

AssetNow NX Web Measurement Reports

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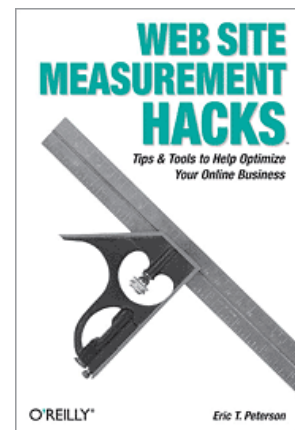
Introduction

Designing a creative site is only the beginning of establishing and maintaining a successful Web presence. What good is a website if you're unable to measure its effectiveness? That is why you need feedback on your site's visitors: Who are they? Why do they visit? What information or service is most valuable to them?

This document describes the Reports tool available in AssetNow NX 4. The Reports tool displays web measurement metrics using data generated by visitors to your site.

The AssetNow NX reporting tools are based on the key performance indicators and measurements for content sites described by Eric T Peterson in his book, *Web Site Measurement Hacks* published by O'Reilly.

This technical book is the leading reference for web measurement and analytics, and is highly recommended if you want a detailed understanding of web analytics in general and the AssetNow NX metrics specifically.



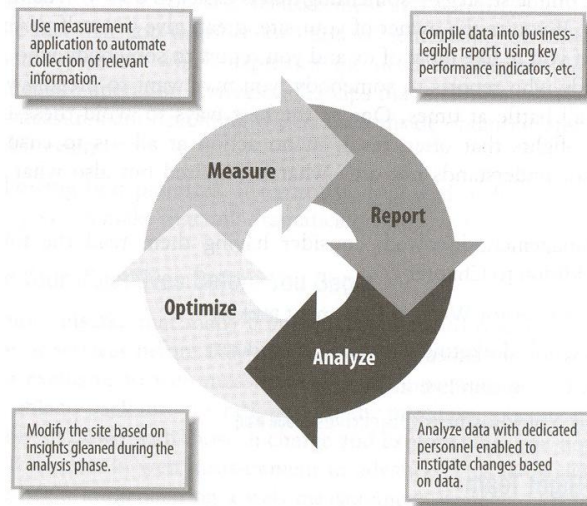
Visit Eric's site at www.webanalyticsdemystified.com to download a sample chapter from the book and for more information on web measurements and web analytics.

It is important to recognize the difference between web measurement and web analytics. AssetNow NX performs web measurement by gathering visitor data and generating reports from this data. Web analytics is the interpretation of these measurement reports in the context of your business objectives.

Since the measurement software is built into AssetNow NX, visitor data gathering and reporting is automatic without complex configuration and setup requirements typical of 3rd party web analytics solutions.

AssetNow NX gathers visitor data continually and measurement reports are available immediately. By analyzing these reports you can monitor your site visitors and content usage and use this information to increase the effectiveness of your site in supporting your business objectives.

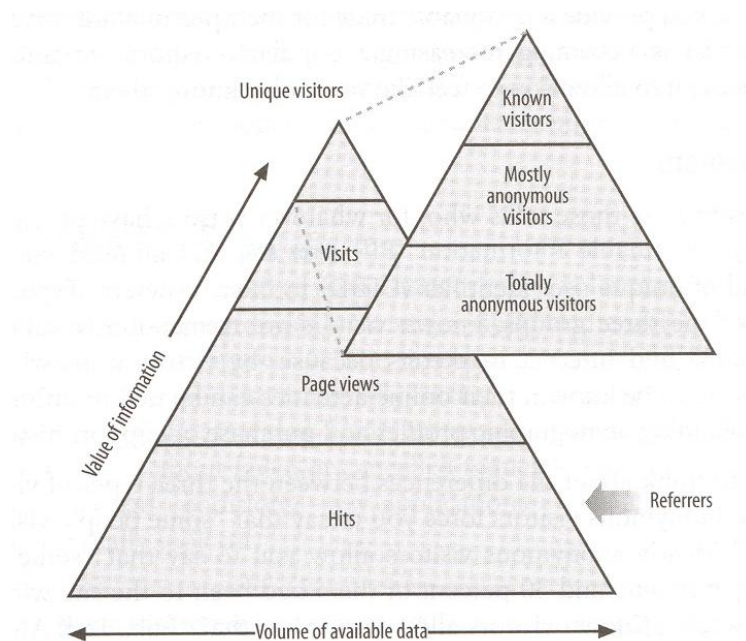
The best way to integrate web measurement into your business is as a continuous improvement process. Adopting an ongoing measure and improve approach is central to the success of your site.



Measure and Improve: The continuous improvement process
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Hits, Views, Visits and Visitors

In web measurement terminology is important. Eric Peterson developed a pyramid model of web measurement data to illustrate the relationship between the basic web measurement terms. The pyramid model and definitions are central to understanding the reports generated by AssetNow NX.



The Pyramid model of web measurement data
 (Copyright © Eric T Peterson)

Referrers

Anything online that gets visitors to your site is called a referrer. These include web site links, search engines, banner ads, email etc.

Hits

A web page comprises many page elements and images. When a page is loaded by a web browser every image and page element sent to the browser from the web site is counted as a hit. This means that every time a page is loaded any number of hits is recorded depending on the number of images and elements used in the page. Consequently the best thing you can do is recognize that hits are a meaningless measure in a business context and forget about them. AssetNow NX does not measure hits.

Page Views

The page view is the basic unit of web measurement. Every time a visitor loads a page from your site in their web browser one page view is counted. AssetNow NX measures page views.

Visits

A visit, also called a session, is counted when a unique visitor views sequential pages on the web site. The visit can be of any duration as long as the period of inactivity between page views does not exceed 20 minutes.

The reason for defining a period of inactivity is due to the technical nature of the Internet and web browsers. A web browser is not continuously connected to a web site. It connects to the site to request a page, receives the page and then disconnects. As a result we do not know if a visitor is still reading a page they have received or have left the site.

Unique Visitor

In web measurement people are called "unique visitors". A unique visitor is counted when a human being uses a web browser to visit a web site, regardless of the number of pages visited or the duration of the visit. A visitor can be unique for different periods of time depending on how you track them.

AssetNow NX tracks visitors using a browser cookie. A cookie is a small packet of information stored by a visitor's web browser when they visit your site. The default lifespan of the cookie set by AssetNow NX is 180 days (approx 6 months) and can be changed to suit specific requirements.

Unique visitors exist in three forms:

- Totally anonymous visitors
As many as 15% of Internet user choose to disable all cookies or otherwise hide their identity. These visitors will always be truly anonymous.

- Mostly anonymous visitors
Most of the people who visit your site will be anonymous. You will be able to determine if they have been to your site before and how they reached your site but you will not know them as individuals.
- Known visitors
These are individuals who have provided you with specific information allowing you to associate their online and off-line activities.

AssetNow NX allows you to measure key visitor types by reporting New, Repeat and Unique visitors. In AssetNow NX a *New* visitor is analogous to a *Totally Anonymous* visitor, a *Repeat* visitor is the same as a *Mostly Anonymous* visitor, and a *Unique* visitor is the same as a *Known* visitor.

