

MPO

Monthly View: June 2010

June 1, 2010 12:00:00 AM – June 28, 2010 7:59:59 PM

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Overview Dashboard

This dashboard provides an overview of the data available in the report template. You can click a graph title to navigate to the corresponding report page.

Visitor Summary

Visitors	219
Visitors Who Visited Once	212
Visitors Who Visited More Than Once	7
Average Visits per Visitor	1.04

Visit Summary

Visits	227
Average per Day	8
Average Visit Duration	00:02:33
Median Visit Duration	00:00:36
International Visits	1.32%
Visits of Unknown Origin	48.46%
Visits from Your Country: United States (US)	50.22%

Pages

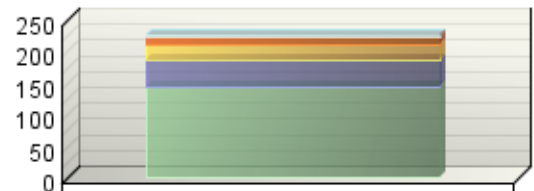
Visits



■ /mpo/mdcfictodd/

Referring Site

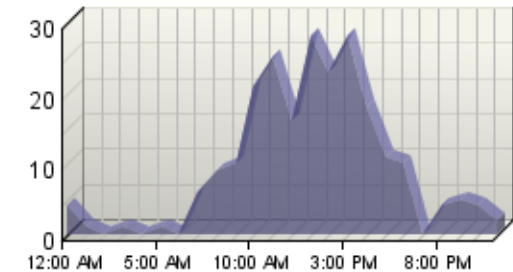
Visits



■ Direct Traffic
 ■ www.google.com/
 ■ www.miamidade.g...
 ■ clerknet2.miami-da...
 ■ miamidade.gov/

Visits by Hour of the Day

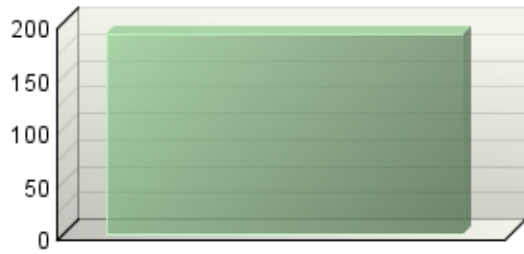
Visits



■ Visits

Downloaded Files

Downloads



■ /mpo/docs/MPO_press_release_psa_winner...

Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of visitor metrics. Click a graph title to navigate to the corresponding report page.

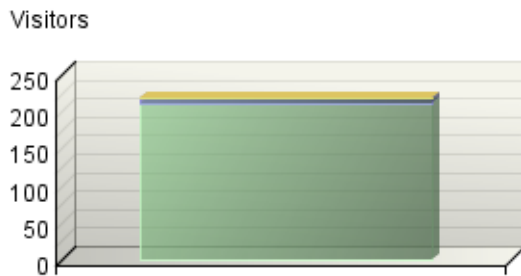
Visit Summary

Visits	227
Average per Day	8
Average Visit Duration	00:02:33
Median Visit Duration	00:00:36
International Visits	1.32%
Visits of Unknown Origin	48.46%
Visits from Your Country: United States (US)	50.22%

Visitor Summary

Visitors	219
Visitors Who Visited Once	212
Visitors Who Visited More Than Once	7
Average Visits per Visitor	1.04

