

NetTracker[®] 3.5

User's Guide

Guildsoft Ltd

The Software Centre
Lee Mill Industrial Estate
Ivybridge
Devon
PL21 9GE

Support: 01752 895100

E-mail: tech@guildsoft.co.uk

URL: <http://www.guildsoft.co.uk>

LICENSE NOTICE.....	I
WELCOME.....	2
INTRODUCTION.....	3
BEFORE YOU GET STARTED.....	3
INSTALLATION.....	4
INSTALLING NETTRACKER ON A WINDOWS NT 4.0 OR WINDOWS 95 SERVER.....	4
UPGRADING FROM NETTRACKER 3.0 ON A WINDOWS NT 4.0 OR WINDOWS 95 SERVER.....	4
UPGRADING BETWEEN DIFFERENT VERSIONS OF NETTRACKER 3.5 ON A WINDOWS NT 4.0 OR WINDOWS 95 SERVER.....	4
INSTALLING NETTRACKER ON A UNIX SERVER.....	5
UPGRADING FROM NETTRACKER 3.0 ON A UNIX SERVER.....	6
UPGRADING BETWEEN DIFFERENT VERSIONS OF NETTRACKER 3.5 ON A UNIX SERVER.....	7
BROWSER CONFIGURATION.....	7
Netscape Navigator 3.x:.....	7
Netscape Communicator 4.x:.....	7
Microsoft Internet Explorer 3.x:.....	8
Microsoft Internet Explorer 4.x:.....	8
SERVER CONFIGURATION.....	8
Host Name Resolution.....	8
Mime Types.....	8
Password Protection.....	8
Report Automation (For Unix Servers).....	9
Report Automation (For Windows NT 4.0 Servers).....	9
NETTRACKER CONFIGURATION QUICK START.....	10
NetTracker Standard and Professional:.....	10
NetTracker Enterprise and ISP:.....	10
SERVER SPECIFIC NOTES.....	11
<i>Apache</i>	11
<i>Lotus Notes 4.6+</i>	11
<i>Microsoft Internet Information Server</i>	12
<i>Netscape FastTrack/Enterprise</i>	13
<i>WebSite</i>	14
CONFIGURING NETTRACKER.....	14
EDIT REPORT OPTIONS.....	14
Ads	15
Date	16
Department	17
Directory Indices.....	18
Excluded Pages.....	18
General.....	19
Host Grouping.....	21
Hosts.....	22
Included Pages.....	23
Local Keywords	24
Log Files.....	24
Page Titles.....	25
Password.....	26
Redirection Scripts.....	27
Referrer Grouping.....	28
Summaries.....	28
Unexcluded Pages.....	29
Users.....	30
REMOVE DATA FROM REPORT.....	31

USING NETTRACKER.....	32
SUMMARY REPORTS.....	33
<i>Ad Summary.....</i>	33
<i>Browser Summary.....</i>	33
<i>Date Summary.....</i>	33
<i>Day of the Week Summary.....</i>	34
<i>Department Summary.....</i>	34
<i>Domain Summary.....</i>	34
<i>Entry Summary.....</i>	35
<i>Error Summary.....</i>	35
<i>Executive Summary.....</i>	35
<i>Exit Summary.....</i>	35
<i>Host Summary.....</i>	36
<i>Keyword Summary.....</i>	36
<i>Local Keyword Summary.....</i>	36
<i>Page Summary.....</i>	36
<i>Path Summary.....</i>	37
<i>Platform Summary.....</i>	37
<i>Referrer Summary.....</i>	37
<i>Robot/Spider Summary.....</i>	37
<i>Time Summary.....</i>	38
<i>Visit Summary.....</i>	38
<i>User Summary.....</i>	38
FEATURE BUTTONS.....	39
<i>Custom.....</i>	39
<i>Export.....</i>	39
<i>Graph.....</i>	40
<i>Options.....</i>	40
<i>Update.....</i>	40
<i>Zoom.....</i>	41
<i>Help.....</i>	41
SUMMARIES AND BREAKDOWNS.....	42
AD SUMMARY.....	42
BROWSER BREAKDOWN.....	43
BROWSER SUMMARY.....	43
CLICKTHROUGH BREAKDOWN.....	44
DATE SUMMARY.....	45
DAY OF THE WEEK SUMMARY.....	46
DEPARTMENT SUMMARY.....	47
DOMAIN SUMMARY.....	48
ENTRY SUMMARY.....	49
ERROR BREAKDOWN.....	50
ERROR SUMMARY.....	50
EXECUTIVE SUMMARY.....	51
EXIT SUMMARY.....	51
HOST SUMMARY.....	52
IMPRESSION BREAKDOWN.....	54
KEYWORD SUMMARY.....	54
LOCAL KEYWORD SUMMARY.....	55
PAGE BREAKDOWN.....	56
PAGE SUMMARY.....	57
PATH SUMMARY.....	58
PLATFORM SUMMARY.....	59
REFERRER BREAKDOWN.....	60

REFERRER SUMMARY.....	60
ROBOT/SPIDER SUMMARY.....	62
TIME SUMMARY.....	63
USER SUMMARY.....	63
VIEW BREAKDOWN.....	65
VISIT BREAKDOWN.....	65
VISIT SUMMARY.....	66
COMMAND LINE OPTIONS.....	67
NETTRACKER 3.5 AND NETTRACKER 3.5 PROFESSIONAL:.....	67
NETTRACKER 3.5 ENTERPRISE.....	67
TROUBLESHOOTING.....	68
GLOSSARY.....	71

NetTracker® 3.5 - Internet Usage Tracking Software

Copyright © 1996, 1997, 1998 Sane Solutions, LLC
All Rights Reserved.



LICENSE NOTICE

Before installing NetTracker® software, you should carefully read the License Agreement (Agreement) included with the original NetTracker package and CD. If you do not accept the terms of this Agreement, promptly return the CD and accompanying items (including written materials, binders or other containers) to the place where you obtained them for a full refund. If you install the NetTracker software on a computer, or if you do not return it immediately (even if you don't install it), it will indicate your acceptance of the terms and conditions in this license.

Sane Solutions, LLC continually updates its product publications. Before using this publication in conjunction with any Sane Solutions, LLC product, it is the user's responsibility to ensure that this edition is applicable and current. Sane Solutions, LLC makes no warranties with respect to the contents of this publication and does not assume any liability arising out of the use of any product described in this publication.

Trademarks used in this document are the property of their respective owners.

WELCOME

Thank you for choosing NetTracker 3.5. We have tried to make NetTracker 3.5 as easy to use as possible. We have also tried to incorporate many powerful features into this version of NetTracker. However, we always welcome new ideas and suggestions to make NetTracker even easier to use and more powerful. Please e-mail your suggestions to feedback@sane.com.

Thank you.

The NetTracker Development Team
Another Sane Solution...

INTRODUCTION

NetTracker was designed to help marketing professionals, webmasters and Internet Service Providers (ISPs) obtain the essential information they need to make informed decisions regarding their web sites. Using NetTracker, these professionals can find out who is visiting their web site, when they are visiting, where they are coming from, how long they are staying, what pages they are viewing, who referred them to their site and much, much more.

NetTracker contains up to twenty one standardized summary reports (depending on the version) as well as customizable reports (Professional and Enterprise versions only), each with drill down capabilities, enabling users to dynamically link to additional information. NetTracker's advanced sorting capabilities also allow users to find information about specific visitors, dates, times, etc.

NetTracker can export data, allowing users to import NetTracker reports into popular software products such as Microsoft Excel®, Access® and Word®. NetTracker can also graph reports (users can dynamically switch from five different graph types) to analyze trends and make presentations.

Before You Get Started

Unlike most other Internet web site usage tracking software, NetTracker is designed to run on the Internet using a web browser. Therefore, you do not need to download large log files because the data that is being analyzed stays on your web server.

Because NetTracker requires support for frames, NetTracker will only run properly using the following web browsers: Microsoft Internet Explorer® 3.0 or higher and Netscape Navigator® 3.01 or higher. If you have not already upgraded to one of these web browsers, you can download them from the following sites:

Microsoft Internet Explorer® 3.0:
<http://www.microsoft.com/ie/download/>

Netscape Navigator® 3.01:
http://www.netscape.com/comprod/mirror/client_download.html

Tip: If you have a monitor that can only display graphics in low resolution (640x480), you can free up some of the screen space used by your browser by turning off some of your browser's options such as "Show Directory Buttons" and "Show Location". You can also set the "Show Tool Bar" option to "Text" instead of "Pictures". Or you can completely turn off the "Show Tool Bar" option and use the pull-down menus located at the top of your browser. This should reduce the need to scroll down pages as often when using NetTracker. Keep in mind that you can always use the **Zoom** button to zoom in and get a full screen view of the information presented in the bottom frame.

INSTALLATION

Installing NetTracker on a Windows NT 4.0 or Windows 95 server

1. Log on to the server console with administrative access rights.
2. Double-click on the NetTracker self-extracting archive.
3. Follow the on-screen instructions.

Upgrading from NetTracker 3.0 on a Windows NT 4.0 or Windows 95 server

The following upgrade paths are possible:

NetTracker 3.0 ➔ NetTracker 3.5
NetTracker 3.0 Professional ➔ NetTracker 3.5 Professional
NetTracker 3.0 Enterprise ➔ NetTracker 3.5 Enterprise

To upgrade using one of the above upgrade paths:

1. Make sure no NetTracker reports are currently running.
2. Backup your current NetTracker installation.
3. Log on to the server console with administrative access rights.
4. Double-click on the NetTracker self-extracting archive.
5. When prompted enter your serial number and activation key.
6. When the installation prompts you for the NetTracker program directory enter your current NetTracker program directory.
7. NetTracker will now update your current NetTracker installation.

Note: When upgrading from NetTracker 3.0 to NetTracker 3.5 only configuration settings can be imported. Any log data that has previously been imported will have to be reimported.

Upgrading between different versions of NetTracker 3.5 on a Windows NT 4.0 or Windows 95 server

The following upgrade paths are possible:

NetTracker 3.5 ➔ NetTracker 3.5 Professional
NetTracker 3.5 ➔ NetTracker 3.5 Enterprise

NetTracker 3.5 Professional ➔ NetTracker 3.5 Enterprise

1. Make sure no NetTracker reports are currently running.
2. Backup your current NetTracker Installation.
3. Log on to the server console with administrative access rights.
4. Double-click on the NetTracker self-extracting archive.
5. When prompted enter your serial number and activation key.
6. When the installation prompts you for the NetTracker program directory enter your current NetTracker program directory.
7. NetTracker will now update your current NetTracker installation.

Note: When upgrading between different versions of 3.5 configuration settings and log data is imported. After completing the upgrade process your NetTracker reports have to be regenerated.

Installing NetTracker on a UNIX server

To install NetTracker follow these simple steps:

1. Unpack the archive into a temporary directory.
2. Run the ntinstall program.
3. Read and accept the license agreement.
4. When prompted, enter your serial number. You will find your serial number located in the upper left hand corner of the inside cover of the User's Guide or in the email you received with download instructions.
5. When prompted, enter your activation key. You will find your activation key located in the upper left hand corner of the inside cover of the User's Guide or in the email you received with download instructions.
6. When prompted, enter the program directory for NetTracker. The program directory will be used to store executable and database files. Please make sure that you have plenty of disk space free on this partition, as the amount of space used by NetTracker is directly related to the number of hits your web server receives.

7. When prompted, enter the HTML directory for NetTracker. This directory will be used to store the generated HTML reports, so it must be under the document root for your web server.
8. When prompted, enter the URL that corresponds to the HTML directory that you specified in Step #7.
9. When prompted, enter the CGI-BIN directory for NetTracker. This directory will be used to store the CGI-BIN programs that allow you to use NetTracker through your web browser, so it must be setup as a CGI-BIN directory within your web server software.
10. When prompted, enter the URL that corresponds to the CGI-BIN directory that you specified in Step #9.
11. Review your options and correct any mistakes.
12. NetTracker will then finish the installation process and display a URL for you to go to begin using NetTracker.

Upgrading From NetTracker 3.0 on a UNIX Server

The following upgrade paths are possible:

NetTracker 3.0 ➔ NetTracker 3.5
NetTracker 3.0 Professional ➔ NetTracker 3.5 Professional
NetTracker 3.0 Enterprise ➔ NetTracker 3.5 Enterprise

To upgrade using one of the above upgrade paths:

1. Make sure no NetTracker reports are currently running.
2. Backup your current NetTracker installation.
3. Unpack the archive into a temporary directory.
4. Run the ntupgrade program.
5. Read and accept the license agreement.
6. When prompted enter your serial number and activation key.
7. When the installation prompts you for the NetTracker program directory enter your current NetTracker program directory.
8. NetTracker will now update your current NetTracker installation.

Note: When upgrading from NetTracker 3.0 to NetTracker 3.5 only configuration settings can be imported. Any log data that has previously been imported will have to be reimported.