Benchmarking and Key Performance Indicators

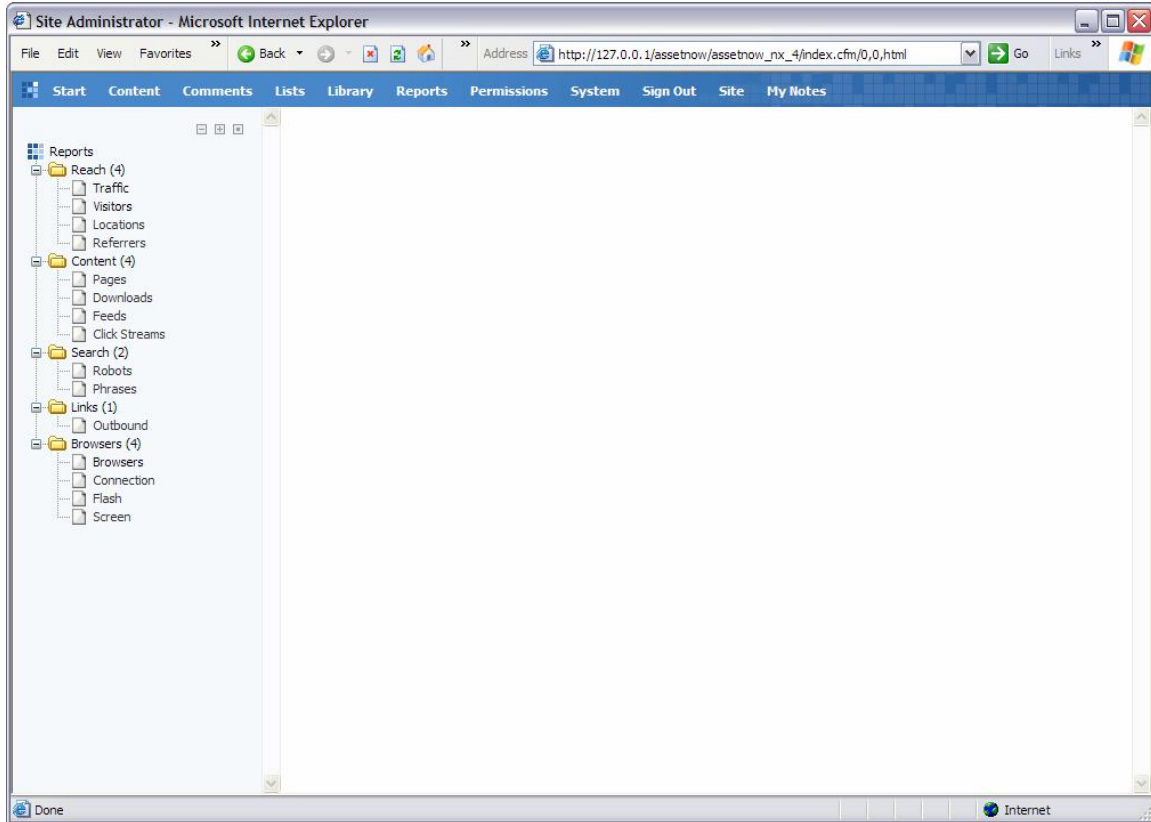
It is extremely unlikely that you can compare any two sites due to many varied factors that drive site traffic. These include the business plans, industries, role of the web site in the companies, site designs and configurations, client mix, campaigns etc. Simply don't benchmark your site unless you know exactly where the data is coming from and how the metrics are calculated – if not you will be comparing apples with oranges and create more problems than you solve.

Eric Peterson emphasizes the use of Key Performance Indicators (KPIs) to monitor and present complex information. He has developed numerous KPIs for web measurement. AssetNow NX calculates a number of the KPIs recommended by Eric Peterson directly. These include:

- Average pages viewed per visit – indicator of visitor's attraction to your site content
- Average visits per visitor – the larger the number the more loyal your audience.
- Percent new and returning visitors – shows how much of your audience you have managed to get to return at least once after their first visit.
- Ratio of new to returning visitors – this is your acquisition with the optimal ratio being between 0.8 and 1.5, the former showing healthy visitor retention and the latter healthy visitor acquisition.
- Average time spent on site – for content sites more time equals greater visitor involvement/connect with the site content.
- Percentage of visits less than 90 seconds – an indicator of the interest visitors have in your content. 90 seconds is a rough proxy for the minimum time a visitor needs to do or learn anything meaningful on your site.
- Percentage committed visits – committed visits are made up of a large number of page views. Depending on your site the number of pages that defines "committed" will vary.
- Stickiness – Stickiness is a measure of how effective a page is at keeping visitors interested in your site.

Reports Tool

After signing in with the appropriate permissions the AssetNow NX Reports tool is available from the main tools menu. Clicking the Reports link displays the various reports as shown below.



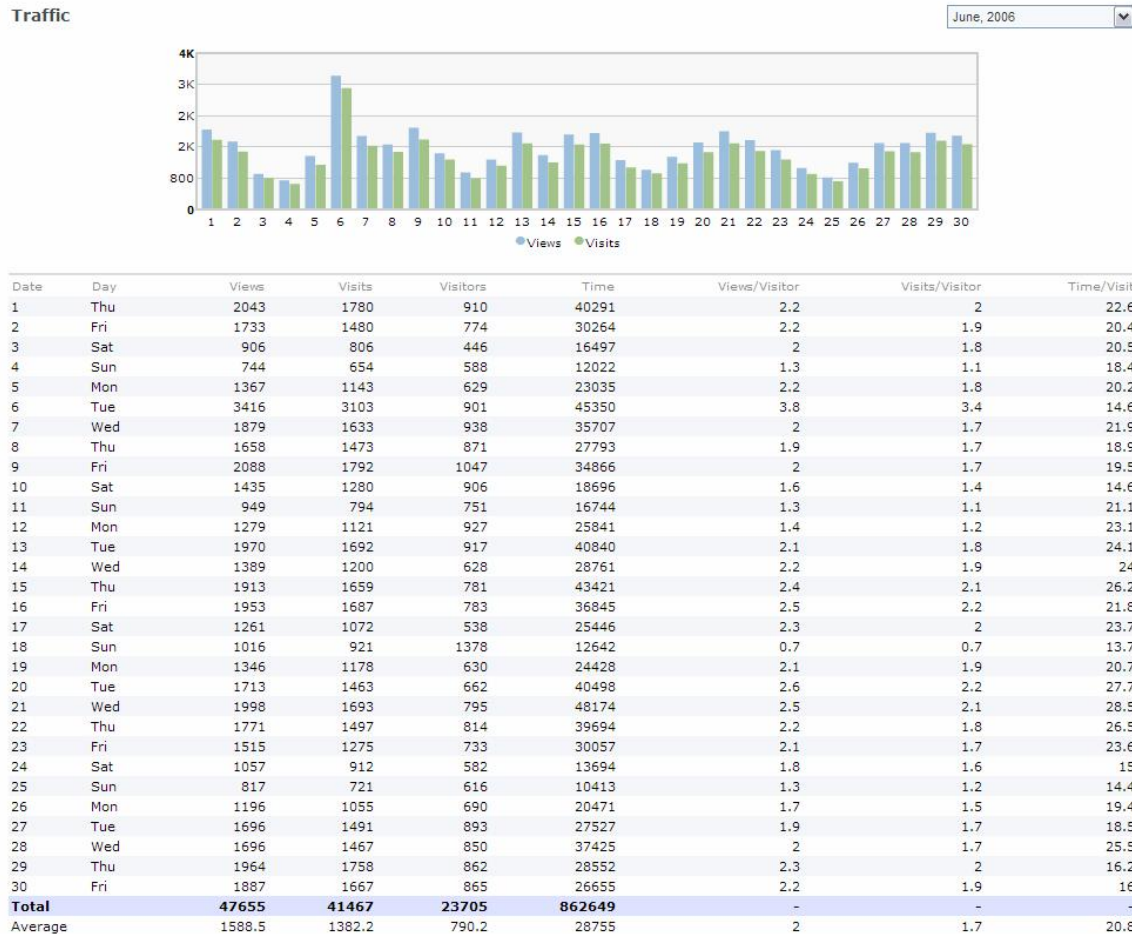
The reports are grouped into 5 categories:

1. Reach: how much content are you delivering and who is visiting your site
2. Content: what are visitors looking at
3. Search: which search engines are indexing your site and how are visitors using them
4. Links: which links to external sites in your content are visitors clicking the most
5. Browsers: technical details useful for identifying suitable technical solutions for your site

Each category contains individual reports for specific measurements. For example the Reach category contains reports for traffic, visitors, locations and referrers. In most cases reports are presented as drill-down charts and tabular data.

