

What do the different stats mean on my stats Page?

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Summaries

HITS (Green)

Total number of graphics, script calls, webpages, music files, etc. requested

Any request made to the web server which is logged, is considered a 'hit'. The requests can be for anything... webpages, graphic images, audio files, video files, scripts, etc... Each valid line in the server log is counted as a hit. This number represents the total number of requests that were made to the server during the specified period.

In the above example, they received 110,949 hits, meaning 110,949 requests were made to the server for files, pictures, scripts to process forms, template files, webpages, videos, music files, etc.

FILES (Dark blue)

Total number of graphics, webpages, music files, etc. loaded onto pages

Some requests made to the server, require that the server then send something back to the requesting client, such as a html page or graphic image. When this happens, it is considered a 'file' and the files total is incremented. The relationship between 'hits' and 'files' can be thought of as 'incoming requests' and 'outgoing responses'.

In the above example, 81,370 files were loaded onto pages, meaning 81,370 photos, graphics, and webpages were displayed to visitors.

PAGES (Light blue)

Total number of webpages viewed

Generally, any HTML or PHP, etc. document would be considered a page. This does not include the other stuff that goes into a document, such as graphic images, audio clips, etc... This number represents the number of 'pages' requested only, and does not include the other 'stuff' that is in the page. What actually constitutes a 'page' can vary from server to server. The default action is to treat anything with the extension '.htm', '.html', '.php', etc. as a page.

In the above example, 21,706 webpages were viewed.

SITES (Orange)

Unique IP addresses people came from.

Each request made to the server comes from a unique 'site', which can be referenced by a name or ultimately, an IP address. The 'sites' number shows how many unique IP addresses made requests to the server during the reporting time period. This DOES NOT mean the number of unique individual users (real people) that visited, which is impossible to determine using just logs and the HTTP protocol.

In the above example, web surfers accessed the site from 3,130 different servers around the world.

VISITS (Yellow)

Sites and Visitors Low estimate of unique people visiting your site

Whenever a request is made to the server from a given IP address (site), the amount of time since a previous request by the address is calculated (if any). If the time difference is greater than a pre-configured 'visit timeout' value (or has never made a request before), it is considered a 'new visit', and this total is incremented (both for the site, and the IP address). The default timeout value is 30 minutes (can be changed), so if a user visits your site at 1:00 in the afternoon, and then returns at 3:00, two visits would be registered.

Many large ISPs such as AOL, MSN, and the like, will cache a site's webpages on their servers. That way when one of their customer's visits your site after connecting through AOL, the AOL server relays the information if someone else from AOL has already been there. So AOL's visit counts as One visit, but can represent Hundreds of visits from AOL users. So sometimes this number may actually be higher in reality.

In the above example, atleast 7,829 unique visitors visited the site, probably more considering that most AOL, MSN, and other large ISP users count as one user per day.

KBytes (Red)

Amount of data transfer

The KBytes (kilobytes) value shows the amount of data, in KB, that was sent out by the server during the specified reporting period.

In the above example, 944 MB were transferred that month.

Details

When you click on a link for a given month, it gives you a further breakdown of summaries and then details.

Hits by Response Code

Response Codes

Code 200 - OK

Everything was returned ok.

Code 206 - Partial Content

Not all of the content was returned for various reasons. User could stop the load, change pages, or other things could've interrupted.

Code 301 - Moved Permanently

The requested page was moved, but the user was redirected to the new page seamlessly.

Code 302 - Found

The requested page was moved temporarily, but the user was redirected to the new page seamlessly.

Code 304 - Not Modified

A current cached version (hasn't been modified since last viewed) of the webpage was available, so the cached version was displayed for a faster response time.

Code 400 - Bad Request

There is a syntax error in the request, possibly a script under development.

Code 401 - Unauthorized

The header in someone's request did not contain the correct authorization codes. They didn't get to see what they requested.

Code 403 - Forbidden

Someone was forbidden to see the document they requested. It can mean that a file or directory that is password protected with an .htaccess file was accessed with an incorrect password.

Code 404 - Page not Found

Document not found. The page someone wanted is not on the server. This often occurs from a broken link or an incorrect capitalization pattern in the URL. Sometimes this statistic is not shown in the hits by response code if there is a custom 404 page in place that redirects web surfers back to a page with links to navigate to where they can find the new version of the page.

Top Entry and Exit Pages

The Top Entry and Exit tables give a rough estimate of what URL's are used to enter your site, and what the last pages viewed are. Because of limitations in the HTTP protocol, log rotations, etc... this number should be considered a good 'rough guess' of the actual numbers, however will give a good indication of the overall trend in where users come into, and exit, your site.

Referrers

This shows how people are finding your site, what websites have links to you or what search engines they are using. You can even click on those links to view the page that they came from. If your website is on the referrers list, it means that someone typed in your website address (URL) and went directly to your site.

User Agents Top User Agents

User Agents are the internet browser people are using to view your site. In this example, 63.97% of their visitors are using Internet Explorer (IE) and 21.93% are viewing the site using Netscape.

Usage by Country

Network

Web surfer connected from a server with a .net domain name. For example, people connecting to the internet using sbcgobal.net will count under this number.

US Commercial

Web surfer connected from a server with a .com domain name.

Canada

Web surfer connected from a server in Canada (.ca domain name).

US Educational

Web surfer connected from a server with a .edu domain name.

US Government

Web surfer connected from a server with a .gov domain name.

Non-profit Organization

Web surfer connected from a server with a .org domain name.

Australia

Web surfer connected from a server in Australia (.au domain name).