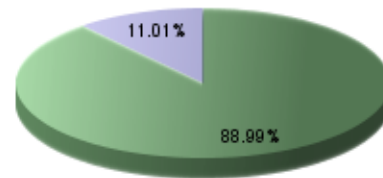
Visitors by Number of Visits



■ 1 visit
 ■ 3 visits
 ■ 5 visits
■ 2 visits
 ■ 4 visits

New vs. Returning Visitors

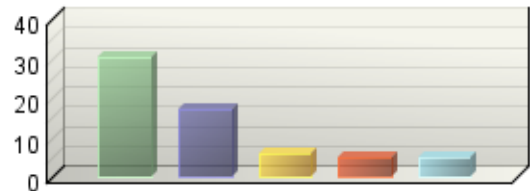
Visits



■ Returning Visitors
 ■ New Visitors

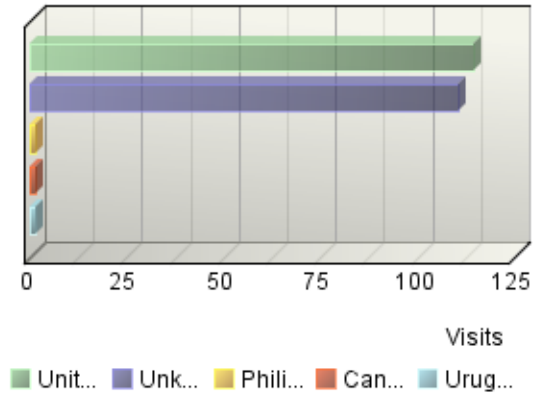
Organizations

Visits

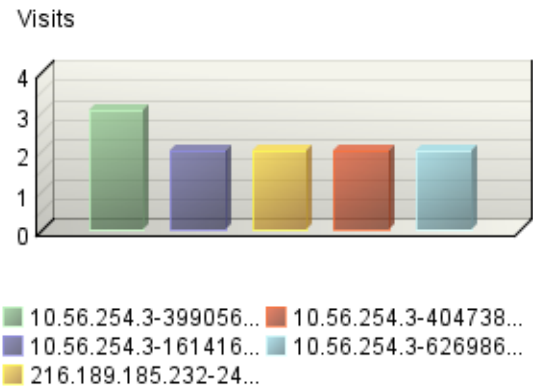


■ Bell South Intellectual Property
 ■ EXCALIBUR Group, Inc.
■ Internet Assigned Numbers Authority
 ■ BellSouth.net Inc.
■ Comcast Cable Company

Countries



Top Visitors



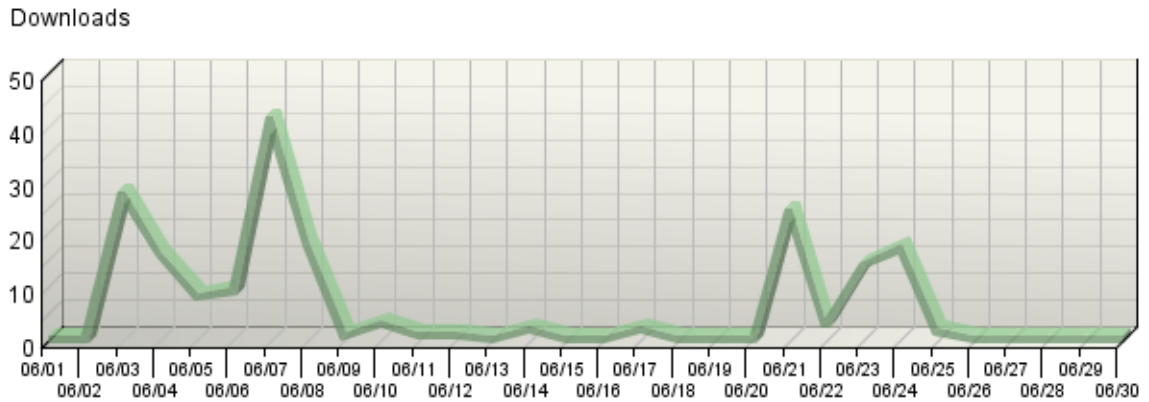
Authenticated Usernames

No data is available for this graph.

Downloaded Files

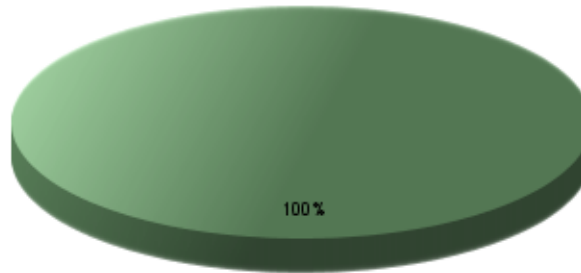
This report identifies the most popular files downloaded from your site.

Downloaded Files Trend



Downloaded Files

Downloads



■ /mpo/docs/MPO_press_release_psa_winners_recognized


Downloaded Files

Downloaded Files	Downloads	% Downloads	Visits
1. http://www.miamidade.gov/mpo/docs/MPO_press_release_psa_winners_recognized_201006.pdf	189	100.00%	174

Downloaded Files	Downloads	% Downloads	Visits
Total	189	100.00%	174

Items 1-1 of 1

Downloaded Files - Help Card




Column Definitions

Files
The path and filename of the file being analyzed.

Downloads
Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count.

Visits
Number of visits that accessed the specified files. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.



Report Descriptions

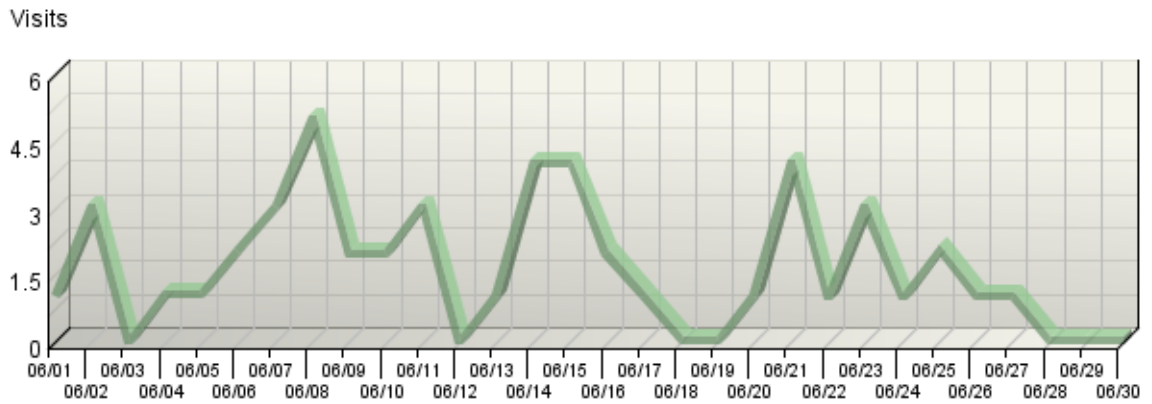
If you are using an SDC data source, then this report is not applicable.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.

