



LiveSTATS.XSP v8: Getting Started with the Reports

Welcome to LiveSTATS.XSP!

The LiveSTATS.XSP Reports introduce many industry firsts in real-time data visualization and interactive reporting. Whether you are a new user or have worked with a previous version of LiveSTATS, this document will help you get started with the LiveSTATS.XSP v8 reports.

Topics below show you how to locate popular daily statistics and how to determine other core web site metrics in the LiveSTATS.XSP reports. Remember, this information is *just the beginning* to what you can discover with LiveSTATS.XSP!

The Reporting Interface

- Logging on to the LiveSTATS.XSP Reporting Interface.
- Setting the Report Period.

Viewing the Statistics

- Determining the number of visits that people make to your site.
- Seeing who's on your site currently.
- Finding out where in the world your web site visitors are located.
- Determining the Rejection Rate of your web site's home page.
- Discovering which referring sites are generating traffic to your web site.



Along with the standard reports, you'll want to take advantage of LiveSTATS.XSP Custom Reports—powerful marketing tools that enable you to track goals and special events relevant to your web site. Please see the **Getting Started with Custom Reports** PDF for information on setting up these insightful marketing reports. For information on how to use all the features in the Reporting Interface to help you get the most out of your statistics, please see the **Reporting Interface Guide** (also available in PDF).

Logging on to the LiveSTATS.XSP Reporting Interface.

The LiveSTATS.XSP Reporting Interface is accessed through a web browser, making it easy for you to view reports for a web site from the host computer (the computer on which LiveSTATS.XSP is installed) or virtually any computer with a browser on your network.

Accessing the Reporting Interface from the Host Computer

1. From the **Start** menu, click **Start>Programs>DeepMetrix>LiveStats** (Figure 1).

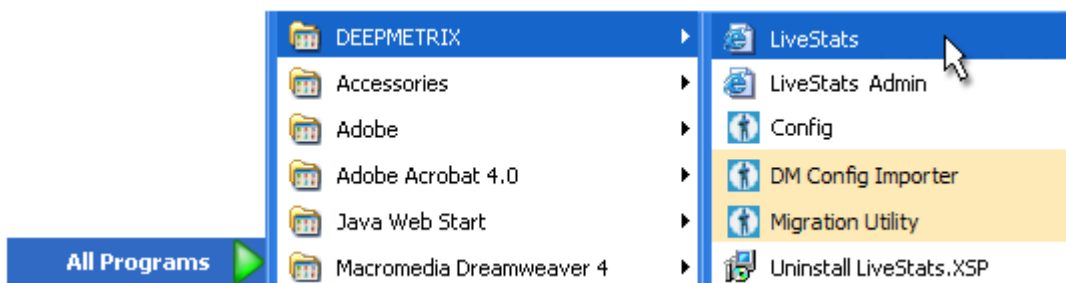


Figure 1: Launching the LiveSTATS.XSP Reporting Interface Login dialog.

2. The Login dialog will open (Figure 2). The login fields are explained in the table below.



Figure 2: The LiveSTATS.XSP Login Dialog.

| Reporting Interface Login Dialog Fields - Host Computer (Figure 2) | |
|---|--|
| Server Domain 1 | Type the domain of the web site for which you want to see statistic reports. e.g. www.crazyslippers.com |
| User Name 2 | Type the name of a User Account for this web site. Please note that this User Name is case-sensitive. |
| Password 3 | Type the password assigned to the User Name. Please note that this Password is case-sensitive. |

3. Click the **Login** button. The Reporting Interface will open.

Accessing the Reporting Interface from a Remote Computer

To access the Reporting Interface from a remote location, users must know the address of the LiveSTATS.XSP web interface.

1. Open a web browser on the remote computer.
2. In the Address box, type the address of the LiveSTATS.XSP web interface and press **Enter**.

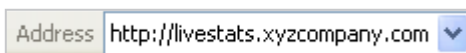


Figure 3: Launching the LiveSTATS.XSP Login Dialog from a remote computer.

To type the address of the LiveSTATS.XSP web interface, use one of the following formats:

| Address | Example |
|--|---|
| http://<domain> | http://livestats.xyzcompany.com/livestats |
| http://<IPaddress> | http://10.10.10.2/livestats |
| If you are on a Local Area Network (LAN): http://<hostcomputername> | http://XYZCOMPANY/livestats |



Please note that if you selected to have LiveSTATS.XSP as the root folder for this web site, the address will not include the "livestats" directory. For example, the address will simply be http://livestats.xyzcompany.com rather than http://livestats.xyzcompany.com/livestats.