Upgrading between different versions of NetTracker 3.5 on a UNIX Server

The following upgrade paths are possible:

NetTracker 3.5 ➔ NetTracker 3.5 Professional
NetTracker 3.5 ➔ NetTracker 3.5 Enterprise
NetTracker 3.5 Professional ➔ NetTracker 3.5 Enterprise

1. Make sure no NetTracker reports are currently running.
2. Backup your current NetTracker installation.
3. Unpack the archive into a temporary directory.
4. Run the ntupgrade program.
5. Read and accept the license agreement.
6. When prompted enter your serial number and activation key.
7. When the installation prompts you for the NetTracker program directory enter your current NetTracker program directory.
8. NetTracker will now update your current NetTracker installation.

Note: When upgrading between different versions of NetTracker 3.5 only configuration settings and log data is imported. After completing the upgrade process your NetTracker reports have to be regenerated.

Browser Configuration

It is recommended that you configure your web browser in the following way:

Netscape Navigator 3.x:

1. Go to Network Preferences which is under the Options Menu.
2. Click on the cache tab.
3. Set Verify Documents to every time.

Netscape Communicator 4.x:

1. Go to Preferences, which is under the Edit menu.

2. Double-click on advanced under Category.
3. Click on cache.
4. On the right set *document is compared to document on network* to *every time*.

Microsoft Internet Explorer 3.x:

1. Go to Options which is under the View Menu.
2. Click on the advanced tab.
3. On the advanced page, under temporary internet files click the settings button.
4. Set *check for new versions of stored pages* to *every visit to the page*.

Microsoft Internet Explorer 4.x:

1. Go to Internet Options which is under the View Menu
2. Click on the general tab.
3. Under temporary internet files click the settings button.
4. Set "check for new versions of stored pages" to "every visit to the page".
5. Click OK

Server Configuration

For optimal performance, it is recommended that you configure your web server in the following ways:

Host Name Resolution

We *strongly* recommend that you configure your web server to resolve host names instead of having NetTracker resolve them. For more information on this, please consult your web server documentation.

Mime Types

NetTracker can export data, allowing users to import NetTracker reports into popular software products such as Microsoft Excel, Access and Word. NetTracker uses the ".csv" file extension when exporting data. For optimal performance, it is recommended that you add the mime type "application/octet-stream" for the file extension ".csv". For more information on this, see the server specific release notes below or consult your web server documentation.

Password Protection

NetTracker does not come with any type of built in password protection to restrict access from unauthorized individuals. Instead, we leave this task up to you to implement using your web server's built in password protection.

Report Automation (For Unix Servers)

NetTracker comes with a command line utility, `nettracker`, which can be used to automatically generate reports each night. The easiest way to configure this option is to add this command to your system's crontab file. For example, to update your reports each night at midnight, simply add:

NetTracker Standard and Professional Editions:

```
"0 0 * * * /path/to/program/directory/nettracker
reports -quiet -dir /path/to/program/directory/" to
your system's crontab file.
```

NetTracker Enterprise and ISP Editions:

```
"0 0 * * * /path/to/program/directory/nettracker
all -quiet -dir /path/to/program/directory/" to your
system's crontab file.
```

Report Automation (For Windows NT 4.0 Servers)

NetTracker comes with a command line utility, `NetTracker.exe`, which can be used to automatically generate reports each night. The easiest way to configure this option is to use the Windows NT schedule service. If the schedule service is not running on your computer, you will have to go to Services in the Control Panel and set it up to start automatically. Once the schedule service is running you can use the AT command from the MS-DOS command prompt to schedule a job. For example, to update your report each night at 11:00PM, use the AT command:

Standard and Professional Editions:

```
AT 11:05PM /every:m,t,w,th,f,sa,su "c:\Program
Files\NetTracker\nettracker.exe"
reports -quiet -dir "c:\Program Files\NetTracker"
```

Enterprise and ISP Editions:

```
AT 11:05PM /every:m,t,w,th,f,sa,su "c:\Program
Files\NetTracker\nettracker.exe"
all -quiet -dir "c:\Program Files\NetTracker"
```

NetTracker Configuration Quick Start

NetTracker Standard and Professional:

1. Open your web browser and pull up the URL from the end of the install.
2. Click on options in the top frame to configure NetTracker.
3. Click on General in the left frame to setup your report options. You must set the *Name of organization:* and *URL of the site being analyzed:* options. After you have entered appropriate values click Save Options below.
4. Click on Logs in the left frame to tell NetTracker what log files to process. Click Add to add another log file. Select the log file type on the left and enter the full path to the log file on the right. Next, click Add.
5. Other options are not required and can be left set to their defaults.
6. To import your log data and generate a report now click the Update button in the top frame.
7. For additional configuration information, see the Configuring NetTracker section of this manual or the on-line help.

NetTracker Enterprise and ISP:

1. Open your web browser and pull up the URL from the end of the install.
2. Click on the New Report button.
3. Enter a short report name for your report and then click enter. You will then be presented with the options screen for the report you are setting up
4. Click on General in the left frame to setup your report options. You must set the "Name of organization:" and "URL of the site being analyzed:" options. After you have entered appropriate values click Save Options below.
5. Click on "Log Files" in the left frame to tell NetTracker what log files to process. Click Add to add another log file. Select the log file type on the left and enter the full path to the log file on the right. Next, click Add.
6. Other options are not required and can be left set to their defaults.
7. To import your log data and generate a report now click the View Report button. When the report is displayed click update.

8. For additional configuration information, see the Configuring NetTracker section of this manual, the on-line help, or the administration manual.

Server Specific Notes

Apache

With Apache we recommend that you log to NCSA Combined Log Format. If you are using a version of Apache prior to 1.2, you must first enable the configurable log format. You will need to edit the Configuration file in your source code directory and make sure that `common_log_module`, `agent_log_module`, and `referer_log_module` are commented out, and that `config_log_module` is enabled. After you recompile Apache you will need to make the following changes to your `httpd.conf` file:

1. Remove any `RefererLog` directives.
2. Remove any `AgentLog` directives.
3. Add the following `LogFormat` directive (all on one line):

```
LogFormat "%h %l %u %t \"%r\" %s %b \"%{Referer}i\" \"%{User-agent}i\""
```

If you are using Apache 1.2 or later, you only need to add the above `LogFormat` directive to your `httpd.conf` file, as `mod_log_config` is compiled in by default.

Now you should shut down your server, rotate your old logs, install the new binary and start Apache. Additional information can also be found at <http://www.apache.org/>.

For the NetTracker export function to work properly it is necessary to edit the server `mime.types` file. The following steps are necessary to accomplish this:

1. Change to the directory in which you installed Apache.
2. Open the file `mime.types` with a text editor.
3. Look for the line:
`application/octet-stream bin`
4. Change it to read:
`application/octet-stream bin csv`
5. Restart Apache.

Lotus Notes 4.6+

By default logging is turned off in Notes. You will need to turn on logging in your http server configuration. Under "Enable Logging To:", select `enabled` to the right of "Log Files:"

Lotus Notes logs agent and referrer information to separate files from the main log file. For NetTracker to correctly analyze these logs they must all be in the same directory and only the access log should be specified

in the NetTracker options. NetTracker also requires that the agent and referrer logs follow the Lotus Notes naming convention.

Since the logging is separated into 3 files, be sure to rotate all three files at the same time.

Microsoft Internet Information Server

The web-server needs to be restarted after the installation is completed.

How to Log to IIS Extended Log Format in IIS 2.0/3.0:

An ISAPI filter is available from Sane Solutions.

1. To install double-click on Sane Log Install Program.
2. Follow on-screen instructions.
3. Stop and restart the "World Wide Web Publishing Service"

Logging in IIS 4.0:

We recommend logging to the W3C format when using IIS 4.0.

For the NetTracker export function to work properly it is necessary to setup a mime type for .csv files in Windows NT 4.0. The following steps are necessary to accomplish this:

1. Start Windows Explorer
2. Select View - Options from the menu bar.
3. Click on the File Types Tab.
4. Click the New Type Button.
5. Fill out the Add New File Type window with the following information:
Description of Type: Comma Separated Value
Associated Extension: .csv
Content_Type (MIME): application/octet-stream
6. Click OK
7. If you get a message that the .csv extension is already in use, you will have to search through the file-types to find what is associated with .csv files. If you do not get any error messages you are done.
8. Assuming that you received an error message, find what is associated with .csv files and click edit.
9. Add the following:
Content_Type (MIME): application/octet-stream
10. Click OK.
11. You are done.

Netscape FastTrack/Enterprise

For the NetTracker export function to work properly it is necessary to edit the server mime.types file. The following steps are necessary to accomplish this:

1. Change to the directory in which the configuration files are located for the server on which you installed NetTracker. The default path would likely be: c:\Netscape\server\httpd-<server name>\config\
2. Open the file mime.types with a text editor.
3. Look for the line:
`type=application/octet-stream ext=bin`
4. Change it to read:
`type=application/octet-stream ext=bin,csv`
5. Restart the Server.

With Netscape servers we recommend that you log to Netscape Flexible Log Format and turn on the following options:

Log client accesses?

Yes

Record:

Domain Names

Format:

Only log: (Turn on the following fields)

- Client hostname
- Authenticate user name
- System date
- Full request
- Status
- Content length
- HTTP header, "referer"
- HTTP header, "user-agent"

Note:

On both FastTrack and Enterprise servers CGI is NOT setup by default. If you have not already done so it will be necessary to setup a cgi-bin directory.

WebSite

For the NetTracker export function to work properly it is necessary to setup a mime type for .csv files in Windows NT 4.0. The following steps are necessary to accomplish this:

1. Start Windows Explorer
2. Select View - Options from the menu bar.
3. Click on the File Types Tab.
4. Click the New Type Button.
5. Fill out the Add New File Type window with the following information:
 - Description of Type: Comma Separated Value
 - Associated Extension: .csv
 - Content_Type (MIME): application/octet-stream
6. Click OK
7. If you get a message that the .csv extension is already in use, you will have to search through the file-types to find what is associated with .csv files. If you do not get any error messages you are done.
8. Assuming that you received an error message, find what is associated with .csv files and click edit.
9. Add the following:
 - Content_Type (MIME): application/octet-stream
10. Click OK.
11. You are done.

CONFIGURING NETTRACKER

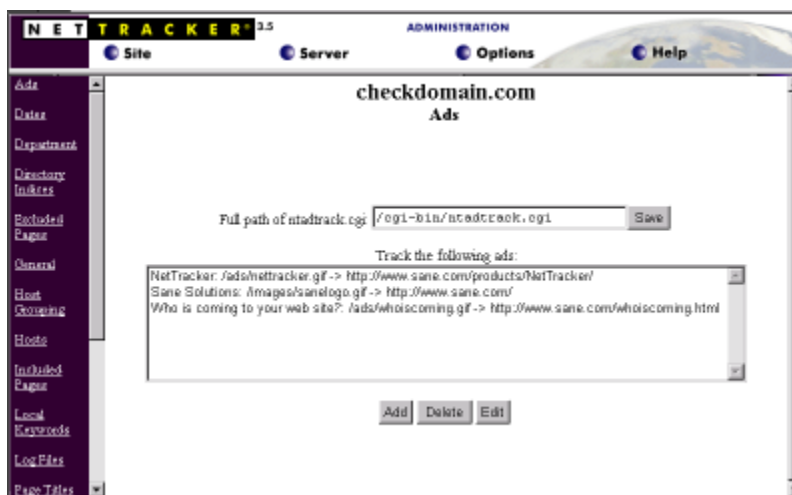
To configure NetTracker reports, click on the **Options** button located in the top frame. The NetTracker Options page will appear containing two option buttons: **Edit Report Options** and **Remove Data From Report**.

Edit Report Options

By clicking on the **Edit Report Options** button, users will view the Edit Report Options page. The left frame contains links to the eighteen Options screens: Ads, Dates, Department, Directory Indices, Excluded Pages, General, Host Grouping, Hosts, Included Pages, Local Keywords, Log Files, Page Titles, Passwords, Redirection Scripts, Referrer Grouping, Summaries, Unexcluded Pages and Users. By clicking on these links, users can edit the various report options by entering data into the input boxes on each screen, thus custom-configuring the reports that NetTracker generates.

Descriptions and instructions for each Option screen are presented below.

Ads (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)



In order to configure NetTracker to track ads, you will need to follow these two steps:

1. Redirect the ads through the included cgi program

You will need to redirect all ads that you would like to track through a special cgi program that is included with NetTracker. This cgi program, named `ntadtrack.cgi` on UNIX and `ntadtrack.exe` on Windows NT, is placed in the NetTracker program directory when NetTracker is installed. You now have to copy this program from the NetTracker program directory into a cgi accessible directory (for example: `/usr/ns-home/cgi-bin`).

All of the ads that you would like to track will have to be re-directed through the `ntadtrack.cgi` (or `ntadtrack.exe` on NT) program as shown in the example below:

```
<A HREF="/cgi-bin/ntadtrack.cgi?http://www.sane.com/products/NetTracker/">
<IMG SRC="/ads/nettracker.gif"></A>
```

In the example above, the URL located immediately after the question mark (?) is the URL where the person will go to when they click on the ad. You will need to enter this URL.

2. Set up a tracking report for each ad

You will now need to configure the Ad options in the Edit Report Options section of NetTracker so NetTracker will generate a report for the ads that you have set up.

