



LiveSTATS.XSP v8: The Reporting Interface Guide

This guide looks at many of the features in the LiveSTATS.XSP Reporting Interface that help you get the most out of your web site statistics. User guides on Installation, the Global Administration Interface, and the Control Panel are also provided in PDF. For complete LiveSTATS.XSP documentation, including FAQs, technical articles and user guides for the custom utilities, please visit the Customer Care web site at <https://www.deepmetrix.com/customercare>.

The contents of this guide are:

What this Document Covers	page 2
Accessing the Reporting Interface	page 3
Creating a Hyperlink to the Reporting Interface	page 5
Key Areas of the Reporting Interface	page 6
The Calendar Graph	page 8
Selecting a Report Period	page 8
Event Markers	page 10
Comparing Report Periods	page 10
The LiveSTATS.XSP Reports and Report Groups	page 11
Generating a Report	page 13
Interactive Report Features	page 13
The Menu Bar	page 15
Refreshing a Report	page 15
Printing a Report	page 15
Emailing a Report	page 16
Exporting a Report	page 17
Logging Out	page 18
Report Customization	page 18
Keyword Filter	page 18
Display List Size	page 19
Columns/Graphs	page 19
What's Next?	page 20

Please note that this PDF was created to provide LiveSTATS.XSP customers with a printable version of the user guide. If you prefer to read this document on-screen through Adobe® Reader®, you may wish to increase the magnification.

What this Document Covers

The LiveSTATS.XSP Reporting Interface (Figure 1) introduces many industry firsts in real-time data visualization and interactive reporting. This document looks at many of the features found in the Reporting Interface that help you get the most out of your web site statistics.

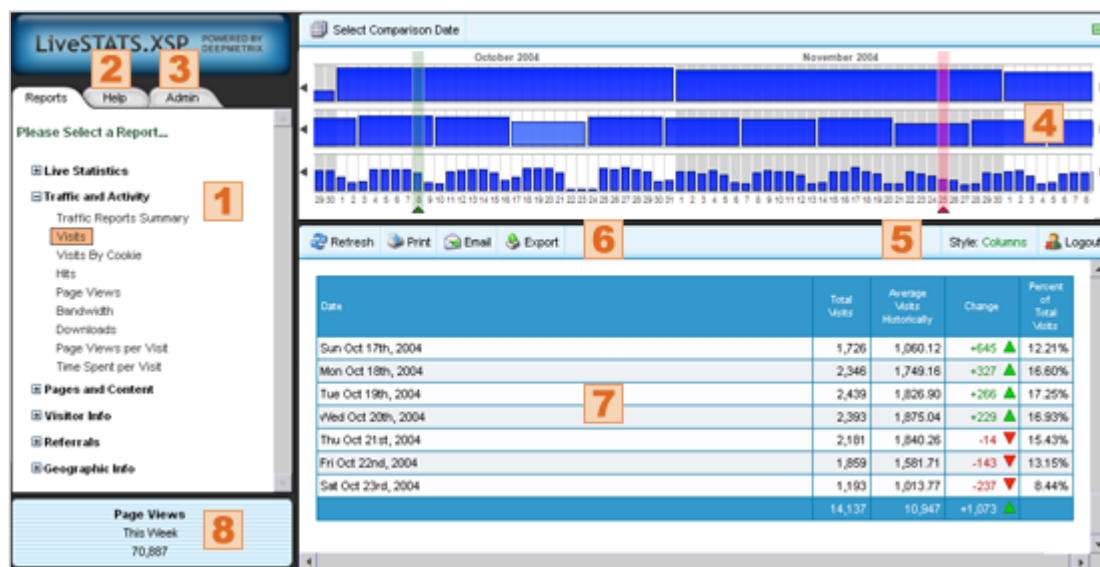


Figure 1: The LiveSTATS.XSP Reporting Interface.

LiveSTATS.XSP includes more than 30 different web analytics reports. Some of the Reporting Interface features are:

- A Who's On report that displays web site traffic in real-time.
- A Stock Ticker showing the number of active visitors, total visits, page views, and most viewed page statistics for the current day, week, and month.
- Interactive graphs and timelines.
- Geographic segmentation maps.
- Icons for browsers, operating systems, countries, and search engines.