Reach: Traffic

The Traffic report displays a chart of the daily page views and visits for the selected month. Click the Views bar (blue) for a day to display the hourly page views and visits for that day.



The Traffic report data includes:

- Views - number of page views
- Visits - number of visits
- Visitors - number of visitors
- Time - total time of all visits
- Views/Visitor - average number of page views per visitor
- Visits/Visitor - average number of visits per visitor based on tracking repeat visitors
- Time/Visit - average duration of each visit

Monthly totals and averages are also provided.

Reach: Visitors

The Visitors report displays visitor metrics. A bar chart segmented into New, Repeat and Unique visitors shows the number of visitors per day. Repeat visitors are identified using a cookie. As noted previously the default lifetime of this cookie is 180 days (approximately 6 months). Unique visitors are identified once they sign-in, in other words they have an AssetNow NX user account and sign-in to access private content. New visitors are people who have not visited your site before, or have disabled their web browser cookies, or visited your site more than 180 days ago.

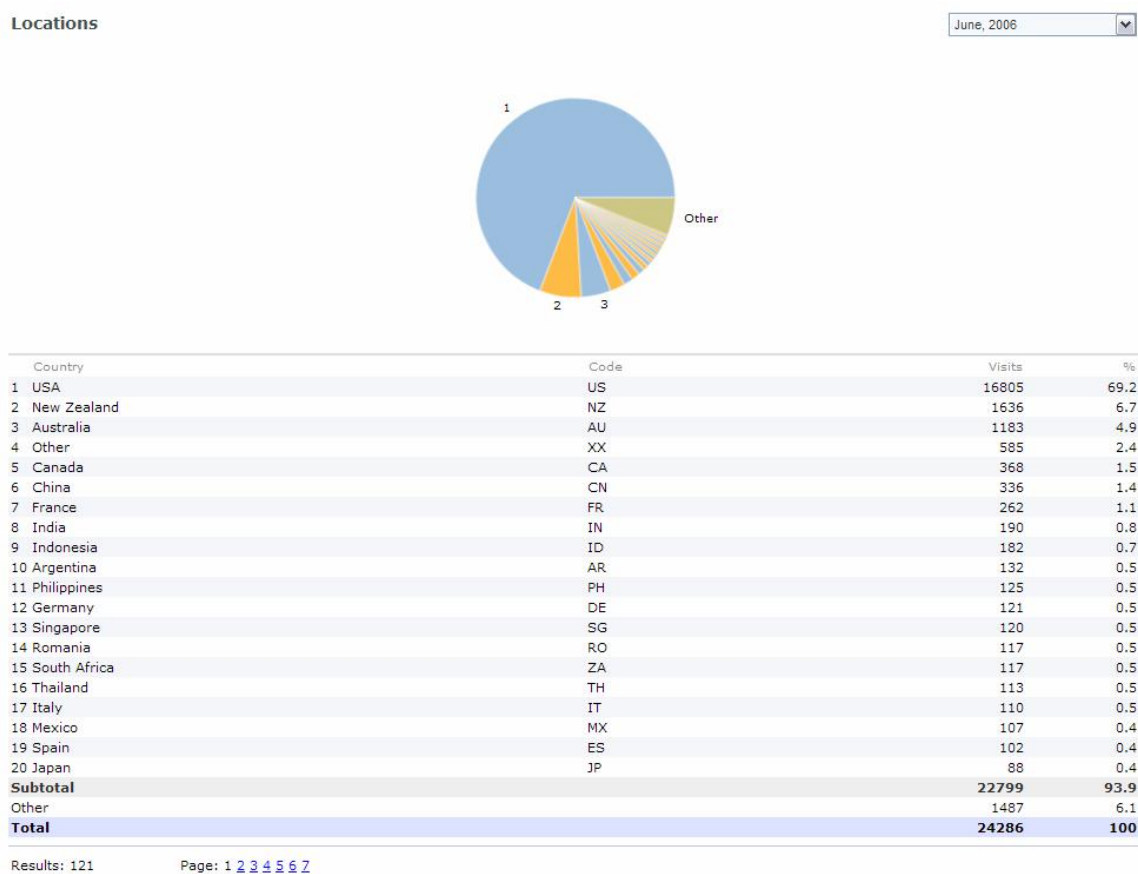


The Visitor report data includes:

- Total – total number of visitors per day
- New / New (%) – number of new visitors per day and % of total visitors they comprise
- Repeat / Repeat (%) – number of repeat visitors per day and % of total they comprise
- Unique / Unique (%) – number of unique visitors per day and % of total they comprise
- < 90s / < 90s (%) – number of visits less than 90 seconds in duration and % of total
- Acquisition – ratio of new to repeat visitors. Values greater than 1 show you are gaining more new visitors than repeat visitors.

Reach: Locations

The Locations report shows from which countries your visitors are coming. AssetNow NX includes a database of IP addresses used to determine a visitor's country. Typically this database will be accurate for at least 95% of traffic. The database is updated periodically as new IP addresses are allocated. If you have a very high percentage of Other (XX) locations you should update the database. Note that if you are using AssetNow NX on internal networks such as intranets then your internal network IP addresses most likely will not be resolved to a location and updating the database will not change this.



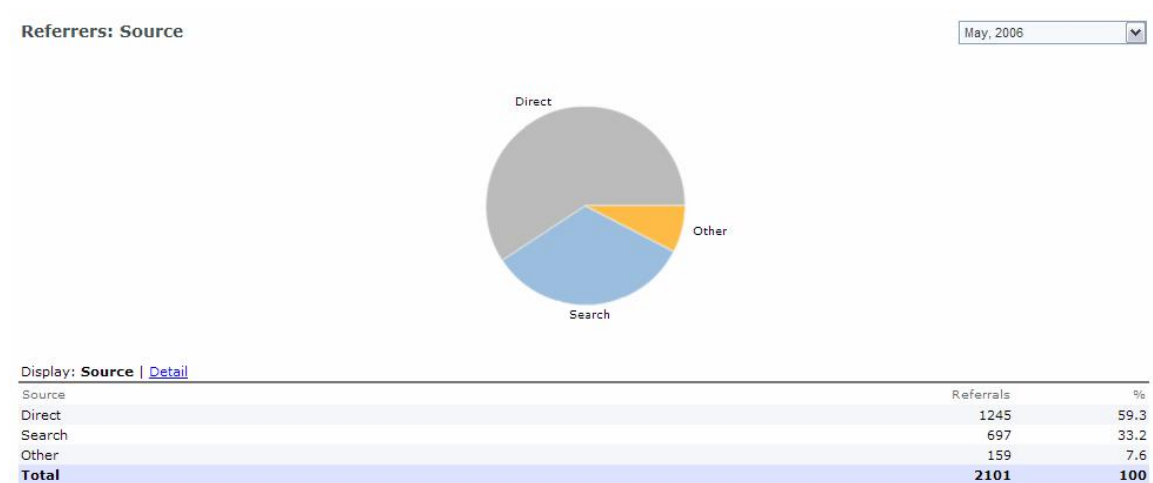
The example above shows 2.4% of visitors were from unknown locations. In this case, by checking the AssetNow NX log files, the majority of these could be ascribed to internal users accessing the web site via the internal company network.

Reach: Referrers

The Referrer report shows how people are getting to your site. This report is very useful for optimizing your site for search engines and identifying potential on-line partners who can drive qualified traffic to your site.

The Referrer report displays a chart summarizing the sources of referred traffic.

- Direct – visitors who entered the address of your site, or a page on your site directly into their web browser
- Search – visitors who clicked a link contained in the search results of a search engine such as Google, Yahoo! or MSN.
- Other – visitors who clicked a link from another site or contained in a newsletter, email etc.