3. The login dialog will open (Figure 2). The login fields are explained in the table below.

| Reporting Interface Login Dialog Fields - Remote Computer (Figure 2) | |
|--|--|
| Server Domain 1 | Type the domain of the web site for which you want to see statistic reports. e.g. www.crazyslippers.com |
| User Name 2 | Type the name of a User Account for this web site. Please note that this User Name is case-sensitive. |
| Password 3 | Type the password assigned to the User Name. Please note that this Password is case-sensitive. |

4. Click the **Login** button. The Reporting Interface will open.

The Reporting Interface

When launched, the LiveSTATS.XSP Reporting Interface will open to the **Page Views** report. Key areas of the Reporting Interface (Figure 4) are described in the table below.

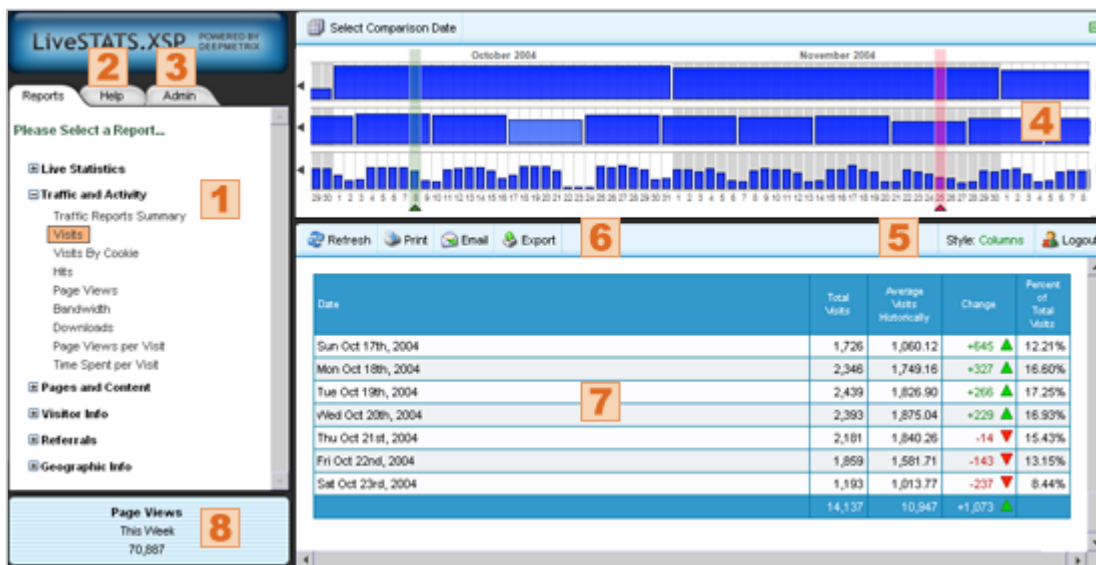


Figure 4: The LiveSTATS.XSP Reporting Interface.

| Feature | Description |
|--------------------------|---|
| Reports Tab 1 | <ul style="list-style-type: none"> Displays the list of report groups and reports. |
| Help Tab 2 | <ul style="list-style-type: none"> Displays a report description, suggested benefits, options, and notes. |
| Admin Tab 3 | <ul style="list-style-type: none"> Provides access to the Control Panel if the User has permissions. Provides access to the Global Administration Interface for the LiveSTATS.XSP Master Administrator Account. |
| Calendar 4 | <ul style="list-style-type: none"> Lets you select the report period by day, week, or month of historical data. Allows you to compare two different report periods. Displays a historical breakdown of statistics. |
| Report Settings 5 | <ul style="list-style-type: none"> Depending on the report selected, settings in this area allow you to customize the report. |
| Menu Bar 6 | <ul style="list-style-type: none"> Provides options to Refresh, Print, Email, and Export reports and Logout of the interface. |
| Report 7 | <ul style="list-style-type: none"> Displays the selected report. |
| Stock Ticker 8 | <ul style="list-style-type: none"> Shows the number of active visitors, total visits, page views, and most viewed page for the current day, week, and month. |

Generating a Report

The **Reports** tab (Figure 5) on the left of the interface lists all the reports by Report Group.