Accessing the 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. Click **Start>Programs>DEEPMETRIX>LiveStats** (Figure 2) to access the Reporting Interface Login dialog.

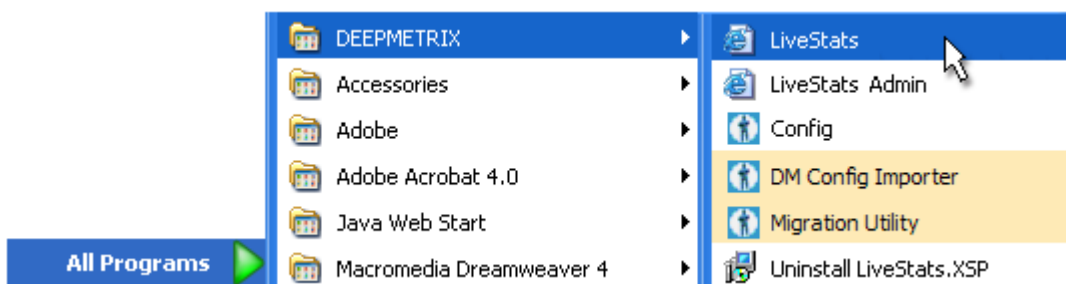


Figure 2: Launching the Reporting Interface Login dialog.

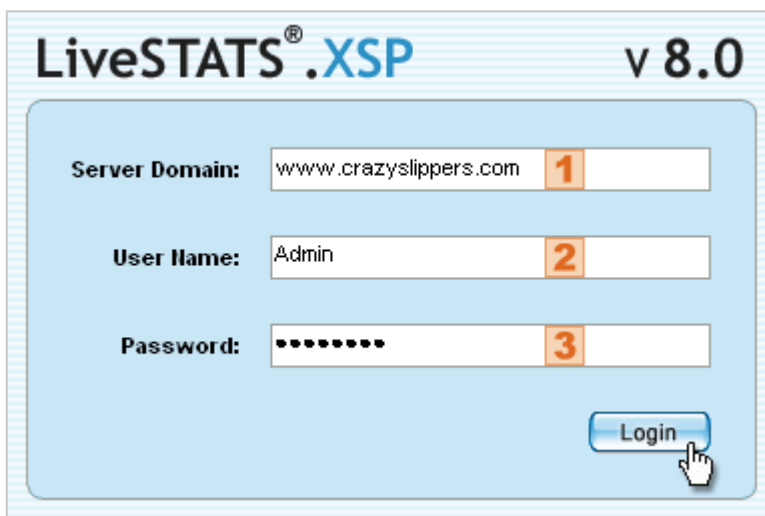


Figure 3: The Reporting Interface Login dialog.

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

Reporting Interface Login Dialog Fields (Figure 3) - Host Computer	
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	The LiveSTATS.XSP Master Administrator Account User Name. Please note that the User Name is case-sensitive.
Password 3	The password assigned to the LiveSTATS.XSP Master Administrator Account. Please note that the Password is case-sensitive.

3. Click the **Login** button.

Accessing the Reporting Interface from a Remote Location

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. In the Address box, type the address of the LiveSTATS.XSP web interface (Figure 4) and press **Enter**.

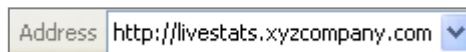


Figure 4: Launching the Reporting Interface Login dialog from a remote computer.

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



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.

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

Reporting Interface Login Dialog Fields (Figure 3) - Remote Computer	
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 the User Name is case-sensitive.
Password 3	Type the password assigned to the User Name. Please note that the Password is case-sensitive.

3. Click the **Login** button.

Creating a Hyperlink to the Reporting Interface

You can speed access to the LiveSTATS.XSP Reporting Interface by creating a hyperlink that bypasses the Login screen and opens the Reporting Interface directly. This link lets you skip the Login screen even when your web site requires a user name and password.



You should ensure that no unauthorized users have access to this link.