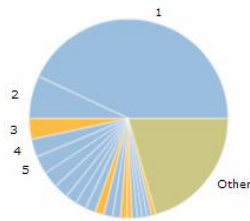
Clicking the Detail link displays a chart of the referring sites and lists the site details. Clicking the chart segment will display the individual referring urls (addresses) as shown below.

You can click the magnifying glass icon to visit the referring site using the address and see what the visitor was looking at before clicking to your site. This is a valuable source of information to determine how and what visitors to your site are searching for, how they reached your site, and how you could improve your site in response.

Note that some urls may not be accessible. For example they may refer to a link contained in an email sent to a Google email account (GMail) in which case you will not be able to access the email. Similarly they may refer to an advertisement (banner ad or Google AdWords) which may have expired and no longer be accessible, or may not be accessible directly from your web site.

Referrers: Detail

May, 2006



Display: [Source](#) | [Detail](#)

Referrer	Referrals	%
1 google.com	368	43
2 google.co.uk	60	7
3 cmsmatrix.org	29	3.4
4 google.co.in	25	2.9
5 google.com.au	25	2.9
6 google.ca	23	2.7
7 google.nl	20	2.3
8 google.fr	16	1.9
9 search.msn.com	15	1.8
10 google.co.nz	14	1.6
11 dmoz.org	13	1.5
12 google.de	12	1.4
13 search.yahoo.com	11	1.3
14 crfu.co.nz	9	1.1
15 assetnow.co.nz	7	0.8
16 google.be	7	0.8
17 google.com.br	7	0.8
18 google.it	7	0.8
19 google.es	6	0.7
20 software-pointers.com	6	0.7
Subtotal	680	79.4
Other	176	20.6
Total	856	100

Results: 113

Page: 1 [2](#) [3](#) [4](#) [5](#) [6](#)

In this report we can see that Google refers the majority of traffic to this site. By clicking on the corresponding segment in the chart, 1, we can see the links related to Google that were used to reach the site.

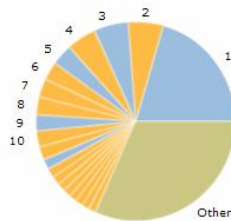
Content: Pages

The Content reports provide measurements related to the content (pages) of your site. The Pages report calculates a number of content metrics that can allow you to ascertain which content is of most interest to your visitors.

The Pages report charts the page views for AssetNow NX categories (blue) and pages (orange). You can select various content metrics to be calculated and displayed in the Views data table. The data table always displays the Stickiness (ST%), Exit Ratio (ER%), Popularity (PRY), Allocation Value (AVAL), Participation Value (PVAL), and Time (Seconds), together with the selected metric and associated percentage.

Pages: Views

May, 2006



Display: [Views](#) | [Entry](#) | [Exit](#) | [Single](#) | [Seconds](#) | [Visits](#) | [Time](#) | [Stick](#) | [Exit Ratio](#) | [Popularity](#) | [Allocation](#) | [Participation](#)

Category	Title	ST%	ER%	PRY	AVAL	PVAL	Time	Views	%
1 Home	W3C Standards Based Content Management Software	36.1	56.9	1.3	673	1966	39.2	961	20.5
2 Examples	Automatic Flash Slide Show Generation	15.6	71.1	1.1	273	489	53.3	266	5.7
3 Examples	AssetNow NX web design examples	79.2	12.7	1.6	69	582	15.9	260	5.6
4 Products	AssetNow Content Management Solutions	46.7	18.4	0.4	380	1926	15.8	228	4.9
5 Purchase	Purchase	33.3	6.9	0.3	118	609	10.2	160	3.4
6 Examples	AJAX Applications	42.5	42.6	1.2	146	492	37.6	141	3
7 Archive	Making it across the Chasm	9.3	83.7	1	143	189	30.7	141	3
8 Archive	The Discipline of Market Leaders	10.8	74.1	1	130	232	26.1	135	2.9
9 AssetNow NX	Standards based,W3C standards,Multilanguage,Unicode,CSS,XHTML	23.1	14	0.8	62	444	14.4	121	2.6
10 Examples	Nifty Corners	22	46.3	1.1	111	426	31.4	121	2.6
11 Purchase	AssetNow NX Software	18.2	49	0.2	98	258	32.3	104	2.2
12 Articles	Articles	0	6.8	0.2	48	351	6.9	74	1.6
13 Company	Company	40	27.4	0.3	120	490	37.2	73	1.6
14 Support	Support	40	9.1	0.8	92	658	7.5	66	1.4
15 Examples	Standards-based Slide Show Presentation	57.1	24.2	0.9	72	357	31.5	62	1.3
16 Examples	Alternative Display Modes and Output Formats	35.3	26.7	1.1	41	235	21	60	1.3
17 Examples	Pop-up Windows	33.3	30.5	1.2	63	308	17.6	59	1.3
18 AssetNow NX	AssetNow NX Overview	37.5	17.2	0.8	55	323	62	58	1.2
19 Purchase	AssetNow NX Hosted Solutions	11.1	69.6	0.9	67	198	20.9	56	1.2
20 AssetNow NX	AssetNow NX Features	0	34.5	0.8	52	265	28.6	55	1.2
Subtotal		-	-	-	-	-	3201	68.4	27
Other		-	-	-	-	-	1480	31.6	28.1
Total		-	-	-	-	-	4681	100	27.9

Results: 120

Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#)

These metrics are:

- Views – total views of the category/page per month (or month to date)
- Entry – total entry views. An entry view is the first page visited on entering the site. It is likely that your home page will have the highest number of entry views unless you have many visitors referred to pages other than the home page – for example a feature article that is linked to by other sites and generates a lot of traffic.
- Exit – total exit views. An exit view is the last page visited before leaving the site.

- Single – pages that were only visited once. The same page is the entry and exit page for a visitor.
- Seconds – total time of all visitors on the page.
- Visits – total number of visits.
- Time – average time spent at the page.
- Stick – Stickiness is a measure of how effective a page is at keeping visitors interested in your site. The stickiness of a page is the percentage of visitors who start their visit at the page and click to at least one more page. Stickiness is an excellent key performance indicator for landing pages such as pages linked to in email newsletters or marketing campaigns.
- Exit Ratio – is the ratio of page views to page exits.
- Popularity – is the ratio of page entries to page exits which serves as a rough proxy for the popularity of a page. This ratio should be used by considering the context of the page.
- Allocation / Participation – the page allocation value can be used together with the page participation value to determine which pages are most valuable. These values only take effect if you assign a numeric page value, via the category/page properties, when publishing the category/page.

Page Allocation attributes a value to every page that a visitor sees during their visit. For example if the page value is set to 100 and a visitor sees 20 pages during their visit then a value of 5 is added to the allocation value of each page seen.

Using page allocation you can understand which pages contribute most to your business and eliminate pages that are least influential to reduce web site maintenance and resource requirements.

Page Participation adds the full value of the page to every page the visitor sees during the visit. Using the above example if the page value is 100 then every page the visitor sees will have 100 added to the page's participation value.

Use page participation to determine which pages are most valuable and should be closely reviewed and maintained.

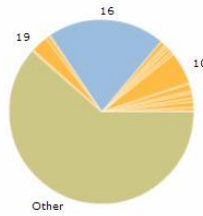
By using the allocation and participation values together you can get an accurate assessment of your site's most valuable pages.

In all cases when selecting a Pages report display option such as Popularity, the report chart displays the associated views – not the popularity. Look at the two examples showing Popularity and Time below. The Home category is the 3rd most popular even though it has a larger number of views than the Templates page which is the most popular but only has 6 views (and hence is too small to be numbered on the chart).

Looking at the Time chart we can again easily identify the Home category based on the number of views. However it is well down the list when it comes to the amount of time visitors have spent on the page.