Full path of `ntadtrack.cgi`:

Enter the full path to where ntadtrack.cgi (or ntadtrack.exe on NT) will be located. To save this path, click on the **Save** button.

To configure the Ad options, click on **Add** button. Then enter the requested information in three text boxes.

Description of ad:

Enter the description of the ad that you wish to appear in the reports.

Full path of graphic:

Enter the path off of the document root to the ad image file (the same path used for the image file in the HTML document (i.e. XX, where IMG SRC="XX" is an image file). Example: /ads/nettracker.gif.

URL to link to:

Enter the URL to which ntadtrack.cgi (or ntadtrack.exe on NT) is redirecting to. Example: <http://www.sane.com/products/NetTracker/>. Note: The URL of the ad must be entered *exactly* as it is written in the HTML document.

After you have entered the above information click on the **Add** button. To delete ads, highlight the ad in the list box and click on the **Delete** button. To edit ads, highlight the ad in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Date Options

NET TRACKER® 3.5 ADMINISTRATION

Site Server Options Help

checkdomain.com
Date Options

Only include the following dates:

☐ Starting Date: January 1, 1900

☐ Ending Date: January 1, 1900

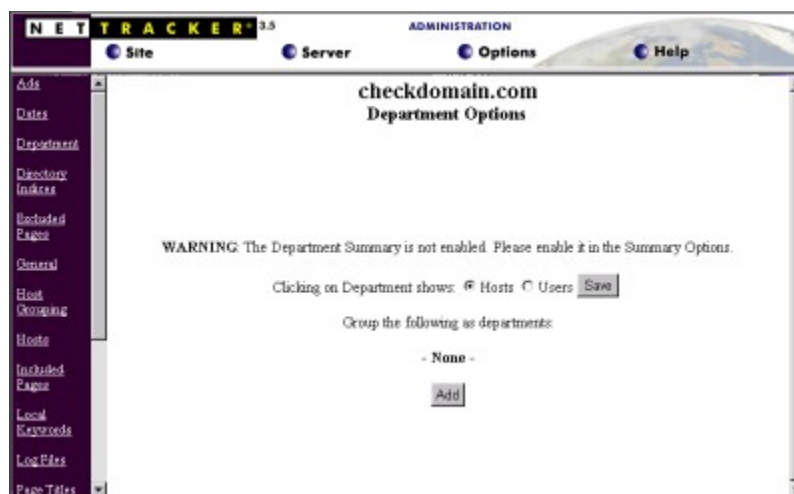
Save Options Reset Options

By default NetTracker will analyze the entire range of dates found in your log files. However, if you would like to restrict the NetTracker reports to a specific date range, you may specify a Starting Date and/or Ending Date on this page.

To specify a date to start the analysis from, click on the **Starting Date** option box and use the drop down list boxes to enter the Starting Date.

To specify a date to end the analysis, click on the **Ending Date** option box and use the drop down list boxes to enter the Ending Date.

Department Options (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)



The Department Options allow you to group the traffic on your site into departments. Depending on your how your network is configured you will want to either group the traffic by hostname / IP address or by username.

On the Department Summary you have the option to click on the highlighted Department to see what traffic is grouped inside that department. You can select *Hosts* or *Users* for the *Clicking on Department shows* option to specify if clicking on the Department name displays hostnames / IP addresses or usernames. To save this selection, click on the **Save** button.

To add hosts or users to a Department, click on the **Add** button. Then select from the list boxes to create the request: Group “[**Hosts**]” “[**That end with**]”, enter the hostname or username to match in the next text box (e.g.: “sales.sane.com”), enter the name of the department in the bottom text box (e.g: “Sales”) and click on the **Add** button. Note that in the above example users can also use this option to request that NetTracker groups “[**Users**]” “[**That match**], [**That start with**] or [**That contain**]” a hostname or username as a Department.

To delete a host or user from a Department, highlight the host or user in the list box and click on the **Delete** button. To edit a host or user in a Department,

highlight the host or user in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Directory Indices



The Directory Indices options allow users to specify directory indices other than index.html. By default, NetTracker uses “index.html” as the directory index. This option allows owners of web sites to use other directory indices such as “default.htm” for example, instead of “index.html”.

To add a directory index to the reports click on the **Add** button. Then enter a directory index (filename) into the text box and click on the **Add** button. To delete directory indices, highlight the directory index in the list box and click on the **Delete** button. To edit directory indices, highlight the directory index in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Excluded Pages



The Excluded Pages Option allows NetTracker users to exclude such files as images, etc. from reports. By default, NetTracker excludes all files ending with: .gif, .GIF, .jpg, .JPG and .class.

To add pages to be excluded from the reports click on the **Add** button. Then select from the list box to create the request: “[**That end with**]”, enter the filenames or directories containing the pages that should be excluded from the NetTracker reports in the text box and click on the **Add** button. Note that in the above example users can also use this option to exclude pages “[**That match**], [**That start with**] or [**That contain**]” the filenames or directories containing the pages entered in the text box.

To delete pages to be excluded from the reports, highlight the filename or directory in the list box and click on the **Delete** button. To edit pages to be excluded from the reports, highlight the filename or directory in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

General Options

The screenshot shows the NetTracker 3.5 Administration window with the 'General Options' tab selected. The window has a menu bar with 'Site', 'Server', 'Options', and 'Help'. A sidebar on the left lists various options: Add, Notes, Download, Directory, Include, Excluded Pages, General, Host, Grouping, Hosts, Included Pages, Local, Keywords, Log Files, and Page Titles. The main area is titled 'checkdomain.com General Options' and contains the following fields and controls:

- Name of organization:
- URL of the site being analyzed:
- Only process traffic to the above URL: ☐ (only for multiple sites in the same log)
- Number of minutes between visits:
- Length of path:
- Resolve page titles: ☒
- Resolve host names: ☐
- Use alternate date format: ☐ (dd/mm - only for IIS)
- Buttons: Save Options, Reset Options

Name of organization:

Enter the name of the organization whose web site usage data will be analyzed by NetTracker. This name will appear on all NetTracker summaries.

URL of the site being analyzed:

Enter the URL (Universal Resource Locator) of the web site that will be analyzed by NetTracker.

Only process traffic to the above URL:

If your log files contain information for more than one site, select this option to only include traffic to the above hostname or IP address.

Number of minutes between visits:

Enter the maximum number of minutes (1-999) that can elapse between two consecutive page views by the same visitor and still be classified as a visit. The default value is 30 minutes. For web sites containing pages with large amounts of text, administrators may want to increase the default value. For web sites containing pages with small amounts of text, administrators may want to decrease the default value.

Length of Path

Select the number of consecutive pages (2, 3, 4 or 5) from the pull down menu that are required to constitute a path.

Resolve page titles:

Click on the **Resolve page titles** option box to instruct NetTracker to either resolve or not resolve page titles. By resolving pages titles, NetTracker presents the titles of pages instead of their file names. When this option is active a check will appear in the option box. The default value for this option is “off”.

Resolve host names:

Click on the **Resolve host names** option box to instruct NetTracker to either resolve or not resolve host names. When this option is active a check will appear in the option box. The default value for this option is “off”.

Most Internet web servers resolve host names. In other words, they look up the host names for the corresponding IP (Internet Protocol) addresses. Sometimes web servers are configured to not perform this function. By selecting this option, NetTracker will resolve any host names that are not resolved by the web server. Since NetTracker must look up each IP address, this may take a long time. Thus, the default value for this option is off.

We *strongly* recommend that you configure your web server to resolve host names instead of having NetTracker resolve them.

Use alternate date format:

Click on **Use alternate date format** to switch date formats if your web server uses an alternate date format (dd/mm versus mm/dd). When this option is active a check will appear in the option box. The default value for this option is “off”. This option is only used when analyzing Microsoft IIS log files.

To save the options that you have changed, click on the **Save Options** button.
To clear the options and reset them to their previous settings, click on the **Reset Options** button.

Host Grouping



The Host Grouping option allows you to group the traffic from multiple hosts into a single Host Group. This option is useful for grouping the traffic from major online service providers or large corporations whose traffic to your web site comes through multiple proxy servers. For example, if someone from America Online is browsing your web site, each hit to your site could come through a different proxy server (host), thus showing up as multiple visits. Using the Host Grouping option you can group all hosts that end with “.aol.com” as America Online to avoid the incorrect visit calculation. By default NetTracker is configured to group traffic from America Online, CompuServe and Prodigy.

To add a Host Group, click on the **Add** button. Then select from the list boxes to create the request: Group hosts “[**That end with**]”, enter the hostname in the next text box (e.g.: “.aol.com”), enter the name of the Host Group in the bottom text box (e.g.: “America Online”) and click on the **Add** button. Note that in the above example users can also use this option to request that NetTracker groups hosts “[**That match**], [**That start with**] or [**That contain**]” a hostname as a Host Group.

To delete a Host Group, highlight the Host Group in the list box and click on the **Delete** button. To edit a Host Group, highlight the Host Group in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Hosts

The Hosts option allows users to exclude information about specified hosts. For example, companies will often exclude themselves (their host computers) from NetTracker reports in order to get an accurate analysis of who is visiting their web site from outside of their company.

To exclude hosts from a report click on the **Add** button. Then select from the list box to create the request: “[**That end with**]”, enter the names of the hosts that should be excluded from the NetTracker reports in the text box and click on the **Add** button. Note that in the above example users can also use this option to exclude hosts “[**That match**], [**That start with**] or [**That contain**]” the host name entered in the text box.

To delete hosts that are excluded from a report, highlight the host in the list box and click on the **Delete** button. To edit hosts that are excluded from a report, highlight the host in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Included Pages

The Included Pages Option allows users to select only the specific pages to be included in the reports.

To add pages to be included in the reports click on the **Add** button. Then select from the list box to create the request: “[**That start with**]”, enter the filenames or directories containing the pages that should only be included in the NetTracker reports in the text box and click on the **Add** button. Note that in the above example users can also use this option to include pages “[**That match**], [**That end with**] or [**That contain**]” the filenames or directories containing the pages entered in the text box.

To delete pages to be included in the reports, highlight the filename or directory in the list box and click on the **Delete** button. To edit pages to be included in the reports, highlight the filename or directory in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Local Keywords (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)



The Local Keywords Option allows NetTracker users to specify pages or scripts that should be checked for keywords used in a local search engine to locate information on your site. You should use this option to add the CGI scripts used by your search engine, not the HTML search pages.

To add pages or scripts to be checked for local keywords, click on the **Add** button. Then select from the list box to create the request: “[**That start with**]”, enter the pages or scripts to be checked for local keywords (e.g.: /cgi-bin/AT-search.cgi) in the text box and click on the **Add** button. Note that in the above example users can also use this option to check for local keywords on pages or scripts that “[**That match**], [**That end with**] or [**That contain**]” the filename entered in the text box.

To delete pages or scripts to be checked for local keywords, highlight the page or script in the list box and click on the **Delete** button. To edit pages or scripts to be checked for local keywords, highlight the page or script in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Note: In order for NetTracker to recognize local keywords it is necessary for the CGI arguments to be present in the log files. In order to accomplish this, please make sure your search engine uses the *GET* method to submit the search data to the CGI program.

Log Files

To select a log file to be analyzed, click on the **Add** button. For each log file to be analyzed, select the log format from the pull-down list box on the left, enter the full path to the log file in the text box on the right and click on the **Add** button.



To delete a log file, highlight the log file in the list box that you would like to delete and click on the **Delete** button. To edit a log file, highlight the log file in the list box that you would like to edit and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

NetTracker is configured to allow users to select from the following log formats: IIS Standard / Extended Log Format, Lotus Domino / IBM ICSS Log Format, NCSA Common / Combined Log Format, Netscape Flexible Log Format, Open Market Extended Log Format, W3C Extended Log Format, and the WebSite Log Format. NetTracker can also process GZipped log files.

Page Titles



In general, executable files such as those files located in the directory containing the CGI (Common Gateway Interface) scripts should not be attempted to be resolved by NetTracker.

NetTracker is initially configured to not attempt to resolve the titles of the following pages: starts with /cgi-bin and ends with .cgi.

To add directories containing pages that NetTracker should not attempt to resolve titles for, click on the **Add** button. Then select from the list box to create the request: “[**That start with**]”, enter the name of the directories containing pages that NetTracker should not attempt to resolve titles for in the text box and click on the **Add** button. Note that in the above example users can also use this option to request that NetTracker does not resolve titles for file names or directories “[**That match**], [**That end with**] or [**That contain**]” the filename entered in the text box.

To delete directories containing pages that NetTracker should not attempt to resolve titles for, highlight the directory containing pages that NetTracker should not attempt to resolve titles for in the list box and click on the **Delete** button.

To edit directories containing pages that NetTracker should not attempt to resolve titles for, highlight the directory to be edited in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Password Options



New Password:

Enter a password to restrict unauthorized users from accessing the following NetTracker functions:

- Protect the report options
- Protect the removal of data
- Protect the updating of reports
- Protect saving / removing custom reports

When a function is password-protected, a check will appear in the option box. The default values for these options is “off”.

New Password (again):

To verify the new password, re-enter the new password again.