To link directly to the Reporting Interface for a web site, create a hyperlink with the following Login information. The fields are explained in the table below.

http://<LiveSTATS.XSP Address>/login.aspx?Domain=<Server Domain>&User=<User Name>&Password=<User Password>

LiveSTATS.XSP Address	The address of the LiveSTATS.XSP Web Interface. This address may be a domain name, an IP address, or the computer name on a Local Area Network (LAN). For example, http://computer.xyzcompany.com/livestats/. If you have selected to have LiveSTATS.XSP as the root folder for this web site, the address will not contain the "livestats" directory. For example, simply http://computer.xyzcompany.com.
Server Domain	The domain of the web site for which you want to see statistic reports (e.g. www.crazyslippers.com).
User Name	The LiveSTATS.XSP Master Administrator Account User Name.
User Password	The password assigned to the Master Account.

For example:

http://computer.xyzcompany.com/login.aspx?Domain=www.crazyslippers.com&User=Admin&Password=Admin or http://computer.xyzcompany.com/livestats/login.aspx?Domain=www.crazyslippers.com&User=Admin&Password=Admin

You may also want to create a hyperlink for people in your organization to jump directly from an intranet web page to the LiveSTATS.XSP Reporting Interface. In this case, use a User Account Name and Password for the web site in the hyperlink.

Key Areas of the Reporting Interface

When launched, the Reporting Interface will open to the Page Views report. Key areas of the Reporting Interface (Figure 1) are described in the table below.

Feature	Description
Reports Tab 1	<ul style="list-style-type: none"> Displays the list of report groups and reports. <p>Please see the LiveSTATS.XSP Reports and Report Groups section for more information.</p>
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. <p>Please see Figure 5 for more information.</p>
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. <p>Please see the Calendar Graph section for more information.</p>
Report Settings 5	<ul style="list-style-type: none"> Depending on the report selected, settings in this area allow you to customize the report. <p>Please see the Report Customization section for more information.</p>
Menu Bar 6	<ul style="list-style-type: none"> Provides options to Refresh, Print, Email, and Export reports and Logout of the interface. <p>Please see the Menu Bar section for more information.</p>
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.
------------------------------	---

The Admin Tab

The LiveSTATS.XSP administration interfaces can be accessed through the Reporting Interface by selecting the **Admin** tab (Figure 5).

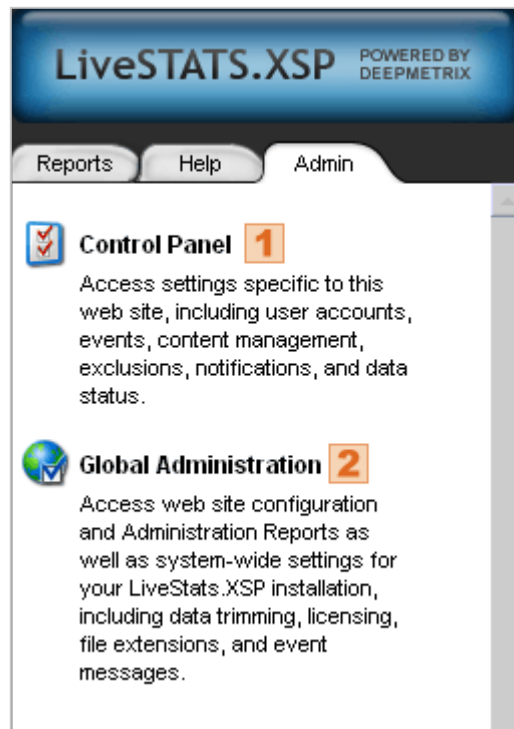


Figure 5: The **Admin** tab.

Click **Control Panel** (**1** in Figure 5) to launch the Control Panel Interface for the web site and manage user accounts, dynamic content, custom reports, client exclusions, etc. Please refer to the **Control Panel Guide** for information on this interface.

Click **Global Administration** (**2** in Figure 5) to launch the Global Administration Interface where you can manage your LiveSTATS.XSP installation and system-wide settings. Please refer to the **Global Administration Guide** for information on this interface.



If a user account has not been assigned access to a web site's settings, the **Admin** tab will not appear in the Reporting Interface for that account. The Global Administration option will only be displayed on the Admin tab if the user has logged in with the LiveSTATS.XSP Master Account.

The Calendar Graph

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 Report Period

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).

