

# Webview Instructions



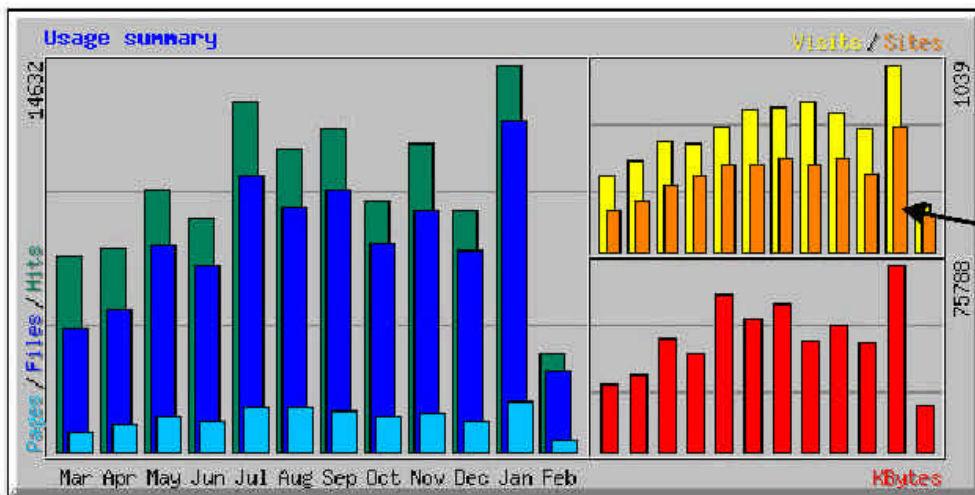
Webalizer is an easy to use and access web-based statistical program. It will provide you with a wealth of information on your web site visitors. The statistics are updated automatically at 3am each day.

This tutorial will provide you with the information required in making best use of this data. Firstly, to access the Webalizer statistical data, connect to the Internet and enter the following URL into your web browser:

<http://www.yourdomain.com.au/webview/>

You will be prompted for a Username and Password. If you do not have this information, please contact Communicat's Internet department via fax.

After you have entered your Username and Password, the Monthly Overview will be displayed. It will look somewhat like this:



The first page, giving the monthly overview, should provide a good idea as to the usage trends with your web site.

Two graphs are of interest here, **Visits** and **Sites**.

The Sites represent the number of 'unique' visitors. The Visits represents the number of visitors who have returned to your site.

For example: January saw 696 visitors to the site, making a total of 1039 visits. Almost half the visitors to the site returned for a second look.

By clicking on an individual month as underlined in blue, you will be taken to the full month detail.

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
<a href="#">Feb 2000</a>	501	414	61	33	234	22812	304	549	3732	4512
<a href="#">Jan 2000</a>	472	402	62	33	696	75788	1039	1929	12473	14632
<a href="#">Dec 1999</a>	293	246	38	21	434	44806	681	1180	7631	9098
<a href="#">Nov 1999</a>	388	305	48	25	509	51361	773	1458	9152	11638
<a href="#">Oct 1999</a>	305	253	43	26	487	44942	827	1334	7867	9484
<a href="#">Sep 1999</a>	406	331	52	28	510	59914	807	1561	9934	12208
<a href="#">Aug 1999</a>	367	298	55	25	481	53550	791	1726	9260	11391
<a href="#">Jul 1999</a>	425	335	55	22	484	64111	697	1716	10410	13198
<a href="#">Jun 1999</a>	294	233	38	20	421	40124	603	1157	7008	8846
<a href="#">May 1999</a>	320	251	44	19	370	46150	613	1367	7788	9944
<a href="#">Apr 1999</a>	256	178	35	16	277	31378	503	1067	5347	7684
<a href="#">Mar 1999</a>	238	149	25	13	230	27403	418	785	4620	7386
<b>Totals</b>						<b>562339</b>	<b>8051</b>	<b>15829</b>	<b>95222</b>	<b>120041</b>

The full month detail will look like this:

Monthly Statistics for February 2000		
Total Hits		14449
Total Files		11825
Total Pages		1972
Total Visits	←	967
Total KBytes		73335
Total Unique Sites	←	633
Total Unique URL's	←	223
Total Unique Referrers	←	119
Total Unique User Agents		113
	Avg	Max
Hits per Hour	20	184
Hits per Day	498	826
Files per Day	407	683
Pages per Day	68	117
Visits per Day	←	33
KBytes per Day	2529	4354
Hits by Response Code		
Code 200 - OK	←	11825
Code 206 - Partial Content		54
Code 301 - Moved Permanently		38
Code 304 - Not Modified		2427
Code 401 - Unauthorized		21
Code 404 - Not Found	←	84

Statistics most valuable on this page are:

**Total Pages** – The number of 'basic' pages that were viewed by visitors to your site.

**Total Visits & Total Unique Sites** – Same data as on monthly summary.

**Total Unique URL's** – The number of unique pages or items that were viewed on your site.

**Total Unique Referrers** – This gives you the total number of links to your site from other sites or the number of different ways in which someone found your site.

**Visits Per Day** – The number of people who look at your site, or return to look at your site.

Response codes are also important. The two that are most important are:

**200 – OK** – The number of successful items displayed to the visitor.

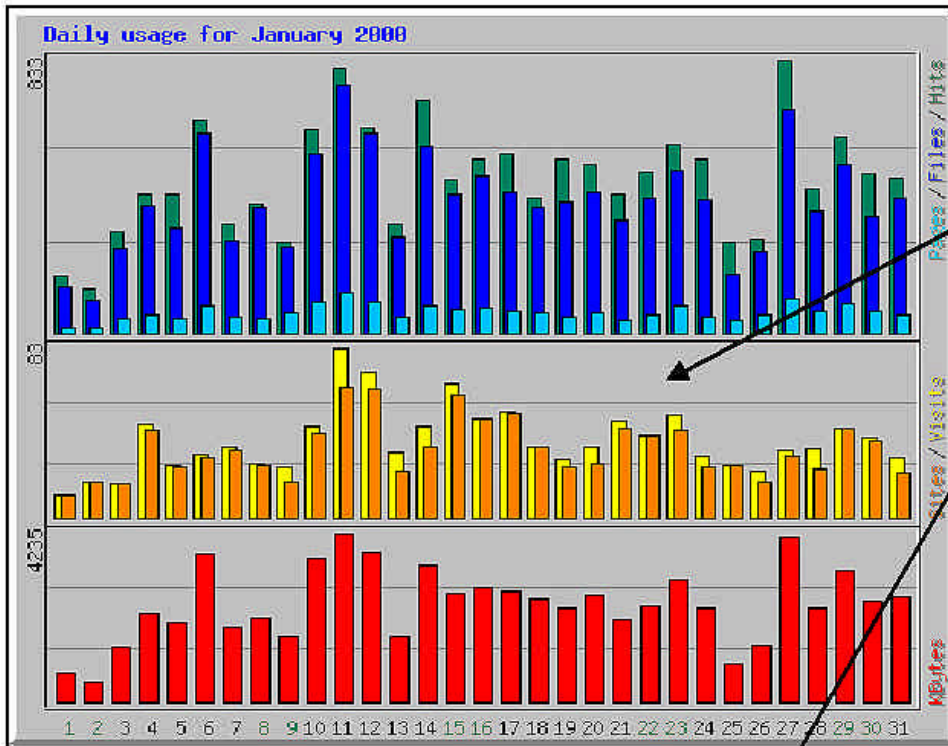
**404 – Not Found** – An image or page is missing and should be checked.

## What Causes 404 errors?

A 404 error – or "Not Found" error may not necessarily mean that your site is missing pages or graphics or is failing to display properly. Two of the most common causes of a 404 error are the absence of a robots.txt and favicon.ico. A robots.txt file is, in most cases, not required; it contains a set of instructions for search engines – it is designed to STOP your page being indexed. By not having this file, you will have a better chance of getting your site listed on search engines.

The favicon.ico is used by Internet Explorer 5 when saving a "favourite" or bookmark to display a small graphic icon in the favourites list. Neither of these files are required for the correct operation of your web site, however if you would like to discuss the creation of a robots.txt file or faviocn.ico, please do not hesitate to contact an Internet consultant.