To save the options selected, click on the **Save Options** button. To clear the options selected and start over, click on the **Reset Options** button.

Redirection Scripts



By default NetTracker excludes all hits resulting in an HTTP redirection status code (codes 301 and 302). In some cases you may wish to include certain pages or scripts that always return a redirection code (i.e.: Scripts that track links to external web sites) in the NetTracker reports.

To add Redirection Scripts that should be included in the NetTracker reports, click on the **Add** button. Then select from the list box to create the request: “[**That start with**]”, enter the name of the Redirection Scripts that should be included in the NetTracker reports and click on the **Add** button. Note that in the above example users can also use this option to request that NetTracker includes Redirection Scripts “[**That match**], [**That end with**] or [**That contain**]” the filename entered in the text box.

To delete Redirection Scripts from the NetTracker reports, highlight the Redirection Script in the list box and click on the **Delete** button. To edit Redirection Scripts, highlight the Redirection Script to be edited in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Referrer Grouping



The Referrer Grouping option allows you to group the traffic from multiple referrers into a single Referrer Group. This option is useful for grouping the traffic from major search engines into recognizable names. For example, if someone found your site in the AltaVista search engine, you could use the Referrer Grouping option to display “AltaVista” instead of “digital.com”. By default NetTracker is configured to group traffic from eleven major search engines.

To add a Referrer Group, click on the **Add** button. Then select from the list boxes to create the request: Group referrers “[**That contain**]”, enter the referrer in the next text box (e.g.: “altavista.”), enter the name of the Referrer Group in the bottom text box (e.g.: “AltaVista”) and click on the **Add** button. Note that in the above example users can also use this option to request that NetTracker groups referrers “[**That match**], [**That start with**] or [**That end with**]” a referrer as a Referrer Group.

To delete a Referrer Group, highlight the Referrer Group in the list box and click on the **Delete** button. To edit a Referrer Group, highlight the Referrer Group in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Summaries

Using the Summary Options it is possible to turn individual NetTracker summary reports on or off. To enable a summary, simply turn on the option box to the left of the summary name. To disable a summary, simply turn off the option box to the left of the summary name.



The Professional and Enterprise editions of NetTracker come pre-configured with an Internet and an Intranet configuration. To use one of the default configurations simply select the configuration name from configuration list box.

To save the options selected, click on the **Save Options** button. To clear the options selected and start over, click on the **Reset Options** button.

Unexcluded Pages



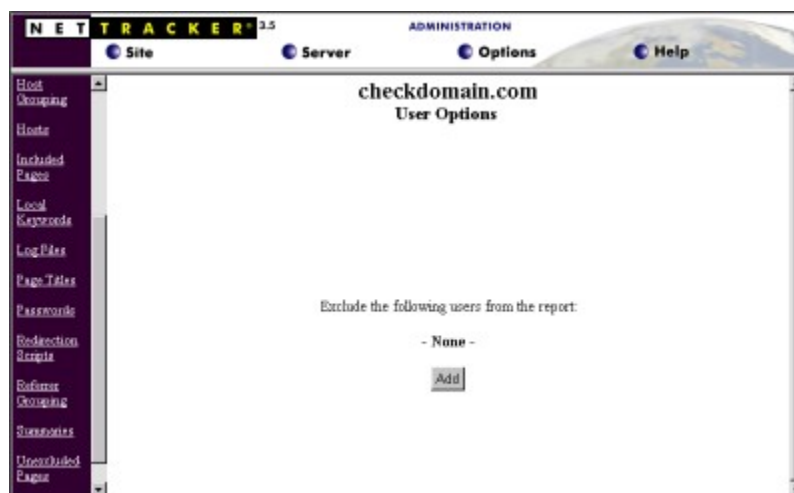
The Unexcluded Pages Option allows NetTracker users to include selected pages from excluded page types in NetTracker reports. For example, if NetTracker had previously been configured to exclude all .GIF files, this option would allow a specified .GIF file to be included in the NetTracker reports.

To add pages to not be excluded from the reports click on the **Add** button. Then select from the list box to create the request: “[**That start with**]”, enter the filenames or directory containing the pages that should not be excluded from the NetTracker reports in the text box and click on the **Add** button. Note that in the

above example users can also use this option to not exclude pages “[**That match**], [**That end with**] or [**That contain**]” filenames or directories containing pages entered in the text box.

To delete pages to not be excluded from the reports, highlight the filename or directory in the text box and click on the **Delete** button. To edit pages to not be excluded from the reports, highlight the filename or directory in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Users (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)



The Users option allows users to exclude information about specified users. For example, companies will often exclude themselves (their usernames) from NetTracker reports in order to get an accurate analysis of who is visiting their web site from outside of their company.

To exclude users from a report click on the **Add** button. Then select from the list box to create the request: “[**That match**]”, enter the usernames that should be excluded from the NetTracker reports in the text box and click on the **Add** button. Note that in the above example users can also use this option to exclude users “[**That start with**], [**That end with**] or [**That contain**]” the username entered in the text box.

To delete users that are excluded from a report, highlight the username in the list box and click on the **Delete** button. To edit users that are excluded from a report, highlight the username in the list box and click on the **Edit** button. Then make the desired changes and click on the **Update** button.

Remove Data from Report

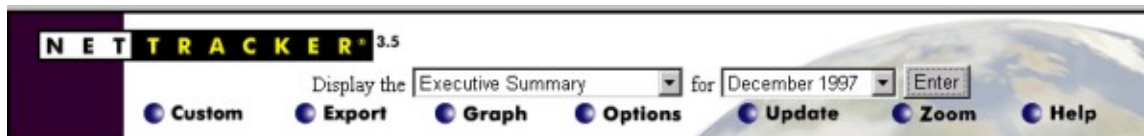
By clicking on the **Remove Data from Report** button, users will view the Remove Months Included in Report screen. From this screen users can remove months that are included in the NetTracker reports.

If you have previously configured NetTracker to require users to enter a password to configure the NetTracker Report Options, you will need to enter the password in the password text box to remove any months from NetTracker reports.

To remove a month's data from NetTracker reports, highlight the month whose data you would like to remove and click on the Remove Month button located at the bottom of the screen. To remove all of the months contained in NetTracker reports, click on the Remove All button.

USING NETTRACKER

All NetTracker functions are activated from the NetTracker panel at the top of the screen:



To select the type of summary that you would like to generate, select from the first list box located after “Display the”. In this example, the Executive Summary is displayed.

Display the

To select the time period that you would like to analyze data from, select from the second list box located after “for” and before the **Enter** button. In this example, the data analyzed is for December 1997.

for

The Feature buttons located at the top of the screen activate NetTracker’s functions. You can click on either the purple buttons or the text to the right of the buttons when using NetTracker. By placing your cursor over any of the buttons or text you can get a brief description of the feature in the status bar at the bottom of your browser.



Please note that the Feature buttons and the Summary and Time Period list boxes work independently of each other. For example, you can export any Summary for any specified Time Period.

By clicking on the highlighted text in the bottom frame, you can link or “drill down” to view additional information. You can also use the BACK, FORWARD, PRINT and STOP buttons in your browser when using NetTracker. Note: When printing reports, make sure that the bottom frame containing the summary is active by placing your cursor in the frame and clicking your mouse button.

Summary Reports

Ad Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Ad Summary select *Ad Summary* from the first list box:

The Ad Summary presents the Ad, the Last Clickthrough, the number of Impressions, the number of Clickthroughs (with the percentage of total Impressions and Clickthroughs) and the Clickthrough Rate for the top ten banner ads located on your web site, ranked by the number of impressions or clickthroughs (with options to view additional ads), for the selected time period.

Browser Summary

To display the Browser Summary select *Browser Summary* from the first list box:

The Browser Summary presents the Browser name, the Last Visit and number of Views and Visits (with the percentage of total Views and Visits) for the top ten browsers ranked by the number of visits or views (with options to view additional browsers) used by visitors to your web site, for the selected time period.

Date Summary

To display the Date Summary select *Date Summary* from the first list box:

The Date Summary presents the number of Views and Visits (with the percentage of total Views and Visits) for each month, week and day. Depending upon the selected time period (month, week or day), a different summary will be presented.

Day of the Week Summary

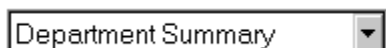
To display the Day of the Week Summary select *Day of the Week Summary* from the first list box:

A screenshot of a web application's first list box. It is a dropdown menu with a light gray border and a small downward-pointing arrow on the right side. The text inside the box is "Day of the Week Summary".

The Day of the Week Summary presents a daily breakdown of the views and visits to a web site that includes the Day of the Week, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits), for the selected time period.

Department Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

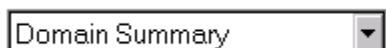
To display the Department Summary select *Department Summary* from the first list box:

A screenshot of a web application's first list box. It is a dropdown menu with a light gray border and a small downward-pointing arrow on the right side. The text inside the box is "Department Summary".

The Department Summary presents the Department, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits) for the top ten departments, ranked by the number of visits or views (with options to view additional departments) that visitors to your Intranet web site came from, for the selected time period.

Domain Summary

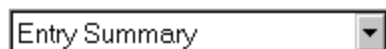
To display the Domain Summary select *Domain Summary* from the first list box:

A screenshot of a web application's first list box. It is a dropdown menu with a light gray border and a small downward-pointing arrow on the right side. The text inside the box is "Domain Summary".

The Domain Summary presents the Domain, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits) for the top ten domains, ranked by the number of visits or views (with options to view additional domains) that visitors to your web site came from, for the selected time period.

Entry Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

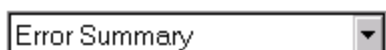
To display the Entry Summary select *Entry Summary* from the first list box:

A rectangular dropdown menu with a thin border. The text 'Entry Summary' is displayed in the main area, and a small downward-pointing arrow is visible on the right side.

The Entry Summary presents the Entry Page, the Last Visit and the number of Visits (with the percentage of total Visits) for the top ten pages (ranked by visits) that visitors to your web site viewed first when they entered your web site, for the selected time period.

Error Summary

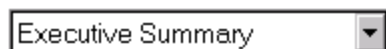
To display the Error Summary select *Error Summary* from the first list box:

A rectangular dropdown menu with a thin border. The text 'Error Summary' is displayed in the main area, and a small downward-pointing arrow is visible on the right side.

The Error Summary presents the Requested Page, the Error Message (the result of the request), the Last Error and the number of Errors (with the percentage of total Errors) for the top ten errors (with options to view additional errors) encountered by visitors to your web site, for the selected time period.

Executive Summary


To display the Executive Summary select *Executive Summary* from the first list box:

A rectangular dropdown menu with a thin border. The text 'Executive Summary' is displayed in the main area, and a small downward-pointing arrow is visible on the right side.

The Executive Summary, which is the default summary and will be presented first whenever NetTracker is started, presents totals, averages and a list of the top statistics for the selected time period. The starting date and ending date of the period are displayed at the top of the summary.

Exit Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Exit Summary select *Exit Summary* from the first list box:

A rectangular dropdown menu with a thin border. The text 'Exit Summary' is displayed in the main area, and a small downward-pointing arrow is visible on the right side.

The Exit Summary presents the Exit Page, the Last Visit and the number of Visits (with the percentage of total Visits) for the top ten pages (ranked by visits) that visitors to your web site were viewing before they exited your web site, for the selected time period.

Host Summary

To display the Host Summary select *Host Summary* from the first list box:

A screenshot of a web application's first list box. It is a standard HTML dropdown menu with a rectangular border. The text 'Host Summary' is displayed inside the box, and a small downward-pointing arrow is visible on the right side of the box.

The Host Summary presents the Host, the Last Visit, the number of Views and the number of Visits (with the percentage of total Views and Visits) for the top ten hosts, ranked by the number of visits or views (with options to view additional hosts) used by the visitors to your web site, for the selected time period.

Keyword Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Keyword Summary select *Keyword Summary* from the first list box:

A screenshot of a web application's first list box. It is a standard HTML dropdown menu with a rectangular border. The text 'Keyword Summary' is displayed inside the box, and a small downward-pointing arrow is visible on the right side of the box.

The Keyword Summary presents the Keywords, Last Visit and the number of Visits (with the percentage of total Visits) for the top ten keywords (with options to view additional keywords) used by visitors who found your web site using a search engine or directory.

Local Keyword Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Local Keyword Summary select *Local Keyword Summary* from the first list box:

A screenshot of a web application's first list box. It is a standard HTML dropdown menu with a rectangular border. The text 'Local Keyword Summary' is displayed inside the box, and a small downward-pointing arrow is visible on the right side of the box.

The Local Keyword Summary presents the Keywords, Last Visit and the number of Visits (with the percentage of total Visits) for the top ten keywords (with options to view additional keywords) used by visitors on your local search engine (located on your web site) to search for information on your Internet web site or Intranet web site.

Page Summary

To display the Page Summary select *Page Summary* from the first list box:

A screenshot of a web application's first list box. It is a standard HTML dropdown menu with a rectangular border. The text 'Page Summary' is displayed inside the box, and a small downward-pointing arrow is visible on the right side of the box.