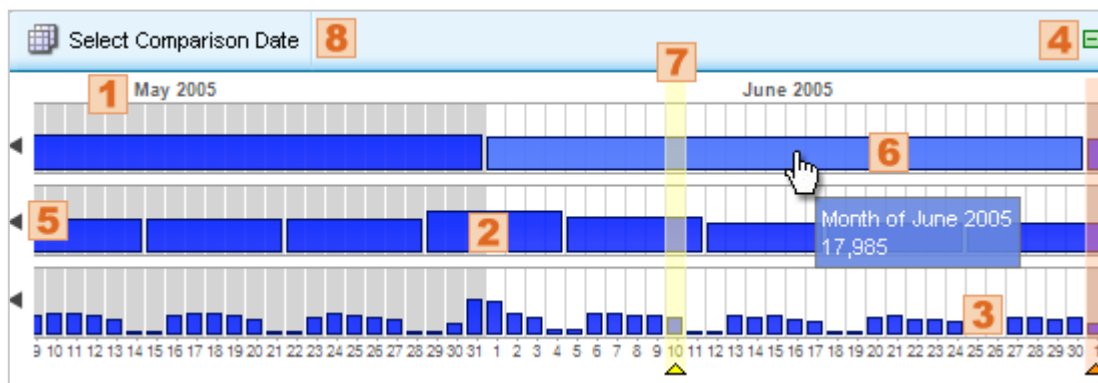


Figure 6: The LiveSTATS.XSP Calendar Graph.

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>	

LiveSTATS.XSP can generate reports for any day, week, or month period in up to 1 year (12 months) of site history.



The **Data Trimming** setting in the Global Administration Interface will affect the dates available in the Calendar Graph for reports in the **Pages and Content**, **Visitor Info**, **Referrals**, and **Geographic Info** groups. Data trimming refers to limiting the amount of historical web site data that is kept in order to save database space. For example, if the data trimming setting is at 3 months, only the last three months will be displayed in the Calendar Graph for these reports and available for selecting a report period. Please see the **Global Administration Guide** for information on configuring the Data Trimming setting.

Data trimming will not affect reports in the **Traffic and Activity** group. The Calendar Graph will display up to 1 year in historical data for these reports, regardless of the data trimming setting.

Event Markers

Many events—such as advertising campaigns, editorial coverage and world events—may increase or decrease traffic on your web site. An **Events** marker (7 in Figure 6) plots these 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** for information on configuring events.

Comparing Report Periods

LiveSTATS.XSP also 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.

1. Simply click  Select Comparison Date (8 in Figure 6) at the top of the calendar.

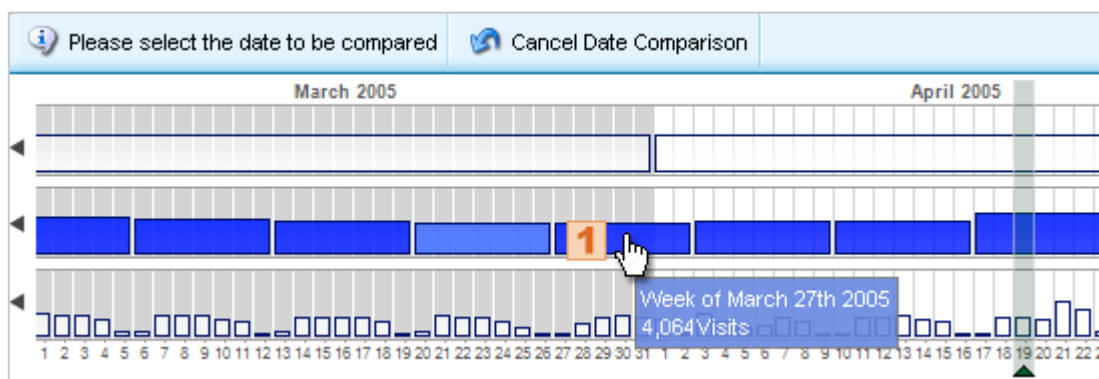


Figure 7: Selecting a date comparison in the Calendar Graph.