Pages: Time

May, 2006



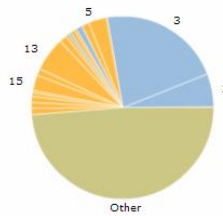
Display: [Views](#) | [Entry](#) | [Exit](#) | [Single](#) | [Seconds](#) | [Visits](#) | **Time** | [Stick](#) | [Exit Ratio](#) | [Popularity](#) | [Allocation](#) | [Participation](#)

Category	Title	ST%	ER%	PRY	AVAL	PVAL	Time	Views	%
1	AssetNow NX Content Management FAQ	0	50	1	4	7	234	2	0
2	Documentation AssetNow NX System Requirements	0	33.3	0.5	2	8	161.3	6	0.1
3	Archive What is a Content Management System?	11.1	62.1	1	25	45	116.4	29	0.6
4	Technical Documentation Serving XHTML	32	47.8	1.1	43	153	93.1	46	1
5	Getting Started Dreamweaver 8 Rewrites Template Code	9.1	70	1	2	13	80.2	30	0.6
6	Articles Grow your site with Web Standards	8.3	41	0.8	40	190	79	39	0.8
7	AssetNow NX AssetNow NX Widgets	0	22.7	0.8	24	202	71.4	22	0.5
8	AssetNow NX AssetNow NX Overview	37.5	17.2	0.8	55	323	62	58	1.2
9	Technical Documentation Core Content Methods	100	0	-	2	9	54.7	7	0.1
10	Examples Automatic Flash Slide Show Generation	15.6	71.1	1.1	273	489	53.3	266	5.7
11	Examples Publishing Rich Media Assets (Flash movie)	37.5	32	1	20	63	46.1	25	0.5
12	Technical Documentation Request Parameters	15.4	74.2	1.1	28	39	44.1	31	0.7
13	Customers Customers	22.2	48.1	0.7	36	108	42.9	27	0.6
14	Templates Content > slideshow	18.2	62.5	1.1	17	40	40.2	16	0.3
15	Technical Documentation Implementing a Website Design with AssetNow NX	6.7	46.3	0.8	38	124	39.5	41	0.9
16	Home W3C Standards Based Content Management Software	36.1	56.9	1.3	673	1966	39.2	961	20.6
17	Archive The Two Fundamental Skills of Web Writing	20	46.2	0.8	9	19	39	13	0.3
18	Site Information Accessibility	33.3	32.3	0.6	26	107	38.5	31	0.7
19	Examples AJAX Applications	42.5	42.6	1.2	146	492	37.6	141	3
20	Archive Simplicity is Hard Work	0	11.1	1	4	15	37.6	9	0.2
Subtotal							1800	38.5	70.5
Other							-	-	19.8
Total							4671	100	28.4

Results: 118 Page: 1 2 3 4 5 6

Pages: Popularity

May, 2006



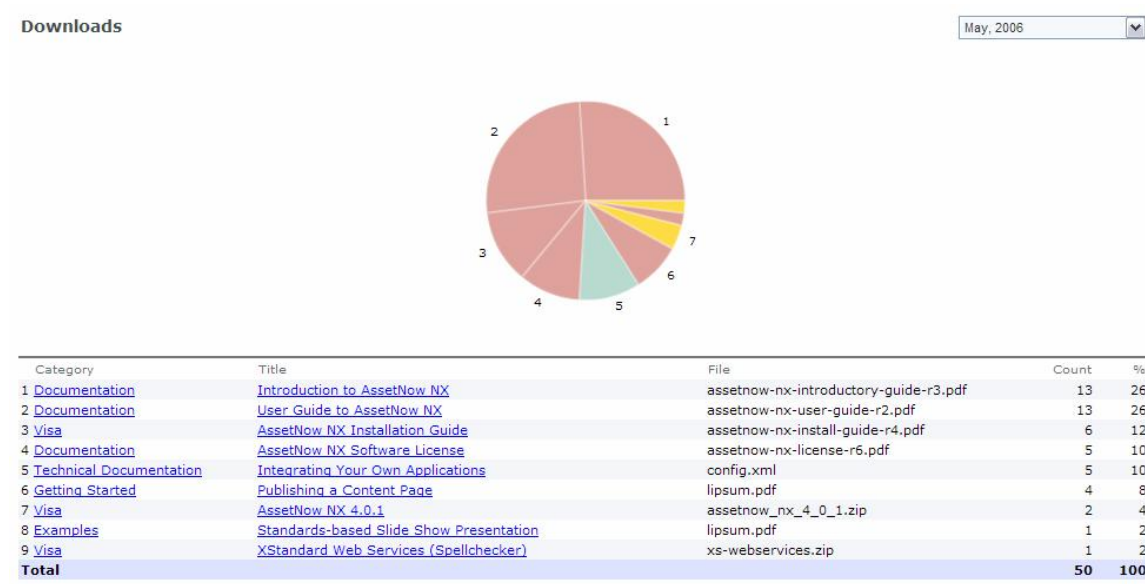
Display: [Views](#) | [Entry](#) | [Exit](#) | [Single](#) | [Seconds](#) | [Visits](#) | [Time](#) | [Stick](#) | [Exit Ratio](#) | **Popularity** | [Allocation](#) | [Participation](#)

Category	Title	ST%	ER%	PRY	AVAL	PVAL	Time	Views	%
1	Templates Transform > Content > [atom]rss]	50	16.7	2	2	9	15.8	6	0.1
2	Examples AssetNow NX web design examples	79.2	12.7	1.6	69	582	15.9	260	5.9
3	Home W3C Standards Based Content Management Software	36.1	56.9	1.3	673	1966	39.2	961	21.7
4	Archive Have you got too many Websites?	20	44.4	1.3	4	15	13.4	9	0.2
5	Examples AJAX Applications	42.5	42.6	1.2	146	492	37.6	141	3.2
6	Examples Pop-up Windows	33.3	30.5	1.2	63	308	17.6	59	1.3
7	Documentation Documentation	54.5	18.8	1.2	26	110	18.7	48	1.1
8	Articles Quality, not Quantity: Delivering Value from Web Content	33.3	25	1.2	16	112	18	20	0.5
9	Site Information Copyright	54.5	27.3	1.2	29	94	27.3	33	0.7
10	Technical Documentation Technical documentation for developers	66.7	25	1.2	3	11	20.9	20	0.5
11	Technical Documentation Language Configuration	16.7	40	1.2	20	85	12.8	25	0.6
12	Examples Alternative Display Modes and Output Formats	35.3	26.7	1.1	41	235	21	60	1.4
13	Examples Automatic Flash Slide Show Generation	15.6	71.1	1.1	273	489	53.3	266	6
14	Examples siFR Rich Typography	28	40.7	1.1	46	155	34.9	54	1.2
15	Examples Nifty Corners	22	46.3	1.1	111	426	31.4	121	2.7
16	Templates Content > slideshow	18.2	62.5	1.1	17	40	40.2	16	0.4
17	Technical Documentation Request Parameters	15.4	74.2	1.1	28	39	44.1	31	0.7
18	Technical Documentation Setting Permissions	28.6	56.5	1.1	43	86	31.3	46	1
19	Technical Documentation Serving XHTML	32	47.8	1.1	43	153	93.1	46	1
20	Getting Started Uploading Assets with the Upload Applet	27.8	66	1.1	47	83	25.5	50	1.1
Subtotal							2272	51.3	30.6
Other							-	-	34.9
Total							4430	100	33.7

Results: 74 Page: 1 2 3 4

Content: Downloads

The Downloads report shows the number of file downloads listed by Category and page together with the file name.

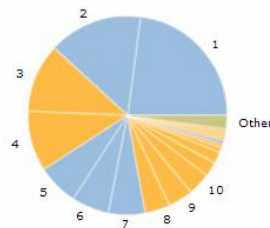


Content: Feeds

The Feeds report shows the number of times feeds have been accessed by feed readers. Since feed readers typically update automatically at set intervals these numbers have no relation to site visitors and the report should only be used to monitor feed usage.