The Page Summary presents the Page title (or filename), the Last View, the Average Viewing Time and the number of Views (with the percentage of total Views) for the top

ten pages (with options to view additional pages) viewed by visitors to your web site, for the selected time period.

Path Summary

To display the Path Summary select *Path Summary* from the first list box:

The Path Summary presents the Path, the Last Traversal and the number of Traversals (with the percentage of total Traversals) for the top five paths (with options to view additional paths) taken by visitors to your web site, for the selected time period.

Platform Summary

To display the Platform Summary select *Platform Summary* from the first list box:

The Platform Summary presents the Platform, Last Visit and number of Views and Visits (with the percentage of total Views and Visits) for the top ten platforms (ranked by visits) used your web site's visitors, for the selected time period.

Referrer Summary

To display the Referrer Summary select *Referrer Summary* from the first list box:

The Referrer Summary presents the Referrer, the Last Referral and the number of Referrals (with the percentage of total Referrals) for the top ten referrers (with options to view additional Referrers) to your web site, for the selected time period.

Robot/Spider Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Robot/Spider Summary select *Robot/Spider Summary* from the first list box:

The Robot/Spider Summary presents the Robot/Spider, the Last Visit, the number of Views and the number of Visits (with the percentage of total Views and Visits) for the top ten robots and spiders, ranked by the number of visits or views (with options to view

additional robots and spiders) that visited and indexed your web site, for the selected time period.

Time Summary

To display the Time Summary select *Time Summary* from the first list box:

Time Summary presents an hourly breakdown of the views and visits to a web site that includes the Hour, the Last Visit, the Average Visit Duration and the number of Views and Visits (with the percentage of total Views and Visits), for the selected time period.

Visit Summary

To display the Visit Summary select *Visit Summary* from the first list box:

The Visit Summary presents the Visit Duration, the Last Visit and the number of Visits (with the percentage of total Visits) for specified time intervals (1-2 minutes, 2-3 minutes, etc.), for the selected time period.

User Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the User Summary select *User Summary* from the first list box:

The User Summary presents the User, the Last Visit, the number of Views and the number of Visits (with the percentage of total Views and Visits) for the top ten users who were logged into your web site (using a username and password), ranked by the number of visits or views (with options to view additional users), for the selected time period.

Feature Buttons

Custom

(Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To create customized NetTracker reports that can be saved and generated in the future, click on the Custom button located in the top frame. Using the Custom Report Wizard, users can quickly and easily create customized NetTracker reports.

The Custom Report Wizard allows users to easily customize any NetTracker reports to present only information that is of interest to them. Using the Custom Report Wizard users can select which report they would like to customize, the time frame for the report and the information that they would like to filter from the report.

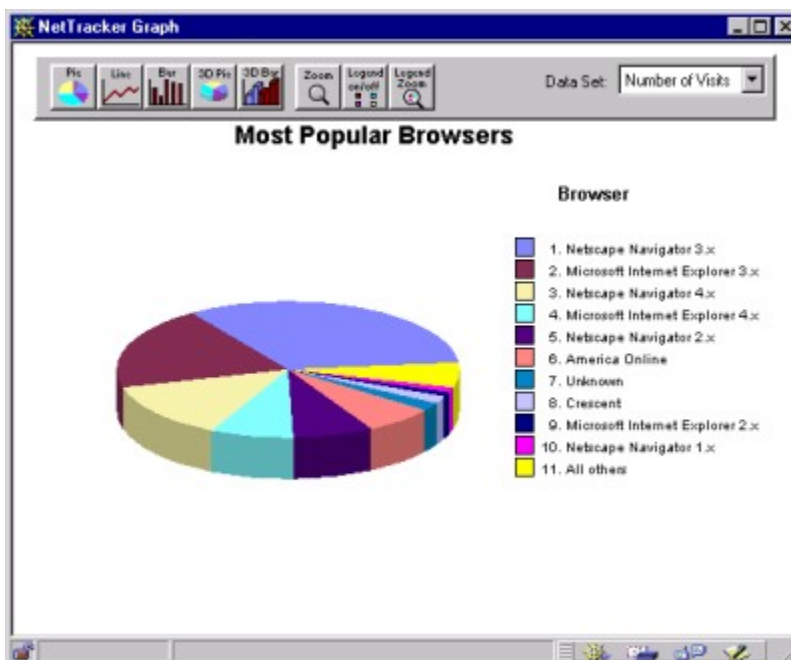
Export

To export the data from any summary or breakdown that is currently being viewed (except the Executive Summary) for use in other applications, click on the **Export** button located in the top frame. An “Export” dialog box will appear on the screen prompting users to select if they would like to export just the data on the current screen, or all of the data available for the current report.

After a selection is made, a “Save As” dialog box will appear on the screen. Just select the drive and directory where the file is to be saved, enter a file name and click on the Save button. The file will automatically be saved as a comma and quote delimited (.CSV) text file. This text file can then be imported into most software applications running on most platforms. For example, users of Microsoft’s Excel® spreadsheet software for Windows 95® can simply double click on the file name in Windows Explorer®. This data can then be manipulated, analyzed and formatted using the tools provided in the specific software package.

Graph

To view a graphical representation of any summary (except the Executive Summary) or breakdown (except the Clickthrough, Error, Impression, View and Visit Breakdowns), click on the **Graph** button located in the top frame. A new window will appear containing a graph and a tool bar at the top of the window. To dynamically change the type of chart displayed (line chart, bar chart, 3-D bar chart, pie chart or 3-D pie chart), select from the buttons located in the tool bar at the top of the graph window. To turn the Legend on or off, click on the **Legend** button. To dynamically change the data that is being graphed, select a different data set in the “Data Set” list box located at the top of the window.



Options

To configure NetTracker's options, click on the **Options** button located in the top frame. The NetTracker Options page will appear containing two option buttons. The buttons are: Edit Report Options, and Remove Data From Report.

Update

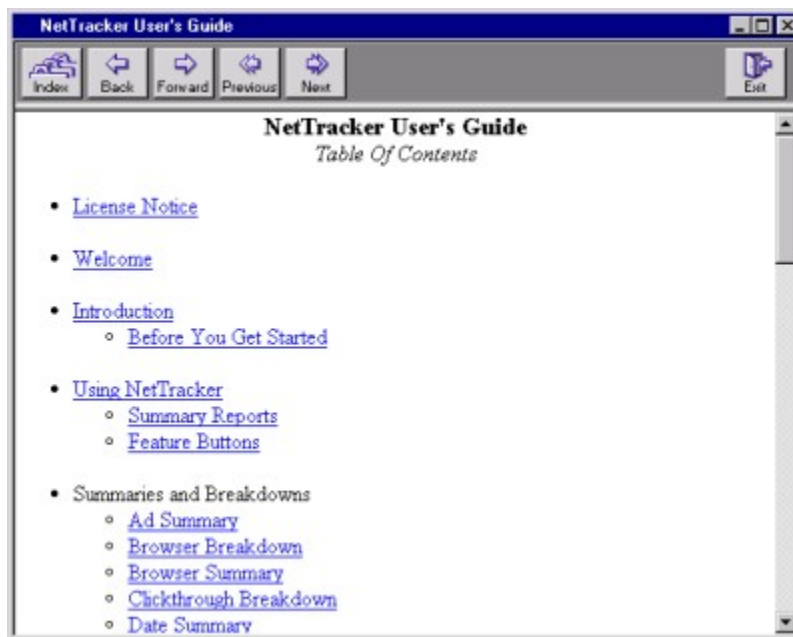
To update the NetTracker reports to contain current data (up to the minute), click on the **Update** button located in the top frame. Depending on the size of your log file(s) and the amount of time that has lapsed since the last time you or someone else updated the data, it may take a few minutes before NetTracker finishes analyzing the updated log file(s). Most webmasters should set their web servers to automatically run NetTracker nightly so the information will be updated regularly. Webmasters can find the instructions to perform this procedure in the Installation documentation.

Zoom

To zoom in and get a full screen view of the information presented in the bottom frame, click on the **Zoom** button located in the top frame. NetTracker opens a new window containing only the data presented in the bottom frame. Thus, most users will be able to view an entire summary without having to scroll. When done viewing the information, simply close this window.

Help

To receive online help while using NetTracker, click on the **Help** button located in the top frame. The Help function is context-sensitive and will automatically go to the section of the Help directory that corresponds with the section of NetTracker the user is currently viewing. To select other Help information from a list of help topics, click on the **Index** button. Click on the **Forward** and **Back** buttons to return to a previous Help page. Click on **Next** and **Previous** buttons to view the next or previous help topics. To exit Help, simply click on the **Exit** button.



SUMMARIES AND BREAKDOWNS

Ad Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Ad Summary for a specified period of time, highlight **Ad Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

	Ad	Last Clickthrough	Impressions	Clickthroughs	Clickthrough Rate
1.	Free Widgets	Dec. 31, 1997 at 7:43 p.m.	11492 (99.7%)	307 (100.0%)	2.7%
2.	Widgets 'R' US	None	16 (0.1%)	0 (0.0%)	0.0%
3.	WidgetMaster 2000	None	13 (0.1%)	0 (0.0%)	0.0%
Ads represented: 3 out of 3 (100.0%)		Impressions represented: 11528 out of 11528 (100.0%) Clickthroughs represented: 307 out of 307 (100.0%)			

The Ad Summary presents the Ad title (defined by the user in the Options screen), the Last Clickthrough, the number of Impressions and Clickthroughs (with the percentage of total Impressions and Clickthroughs) and the Clickthrough Rate for the top ten ads viewed by visitors of a web site for the selected time period.

To view the next ten ads, click on the highlighted “Next 10” located at the end of the report. To view the last ten ads, click on the highlighted “Last 10” located at the end of the report. To view the previous ten ads, click on the highlighted “Previous 10” located at the end of the report. To view the first ten ads, click on the highlighted “First 10” located at the end of the report. To view all of the ads, click on the highlighted number of total ads (“Ads represented: 10 out of xxx”, where xxx = Total Ads).

To view the actual ad, click on the highlighted Ad title. To get detailed information about each ad impression (view), click on the corresponding highlighted number of Impressions. This Impression Breakdown contains information about the Date and time of the impression, the Host, the Referrer, the Browser and the Platform for the specified ad. To get detailed information about each ad clickthrough, click on the corresponding highlighted number of Clickthroughs. This Clickthrough Breakdown contains information about the Date and time of the clickthrough, the Host, the Referrer, the Browser and the Platform for the specified ad.

Browser Breakdown

The Browser Breakdown contains information about specified browsers and is accessed by clicking on highlighted Browsers in the Browser Summary or highlighted Platforms in the Platform Summary. This breakdown contains information about the Browser, the Last Visit and the number of Views and Visits for each specified browser.

To get more information about each view for a specified browser, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page viewed and the Referrer. To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the page viewed, click on the corresponding highlighted Page. To view the referring page, click on the corresponding highlighted Referrer.


To get more information about each visit for a specified browser, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about the date and time when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Platform and the number of Views for each specified browser. To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the referring page, click on the corresponding highlighted Referrer. To view the first page that the visitor viewed when visiting the web site, click on the corresponding highlighted Entry Page. To view the last page that the visitor viewed before leaving the web site, click on the corresponding highlighted Exit Page. To get more information about each view for a specified visit, click on the corresponding highlighted number of Views.

This View Breakdown contains information about the Time of the view, the Page viewed and the Referrer. To view the page viewed, click on the corresponding Page. To view the referring page, click on the corresponding highlighted Referrer.

Browser Summary

To display the Browser Summary for a specified period of time, highlight **Browser Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The Browser Summary presents the Browser name, Last Visit and number of Views and Visits (with the percentage of total Views and Visits) for the top ten web browsers (ranked by visits) used by a web site's visitors for the selected time period.



NET TRACKER® 3.5

Display the Browser Summary for December 1997

Custom Export Graph Options Update Zoom Help

GAF Widgets, Inc.
Browser Summary
Ranked by Visits
December 1997

Rank by Views

	Browser	Last Visit	Views	Visits
1.	Netscape Navigator 3.x	Dec. 31, 1997 at 11:32 p.m.	2723 (32.1%)	320 (34.3%)
2.	Microsoft Internet Explorer 3.x	Dec. 31, 1997 at 3:00 p.m.	1605 (18.9%)	478 (20.0%)
3.	Netscape Navigator 4.x	Dec. 31, 1997 at 11:45 p.m.	1281 (15.1%)	314 (13.1%)
4.	Microsoft Internet Explorer 4.x	Dec. 31, 1997 at 9:18 p.m.	573 (6.8%)	135 (7.7%)
5.	Netscape Navigator 2.x	Dec. 31, 1997 at 10:29 p.m.	526 (6.8%)	176 (7.4%)
6.	America Online	Dec. 31, 1997 at 10:57 p.m.	783 (9.2%)	153 (6.4%)
7.	Unknown	Dec. 31, 1997 at 8:57 p.m.	54 (0.6%)	42 (1.8%)

To view the next ten browsers, click on the highlighted “Next 10” located at the end of the report. To view the last ten browsers, click on the highlighted “Last 10” located at the end of the report. To view the previous ten browsers, click on the highlighted “Previous 10” located at the end of the report. To view the first ten browsers, click on the highlighted “First 10” located at the end of the report. To view all of the browsers, click on the highlighted number of total browsers (“Browsers represented: 10 out of xxx”, where xxx = Total Browsers).