2. Select the date to compare (1 in Figure 7).

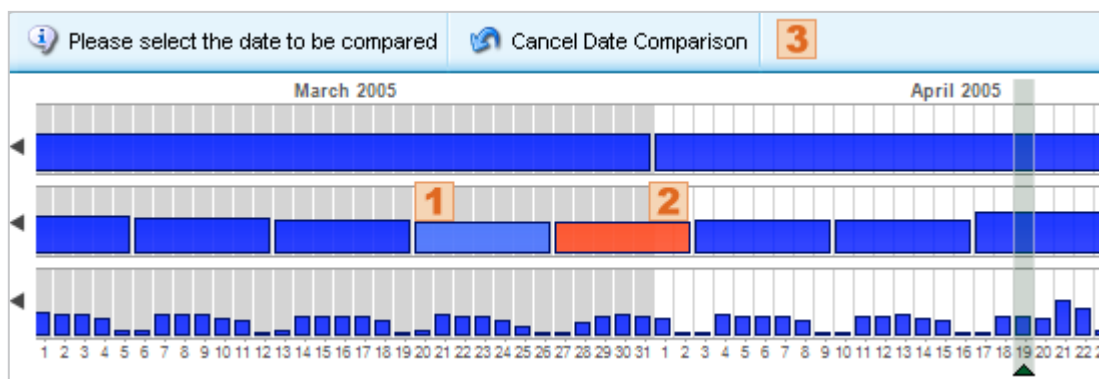


Figure 8: A date comparison in the Calendar Graph.

- The selected report period will be displayed in a lighter blue color (1 in Figure 8) and the comparison report period will be displayed in orange (2 in Figure 8). To remove a comparison, click **Cancel Date Comparison** at the top of the calendar (3 in Figure 8).

The LiveSTATS.XSP Reports and Report Groups

LiveSTATS.XSP includes over 30 standard reports in six report groups plus custom reports:

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	This report group shows traffic units for visits, hits, page views, downloads, etc. Averages, Forecasts and comparisons with the last like report period are also reported. The Traffic and Activity reports are: <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
Pages and Content	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: <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</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



LiveSTATS.XSP Custom Reports provide statistics that meet criteria you define in a custom filter. For example, Custom Reports can show the number of visits that include a request for a certain page or came from a certain referrer, can capture referrers to a certain page or CGI parameters, etc. When creating a Custom Report through the Control Panel, you can select which Report Group will include the new report. For information on setting up Custom Reports, refer to **Getting Started with Custom Reports** (also available in PDF) and the **Control Panel Guide**.



This document looks at features in the Reporting Interface. For help in locating core statistics in the reports, please see **Getting Started with the LiveSTATS.XSP Reports** (also available in PDF).

Generating a report

The **Reports** tab (Figure 9) on the left of the interface lists all the reports by Report Group.



Figure 9: The **Reports** tab.

To display a report:

1. Click the **Reports** tab (1 in Figure 9).
2. Expand the group (click the **+** icon) that contains the report you want to see (2 in Figure 9).
3. Select the report/report view from the list (3 in Figure 9).

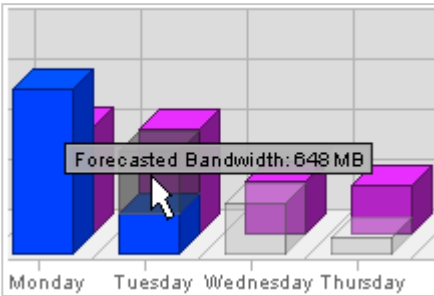

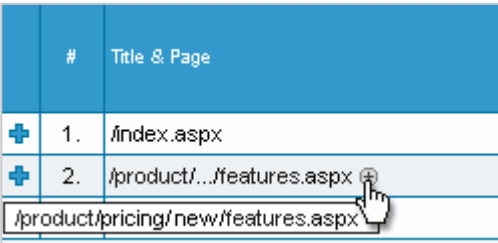

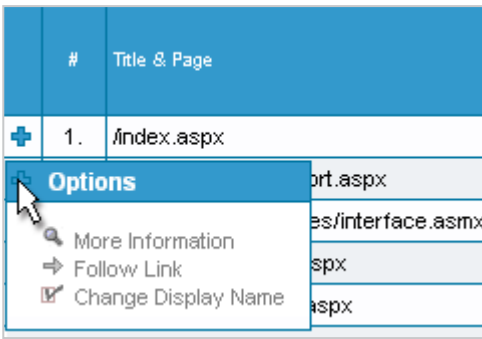

Interactive Report Features

Examples of some of the LiveSTATS.XSP Interactive report features are provided in the table below.