To display a report:


1. Click the **Reports** tab (**1** in Figure 5).
2. Expand the group (click the  icon) that contains the report you want to see (**2** in Figure 5).
3. Select the report/report view from the list (**3** in Figure 5).



Figure 5: The **Reports** tab.

The Reports and Report Groups

| Group | Description |
|----------------------|--|
| Live Statistics | The Who's On report shows the IP, Company/ISP name, time spent, and location of current visitors to your site. |
| Traffic and Activity | <p>This report group shows traffic units for visits, hits, page views, etc. Averages, Forecasts and comparisons with the last like report period are also reported. The Traffic and Activity reports are:</p> <ul style="list-style-type: none"> • Visits • Visits by Cookie • Hits • Page Views • Bandwidth • Downloads • Page Views per Visit • Time Spent per Visit • Traffic and Activity Summary |

| | |
|------------------------------------|---|
| <p>Pages and Content</p> | <p>This group shows statistics for pages such as which pages were requested most often, which pages were the most common entry and exit points, which pages were most commonly the only page viewed for a visit, etc. Content groups allow you to view statistics for a group of similar web pages. The Pages and Content reports are:</p> <ul style="list-style-type: none"> • Pages • Entry Pages • Exit Pages • Page Viewed Once • Time Spent per Page • Bad Requests • Content Groups • Media & Downloads • File Extensions • Pages and Content Summary |
| <p>Visitor Info Reports</p> | <p>This report group reveals which browsers, operating systems, and languages were used by people when visiting your site. Also included is a report on visits from automated web site crawlers. The Visitor Info reports are:</p> <ul style="list-style-type: none"> • Browser Types • Browser Operating Systems • Visitor Languages • Web Site Crawlers • Visitor Info Summary |
| <p>Referrals</p> | <p>This group shows which sites, search engines, key words and key word phrases referred visitors to your web site. The Referral reports are:</p> <ul style="list-style-type: none"> • Referring Domains • Referring URLs • Search Engines • Search Phrases • Search Phrases by Search Engine • Referrals Summary |
| <p>Geographic Info</p> | <p>The reports in this group show where your visitors come from. It also reports visits by the visitor's Company or ISP name. The Geographic Info reports are:</p> <ul style="list-style-type: none"> • Continent Breakdown • North American Countries • South American Countries • European Countries • Oceanic Countries • Asian Countries • African Countries • Company or ISP • Geographic Info Summary |

Setting the Report Period.

The LiveSTATS.XSP Calendar

The LiveSTATS.XSP Calendar Graph (Figure 6) at the top of the Reporting Interface provides both a historical breakdown of the report to help you spot trends in your site traffic over the past year as well as a quick means to select a report period.

The calendar will display an activity breakdown for up to 1 year (12 months) of historical data for the site. The calendar is separated into months (1 in Figure 6), weeks (2 in Figure 6), and days (3 in Figure 6). LiveSTATS.XSP can generate reports for any day, week, or month displayed (up to 1 year of historical data).

If you want to minimize the calendar so that more space is available for the report, click the Hide Calendar icon (4) in the upper right corner of the calendar (4 in Figure 6).

Selecting a Date

When the LiveSTATS.XSP Reporting Interface is launched, the default report period is the current week. You can select a different report period by using the calendar. LiveSTATS.XSP will use the selected report period for every report until you select a new date.

Mousing over a day, week, or month will display statistics for that time. Click the forward (>) and back (<) arrows to move through the calendar. For example, clicking the back arrow once beside the weeks (5 in Figure 6) will move the calendar one previous week. Double-clicking the arrow will move the calendar to the beginning of historical data. Clicking the back arrow and holding down the mouse will move the calendar until released.



Double-clicking the back arrow (<) will move the calendar to the first day of data in the calendar. Double-clicking the forward arrow (>) will move the calendar to the last day of data.

To select a report period, click on the day, week, or month. The selected report period is displayed in a lighter blue color (6 in Figure 6).

