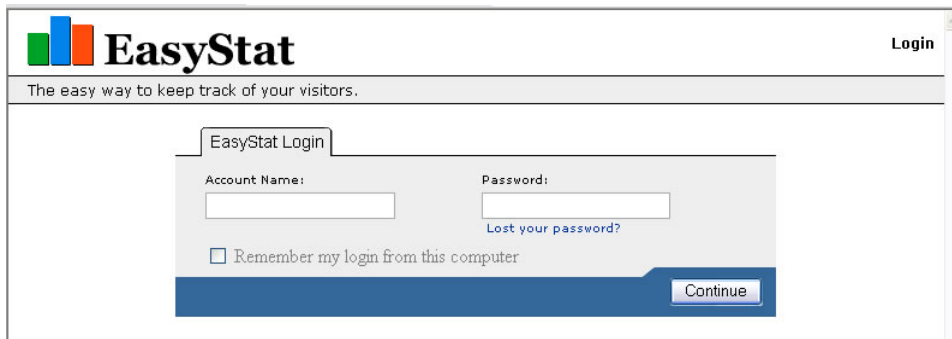


## STAT TRACKING INSTRUCTIONS

To get the best out of these instructions, it is recommended that you print them out and follow them to get familiar with the program.

To view your stats, type your domain (website) name into your Internet Explorer address bar. followed by /stats. (For example, [www.YourDomainName.com/stats](http://www.YourDomainName.com/stats)) Hit enter.

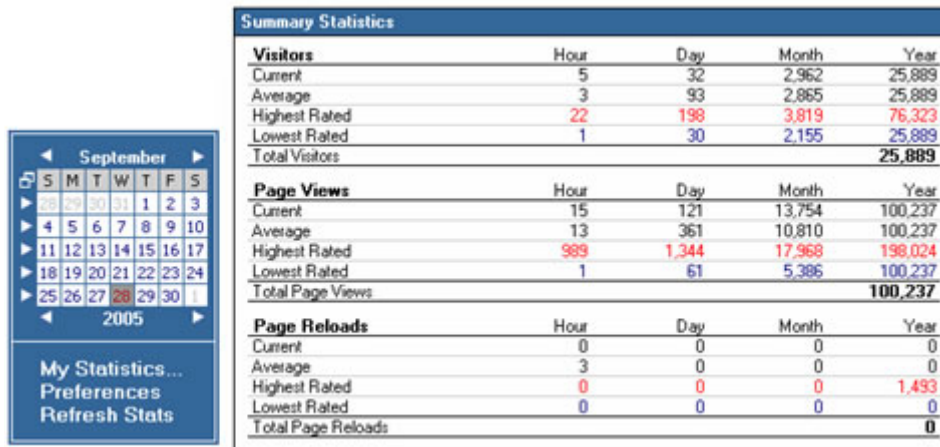


The screenshot shows the EasyStat login interface. At the top left is the EasyStat logo with the tagline "The easy way to keep track of your visitors." and a "Login" link at the top right. The main content area is titled "EasyStat Login" and contains a form with the following elements:

- Account Name:
- Password:
- [Lost your password?](#)
- Remember my login from this computer
- 

Now, type in your user name and password.

This is the first thing you will see once in the Stat Tracking program:



The screenshot displays the Summary Statistics page. On the left is a calendar for September 2005 with a "My Statistics... Preferences Refresh Stats" button. The main content area contains three tables:

Summary Statistics				
Visitors	Hour	Day	Month	Year
Current	5	32	2,962	25,889
Average	3	93	2,865	25,889
Highest Rated	22	198	3,819	76,323
Lowest Rated	1	30	2,155	25,889
Total Visitors	<b>25,889</b>			
Page Views	Hour	Day	Month	Year
Current	15	121	13,754	100,237
Average	13	361	10,810	100,237
Highest Rated	989	1,344	17,968	198,024
Lowest Rated	1	61	5,386	100,237
Total Page Views	<b>100,237</b>			
Page Reloads	Hour	Day	Month	Year
Current	0	0	0	0
Average	3	0	0	0
Highest Rated	0	0	0	1,493
Lowest Rated	0	0	0	0
Total Page Reloads	<b>0</b>			

This is the Summary Statistics page. This information is provided to you for the current hour, day, month and year. This page gives you an overview of your site's total Visitors, Page Views, and Page Reloads.