To get detailed information about each browser group (the Netscape Navigator 4.x group for example), click on the highlighted Browser group. This Browser Breakdown contains information about the Browser, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits).

To get detailed information about each view, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer and the Platform for the specified browser. To get detailed information about each visit, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Platform and the number of Views.

Clickthrough Breakdown (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

The Clickthrough Breakdown contains information about specified clickthroughs and is accessed by clicking on highlighted Clickthroughs in the Ad Summary. This breakdown contains information about the Date and time of the clickthrough, the Host, the Referrer, the Browser and the Platform for the specified ad.

To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate

domain registration database. To view the referring page, click on the corresponding highlighted Referrer.

Date Summary

To display the Date Summary for a specified period of time, highlight **Date Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

NET TRACKER® 3.5

Display the **Date Summary** for December 1997

GAF Widgets, Inc.
Date Summary
December 1997

	Date	Views	Visits	Views per Week	Visits per Week
1.	Monday, Dec. 1, 1997	406	131		
2.	Tuesday, Dec. 2, 1997	307	101		
3.	Wednesday, Dec. 3, 1997	404	106		
4.	Thursday, Dec. 4, 1997	535	115	2269	607
5.	Friday, Dec. 5, 1997	337	87		
6.	Saturday, Dec. 6, 1997	220	67		
7.	Sunday, Dec. 7, 1997	219	80		
8.	Monday, Dec. 8, 1997	318	88		
9.	Tuesday, Dec. 9, 1997	314	97		

The Date Summary presents the number of Views and Visits (with the percentage of total Views and Visits) for each month, week and day. Depending upon the selected time period (“All Months” or a specified month), a different summary will be presented.

When viewing the Date Summary for All Months, the Month and number of Views and Visits (with the percentage of total Views and Visits) are presented for each month. To get detailed information about each day and week in the specified month, click on the highlighted month.

The Date Summary for each individual month is identical to the Date Summary that is presented if the same individual month was specified in the second list box.

To get detailed information about each view, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer, the Browser and the Platform. To get detailed information about each visit, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views.

When viewing the Date Summary for an individual month, the number of Views and Visits (with the percentage of total Views and Visits) are presented for each day and week.

To get detailed information about each view for a specific day or week, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer, the Browser and the Platform. To get detailed information about each visit for a specific day or week, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views.

Day of the Week Summary

To display the Day of the Week Summary for a specified period of time, highlight **Day of the Week** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

Day of the Week	Last Visit	Views	Visits
Sunday	Dec. 28, 1997 at 11:46 p.m.	1010 (11.9%)	270 (11.3%)
Monday	Dec. 29, 1997 at 11:41 p.m.	1666 (19.7%)	502 (21.0%)
Tuesday	Dec. 30, 1997 at 11:37 p.m.	1305 (15.4%)	421 (17.6%)
Wednesday	Dec. 31, 1997 at 11:45 p.m.	1447 (17.1%)	380 (15.9%)
Thursday	Dec. 25, 1997 at 10:58 p.m.	1240 (14.6%)	331 (13.8%)
Friday	Dec. 26, 1997 at 11:33 p.m.	1094 (12.9%)	276 (11.5%)
Saturday	Dec. 27, 1997 at 11:16 p.m.	710 (8.4%)	214 (8.9%)

Views represented: 8472 out of 8472 (100.0%)
Visits represented: 2394 out of 2394 (100.0%)

The Day of the Week Summary presents a daily breakdown of the views and visits to a web site which includes the Day of the Week, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits) for the selected time period.

To get detailed information about each view during a specified day of the week, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer, the Browser and the Platform. To get detailed information about each visit during a specified day of the week, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views.

Department Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Department Summary for a specified period of time, highlight **Department Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

	Department	Last Visit	Views	Visits
1.	Sales	July 15, 1997 at 6:10 p.m.	11388 (91.9%)	3579 (94.4%)
2.	Warehouse	July 11, 1997 at 12:44 a.m.	620 (5.0%)	99 (2.6%)
3.	Product Development	Oct. 22, 1996 at 11:48 a.m.	311 (2.5%)	93 (2.5%)
4.	Support	July 15, 1997 at 9:42 a.m.	34 (0.3%)	12 (0.3%)
5.	Shipping	July 2, 1997 at 8:25 p.m.	38 (0.3%)	9 (0.2%)

Departments represented: 5 out of 5 (100.0%) Views represented: 12391 out of 12391 (100.0%)

The Department Summary presents the Department, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits) for the top departments (ranked by visits) that visitors to an Intranet web site are coming from for the selected time period. To rank the departments by the number of views, click on the **Rank by Views** button.

To view the next ten departments, click on the highlighted “Next 10” located at the end of the report. To view the last ten departments, click on the highlighted “Last 10” located at the end of the report. To view the previous ten departments, click on the highlighted “Previous 10” located at the end of the report. To view the first ten departments, click on the highlighted “First 10” located at the end of the report. To view all of the departments, click on the highlighted number of total departments (“Departments represented: 10 out of xxx”, where xxx = Total Departments).

To get more information about each specific host or user within each department, click on the corresponding highlighted Department. To get detailed information about each view made from a specific department, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Referrer, the Browser and the Platform for the specified department. To get detailed information about each visit made from a specific department, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of the Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views per visit.

Domain Summary

To display the Domain Summary for a specified period of time, highlight **Domain Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.



NET TRACKER® 3.5

Display the Domain Summary for December 1997 Enter

Custom Export Graph Options Update Zoom Help

GAF Widgets, Inc.
Domain Summary
 Ranked by Visits
 December 1997

Rank by Views

	Domain	Last Visit	Views	Visits
1.	United States Commercial	Dec. 31, 1997 at 5:01 p.m.	1874 (22.1%)	530 (22.1%)
2.	Unresolved	Dec. 31, 1997 at 3:25 p.m.	1892 (22.3%)	519 (21.7%)
3.	United States Network	Dec. 31, 1997 at 11:45 p.m.	1721 (20.3%)	514 (21.5%)
4.	Other	Dec. 31, 1997 at 10:57 p.m.	998 (11.8%)	229 (9.6%)
5.	United States Educational	Dec. 31, 1997 at 12:36 p.m.	648 (7.8%)	160 (6.7%)
6.	United States	Dec. 24, 1997 at 11:58 a.m.	215 (2.5%)	61 (2.5%)
7.	Canada	Dec. 31, 1997 at 5:32 p.m.	141 (1.7%)	50 (2.1%)

The Domain Summary presents the Domain, the Last Visit and the number of Views and Visits (with the percentage of total Views and Visits) for the top domains (ranked by visits) that visitors to a web site are coming from for the selected time period. To rank the domains by the number of views, click on the **Rank by Views** button.

To view the next ten domains, click on the highlighted “Next 10” located at the end of the report. To view the last ten domains, click on the highlighted “Last 10” located at the end of the report. To view the previous ten domains, click on the highlighted “Previous 10” located at the end of the report. To view the first ten domains, click on the highlighted “First 10” located at the end of the report. To view all of the domains, click on the highlighted number of total domains (“Domains represented: 10 out of xxx”, where xxx = Total Domains).

To get more information about each specific host within each domain, click on the corresponding highlighted Domain. To get detailed information about each view made from a specific domain, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Referrer, the Browser and the Platform for the specified domain. To get detailed information about each visit made from a specific domain, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of the Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views per visit.

Entry Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Entry Summary for a specified period of time, highlight **Entry Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

	Entry Page	Last Visit	Visits
1.	Welcome to the Gaf Widgets Home Page	Dec. 31, 1997 at 9:18 p.m.	384 (16.9%)
2.	Big Widgets	Dec. 31, 1997 at 1:54 p.m.	98 (4.1%)
3.	Cool Widgets	Dec. 30, 1997 at 10:47 p.m.	72 (3.0%)
4.	Refurbished Widgets	Dec. 29, 1997 at 11:59 a.m.	51 (2.1%)
5.	Widget Love Stories	Dec. 31, 1997 at 3:33 p.m.	40 (1.7%)
6.	Confessions of a Widget Salesman	Dec. 30, 1997 at 5:42 p.m.	39 (1.6%)
7.	Widget Specials	Dec. 31, 1997 at 5:40 p.m.	34 (1.4%)
8.	Widgets, Widgets and More Widgets	Dec. 28, 1997 at 12:14 p.m.	34 (1.4%)
9.	Widget Technical Support	Dec. 31, 1997 at 12:36 p.m.	30 (1.3%)

The Entry Summary presents the Entry Page title (or filename), the Last Visit, and the number of Visits (with the percentage of total Visits) for the top ten pages that visitors viewed first when they entered your web site for the selected time period.

To view the next ten entry pages, click on the highlighted “Next 10” located at the end of the report. To view the last ten entry pages, click on the highlighted “Last 10” located at the end of the report. To view the previous ten entry pages, click on the highlighted “Previous 10” located at the end of the report. To view the first ten entry pages, click on the highlighted “First 10” located at the end of the report. To view all of the entry pages, click on the highlighted number of total entry pages (“Entry Pages represented: 10 out of xxx”, where xxx = Total Entry Pages).

To generate a report containing only visits to entry pages in a specific directory, enter the directory into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all entry pages [**that**] [**start with**] [**directory**]” and click on the **Enter** button. To generate a report that excludes visits to entry pages in a specific directory, enter the directory into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all entry pages [**that do not**] [**start with**] [**directory**]” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude entry pages that either [**match**], [**end with**] or [**contain**] the specified text entered in the text box.

To view the actual entry page, click on the highlighted page title or filename. To get detailed information about each visit, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the

Length of Visit, the Host, the Referrer, the Exit Page, the Browser, the Platform and the number of Views.

Error Breakdown

The Error Breakdown contains information about specified errors and is accessed by clicking on the highlighted Errors in the Error Summary. This breakdown presents information about the Date and time of the error, the Host, the Referrer, the Browser and the Platform for each specified error. To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the referring page, click on the corresponding highlighted Referrer.

Error Summary

To display the Error Summary for a specified period of time, highlight **Error Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The Error Summary presents the Requested Page, the Error Message (the result of the request), the Last Error and the number of Errors (with the percentage of total Errors) for the top ten errors for the selected time period.



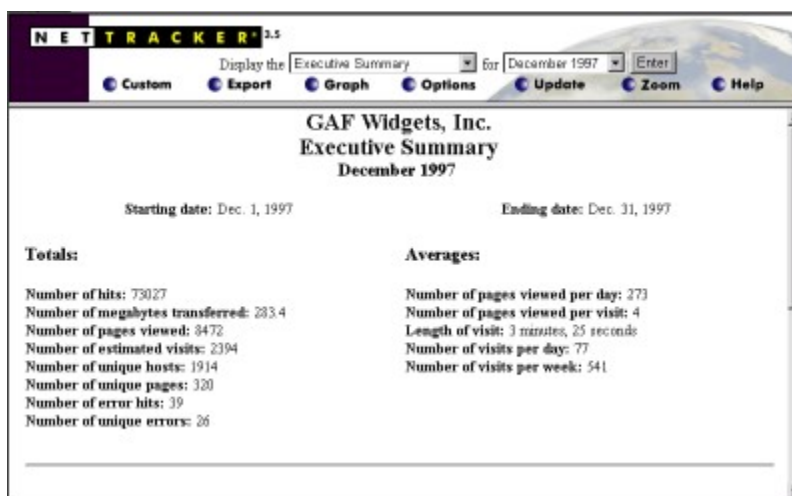
	Requested Page	Error Message	Last Error	Errors
1.	/products/widget2000.html	Not found	Dec. 17, 1997 at 3:21 p.m.	4 (10.3%)
2.	/download/widget-specs/	Not found	Dec. 17, 1997 at 3:06 p.m.	4 (10.3%)
3.	/download/widget-photos/	Not found	Dec. 13, 1997 at 6:46 p.m.	3 (7.7%)
4.	/download/naughty-widget-photos/	Not found	Dec. 10, 1997 at 1:33 a.m.	3 (7.7%)
5.	/secret/	Not found	Dec. 10, 1997 at 1:33 a.m.	3 (7.7%)
6.	/top-secret/	Not found	Dec. 22, 1997 at 10:23 p.m.	2 (5.1%)
7.	/private/	Not found	Dec. 31, 1997 at 3:19 p.m.	1 (2.6%)
8.	/search.html	Unauthorized	Dec. 31, 1997 at 3:13 p.m.	1 (2.6%)
9.	/about/widget-photos	Unauthorized	Dec. 31, 1997 at 3:13 p.m.	1 (2.6%)

To view the next ten errors, click on the highlighted “Next 10” located at the end of the report. To view the last ten errors, click on the highlighted “Last 10” located at the end of the report. To view the previous ten errors, click on the highlighted “Previous 10” located at the end of the report. To view the first ten errors, click on the highlighted “First 10” located at the end of the report. To view all of the errors, click on the highlighted number of total errors (“Errors represented: 10 out of xxx”, where xxx = Total Errors).

To get detailed information about each error, click on the corresponding highlighted number of Errors. This Error Breakdown contains information about the Date and time of the error, the Host, the Referrer, the Browser and the Platform.

