

## WEBTRENDS® ANALYSIS SOFTWARE TERMINOLOGY<sup>1</sup>

**Timeframe** - beginning date and time of your log.

**The number of page hits** -Are a count of actual successful hits for the document not including any graphics on the page. Pages can be files with extensions such as .htm, .html, .asp, and a few others (as defined by the Options | Web Traffic Analysis | File Types tab).

**Impressions** -A count of the number of pages viewed and not including the supporting graphic files within the page.

**The total number of hits** -Is a count of all the successful hits including HTML pages, pictures, forms, scripts and files downloaded. Tip: Visit [http://www.webtrends.com/support/hits\\_views\\_sessions.htm](http://www.webtrends.com/support/hits_views_sessions.htm) for a more detailed description of pages and the visitor sessions.

**Number of Hits for Home Page** -Number of times the home page was visited. This statistic is derived from the home page setting in the profile.

**Number of Successful Hits for Entire Site** -Hits with a successful status code.

**Number of Page Views (Impressions)** -Page Views is the count of hits to documents and forms (as defined by the Options | Web Traffic Analysis | File Types tab).

**Document Views** - Document Views is the count of hits to documents (as defined by the Options | Web Traffic Analysis | File Types tab).

**Number of Visitor Sessions** - Hits to your site by a single visitor within a timeframe (as defined in Options | Web Traffic Analysis | General Tab).

**Domestic, International and Unknown sections** summarize the origin of visitors in percentages of hits.

**Visitor Sessions From the United States** - Sessions determined by the User Domain field in the log, and as defined by Options | Web Traffic Analysis | Domains.

**International Visitor Sessions** - Sessions determined by the User Domain field in the log, and as defined by Options | Web Traffic Analysis | Domains.

**Visitor Sessions of Unknown Origins** -Domains recorded in the log that have no configuration settings in Options | Web Traffic Analysis | Domains. Origins may also be unknown if the server does not log this field.

**Averages** indicate general statistics that span the log.

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<sup>1</sup> Excerpted from WebTrends Enterprise Suite, version 5, Help Card

**Average Number of Hits Per Day** -Number of Successful Hits divided by the total number of days in the log.

**Average Number of Page Views Per Day** -Number of page views (impressions) divided by the total number of days in the log.

**Average Number of Visitor Sessions Per Day** -Number of visitor sessions divided by the total number of days in the log.

**Average Visitor Session Length** -Average of all visitor sessions in the log.

**Unique visitors** are a count of unique IPs for the period of the report, whether or not they were authenticated using domain names or cookies.

**Number of Unique Visitors** -Unique visitors are counted using visitor IP, domain name, or cookie (as defined in Options | Web Traffic Analysis | Cookies). Cookies are the most accurate.

**Number of Visitors Who Visited Once** -Visitor Sessions that occurred once throughout the log.

**Number of Visitors Who Visited More Than Once** -The count of Visitor Sessions that occurred with more than the default 30 minutes (or the time set for visitor sessions as defined in Options | Web Traffic Analysis | General Tab) between any activity.