**Visitors** are how many new visitors have come to your website.

**Page Views** are the number of pages your visitors see on your website.

**Page Reloads** are the number of pages that are seen more than one time within a visit to your site.

Now on your bottom left you will see a calendar and three links for My Statistics, Preferences and Refresh Stats. The calendar is provided so that you can view statistics for any day you are interested in. The highlighted date is the day that you are currently viewing.

### My Statistics

The first link is My Statistics. When you click here it gives you several choices of statistical information to view:

Summary Statistics				
Visitors	Hour	Day	Month	Year
Current	6	33	2,963	25,890
Average	3	93	2,865	25,890
Highest Rated	22	198	3,819	76,323
Lowest Rated	1	30	2,155	25,890
Total Visitors	25,890			
Page Views	Hour	Day	Month	Year
Current	29	135	13,768	100,251
Average	13	361	10,810	100,251
Highest Rated	989	1,344	17,968	198,024
Lowest Rated	1	61	5,386	100,251
Total Page Views	100,251			
Page Reloads	Hour	Day	Month	Year
Current	0	0	0	0
Average	3	0	0	0
Highest Rated	0	0	0	1,493
Lowest Rated	0	0	0	0
Total Page Reloads	0			

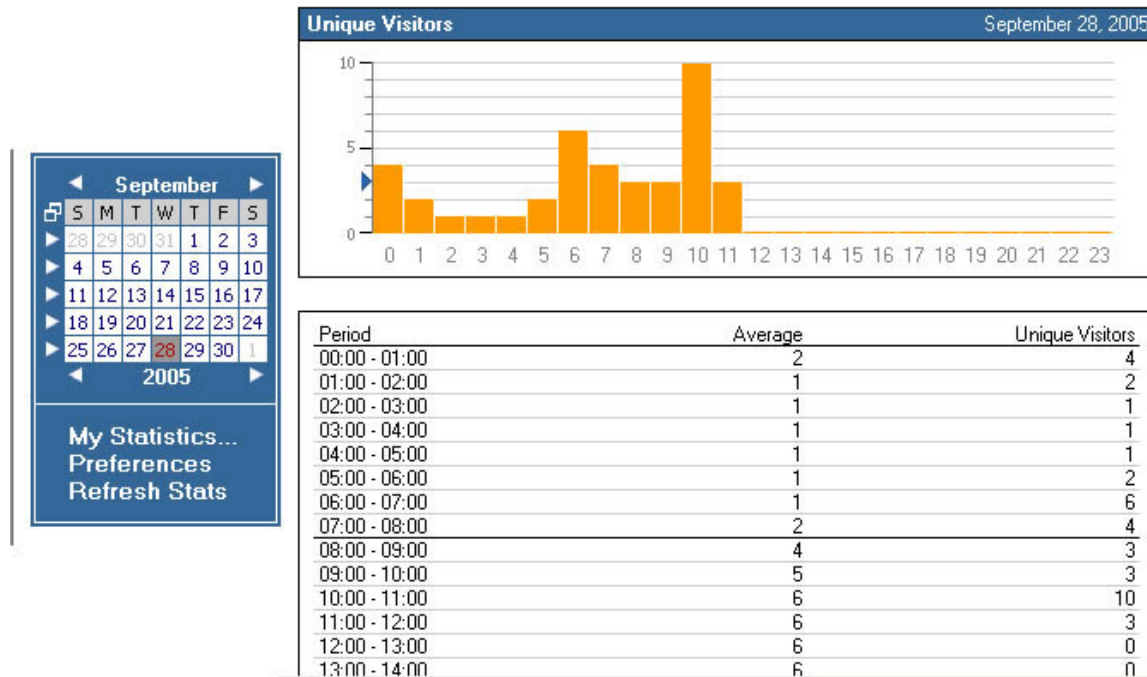
Click on Visitor Statistics. This is what you should see now:

Summary Statistics				
Visitors	Hour	Day	Month	Year
Current	6	33	2,963	25,890
Average	3	93	2,865	25,890
Highest Rated	22	198	3,819	76,323
Lowest Rated	1	30	2,155	25,890
Total Visitors	25,890			
Page Views	Hour	Day	Month	Year
Current	29	135	13,768	100,251
Average	13	361	10,810	100,251
Highest Rated	989	1,344	17,968	198,024
Lowest Rated	1	61	5,386	100,251
Total Page Views	100,251			
Page Reloads	Hour	Day	Month	Year
Current	0	0	0	0
Average	3	0	0	0
Highest Rated	0	0	0	1,493
Lowest Rated	0	0	0	0
Total Page Reloads	0			

## Unique Visitors

The Unique Visitors statistic measures the distribution of visitors to your web site. If the time between two consecutive visits from a unique IP address is less than 30 minutes, the second visit is counted as coming from the same visitor, therefore the number of Unique Visitors will not be increased. If that time elapses, the second visit is counted as coming from a different visitor.

The unique visitor time is by default 30 minutes, but it can be changed from the Data Settings tab in your Account Settings page.

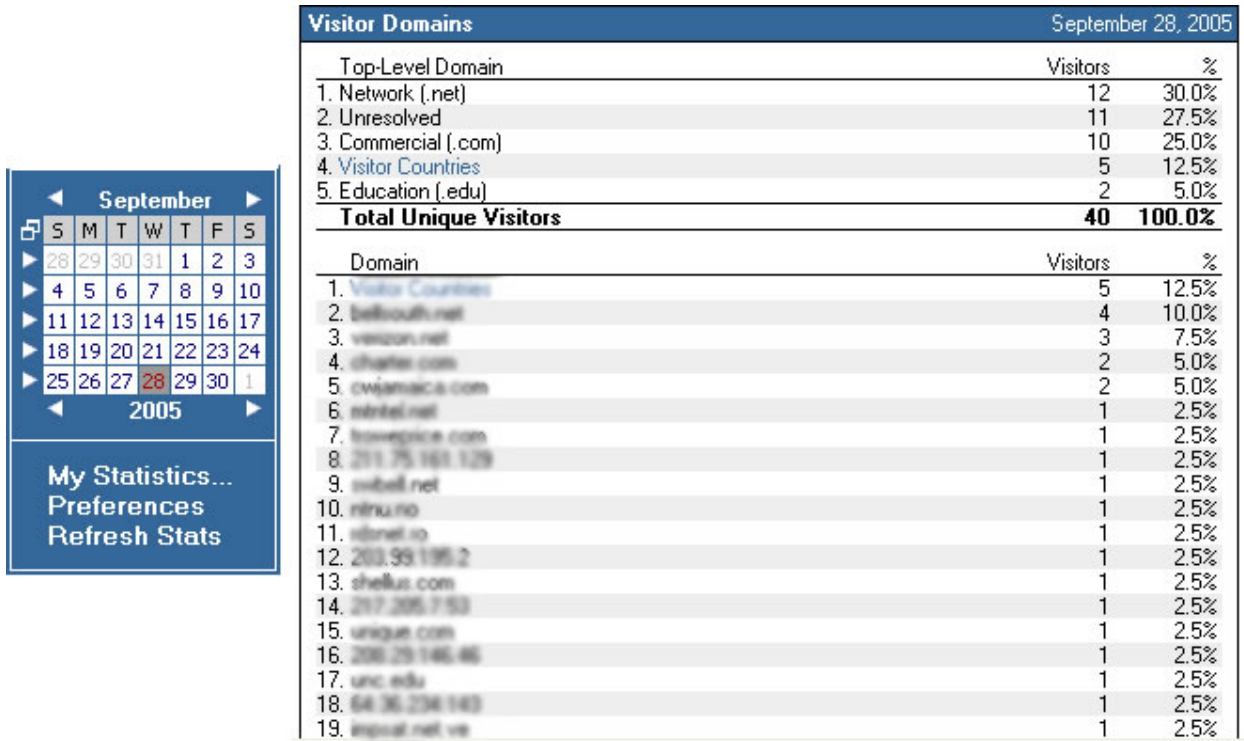


The report is split into two parts:

The graph at the top shows the number of Unique Visitors over the time period highlighted on your calendar. On the left side of the scale there is also an arrow that displays the average Unique Visitors in the selected period. The text at the bottom shows the same information in a table for easy reading of the actual values.