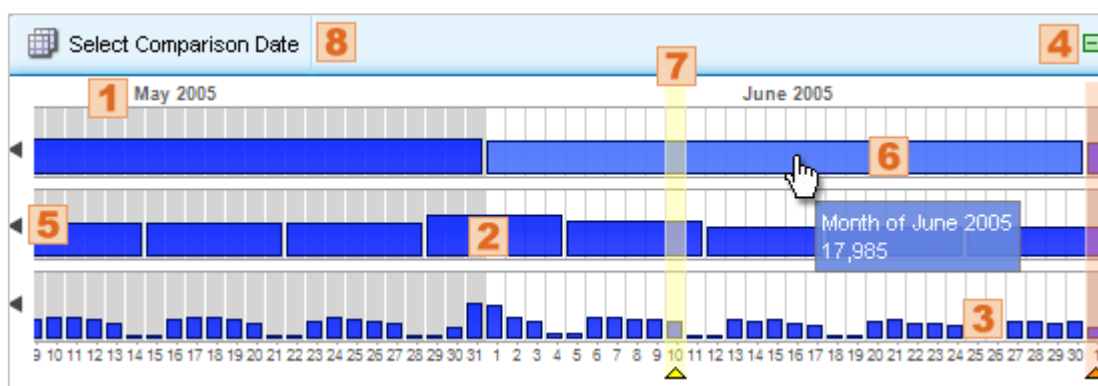



Figure 6: The LiveSTATS.XSP Calendar Graph.

| To Select a Day, Week, or Month on the Calendar Graph | | |
|---|--|--|
| Day | <p>Click the day from the calendar.</p> <p>Days are numbered below the graph. A mouse over will show the day of the week as well as statistics for that day.</p> <p>Click the < arrow to display previous days or click the > arrow to display later days.</p> | |
| Week | <p>Click the week on the calendar.</p> <p>A mouse over will show the date for the week as well as statistics for that week.</p> <p>Click the < arrow to display previous weeks or click the > arrow to display later weeks.</p> | |
| Month | <p>Click the month on the calendar.</p> <p>Months are labeled above the graph. A mouse over will show statistics for that month.</p> <p>Click the < arrow to display previous months or click the > arrow to display later months.</p> | |



An **Events** marker (7 in Figure 6) plots significant events against your web site's historical breakdown of traffic activity. By tracking key events, you can pinpoint which events affected your web site traffic the most. Users with permission to manage a web site's settings can create new events through the Control Panel. Please see the **Control Panel Guide** on the **Customer Care** site (<https://www.deepmetrix.com/customer-care>) for information on configuring events.



LiveSTATS.XSP enables you to compare two different report periods of the same report. For example, you can compare Page Views for the Week of March 20, 2005 with the Week of March 27th, 2005. Simply click  Select Comparison Date (8 in Figure 6) at the top of the calendar. Please see the **Reporting Interface Guide** on the **Customer Care** site for more information on making a report comparison.

Determining the number of visits that people make to your site.


At the core of web site analysis is tracking how many visits your web site receives. This is probably the first web site statistic you will want to see and one of the metrics you will want to track daily.

In LiveSTATS.XSP, a **Visit** is recorded each time a person lands on your web site. One Visit can contain one or more Page Views.

This key metric can be determined by looking at the **Visits** report (Figure 7).

Viewing the Statistics

To determine the total number of distinct visits to your web site:

1. Select the **Reports** tab.
2. Expand the **Traffic and Activity** group (click the  icon).
3. Select the **Visits** report.
4. The **Total Visits** column will display the number of distinct visits to your web site during each time period (**1** in Figure 7). The number at the bottom of the column will display the total number of visits for the selected report period (**2** in Figure 7).

For example, people made 967 distinct visits to the Crazy Slippers web site on Tuesday. There was a total of 4,732 visits to the site during the week.

| Date | Total Visits | Average Visits Historically | Change | Percent of Total Visits |
|--------------------|----------------|-----------------------------|----------|-------------------------|
| Sun Jun 19th, 2005 | 250 | 279.00 | +86 ▲ | 5.28% |
| Mon Jun 20th, 2005 | 627 | 856.24 | +238 ▲ | 13.25% |
| Tue Jun 21st, 2005 | 1 967 | 952.00 | +521 ▲ | 20.44% |
| Wed Jun 22nd, 2005 | 957 | 936.50 | +399 ▲ | 20.22% |
| Thu Jun 23rd, 2005 | 865 | 907.55 | +418 ▲ | 18.28% |
| Fri Jun 24th, 2005 | 789 | 734.16 | +549 ▲ | 16.67% |
| Sat Jun 25th, 2005 | 277 | 264.45 | +75 ▲ | 5.85% |
| | 2 4,732 | 4,930 | +2,286 ▲ | |

Figure 7: The **Visits** report.

