many pages are being looked at.

### Page Impression

A single request from a User causes the server to send several files to satisfy the request. For example, the server may send an HTML file followed by several associated graphics images and audio files. A single request from a user may also cause the server to send several additional HTML files to build a frameset.

### Visit

A series of one or more Page Impressions, served to one User, which ends when there is a gap of 30 minutes or more between successive Page Impressions for that User.

### Unique Visitor

A unique and valid identifier. Sites may use (i) IP+User-Agent, (ii) Cookie and/or (iii) Registration ID. The ideal identifier is the 'Registration ID', as this relates directly the an individual person, allowing a more accurate count of real people accessing a web site.