## Visitor Domains

The Visitor Domains statistic shows a list of your visitor domains sorted by the number of unique visitors coming from each domain.



The report is split into two parts:

The first part shows the Top Level Domains (such as .com, .net, .org, etc.)

The second part shows all the domains your visitors come from.

This report also contains a link to the "Visitor Countries" report, showing the number of visitors that come from country domains instead.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

## Visitor Countries

The Visitor Countries statistic shows a list of your visitor countries sorted by the number of unique visitors coming from each country.

The report is split into two parts:

The first part shows the number of visitors from each continent.

The second part shows all the countries your visitors come from.

This report also contains a link to the "Visitor Domains" report, showing the number of visitors that come from a major domain instead.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

### **Visitor Language**

The Visitor Language statistic shows a list of the languages your visitors speak, sorted by the number of unique visitors speaking each language.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

### **Visitor Time Zone**

The Time Zone report displays which time zones your visitors come from.

If you received visitors from a particular time zone, a colored column will appear in that time zone reflecting the number of visitors you received in the given time period highlighted on the calendar. All time zones are presented in Greenwich Mean Time (GMT), which is the international time standard.

### **Time Spent on Site**

This report sorts your visitors by the time they spent on your web site.

The report is split into two parts:

The graphical part shows each time period and the number of visitors that spent that amount of time on your website.

The text part shows the same information in a table for easy reading of the actual values.

### **Page Views**

The Page Views statistic measures the number of pages your visitors see on your web site.

The report is split into two parts:

The graphical part shows the number of Page Views over the time period highlighted on your calendar. On the left side scale there is also an arrow that displays the average Page Views in the selected period.

The text part shows the same information in a table for easy reading of the actual values.

## **Page Reloads**

The Page Reloads statistic measures the number of pages that are seen more than one time within a visit to your site.

The report is split into two parts:

The graphical part shows the number of Page Reloads over the time period highlighted on your calendar. On the left side scale there is also an arrow that displays the average Page Reloads in the selected period.

The text part shows the same information in a table for easy reading of the actual values.

## **Entry Pages**

The Entry Pages report shows a list of pages that were viewed first by your visitors. The list is sorted by the number of unique visitors that have seen each page.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

## **Exit Pages**

The Exit Pages report shows a list of pages that were viewed last by your visitors. The list is sorted by the number of unique visitors that have seen each page.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

## **Single Access Pages**

The Single Access Pages report shows a list of pages sorted by the number of unique visitors where only one page was seen.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

Page - the URL of the page

Visitors - the number of unique visitors that have only seen this page

% - the percentage for this page of the total unique visitors

## **Top Requested Pages**

The Top Requested Pages report shows a list of the most requested pages of your site, sorted in descending order by the number of page views for each page.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

Page - the URL of the page

Page Views - the number of page views for each page

% - the percentage for this page of the total page views

### **Time Spent on Pages**

The Time Spent on Pages report shows each page of your site, and the percent of the visitors for each time period the page was seen. Each time period is shown in a different color, as seen in the legend at the top of the report.

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

### **Visitor Paths**

The Visitor Paths report shows you the popular paths visitors take through your site. The first page in each entry is the entry page, and the last page is the exit page.

Top Visitor Paths - shows the top paths sorted in descending order by the number of unique visitors that chose each path

Paths by First Page - shows the paths sorted by the first page in the path

Paths by Last Page - shows the paths sorted by the last page in the path

Only 20 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries of this report.

### **Referring Domains**

The Referring Domains report lists the top domain names that have referred visitors to your Web site. The "Direct Access" item indicates the number of visitors who do not have a referring domain (these are usually visitors who typed the URL directly into the browser, or used a Bookmark or Favorite to get to your site).

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries.

### **Referring Pages**

The Referring Pages report displays the top URLs that have referred visitors to your Web site. The "Direct Access" item indicates the number of visitors who do not have a referring URL (these are usually visitors who typed the URL directly into the browser, or used a Bookmark or Favorite to get to your site).