Feeds

May, 2006



Category	Title	Format	Count	%
1 Home	W3C Standards Based Content Management Software	rss	520	22.9
2 Support	Support	rss	346	15.2
3 Purchase	AssetNow NX Hosted Solutions	rss	254	11.2
4 Examples	Pop-up Windows	rss	222	9.8
5 Articles	Articles	rss	152	6.7
6 Purchase	Purchase	rss	138	6.1
7 AssetNow NX	Standards based,W3C standards,Multilanguage,Unicode,CSS,XHTML	rss	135	5.9
8 AssetNow NX	AssetNow NX Features	rss	94	4.1
9 Technical Documentation	AssetNow NX URL Codes	rss	91	4.0
10 Examples	Nifty Corners	rss	84	3.7
11 Purchase	AssetNow NX Software	rss	54	2.4
12 Examples	Alternative Display Modes and Output Formats	rss	42	1.9
13 Technical Documentation	Dynamic Paths	rss	18	0.8
14 Technical Documentation	Setting Permissions	rss	14	0.6
15 Examples	AssetNow NX web design examples	rss	12	0.5
16 Examples	sIFR Rich Typography	rss	10	0.4
17 Examples	Automatic Flash Slide Show Generation	rss	9	0.4
18 Technical Documentation	Implementing a Website Design with AssetNow NX	rss	9	0.4
19 AssetNow NX	AssetNow NX Overview	rss	8	0.4
20 Examples	AJAX Applications	rss	8	0.4
Subtotal			2220	97.8
Other			49	2.2
Total			2269	100

Results: 40

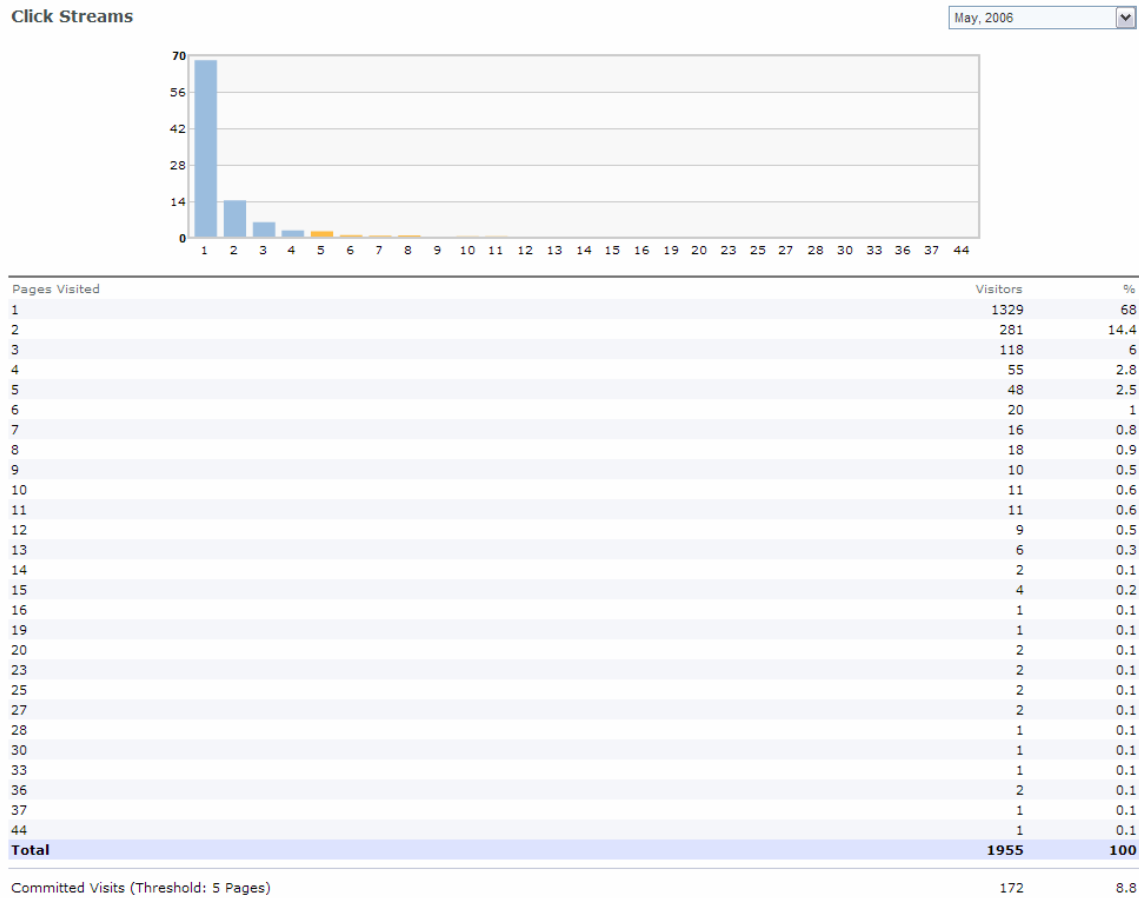
Page: 1 [2](#) [3](#)

Content: Click Streams

A click stream is the sequential list of pages a visitor sees during a visit. It is also referred to as path length or depth of visit. This information is available for individual visitors in the AssetNow NX log files.

The Click Streams report displays the total length of all visitors click streams and provides a useful measure of how engaged visitors are. The report calculates the percentage of committed visits. Depending on your site the number of pages that defines "committed" will vary, in general it is between 5 and 10 pages.

The default threshold for committed visits is 5 pages. By clicking a bar in the chart you can perform the calculation for other thresholds.



In the above example 8.8% of visitors were committed. While you can adjust the threshold that defines a committed visit you should ensure it is set high enough to be meaningful and not change it once set.

Search: Robots

The Robots report shows how effectively the major search engines are indexing your site. You should see the major search engines index an increasing number of pages during the month.

Note that the number of pages and percentages reported should be treated as an estimate since AssetNow NX has no way of knowing how individual pages are being used within your site design. What you need to look for is that the same percentage of pages are indexed consistently.

Details of exactly which pages have been indexed can be obtained from the AssetNow NX log files.



Search: Phrases

The Phrases report shows the phrases and keywords entered into search engines by visitors who have then clicked a search result link and come to your site. Search phrases are extremely useful in improving you site search engine rankings and optimizing your site content. You should review phrases and add keywords via the AssetNow NX category and page content tool to ideally drive your most desirable keywords and phrases to the top of this list – in other words most of the people visiting your site as a result of conducting a search are doing so based on the keywords you emphasized.

Search Phrases		May, 2006
Search Phrase		Count
1 nifty corners		25
2 ajax content management		14
3 url codes		14
4 the discipline of market leaders		8
5 discipline of market leaders		6
6 assetnow		5
7 flash slide show		5
8 foundry monoline download		5
9 coldfusion cms		4
10 geoffry moore		4
11 coldfusion request parameter		3
12 coldfusion request parameters		3
13 crossing the chasm chart		3
14 dreamweaver 8 templates		3
15 nifty corners documentation		3
16 setting user permission with group		3
17 technical documentation template		3
18 url code		3
19 value discipline		3
20 ajax content manager		2
21 ajax search example		2
22 assetnow cms		2
23 assetnow nx		2
24 bowling alley		2
25 browse button in applet		2
26 casepoint		2
27 cms w3c standards		2
28 content management ajax		2
29 crossing the chasm		2
30 customer intimacy discipline		2
31 download foundry monoline		2
32 dreamweaver 8 editable head		2
33 dreamweaver widget		2
34 example ajax applications		2
35 examples of content page		2
36 flash automatic slideshow		2
37 free download typography		2
38 geoffrey moore four value disciplines		2
39 got to many		2
40 https request parameters		2
41 moore		2
42 nx 4 system requirements		2
43 nx access		2
44 operating performance walmart vs nordstrom		2
45 price waterhouse coopers knowledge management		2
46 sample ajax applications		2
47 separating structure		2
48 setting user permissions with groups		2
49 sifr examples		2
50 software		2
Subtotal		179
Total		649

Results: 514 Page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#)

In this example “discipline of market leaders” was popular however the site is not focused on business management/leadership, consequently it may be appropriate to remove content with these keywords in favor of more targeted visitors.