Executive Summary

To display the Executive Summary for a specified period of time, highlight **Executive Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button. The Executive Summary is the default summary and will be presented first whenever NetTracker is started.



The Executive Summary presents totals, averages and a list of the top statistics for the selected time period. The starting date and ending date of the period are displayed at the top of the summary.

Exit Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Exit Summary for a specified period of time, highlight **Exit Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The Exit Summary presents the Exit Page title (or filename), the Last Visit, and the number of Visits (with the percentage of total Visits) for the top ten pages that visitors to your web site were viewing before they exited your web site for the selected time period.

To view the next ten exit pages, click on the highlighted "Next 10" located at the end of the report. To view the last ten exit pages, click on the highlighted "Last 10" located at the end of the report. To view the previous ten exit pages, click on the highlighted "Previous 10" located at the end of the report. To view the first ten exit pages, click on the highlighted "First 10" located at the end of the report. To view all of the exit pages,

click on the highlighted number of total exit pages (“Exit Pages represented: 10 out of xxx”, where xxx = Total Exit Pages).



NET TRACKER® 3.5

Display the **Exit Summary** for **December 1997** **Enter**

Custom **Export** **Graph** **Options** **Update** **Zoom** **Help**

GAF Widgets, Inc.
Exit Summary
December 1997

	Exit Page	Last Visit	Visits
1.	Welcome to the GAF Widgets Home Page	Dec. 31, 1997 at 9:18 p.m.	388 (16.2%)
2.	BIG Widgets	Dec. 30, 1997 at 5:25 p.m.	120 (5.0%)
3.	Refurbished Widgets	Dec. 31, 1997 at 1:54 p.m.	114 (4.8%)
4.	Widget Love Stories	Dec. 31, 1997 at 12:20 a.m.	113 (4.7%)
5.	Widget Specials	Dec. 30, 1997 at 10:47 p.m.	71 (3.0%)
6.	Order Form	Dec. 31, 1997 at 1:14 p.m.	64 (2.7%)
7.	Widget Technical Support	Dec. 29, 1997 at 4:10 p.m.	27 (2.4%)
8.	Widgets, Widgets and More Widgets	Dec. 31, 1997 at 8:33 p.m.	49 (2.0%)

To generate a report containing only visits to exit pages in a specific directory, enter the directory into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all exit pages [**that**] [**start with**] [**directory**]” and click on the **Enter** button. To generate a report that excludes visits to exit pages in a specific directory, enter the directory into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all exit pages [**that do not**] [**start with**] [**directory**]” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude exit pages that either [**match**], [**end with**] or [**contain**] the specified text entered in the text box.

To view the actual exit page, click on the highlighted page title or filename. To get detailed information about each visit, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Browser, the Platform and the number of Views.

Host Summary

To display the Host Summary for a specified period of time, highlight **Host Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The Host Summary presents the Host, the Last Visit, the number of Views and Visits (with the percentage of total Views and Visits) for the top ten hosts (ranked by visits) used by the visitors of a web site for the selected time period. To rank the hosts by the number of views, click on the **Rank by Views** button.

NET TRACKER® 3.5

Display the Host Summary for December 1997 Enter

Custom Export Graph Options Update Zoom Help

GAF Widgets, Inc.
Host Summary
Ranked by Visits
December 1997

Rank by Views

	Host	Last Visit	Views	Visits
1.	America Online	Dec. 31, 1997 at 10:57 p.m.	<u>810</u> (9.8%)	<u>176</u> (7.4%)
2.	CompuServe	Dec. 31, 1997 at 4:18 p.m.	<u>109</u> (1.3%)	<u>31</u> (1.3%)
3.	Prodigy	Dec. 31, 1997 at 1:14 p.m.	<u>59</u> (0.7%)	<u>22</u> (0.9%)
4.	el.snet.com	Dec. 21, 1997 at 3:33 p.m.	<u>271</u> (3.2%)	<u>18</u> (0.8%)
5.	www.snet.com	Dec. 24, 1997 at 12:59 a.m.	<u>23</u> (0.3%)	<u>17</u> (0.7%)
6.	www.checkdomain.com	Dec. 30, 1997 at 12:27 a.m.	<u>63</u> (0.7%)	<u>16</u> (0.7%)
7.	out.snet.com	Dec. 18, 1997 at 2:46 p.m.	<u>14</u> (0.2%)	<u>14</u> (0.6%)

To view the next ten hosts, click on the highlighted “Next 10” located at the end of the report. To view the last ten hosts, click on the highlighted “Last 10” located at the end of the report. To view the previous ten hosts, click on the highlighted “Previous 10” located at the end of the report. To view the first ten hosts, click on the highlighted “First 10” located at the end of the report. To view all of the hosts, click on the highlighted number of total hosts (“Hosts represented: 10 out of xxx”, where xxx = Total Hosts).

To generate a report of all the visits from a specific domain, enter the domain name into the text box in the filter tool at the bottom of the report, select from the list boxes to create the request: “Show all hosts [**that**] [**end with**] [**domain name**]” and click on the **Enter** button. To generate a report that excludes visits from a specific domain, enter the domain name into the text box in the filter tool at the bottom of the report, select from the list boxes to create the request: “Show all hosts [**that do not**] [**end with**] [**domain name**]” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude domains that either [**match**], [**start with**] or [**contain**] the specified text entered in the text box.

To get more information about each specific host, click on the highlighted host. NetTracker will then look up domain name information through the appropriate domain registration database.

To get detailed information about each view made by a specific host, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Page viewed, the Referrer, the Browser and the Platform for the specified host. To get detailed information about each visit made by a specific host, click on the corresponding highlighted number of visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views for each visit by the specified host.

Impression Breakdown (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

The Impression Breakdown contains information about specified impressions and is accessed by clicking on highlighted Impressions in the Ad Summary. This breakdown contains information about the Date and time of the impression, the Host, the Referrer, the Browser and the Platform for the specified ad.

To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the referring page, click on the corresponding highlighted Referrer.

Keyword Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Keyword Summary for a specified period of time, highlight **Keyword Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

	Keywords	Last Visit	Visits
1.	widgets	Dec. 31, 1997 at 6:27 p.m.	157 (6.6%)
2.	cool widgets	Dec. 30, 1997 at 4:38 p.m.	59 (2.5%)
3.	note	Dec. 28, 1997 at 11:46 p.m.	32 (1.3%)
4.	hdtv	Dec. 23, 1997 at 12:34 p.m.	27 (1.1%)
5.	Widget Distributors	Dec. 31, 1997 at 10:56 p.m.	15 (0.6%)
6.	Widget Trivia	Dec. 30, 1997 at 8:43 a.m.	15 (0.6%)
7.	true happiness	Dec. 30, 1997 at 12:53 a.m.	14 (0.6%)
8.	Trends in Widget Production	Dec. 30, 1997 at 9:16 a.m.	13 (0.5%)
9.	widget resellers	Dec. 26, 1997 at 3:20 p.m.	13 (0.5%)

The Keyword Summary presents the Keywords, the Last Visit and the number of Visits (with the percentage of total Visits) for the top ten keywords used by visitors to find a web site using a search engine or directory, for the selected time period.

To view the next ten keywords, click on the highlighted “Next 10” located at the end of the report. To view the last ten keywords, click on the highlighted “Last 10” located at the end of the report. To view the previous ten keywords, click on the highlighted “Previous 10” located at the end of the report. To view the first ten keywords, click on the highlighted “First 10” located at the end of the report. To view all of the keywords, click on the highlighted number of total keywords (“Keywords represented: 10 out of xxx”, where xxx = Total Keywords).

To generate a report containing only specific keywords, enter the keywords into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all keywords [that] [contain] [keywords]” and click on the **Enter** button. To generate a report that excludes specific keywords, enter the keywords into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all keywords [that do not] [contain] [keywords]” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude keywords that either [match], [start with] or [end with] the specified text entered in the text box.

To get detailed information about specific keywords, click on the corresponding highlighted Keywords. This Referrer Breakdown contains information about the Referrer, the Last Referral and the number of Referrals. If the referrer was a search engine or directory, the keywords that the users searched with will be presented in parentheses after the Referrer.

By clicking on the corresponding highlighted Referrer in the Referrer Breakdown, users can view the actual referring page. Once again, if the referring page was a search engine, users can view the keywords that the visitors used to search for the web site, as well as the results of the search that these visitors made.

To get detailed information about each referral, click on the corresponding highlighted number of Referrals. This Visit Breakdown contains information about the Date and time of the view, the Length of Visit, the Host, the Referrer, the Entry and Exit Pages, the Browser, the Platform and the number of Views per visit for the specified referrer.

Local Keyword Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Local Keyword Summary for a specified period of time, highlight **Local Keyword Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.



	Keywords	Last View	Views
1.	widgets	Dec. 31, 1996 at 10:53 a.m.	7 (0.69%)
2.	small widgets	Dec. 31, 1996 at 10:54 a.m.	6 (0.59%)
3.	widget2000	Dec. 28, 1996 at 9:19 a.m.	6 (0.59%)
4.	big widgets	Dec. 31, 1996 at 2:00 p.m.	4 (0.46%)
5.	rusts	Dec. 29, 1996 at 3:03 p.m.	4 (0.46%)
6.	books	Dec. 30, 1996 at 7:58 p.m.	3 (0.39%)
7.	widget specifications	Dec. 29, 1996 at 3:03 a.m.	3 (0.39%)
8.	widget pricing	Dec. 28, 1996 at 3:03 p.m.	3 (0.39%)

The Local Keyword Summary presents the Keywords, the Last Visit and the number of Visits (with the percentage of total Visits) for the top ten local keywords used by visitors on your local search engine (located on your web site) to search for information on your Internet web site or Intranet web site.

To view the next ten local keywords, click on the highlighted “Next 10” located at the end of the report. To view the last ten local keywords, click on the highlighted “Last 10” located at the end of the report. To view the previous ten local keywords, click on the highlighted “Previous 10” located at the end of the report. To view the first ten local keywords, click on the highlighted “First 10” located at the end of the report. To view all of the local keywords, click on the highlighted number of total keywords (“Keywords represented: 10 out of xxx”, where xxx = Total Keywords).

To generate a report containing only specific local keywords, enter the keywords into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all keywords [that] [contain] [keywords]” and click on the **Enter** button. To generate a report that excludes specific local keywords, enter the keywords into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all keywords [that do not] [contain] [keywords]” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude local keywords that either [match], [start with] or [end with] the specified text entered in the text box.

To get detailed information about specific local keywords, click on the corresponding highlighted Keywords. This Page Breakdown contains information about the Page, the Last View, the Average Viewing Time and the number of Views. To view the page containing the user's search results, click on the highlighted page title or filename. To get detailed information about each view, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Referrer, the Browser and the Platform for the specified local keyword.

To get detailed information about each View, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Time of the view, the Page viewed and the Referrer for the specified local keyword. To view the page, click on the highlighted page title or filename. To view the referring page, click on the highlighted Referrer.


Page Breakdown

The Page Breakdown contains information about specified dynamically generated pages and is accessed by clicking on the highlighted Page in the Page Summary, the highlighted Entry Page in the Entry Summary and the highlighted Exit Page in the Exit Summary. This breakdown contains information about the Page, the Last View, the Average Viewing Time and the number of Views for each specified dynamically generated page.

To view the actual dynamically generated web page, click on the highlighted Page. To get more information about each view to a dynamically generated page, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer, the Browser and the Platform for the specified page. To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the actual dynamically generated web page, click on the highlighted Page. To view the referring page, click on the corresponding highlighted Referrer.

Page Summary

To display the Page Summary for a specified period of time, highlight **Page Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.



	Page	Last View	Average Viewing Time	Views
1.	Welcome to the GAF Widgets Home Page	Dec. 31, 1997 at 9:21 p.m.	41 seconds	965 (11.4%)
2.	Widget Product Information	Dec. 31, 1997 at 9:37 p.m.	45 seconds	504 (5.9%)
3.	All About Widgets	Dec. 31, 1997 at 6:33 p.m.	56 seconds	433 (5.1%)
4.	Fun With Widgets	Dec. 31, 1997 at 9:35 p.m.	42 seconds	377 (4.4%)
5.	Widget Recipes	Dec. 31, 1997 at 9:39 p.m.	52 seconds	306 (3.6%)
6.	The Untold Widget Story	Dec. 31, 1997 at 9:37 p.m.	46 seconds	282 (3.4%)
7.	Widgets from Outer Space	Dec. 31, 1997 at 6:34 p.m.	34 seconds	267 (3.2%)
8.	Popular Widgets	Dec. 31, 1997 at 5:43 p.m.	34 seconds	226 (2.7%)

The Page Summary presents the Page title (or filename), the Last View, the Average Viewing Time and the number of Views (with the percentage of total Views) for the top ten pages viewed by visitors of a web site for the selected time period.

To view the next ten pages, click on the highlighted “Next 10” located at the end of the report. To view the last ten pages, click on the highlighted “Last 10” located at the end of the report. To view the previous ten pages, click on the highlighted “Previous 10” located at the end of the report. To view the first ten pages, click on the highlighted “First 10” located at the end of the report. To view all of the pages, click on the highlighted number of total pages (“Pages represented: 10 out of xxx”, where xxx = Total Pages).