# Webview Instructions



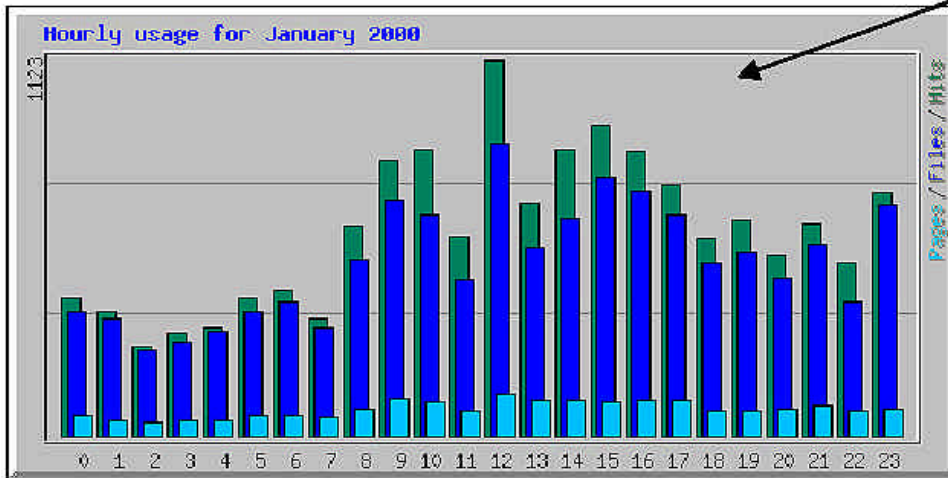
The Daily usage graph will give you an idea as to the traffic flow through your site on individual days.

Again the **Sites/Visits** graph is the most useful.

Orange being Sites and Yellow being visitors.

The Daily Statistics gives a textual representation of the graphs.

Day	Hits	Files	Pages	Visits	Sites	KBytes
1	171	140	17	11	11	714
2	133	97	15	18	18	488
3	309	256	41	17	17	1360
4	425	389	54	46	43	2201
5	425	322	44	26	25	1956
6	647	607	82	31	30	2602



The Hourly usage graph will give you a good overall picture of what times of day or night visitors are coming to your site.

From the example shown here, the web site has a constant stream of visitors throughout the day and night, however, there is a higher number of people visiting the site between 8am and 5pm – perhaps an indication of a largely Australian audience.

A textual version of this data is also included but not shown.

Please be aware that the **Hourly usage** graph doesn't really give an accurate view to the number of visitors, just a general overview as to the amount of data that's downloaded at different times during the day.



Top 30 of 696 Total Sites									
#	Hits		Files		KBytes		Visits		Hostname
1	964	6.59%	772	6.19%	5404	7.13%	32	3.08%	OzEmail (www.ozemail.com.au)
2	657	4.49%	590	4.73%	3742	4.94%	33	3.18%	Telstra (www.telstra.net)
3	526	3.59%	83	0.67%	529	0.70%	25	2.41%	proxy.cat.net.au
4	464	3.17%	433	3.47%	3005	3.97%	18	1.73%	America Online (AOL)
5	237	1.62%	235	1.88%	1379	1.82%	9	0.87%	BigPond (www.bigpond.com)
6	143	0.98%	142	1.14%	1004	1.33%	3	0.29%	cache0.sat.ip.net.au
7	137	0.94%	24	0.19%	137	0.18%	3	0.29%	pm30-59.cat.net.au
8	134	0.92%	31	0.25%	155	0.20%	1	0.10%	202.135.76.233
9	101	0.69%	78	0.63%	379	0.50%	7	0.67%	myoon0.connect.com.au
10	96	0.66%	90	0.72%	2	0.00%	34	3.27%	208.219.77.29
11	92	0.63%	90	0.72%	612	0.81%	3	0.29%	cache1.optusnet.com.au
12	90	0.62%	90	0.72%	555	0.73%	3	0.29%	me-ce-01.free.net.au
13	89	0.61%	89	0.71%	530	0.70%	2	0.19%	sy-ce-02.free.net.au
14	87	0.59%	86	0.69%	603	0.80%	4	0.38%	tin.one.net.au
15	86	0.59%	62	0.50%	382	0.50%	2	0.19%	203.76.17.27

The **Top 30 of n Total Sites** is the listing of the people who have come to look at your web site.