Seeing who's on your site currently.

You can see at-a-glance information for the people currently visiting your site by looking at the **Who's On** report (Figure 8). Simply click the **Live Statistics** report group on the **Reports** tab to access this report.

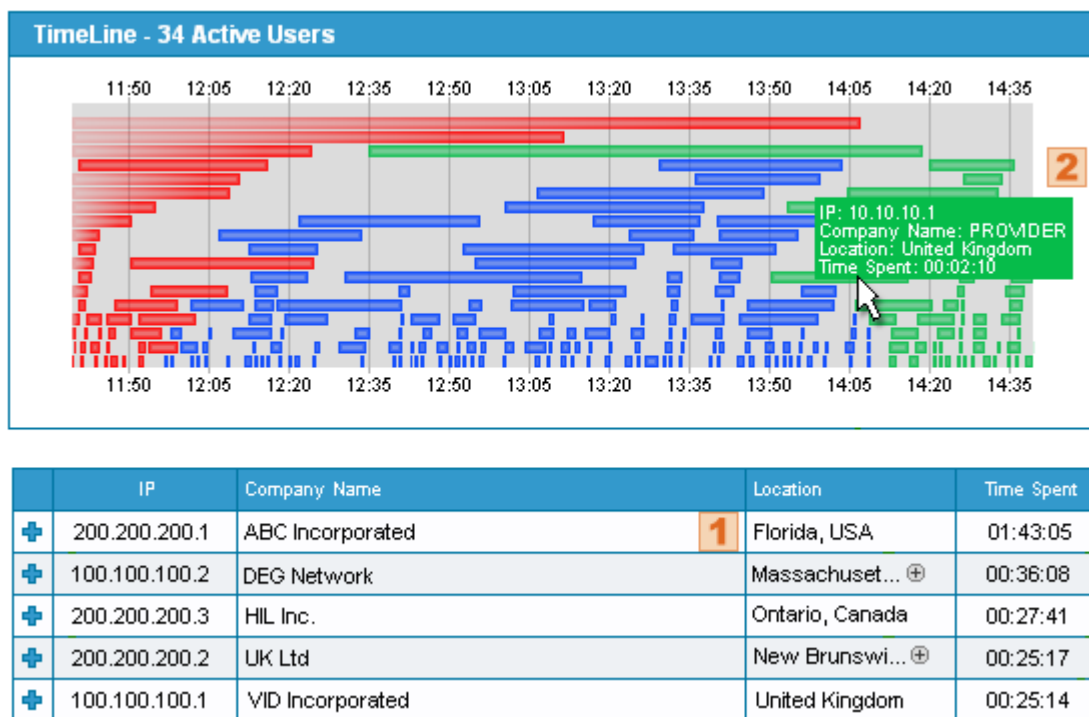


Figure 8: Timeline and Tabular Statistics in the **Who's On** report.

In the tabular statistics area of the report (1 in Figure 8), the **IP** column will display the IP Address of the current visitor's computer. The **Company Name** column will display the visitor's company or Internet Service Provider name, if it can be determined from the person's IP address. The **Location** column will display the geographic origin of the company. The **Time Spent** column will display the length of the visit. The format is in hour:minutes:seconds.

For example, someone with the IP Address of 200.200.200.1 from the ABC Incorporated company in Florida, USA is currently on the Crazy Slippers web site. Their visit has lasted 1 hour 43 minutes and 5 seconds.

The **Timeline** area of the report (2 in Figure 8) shows *when* a visit started and its duration. Roll over a bar with your mouse to reveal details on the visit. The green bars represent *current* users, the blue bars represent *recent* users, and the red bars represent users who entered your site *more than 2 hours ago*.

The **Geographic Origin** area (not shown) shows the locations of people currently visiting. Roll over an individual area with your mouse to reveal the number of people visiting from that location and the percentage of the global traffic this represents.