Links: Outbound

The Outbound Links report shows which links visitors are clicking in your site pages that take them to other sites. You can use this information to identify potential online partners and build a more complete picture of visitor's interests.

Note that "inbound" links are "referrers" and reported in the Referrers report.

Outbound Links - May, 2006		May, 2006
Location	Destination	Count
1 Examples > Nifty Corners	http://pro.html.it/articoli/id_599/idcat_31/pag_1/pag.html	18
2 Custom	http://www.ccc.govt.nz/maps/wises/Map6/Map6.asp?CoordX=12	8
3 Examples > sIFR Rich Typography	http://www.mikeindustries.com/sifr/	8
4 Examples > AJAX Applications	http://www.indiankev.com/cfaiax	6
5 Examples > Standards-based Slide Show Presentation	http://meyerweb.com/eric/tools/s5/	5
6 Articles > Grow your site with Web Standards	http://www.w3c.org	4
7 Articles > Quality, not Quantity: Delivering Value from Web Content	http://www.gerrymcgoovern.com	4
8 Products > Zeldman / Cederholm	http://www.fastcompany.com	3
9 Technical Documentation > Servinq XHTML	http://www.w3.org/TR/xhtml11/	3
10 Examples > Nifty Corners	http://www.positioniseverything.net	3
11 Technical Documentation > Integrating Your Own Applications	http://www.answers.com/topic/model-view-controller?method=6	3
12 Articles > Grow your site with Web Standards	http://www.simplebits.com	3
13 Custom	http://www.w3.org/TR/xhtml1/	3
14 Templates > Content > slideshow	http://www.meyerweb.com/eric/tools/s5/	3
15 Resources > Articles for Designers and Developers	http://www.meyerweb.com/eric/tools/s5/	2
16 Examples > Support Multiple Languages using Unicode	http://babelfish.altavista.com/tr	2
17 Technical Documentation > Language Configuration	http://www.w3.org/WAI/ER/IG/ert/iso639.htm	2
18 Resources > Articles for Designers and Developers	http://webboy.net/presentation/checklist.cfm	2
19 Articles > Grow your site with Web Standards	http://www.contenu.nu/socooq.html	2
20 Examples > AJAX Applications	http://www.getahead.ltd.uk/dwr/	2
21 Site Information > Accessibility	http://www.w3c.org	2
22 Widgets > geolocator	http://sourceforge.net/projects/javainetlocator	2
23 Resources > Articles for Designers and Developers	http://www.stylegala.com/	2
24 AssetNow NX > AssetNow NX System Requirements	http://www.crvystaltech.com	1
25 Articles > Using the World Wide Web for Marketing	http://www.targeting.com/	1
26 AssetNow NX > AssetNow NX System Requirements	http://www.media3.net	1
27 AssetNow NX > AssetNow NX System Requirements	http://www.hostmvsite.com/	1
28 AssetNow NX > AssetNow NX System Requirements	http://www.cfdynamics.com	1
29 AssetNow NX > AssetNow NX System Requirements	http://www.forta.com/cf/isp/	1
30 Company > W3C Purpose	http://www.w3c.org	1
31 Technical Documentation > Servinq XHTML	http://www.w3.org/TR/xhtml12/	1
32 Technical Documentation > Servinq XHTML	http://www.w3.org/TR/ruby/	1
33 Technical Documentation > Servinq XHTML	http://www.w3.org/TR/xhtml1-media-types/	1
34 Custom	http://www.ccc.govt.nz/maps/wises/Map6/Map6.asp?CoordX=12	1
35 Products > Zeldman / Cederholm	http://www.inc.com	1
36 Custom	http://www.w3.org/TR/xhtml1/	1
37 AssetNow NX > AssetNow NX Widgets	http://www.pengoworks.com	1
38 Examples > AJAX Applications	http://www.adaptivepath.com/publications/essays/archives/000385.php	1
39 Articles > Grow your site with Web Standards	http://www.section508.gov/	1
40 Articles > Grow your site with Web Standards	http://www.amazon.com/exec/obidos/tg/detail/-/0735712018/	1
41 Articles > Grow your site with Web Standards	http://www.zeldman.com	1
42 Articles > Grow your site with Web Standards	http://validator.w3.org/	1
43 Articles > Grow your site with Web Standards	http://jigsaw.w3.org/css-validator/	1
44 Custom	http://www.w3c.org/WAI/Resources/	1
45 Articles > Grow your site with Web Standards	http://www.ecma-international.org/publications/standards/Ecma-262.htm	1
46 Technical Documentation > Language Configuration	http://www.unicode.org/	1
47 Articles > Grow your site with Web Standards	http://www.w3.org/Markup/Forms/	1
48 Articles > Grow your site with Web Standards	http://www.w3.org/XML/	1
49 Articles > Grow your site with Web Standards	http://www.w3c.org/WAI/	1
50 Articles > Grow your site with Web Standards	http://www.w3.org/Style/CSS/	1
Subtotal		119
Total		173

Results: 104

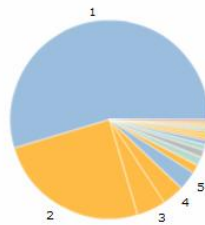
Page: 1 2 3

Browsers

The Browsers reports provide technical details of visitor's web browser, Flash rich media plug-in availability, connection speed and screen size. This data can be used to decide on technical implementation issues such which web browsers to support, acceptable page "weights" (if most users have high speed connections they can tolerate large page sizes), Flash availability (if most users have Flash installed you can confidently deliver Flash content to them), and screen size.

Browsers

May, 2006

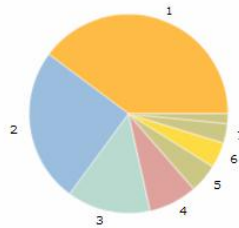


Browser	Version	Visitors	%
1 msie	6.0	230	54.6
2 firefox	1.5.0.3	105	24.9
3 firefox	1.0.7	20	4.8
4 firefox	1.5.0.2	15	3.6
5 msie	7.0	13	3.1
6 firefox	0.10.1	6	1.4
7 safari	417.9.2	6	1.4
8 unknown	0	5	1.2
9 safari	417.9.3	4	1
10 msie	5.5	3	0.7
11 firefox	1.0.4	2	0.5
12 firefox	1.0.2	2	0.5
13 firefox	1.0.6	2	0.5
14 safari	312.6	2	0.5
15 firefox	1.0.1	1	0.2
16 safari	312.5	1	0.2
17 firefox	1.5.0.1	1	0.2
18 firefox	1.0.8	1	0.2
19 opera	8.51	1	0.2
20 opera	8.0	1	0.2
Total		421	100

This example shows that Microsoft Internet Explorer and Mozilla Firefox are the most popular web browsers used to visit the site. Consequently, at a minimum, the site should always be tested for compatibility with these browsers

Connection

May, 2006

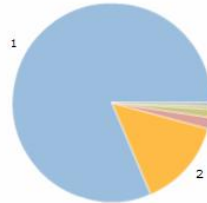


Type	Speed (Kbps)	Visitors	%
1 Fractional T1, DSL, Cable	384	152	39.8
2 Fractional T1, DSL, Cable	768	96	25.1
3 T1	1500	52	13.6
4 Dual ISDN, DSL, Cable	128	30	7.9
5 56.6K Modem	56	18	4.7
6 T3 or faster	3000	16	4.2
7 33.6K Modem or slower	33	12	3.1
8 ISDN	64	6	1.6
Total		382	100

This example shows a high percentage of visitors using high speed connections. This site can consider delivering pages with more/larger images and rich media content if required.