Although it does not show you individual people, you can draw some interesting information from it nonetheless.

The major service providers have been grouped together, to more easily identify the origin of the visitor.

To work out where the visitor was from or, rather what service provider they are using, you will need to look at the domain name:

**Cache1.optusnet.com.au**

The **optusnet.com.au** portion is the domain name. Once you have identified the domain portion, you can try entering it into your web browser's address window by appending a **www.** in front of it.

Sometimes the server is unable to work out where the visitor was from, and will give you a number instead. You can, at times, type this number into your browser, but it may not always display the origin of the visitor.

Top 10 of 696 Total Sites By KBytes									
#	Hits		Files		KBytes		Visits		Hostname
1	964	6.59%	772	6.19%	5404	7.13%	32	3.08%	OzEmail (www.ozemail.com.au)
2	657	4.49%	590	4.73%	3742	4.94%	33	3.18%	Telstra (www.telstra.net)
3	464	3.17%	433	3.47%	3005	3.97%	18	1.73%	America Online (AOL)
4	237	1.62%	235	1.88%	1379	1.82%	9	0.87%	BigPond (www.bigpond.com)
5	143	0.98%	142	1.14%	1004	1.33%	3	0.29%	cache0.sat.ip.net.au
6	92	0.63%	90	0.72%	612	0.81%	3	0.29%	cache1.optusnet.com.au
7	87	0.59%	86	0.69%	603	0.80%	4	0.38%	tin.one.net.au
8	90	0.62%	90	0.72%	555	0.73%	3	0.29%	me-ce-01.free.net.au
9	89	0.61%	89	0.71%	530	0.70%	2	0.19%	sy-ce-02.free.net.au
10	526	3.59%	83	0.67%	529	0.70%	25	2.41%	proxy.cat.net.au

**Total Sites by KBytes** is very similar to the **Top Sites** (above) but this is based upon the amount of data that the visitor down-loaded or viewed.



Top 30 of 119 Total Referrers		
#	Hits	Referrer
1	1012	7.00% - (Direct Request)
2	66	0.46% <a href="http://www.cynosure.com.au/isp/communicat">http://www.cynosure.com.au/isp/communicat</a>
3	53	0.37% <a href="http://www.altavista.com/cgi-bin/query">http://www.altavista.com/cgi-bin/query</a>
4	33	0.23% <a href="http://www.communicat.com.au/">http://www.communicat.com.au/</a>
5	31	0.21% <a href="http://www.answers.com.au/cgi-bin/process_search.pl">http://www.answers.com.au/cgi-bin/process_search.pl</a>
6	24	0.17% <a href="http://www.communicat.com.au/ProSet/proser.html">http://www.communicat.com.au/ProSet/proser.html</a>
7	22	0.15% <a href="http://altavista.yellowpages.com.au/cgi-bin/query">http://altavista.yellowpages.com.au/cgi-bin/query</a>
8	21	0.15% <a href="http://localhost.1234/HLPage">http://localhost.1234/HLPage</a>
9	19	0.13% Yahoo!
10	18	0.12% <a href="http://www.goto.com/d/search/">http://www.goto.com/d/search/</a>
11	16	0.11% <a href="http://link.yahoo.com/bin/query">http://link.yahoo.com/bin/query</a>
12	13	0.09% <a href="http://hotbot.trace.com/">http://hotbot.trace.com/</a>

**Top 30 of n Total Referrers** is your guide to where your visitors are finding you.

**(Direct Request)** – When a visitor has you book-marked or typed your URL into their browser. This, I believe, is a good indication of the number of people who visit your site on a regular enough basis to have it book-marked.

**Major search engines** have a title of their own for quickly seeing how many visitors they generated; sometimes the grouping is not perfect and a 'stray' referrer will be found.

Other URL's indicate pages that have a link to your page. You may click on any blue underlined link to take you to the page in question.