Please note that because the interactive mouse overs and the **Timeline** graph (2 in Figure 8) are Java-based, a user's account must be Java-enabled in order to see these features. User Accounts can be Java-enabled through the **User Accounts** in the **Control Panel Interface**. The Master Administrator Account can be Java-enabled through the **Configuration Utility**. Please refer to the documentation on the Customer Care web site at <https://www.deepmetrix.com/customer-care> for information. The user must also have a JVM (Java Virtual Machine) installed on their computer. A JVM can be downloaded from: <http://java.com/>.

Finding out where in the world your visitors are located.

One of the things you want to know about your web site visitors is where they come from—where are they located in the world? Discovering the origins of people visiting your web site can reveal opportunities you may want to take advantage of by geographically targeting marketing campaigns, opening regional offices, or launching alternate language versions of your site.

You can determine the origin of people visiting your web site by looking at the reports in the **Geographic Info** report group, which includes the **Continent Breakdown** Report (Figure 9).








| # | Continent | Total Visits | Average Visits Historically | Forecasted Visits this Period | Percent of Visits |
|----|---|--------------|-----------------------------|-------------------------------|-------------------|
| 1. |  North America | 9,850 | 8,916.00 | 8,706.75 | 52.84% |
| 2. |  Europe | 5,063 | 3,091.67 | 2,850.13 | 27.16% |
| 3. |  Oceania | 2,331 | 1,841.50 | 1,489.29 | 12.50% |
| 4. |  Asia | 1,111 | 945.67 | 870.64 | 5.96% |
| 5. |  South America | 171 | 123.50 | 100.31 | 0.92% |
| 6. |  Africa | 117 | 35.00 | 32.50 | 0.63% |
| | | 18,643 | 14,287 | 14,050 | |

Figure 9: Tabular statistics in the **Continent Breakdown** report.

Viewing the Statistics

1. Select the **Reports** tab.
2. Expand the **Geographic Info** group (click the  icon).

3. Select the **Continent Breakdown** report.
4. The **Total Visits** column (1 in Figure 9) will display the amount of distinct visits to the web site from people in each location during the selected report period. Generate a report on a particular continent by clicking on the continent image (2 in Figure 9). This report will display the number of visits from people located in each country.


For example, people in Europe made 5,063 visits to the web site this week.

Determining the Rejection Rate of your web site's home page.

The home page is a crucial first impression of your web site for most new visitors. How well does your home page perform in encouraging people to journey through the site and complete a call-to-action? The Rejection Rate of your home page is a key metric in web site analysis for demonstrating the effectiveness of your web site's entry page. A "rejection" is considered to be a visitor viewing the home page then leaving the web site without clicking a link and continuing on to view more of the site.

You can determine your rejection rate by looking at the **Entry Pages** and **Pages Viewed Once** reports.

Viewing the Statistics

1. Select the **Reports** tab.
2. Expand the **Pages and Content** group (click the  icon).
3. Select the **Entry Pages** report.
4. Get the number of page views for your home page (1 in Figure 10). This represents the number of times that people used the page to enter your site and view more web pages.

For example, the Crazy Slippers home page "/index.aspx" was used by people to enter the site 11,708 times during the month of January 2005.






| | # | Title & Entry Page | Total Page Views | Average Page Views Historically | Change | Percent of Page Views |
|---|----|----------------------|------------------|---------------------------------|--------|-----------------------|
|  | 1. | /index.aspx | 11,708 | 8,521.13 | -168 ▼ | 34.74% |
|  | 2. | /about_us/index.aspx | 9,172 | 9,298.06 | -99 ▼ | 27.22% |
|  | 3. | /products/index.aspx | 1,578 | 1,238.89 | -64 ▼ | 4.68% |
|  | 4. | /support/index.aspx | 879 | 614.25 | +126 ▲ | 2.61% |
|  | 5. | /legal/index.aspx | 645 | 520.13 | -97 ▼ | 1.91% |

Figure 10: Tabular statistics in the **Entry Pages** report.