Interactive report features that use mouse overs require that a user's account be Java-enabled. User Accounts can be Java-enabled through **User Accounts** in the Control Panel.

The Master Administrator Account can be Java-enabled through the **Configuration Utility**. The user must also have a JVM (Java Virtual Machine) installed on their computer. A JVM can be downloaded from: <http://java.com/>. Please see the **Control Panel Guide** and **Configuration Utility Guide** for more information.

Feature	Description
<p>Hot Spots</p>	<p>Mouse over hot spots to display additional report details.</p> 
<p>More Button </p>	<p>Click the More button beside an item to display the complete name of the item.</p> 
<p>Option Button </p>	<p>Click the Option button beside an item to display options for additional report information.</p> 
<p>More Information Option </p>	<p>Click this icon in the Options drop-down menu to display more detailed information for specific list items in a report.</p>

<p>Follow Link Option →</p>	<p>Click this icon in the Options drop-down menu if you wish to launch the selected page in a new web browser.</p>
<p>Change Display Name Option ↗</p>	<p>Click this icon in the Options drop-down menu to create a user-friendly alias for the selected page.</p> <div data-bbox="727 552 1307 898" style="border: 1px solid gray; padding: 5px; margin: 10px auto; width: fit-content;"> </div> <p>Type the user-friendly name for the page in the Title text box and click the Save button. This alias will be used for this web page in the Page reports instead of the page's URL.</p>

The Menu Bar

The Menu Bar at the top of a report (Figure 10) provides options to **Refresh**, **Print**, **Email**, and **Export** a report, **Logout** of the Reporting Interface, and customize the report.

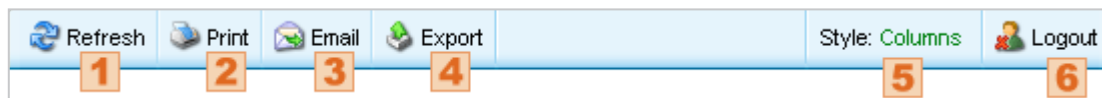


Figure 10: The **Reporting Interface Menu Bar**.



For information on settings used to customize a report (5 in Figure 10), please see the **Report Customization** section.

Refreshing a Report

Click the **Refresh** button (1 in Figure 10) to regenerate statistics for a report.

Printing a Report

To print a report, click the **Print** button (2 in Figure 10). LiveSTATS.XSP creates a “print friendly” version of the report in a new window. You can print this version from your web browser using the browser’s Print command.

Emailing a Report

You can email any LiveSTATS.XSP report or an Executive Summary report for any selected report period to any address through the Email function in the Reporting Interface.

To email a report:

1. Click the **Email** button (3 in Figure 10).

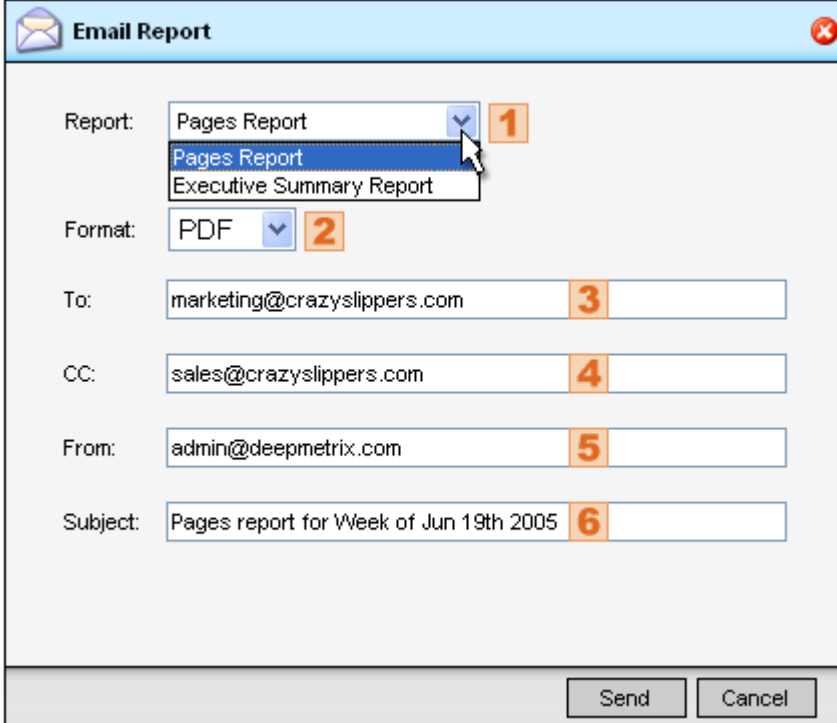


Figure 11: Emailing a LiveSTATS.XSP report.