Top 20 of 44 Total Search Strings			
#	Hits		Search String
1	16	11.94%	book of spells
2	8	5.97%	ie4
3	8	5.97%	spells
4	8	5.97%	witch craft spells
5	6	4.48%	internet explorer
6	4	2.99%	proxies

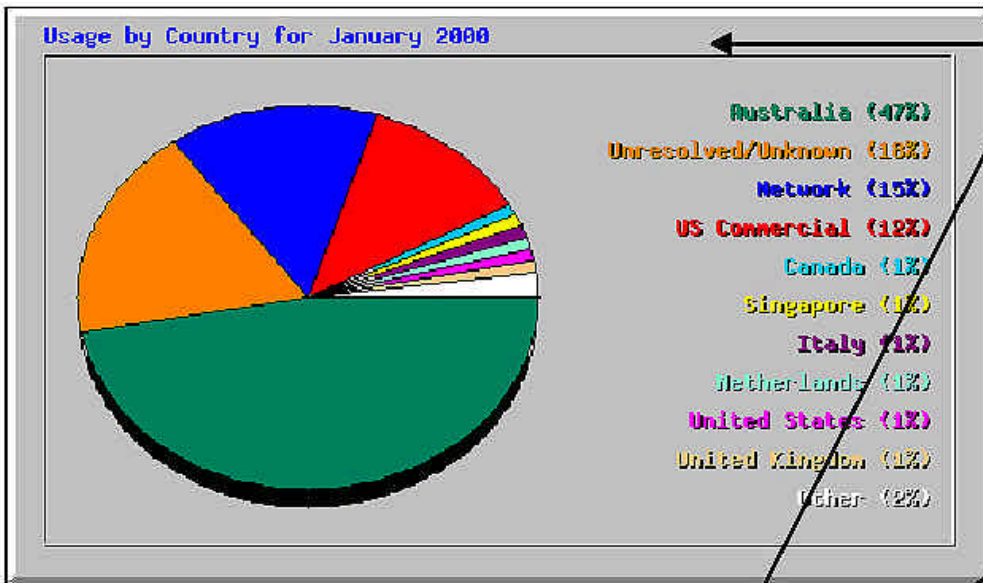
**Top 20 of n Total Search Strings** – These are the search phrases or words that visitors to your site used (with search engines) to locate you. Although it won't display every phrase used, it will provide a good general overview.

Top 15 of 50 Total User Agents			
#	Hits		User Agent
1	773	24.38%	MSIE 5.0 (DigExt)
2	411	12.97%	MSIE 5.0
3	244	7.70%	Mozilla/3.01 (compatible)
4	140	4.42%	MSIE 5.0 (Windows 95)
5	139	4.38%	MSIE 2.0 (MSIE 2.0)
6	123	3.88%	MSIE 5.0 (msnca2)
7	112	3.53%	MSIE 5.01 (MSNIA)
8	111	3.50%	MSIE 5.01 (Windows 95)

**Top 15 of n Total User Agents** shows what browser the visitor is using to look at your site.

**MSIE x.x** – Microsoft Internet Explorer. Many different versions are available, with 5 being the latest. Different pc vendors will also licence a specific 'version'.

**Mozilla/x.x** - This is Netscape's "Program" name. Again, different versions are used.



The **Usage by Country** and **Top 31 of n Total Counties** give you a breakdown of where your visitors are coming from. There are, however, some important things to keep in mind.

Australia and most other counties are listed only once, as this chart is based upon the extension at the end of the domain name. Australia being .AU

Whereas visitors from the USA will be listed as:  
 US Commercial (.com)  
 Network (.net)  
 US Government (.gov)  
 US Educational (.edu)

The exception to the rule here is that visitors using BigPond are grouped in with the US Commercial total. This is unavoidable as www.bigpond.com is regarded as a US domain.

**Top 31 of 31 Total Countries**

#	Hits	Files	KBytes	Country
1	6842	5242	32295	Australia
2	2616	2416	13878	Unresolved/Unknown
3	2240	2132	12879	Network
4	1691	1494	9712	US Commercial
5	157	155	1026	Canada
6	124	122	767	Singapore
7	114	89	526	Italy
8	106	106	502	Netherlands
9	91	91	550	United States
10	85	84	566	United Kingdom
11	82	82	400	US Government
12	76	74	507	US Educational
13	69	57	291	Non-Profit Organization
14	55	50	227	Germany