Pages

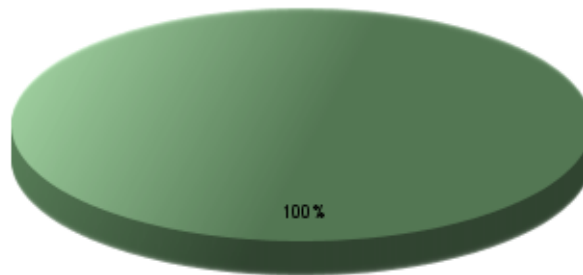
This report identifies the most popular pages on your site and shows you key metrics for each page such as Visits, Page Views and Average Time Viewed.

Pages Trend



Pages

Visits




■ /mpo/mdcfictodd/

Pages

Pages	Visits	Views	Average Time Viewed	Average Time to Serve (ms)
1. http://www.miamidade.gov/mpo/mdcfic-todd/	53	83	00:01:52	0
Total	-	83	-	-

Items 1-1 of 1

Pages - Help Card



Column Definitions


Pages
Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Visits
Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Views
Number of times this page was viewed by visitors.

Average Time Viewed
Average length of time the specified page was viewed. (The format is hh:mm:ss - hours:minutes:seconds.)

Average Time to Serve
Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.
Note: Note that in order to show a total for this column, the value is computed to 2 decimal places. However, because the data for each row is an integer measured in milliseconds, the two decimal places are not significant for Average Time to Serve row values. If the entire column shows values of zero, your web server may not be logging Time to Serve information.



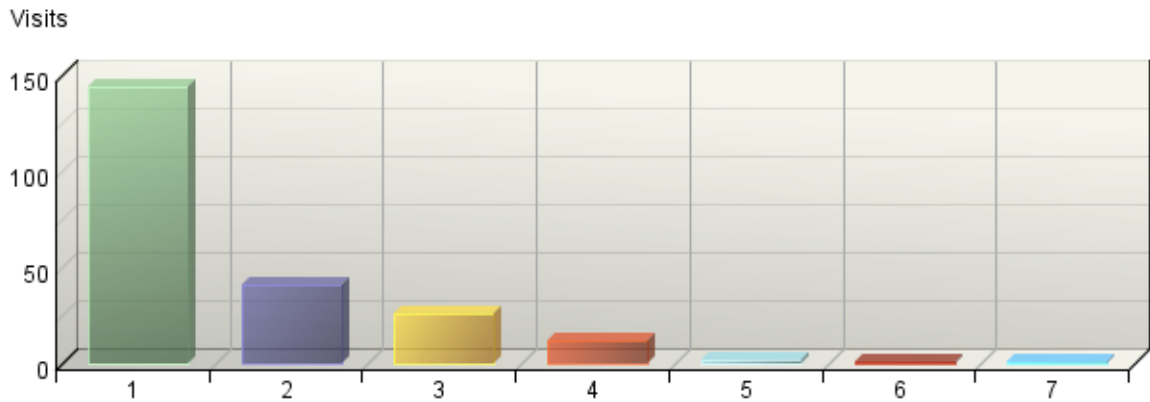
Report Descriptions

Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

Referring Site

This report identifies web sites that refer visitors to your site. The top referrers are your site's primary acquisition channels, and may include a partner sites, search engines, portals or marketing programs.

Referring Site



Referring Site

Site	Visits	% Visits
1. Direct Traffic	144	63.44%
2. http://www.miamidade.gov/	41	18.06%
3. http://miamidade.gov/	26	11.45%
4. http://www.google.com/	12	5.29%
5. http://clerknet2.miami-dadeclerk.com/	2	0.88%
6. http://crnet/	1	0.44%
7. http://www.bing.com/	1	0.44%
Total	227	100.00%

Items 1-7 of 7

Referring Site - Help Card



Column Definitions

Referring Sites

A web site that refers a visitor to your site by linking to it.

Site

The specific referring site being analyzed.

Visits

Number of times the specified site referred visitors to your site.

%

Percentage of referrals that came from the specified site.

Direct Traffic

Represents traffic to the web site with no referrer as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, 3) the visitor clicked on an email, shortcut, or other direct link, 4) Firewalls and/or proxies stripped out the referrer and replaced it with a dash "-".

Note: If "Direct Traffic" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

Hidden-Referrer

A value indicating that Internet security software such as Zone Alarm Pro, Symantec's Norton Internet Security, or a proxy server modified a web request to mask the referring URL.



Report Descriptions

You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.