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries.

### **Search Words**

The Search Words report displays a breakdown of each search keyword that has been used to find your site. Click on each search keyword in order to see the name of the engine where the visitors found your site looking for this word.

Search Word - the search word that your visitors used to find your site

Visitors - the number of unique visitors that were referred by this search engine to your site while looking for this word

% - the percentage for this search word of the total number of unique visitors

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries.

### **Search Phrases**

The Search Phrases report displays each search phrase that your visitors used to find your site. Click on each search phrase in order to see the name of the engine where the visitors found your site using this phrase.

Search Phrase - the search phrase that your visitors used to find your site

Visitors - the number of unique visitors that were referred by this search engine to your site while looking for this word

% - the percentage for this search word of the total number of unique visitors

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries.

### **Browser Versions**

The Browser Versions report displays each browser that your visitors used when viewing your site. Click on each browser entry in order to see a breakdown for each version of that particular browser.

Browser Name - the name of the browser

Visitors - the number of unique visitors that used this browser to view your site

% - the percentage for this browser of the total number of unique visitors that used a known browser

% Total - the percentage for this browser of the total number of unique visitors

Only 100 entries per page are displayed. Use the links at the bottom of the report to navigate through all the entries.

### **Browser Features**

The Browser Features report displays information about the features of your visitors' browsers.

Cookies Enabled - shows how many of your visitors have cookies enabled

Java Enabled - shows how many of your visitors have Java enabled

JavaScript Enabled - shows how many of your visitors have JavaScript enabled

The second part of this report shows a breakdown of your visitors by the JavaScript version that their browser supports.

### **Operating Systems**

The Operating Systems report displays the operating systems your visitors use.

Operating System - the name of the operating system.

Visitors - the number of unique visitors that use this operating system.

% - the percentage for this operating system of the total number of unique visitors that used a known OS.

% Total - the percentage for this operating system of the total number of unique visitors.

### **Screen Colors**

The Screen Colors report displays the color depth that your visitors use on their monitor.

Screen Color - the color depth.

Visitors - the number of unique visitors that use this color depth.

% - the percentage for this color depth of the total number of unique visitors that used a known color depth.

% Total - the percentage for this color depth of the total number of unique visitors.

### **Screen Resolutions**

The Screen Resolutions report displays the resolution your visitors use on their monitor.

Screen Resolution - the screen resolution.

Visitors - the number of unique visitors that use this screen resolution.

% - the percentage for this screen resolution of the total number of unique visitors that used a known screen resolution.

% Total - the percentage for this screen resolution of the total number of unique visitors.

### **Number of Visits**

The Number of Visits report shows the visitor return frequency of your site. In other words, this report indicates how many times a visitor has returned to your site within the selected period.

Number of Visits - the number of visits (from 1 to 10 visits)

Visitors - the number of unique visitors for each category

% - the percentage for this category of the total number of unique visitors

### **Pages per Visitor**

The Pages per Visitor report shows the depth of each visit to your site. In other words, this report indicates how many pages your visitors see before leaving your site.

Number of Pages - the number of pages (from 1 to 9 and more than 10 pages)

Visitors - the number of unique visitors for each page category

% - the percentage for this category of the total number of unique visitors

### **Most Active Hours**

The Most Active Hours report shows the time your visitors came to your site from the perspective of the server time. In other words, this report indicates what the server time was when your visitors came to your site.

Visitor Hour - the hour (server time) when the visitor came to your site

Visitors - the number of unique visitors that came in each hour interval

% - the percentage for this hour interval of the total number of unique visitors

## **Visitor Rush Hours**

The Visitor Rush Hours report shows the time your visitors came to your site from the perspective of their own local time. In other words, this report indicates the local time of your visitors' computer at the moment they came to your site.

Visitor Hour - the hour (visitor local time) when the visitor came to your site

Visitors - the number of unique visitors that came in each hour interval

% - the percentage for this hour interval of the total number of unique visitors

**If you have any questions concerning these instructions please contact [techservices@visualedgedesign.com](mailto:techservices@visualedgedesign.com) or call 877-775-2530.**