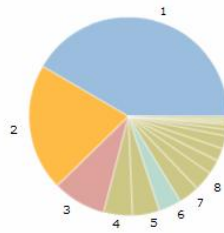
Flash

May, 2006



Version	Visitors	%
1 8	311	81.4
2 7	55	14.4
3 6	7	1.8
4 9	5	1.3
5 3	2	0.5
6 No Flash	2	0.5
Total	382	100

In this example most visitors have Flash installed so developing Flash content is an option.



W x H	Visitors	%
1 1024x768	159	41.6
2 1280x1024	79	20.7
3 1152x864	33	8.6
4 1680x1050	18	4.7
5 1280x800	17	4.5
6 800x600	14	3.7
7 1920x1200	13	3.4
8 1600x1200	12	3.1
9 1400x1050	9	2.4
10 1440x900	8	2.1
11 1280x960	8	2.1
12 1280x854	4	1
13 1536x960	3	0.8
14 819x614	1	0.3
15 1280x768	1	0.3
16 1280x720	1	0.3
17 2560x1600	1	0.3
18 1360x1024	1	0.3
Total	382	100

In this example most visitors have screens larger than 800 x 600 pixels so the site design can be adjusted to suit larger screens. For example the web site design can be made wider than 750 pixels.

AssetNow NX Log Files

In addition to the Reporting tools and individual reports described AssetNow NX creates log files containing detailed data used to generate the reports. These files can be downloaded and processed in a spreadsheet to create your own custom reports and key performance indicators.

The log files should also be reviewed if you notice any anomalies in the reports. In many cases transient events can be attributed to factors such as referrer spam (rogue referrers to your site designed to get you to visit undesirable sites) which can be excluded from reports by setting parameters in the AssetNow NX analytics settings. Agents are program that access your site such as web browsers, search engine robots/spiders etc.

AssetNow NX provides the following web measurement log files:

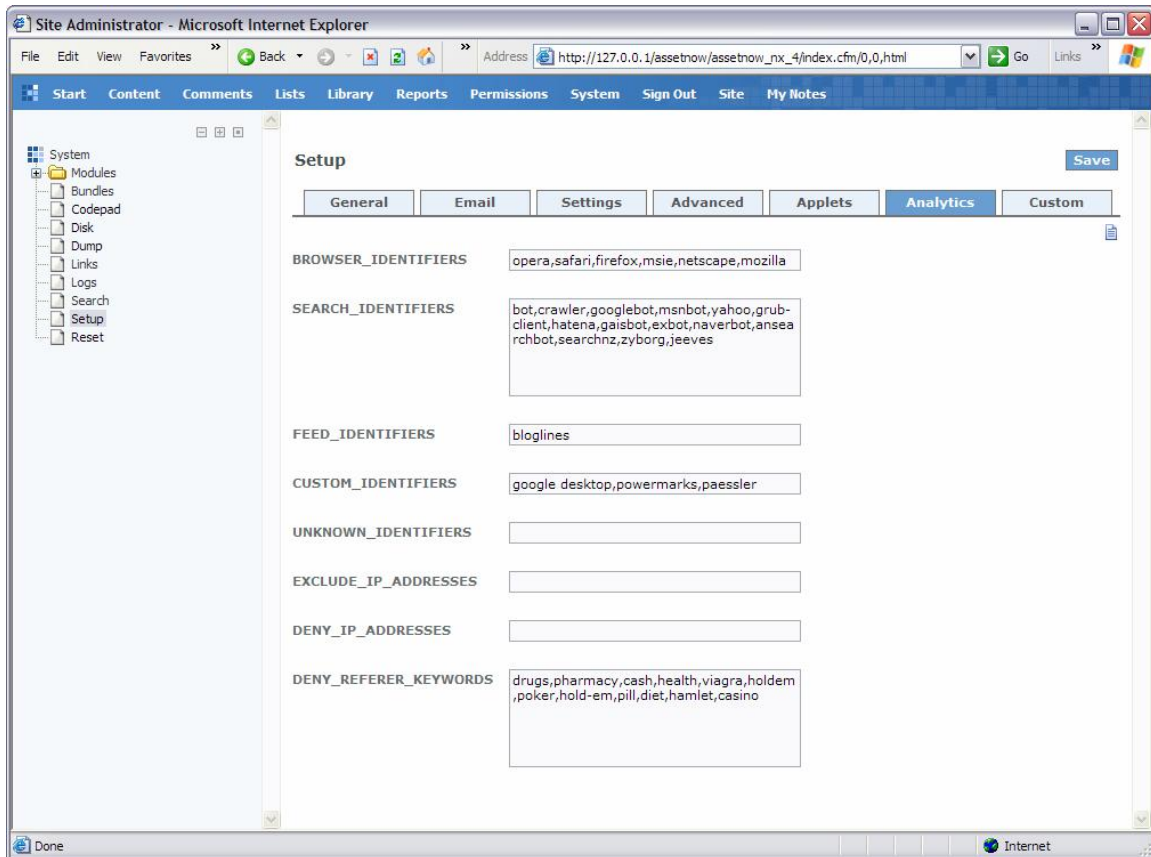
- browser-stream – logs web browser activity and page view click streams.
- custom-stream – logs custom agent activity. Custom agents are specified in the analytics settings (see below).
- feed-stream – logs agents that access content feeds.
- rouge-stream – logs rouge agents. A rouge agent is an agent that does not create a session (visit) and makes more than 5 separate page requests within 90 seconds. Once identified as a rouge agent the agent is denied further access.
- search-stream – logs search robot activity.
- unknwn-stream – logs activity from agents that do not fall into any of the other streams.
- inbound – log of all inbound referrers.
- outbound – log of all outbound link activity.
- keywords – log of keywords entered in the AssetNow NX site search. This can be used to determine what information visitors are looking for and improve your content and site layout to make appropriate content available and easy to access.
- downloads – logs all file download activity.
- not-found – logs url of pages requested but not found.
- failed-downloads – logs requested downloads that could not be delivered, typically due to the file not having been uploaded, inadvertently deleted or outdated links.

Log files are plain text files formatted as comma-separated values (CSV). If you download the log files you should rename the file from a .txt extension to a .csv file. The file can then be opened and processed directly in a spreadsheet such as Microsoft Excel.

AssetNow NX Analytics Setup

A number of parameters can be configured for the AssetNow NX analytics measurements via the Tools > System > Setup tool.

The Analytics tab provides setting options as shown below.



- **BROWSER_IDENTIFIERS** – keyword contained in web browser agent identifier used by AssetNow NX to identify web browsers.
- **SEARCH_IDENTIFIERS** – keyword contained in agent identifier used to identify search engines.
- **FEED_IDENTIFIERS** – keyword contained in agent identifier used to identify feed agents.
- **CUSTOM_IDENTIFIERS** – keyword contained in agent identifier used to identify custom agents.
- **UNKNOWN_IDENTIFIERS** – keyword contained in agent identifier used to identify unknown agents.
- **EXCLUDE_IP_ADDRESSES** – list of IP addresses which will not be included in measurements. Regular expressions are supported. For example you can use this parameter to exclude all requests from web browsers inside your company network from measurements.
- **DENY_IP_ADDRESSES** – list of IP addresses that are denied access to the site. These agents will receive a HTTP 403 Forbidden response.

- DENY_REFERER_KEYWORDS – if a referring url (address) includes one or more of these keywords it is denied access. Typically these will be automated spam agents for drugs, pornography, gambling and other undesirable content which have no relevance or relationship to your site. (Note that REFERER is spelt incorrectly intentionally since technical web standards use “referer” and not “referrer”.)