- Next, select the **Pages Viewed Once** report also in the **Pages and Content** group on the **Reports** tab.

| # | Title & Page | Total Page Views | Average Page Views Historically | Change | Percent of Page Views |
|---|-------------------------|------------------|---------------------------------|--------|-----------------------|
| + | 1. /index.aspx | 2 7,767 | 5,314.27 | -359 ▼ | 40.17% |
| + | 2. /about_us/index.aspx | 3,572 | 3,453.50 | +48 ▲ | 18.48% |
| + | 3. /products/index.aspx | 1,276 | 998.00 | -47 ▼ | 6.60% |
| + | 4. /support/index.aspx | 572 | 409.22 | +79 ▲ | 2.96% |
| + | 5. /legal/index.aspx | 355 | 269.56 | -5 ▼ | 1.84% |

Figure 11: Tabular statistics in the **Pages Viewed Once** report.

- Get the number of page views for your home page (2 in Figure 11) from the Pages Viewed Once report. This represents the number of times people viewed the page without clicking a link on the page to view another page on the site.

For example, the Crazy Slippers home page "/index.aspx" was the only page viewed in 7,767 visits during the month of January 2005.

 Make sure to get the Viewed Once number for the *same home page* as the Entry Page number. Also, make sure that the numbers are for the same report period.

- Finally, perform the following calculation:

$$\text{Rejection Rate} = \text{Page Viewed Once} / (\text{Page Viewed Once} + \text{Entry Page})$$

For example, if the Page Viewed Once views is 7,767 and the Entry Page views is 11,708, then the Crazy Slippers site's rejection rate would be 40%.

$$(7,767 / (7,767 + 11,708)) \times 100 = 40\%$$



Since LiveSTATS.XSP does not consider a Viewed Once visit as an entrance to the site, Viewed Once visits are not included in the Entry Page visits.

Discovering which referring sites are generating traffic to your web site.

Determining which referring sites and search engines are sending your site the most traffic can help you boost your link-generating initiatives. You can watch the performance of referring sites and, with the insight gained into visitor behavior and motivation, you can act to enhance your site for these referred people. Also, discovering new referring sites allows you to evaluate the manner in which they are representing your site.


Referring search engine keyword information provides feedback on the success of populating your web site's content with keywords that you think your target people will use to find your site. You may choose to use this keyword information to set up campaigns that are centered on buying keywords and then track the campaigns through a custom report to see how much traffic they generate.

You can determine traffic from referring sites by looking at the reports in the **Referrals** report group, which includes the **Referring Domains** report (Figure 12).

| | # | Site Domain | Total Visits Referred | Average Visits Historically | Change | Percent of Visits |
|---|----|-----------------------------|-----------------------|-----------------------------|--------|-------------------|
| + | 1. | www.google.com | 1,459 | 1,235.91 | +285 ▲ | 37.34% |
| + | 2. | web.ask.com | 221 | 294.20 | +68 ▲ | 5.66% |
| + | 3. | www.abccompany.com 1 | 2 164 | 182.14 | -7 ▼ | 4.20% |
| + | 4. | aolsearch.aol.com | 156 | 142.06 | +4 ▲ | 3.99% |
| + | 5. | search.xyz.company.com | 141 | 114.67 | -12 ▼ | 3.61% |

Figure 12: Tabular statistics in the **Referring Domains** report.

Viewing the Statistics

1. Select the **Reports** tab.
2. Expand the **Referrals** report group (click the  icon).
3. Select the **Referring Domains** report.
4. The **Total Visits Referred** column (**2** in Figure 12) will display the amount of distinct visits to the web site from people referred by each web site (**1** in Figure 12) during the selected report period.

For example, the www.abccompany.com site referred 164 visits to the web site this week.

Other referral reports include:

- **Referring URLs:** This report shows the specific web site URLs that have referred traffic to your web site.
- **Search Engines:** This reports reveals traffic from all the main search engines.
- **Search Phrases:** This reports displays traffic of all natural keywords used on search engines to find your web site.
- **Search Engines by Search Phrase:** This reports displays use of natural keywords by the search engine they were used on to find your web site.



To track keyword campaigns that you have set up with search engines, you can configure a custom report. Please see the **Getting Started with Custom Reports** PDF and the **Control Panel Guide** on the Customer Care site at <https://www.deepmetrix.com/customer-care> for information.

About DeepMetrix

DeepMetrix Corporation has developed real-time applications for businesses since 1992. Our applications and services are used by enterprises to make business, IT, marketing and merchandising decisions based on timely factual information.

DeepMetrix pioneered real-time web statistics in 1996 and has remained an industry leader since that time, now with more than seven hundred and thirty-four thousand web-sites actively using LiveSTATS.

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