2. From the **Report** drop-down list at the top of the Email Report dialog (1 in Figure 11), select the report you want to email: the current report (for example, "Pages Report") or an Executive Summary Report for the selected report period. The **Subject** text box will display the report that has been selected to be emailed (6 in Figure 11).
3. Select the **Format** of the report: HTML or PDF (2 in Figure 11).
4. Type the email address of the person you would like to receive the report in the **To** text box (3 in Figure 11). You can also type an email address of a person you would like to receive a copy of the emailed report in the optional **CC** text box (4 in Figure 11).

5. The **From** text box (5 in Figure 11) will display the default "From" address for your emailed reports. This address will be displayed in the email's "From" field. If you want to modify the address, clear the default address from the text box and type the new address. Modifying the "From" address in this dialog will only affect this email and will not reset the LiveSTATS.XSP Default "From" address.
6. Click the **Send** button to email the selected report.



Weekly and Monthly Executive Summary reports will be automatically emailed to user accounts that have been configured to receive them.

Exporting a Report

To export a report:

1. Click the **Export** button (4 in Figure 10).

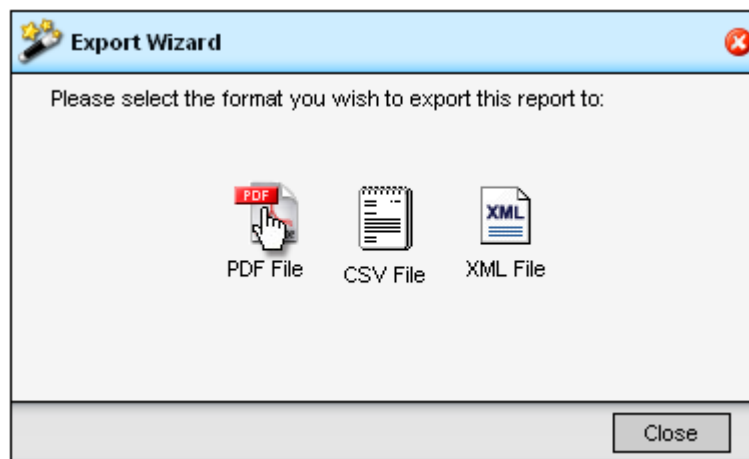


Figure 12: Choosing a file format to export a LiveSTATS.XSP report.

2. Click the icon for the file format you want the report data saved to your hard disk: **XML File**, **CSV File**, or **PDF File** (Figure 12).
3. Right click the icon for the selected file format and select **Save Target As** (Figure 13).

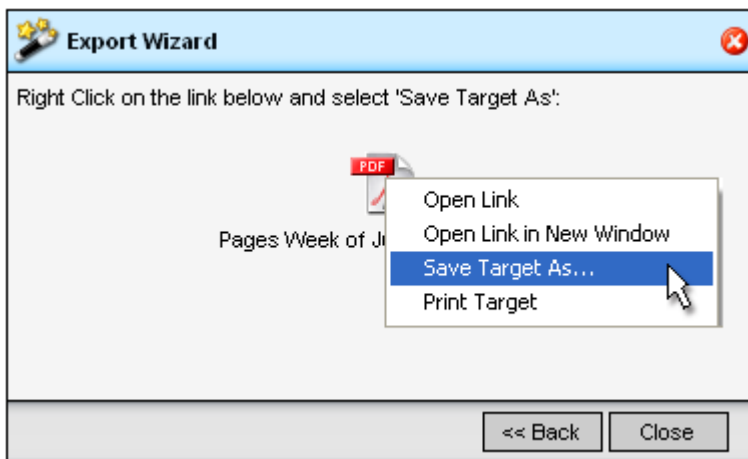


Figure 13: Choosing a file format to export a LiveSTATS.XSP report.

Logging Out

Click the Logout button (6 in Figure 10). to log out of the LiveSTATS.XSP Reporting Interface.

Report Customization

Options for customizing a report are displayed on the menu bar at the top of the report (Figure 14) and depend on the report selected. Examples of some of these options are described below.

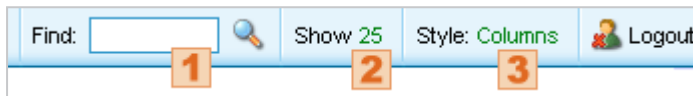


Figure 14: The Report Settings options.

Keyword Filter

You can filter many LiveSTATS.XSP reports by keyword. For example, you can filter reports to display only certain items such as pages within a specific directory or referrals from a specific domain. As an example, if you filter a Pages report by the word "support," only pages with "support" in the URL will be displayed.

To filter a report, type the word(s) to filter by in the **Find** text box (1 in Figure 14) and click the magnifying glass icon (2). The filter will only be applied to the selected report.



The **Find** text box will only be displayed for a report period in the current month and is not available for a historical report period.

Display List Size

You can change how many items are listed in the reports through the List Size setting (2 in Figure 14). The setting is applied to all reports.

To change the number of items listed in tables, click the Show # drop-down menu and select the list size. Options are: 10, 25, 75 and 100 items.

Columns/Graphs

You can change how statistics are displayed in the reports through the Style options: **Columns** or **Graph** (3 in Figure 14). The setting is applied to all reports.

When the Columns option is selected (default), the Current Total, Average, Forecasted/Change, and Percentage statistics will be displayed in side by side columns (Figure 15).

#	Title & Page	Total Page Views	Average Page Views Historically	Forecasted Page Views this Period	Percent of Page Views
+	1. /index.aspx	19,304	26,141.43	25,189.63	27.24%

Figure 15: A report in Columns mode.

When the Graph option is selected, statistics for Current, Average, Last, and Forecasted/Change statistics will be represented by an interactive Comparison graph (Figure 16).

#	Title & Page	Total Page Views	Comparison
+	1. /index.aspx	19,304	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>current</p> <p>19,304</p> </div> <div style="text-align: center;"> <p>avg</p> <p>26,141.43</p> </div> <div style="text-align: center;"> <p>last</p> <p>25,189.63</p> </div> <div style="text-align: center;"> <p>forecasted</p> <p>25,189.63</p> </div> </div>

Figure 16: A report in Graph mode.

What's Next?

- The **Getting Started with the LiveSTATS.XSP Reports** guide (also available in PDF) will help you locate core web site statistics.
- The **Getting Started with Custom Reports** guide (also available in PDF) will show you how to set up custom reports to track marketing goals and events.
- If you want to administer your configuration of LiveSTATS.XSP, like manage web sites, file extensions, data management, access administration reports, and view event messages, see the **Global Administration Guide** (also available in PDF).
- If you want to modify the settings for a web site, like user accounts, dynamic content, custom reports, and client exclusions, see the **Control Panel Guide** (also available in PDF).

For the complete LiveSTATS.XSP documentation, please see the Support section of the Customer Care site at <https://www.deepmetrix.com/customer-care>.

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.

For more information contact DeepMetrix at:

DeepMetrix Corporation
15 Gamelin Blvd., Suite 510
Gatineau, Quebec, Canada J8Y 1V4
Phone: 819.776.0707
Fax: 819.776.5560
Toll-Free Sales Phone: 1.800.903.8287
Email: info@deepmetrix.com
Web Site: www.deepmetrix.com

©2005 DEEPMETRIX CORPORATION All rights reserved. DeepMetrix, StatScript, InstantMining, Click-and-Mine, Visitor Intelligence and LiveSTATS are trademarks or registered trademarks of DeepMetrix Corporation in Canada, the United States of America and other countries. The names of actual companies, products and all other trademarks mentioned herein, registered or otherwise, are the property of their respective owners.

DISCLAIMERS: The information in this user guide is subject to change without notice. DeepMetrix Corporation assumes no responsibility or liability for any errors or inaccuracies that may appear in this guide.

Example companies, domain names, products, email addresses, people and events depicted within this guide, such as screen captures and product examples, are fictitious or those of DeepMetrix Corporation.

VERSION: LiveSTATS.XSP v8 Reporting Interface Guide v1.1: Release Date: November 8, 2005.