To generate a report containing only views to pages in a specific directory, enter the directory into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all pages [that] [start with] [directory]” and click on the **Enter** button. To generate a report that excludes views to pages in a specific directory, enter the directory into the text box in the filter tool at the bottom of the report

and select from the list boxes to create the request: “Show all pages [**that do not**] [**start with**] [**directory**]” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude pages that either [**match**], [**end with**] or [**contain**] the specified text entered in the text box.

To view the actual web page, click on the highlighted page title or filename. To get detailed information about each view, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Referrer, the Browser and the Platform for the specified page.

Path Summary

To display the Path Summary for a specified period of time, highlight **Path Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

	Path	Last Traversal	Traversals
1.	1. Welcome to the GAF Widgets Home Page 2. All About Widgets 3. Morning on with your Life	Dec. 30, 1997 at 8:07 a.m.	39 (4.4%)
2.	1. Welcome to the GAF Widgets Home Page 2. Fun With Widgets 3. Getting a Life	Dec. 29, 1997 at 10:57 p.m.	19 (2.1%)
3.	1. Welcome to the GAF Widgets Home Page 2. Widget Recipes 3. Widget Desserts	Dec. 27, 1997 at 10:07 a.m.	13 (1.5%)
4.	1. Welcome to the GAF Widgets Home Page 2. The Untold Widget Story 3. Confessions of a Widget Salesman	Dec. 18, 1997 at 8:14 p.m.	13 (1.5%)
	1. Welcome to the GAF Widgets Home Page		

The Path Summary presents the Path, the Last Traversal and the number of Traversals (with the percentage of total Traversals) for the top five paths taken by visitors of a web site for the selected time period.

To view the next five paths, click on the highlighted “Next 5” located at the end of the report. To view the last five paths, click on the highlighted “Last 5” located at the end of the report. To view the previous five paths, click on the highlighted “Previous 5” located at the end of the report. To view the first five paths, click on the highlighted “First 5” located at the end of the report. To view all of the paths, click on the highlighted number of total paths (“Paths represented: 5 out of xxx”, where xxx = Total Paths).

To view the actual web pages within a path, click on the corresponding highlighted page title or filename in the Path column. To get detailed information about each path traversal, click on the corresponding highlighted number of Traversals. This Visit Breakdown contains information about when the Visit Began, the Length of the Visit, the

Host, the Referrer, the Exit Page, the Browser, the Platform and the number of Views per visit.

Note: The number of consecutive pages (2, 3, 4 or 5) that are required to constitute a path can be configured in the Edit Report Options section of NetTracker.

Platform Summary

To display the Platform Summary for a specified period of time, highlight **Platform Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The Platform Summary presents the Platform, Last Visit and number of Views and Visits (with the percentage of total Views and Visits) for the top ten platforms (ranked by visits) used by a web site's visitors for the selected time period.



	Platform	Last Visit	Views	Visits
1.	Windows 95	Dec. 31, 1997 at 11:32 p.m.	5114 (60.4%)	1417 (59.2%)
2.	Windows 3.x	Dec. 31, 1997 at 10:39 a.m.	1034 (12.2%)	256 (11.9%)
3.	Macintosh	Dec. 31, 1997 at 6:52 p.m.	915 (10.8%)	281 (11.7%)
4.	Unknown	Dec. 31, 1997 at 9:58 p.m.	811 (9.6%)	225 (9.4%)
5.	Windows NT	Dec. 31, 1997 at 11:45 p.m.	463 (5.5%)	127 (5.3%)
6.	Windows (32-bit)	Dec. 30, 1997 at 5:06 a.m.	83 (1.0%)	31 (1.3%)
7.	X-Window	Dec. 31, 1997 at 8:53 p.m.	44 (0.5%)	25 (1.0%)

To view the next ten platforms, click on the highlighted “Next 10” located at the end of the report. To view the last ten platforms, click on the highlighted “Last 10” located at the end of the report. To view the previous ten platforms, click on the highlighted “Previous 10” located at the end of the report. To view the first ten platforms, click on the highlighted “First 10” located at the end of the report. To view all of the platforms, click on the highlighted number of total platforms (“Platforms represented: 10 out of xxx”, where xxx = Total Platforms).

To get detailed information about each platform, click on the corresponding highlighted Platform. This Browser Breakdown contains information about the Browser, the Last Visit and the number of Views and Visits for the specified platform.

To get detailed information about each view, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer and the Browser for the specified platform. To get detailed information about each visit, click on the corresponding highlighted number

of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser and the number of Views for the specified platform.

Referrer Breakdown

The Referrer Breakdown contains information about specified referrers and is accessed by clicking on the highlighted Referrers in the Referrer Summary or the highlighted Keywords in the Keyword Summary. This breakdown contains information about the Referrer, the Last Referral and the number of Referrals for each specified referrer or keywords. To view the referring page, click on the corresponding highlighted Referrer. To get more information about each visit from a specified referrer, click on the corresponding highlighted number of Referrals.

This Visit Breakdown contains information about the date and time when the Visit Began, the Length of Visit, the Host, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views for each specified visit. To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the first page that the visitor viewed when visiting the web site, click on the corresponding highlighted Entry Page. To view the last page that the visitor viewed before leaving the web site, click on the corresponding highlighted Exit Page. To get more information about each view for a specified visit, click on the corresponding highlighted number of Views.

This View Breakdown contains information about the Time of the view, the Page viewed and the Referrer. To view the page viewed, click on the corresponding Page. To view the referring page, click on the corresponding highlighted Referrer.

Referrer Summary

To display the Referrer Summary for a specified period of time, highlight **Referrer Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The Referrer Summary presents the Referrer, the Last Referral and the number of Referrals (with the percentage of total Referrals) for the top ten referrers to a web site for the selected time period.

To view the next ten referrers, click on the highlighted “Next 10” located at the end of the report. To view the last ten referrers, click on the highlighted “Last 10” located at the end of the report. To view the previous ten referrers, click on the highlighted “Previous 10” located at the end of the report. To view the first ten referrers, click on the highlighted “First 10” located at the end of the report. To view all of the referrers, click on the highlighted number of total referrers (“Referrers represented: 10 out of xxx”, where xxx = Total Referrers).

NET TRACKER® 3.5

Display the Referrer Summary for December 1997 Enter

Custom Export Graph Options Update Zoom Help

GAF Widgets, Inc.
Referrer Summary
December 1997

	Referrer	Last Referral	Referrals
1.	Yahoo	Dec. 31, 1997 at 9:18 p.m.	752 (31.4%)
2.	Lycos	Dec. 31, 1997 at 8:57 p.m.	423 (17.7%)
3.	AltaVista	Dec. 31, 1997 at 11:45 p.m.	341 (14.2%)
4.	InfoSeek	Dec. 31, 1997 at 10:29 p.m.	217 (9.1%)
5.	sage.com	Dec. 31, 1997 at 3:34 p.m.	71 (3.0%)
6.	Metacrawler	Dec. 31, 1997 at 1:25 p.m.	54 (2.3%)
7.	widgetworld.com	Dec. 30, 1997 at 10:47 p.m.	48 (2.0%)
8.	AOL NetFind	Dec. 31, 1997 at 10:57 p.m.	47 (2.0%)
9.	Excite	Dec. 30, 1997 at 3:55 p.m.	46 (1.9%)

To generate a report containing only a specific referrer, enter the referrer (yahoo.com for example) into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all referrers **[that]** **[end with]** **[referrer]**” and click on the **Enter** button. To generate a report that excludes specific referrers, enter the referrer into the text box in the filter tool at the bottom of the report and select from the list boxes to create the request: “Show all referrers **[that do not]** **[end with]** **[referrer]**” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude referrers that either **[match]**, **[start with]** or **[contain]** the specified text entered in the text box.

To get detailed information about the specific referrers from a referrer group (for example, Yahoo.com), click on the corresponding highlighted referrer. This Referrer Breakdown contains information about the Referrer, the Last Referral and the number of Referrals. If the referrer was a search engine or directory, the keywords that the users searched with will be presented in parentheses after the Referrer.

By clicking on the corresponding highlighted Referrer in the Referrer Breakdown, users can view the actual referring page. Once again, if referring page was a search engine, users can view the keywords that the visitors used to search for the web site, as well as the results of the search that these visitors made.

To get detailed information about each referral, click on the corresponding highlighted number of Referrals. This Visit Breakdown contains information about the Date and time of the view, the Length of Visit, the Host, the Referrer the Entry and Exit Pages, the Browser, the Platform and the number of Views per visit for the specified referrer.

Robot/Spider Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the Robot/Spider Summary for a specified period of time, highlight **Robot/Spider Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

	Robot/Spider	Last Visit	Views	Visits
1.	AltaVista Search Engine	Dec. 31, 1997 at 4:57 a.m.	429 (51.6%)	263 (64.1%)
2.	Excite Search Engine	Dec. 30, 1997 at 1:46 p.m.	50 (10.8%)	66 (16.1%)
3.	WiseWare	Dec. 31, 1997 at 10:49 p.m.	139 (16.7%)	27 (6.6%)
4.	Lycos Search Engine	Dec. 20, 1997 at 8:04 p.m.	44 (5.3%)	23 (5.6%)
5.	InfoSeek Search Engine	Dec. 25, 1997 at 10:16 p.m.	23 (2.8%)	14 (3.4%)
6.	HotBot Search Engine	Dec. 23, 1997 at 11:38 p.m.	10 (1.2%)	7 (1.7%)
7.	Linkbot	Dec. 29, 1997 at 9:49 a.m.	6 (0.7%)	5 (1.2%)

The Robot/Spider Summary presents the Robot/Spider, the Last Visit, the number of Views and Visits (with the percentage of total Views and Visits) for the top ten known robots and spiders (ranked by visits) that have visited and indexed a web site for the selected time period. To rank the robot/spiders by the number of views, click on the **Rank by Views** button.

To view the next ten robots/spiders, click on the highlighted “Next 10” located at the end of the report. To view the last ten robots/spiders, click on the highlighted “Last 10” located at the end of the report. To view the previous ten robots/spiders, click on the highlighted “Previous 10” located at the end of the report. To view the first ten robots/spiders, click on the highlighted “First 10” located at the end of the report. To view all of the robots/spiders, click on the highlighted number of total robots/spiders (“Robots/Spiders represented: 10 out of xxx”, where xxx = Total Robots/Spiders).

To get detailed information about each view made by a specific robot/spider, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Page viewed, the Referrer and the Platform for the specified robot/spider. To get detailed information about each visit made by a specific robot/spider, click on the corresponding highlighted number of visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Referrer, the Entry Page, the Exit Page, the Platform and the number of Views for each visit by the specified robot/spider.

Time Summary

To display the Time Summary for a specified period of time, highlight **Time Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The screenshot shows the NetTracker 3.5 interface. At the top, there's a menu bar with options: Custom, Export, Graph, Options, Update, Zoom, and Help. Below the menu, a dropdown menu is set to 'Time Summary' and a date selector is set to 'December 1997'. The main title of the report is 'GAF Widgets, Inc. Time Summary December 1997'. The data is presented in a table with the following columns: Hour, Last Visit, Average Visit Duration, Views, and Visits. The 'Views' and 'Visits' columns include a highlighted number and a percentage in parentheses.

Hour	Last Visit	Average Visit Duration	Views	Visits
12 a.m. - 1 a.m.	Dec. 31, 1997 at 12:25 a.m.	3 minutes, 16 seconds	180 (2.1%)	63 (2.6%)
1 a.m. - 2 a.m.	Dec. 30, 1997 at 1:54 a.m.	2 minutes, 35 seconds	390 (4.6%)	58 (2.4%)
2 a.m. - 3 a.m.	Dec. 30, 1997 at 2:46 a.m.	3 minutes, 13 seconds	131 (1.5%)	40 (1.7%)
3 a.m. - 4 a.m.	Dec. 29, 1997 at 3:30 a.m.	2 minutes, 51 seconds	98 (1.2%)	28 (1.2%)
4 a.m. - 5 a.m.	Dec. 31, 1997 at 4:00 a.m.	2 minutes, 9 seconds	94 (1.1%)	31 (1.3%)
5 a.m. - 6 a.m.	Dec. 31, 1997 at 5:57 a.m.	1 minute, 24 seconds	127 (1.5%)	46 (1.9%)
6 a.m. - 7 a.m.	Dec. 29, 1997 at 6:59 a.m.	2 minutes, 46 seconds	101 (1.2%)	33 (1.4%)
7 a.m. - 8 a.m.	Dec. 31, 1997 at 7:29 a.m.	1 minute, 57 seconds	175 (2.1%)	63 (2.6%)
8 a.m. - 9 a.m.	Dec. 31, 1997 at 8:58 a.m.	2 minutes, 38 seconds	277 (3.3%)	96 (4.0%)

The Time Summary presents an hourly breakdown of the views and visits to a web site that includes the Hour, the Last Visit, the Average Visit Duration and the number of Views and Visits (with the percentage of total Views and Visits) for the selected time period.

To get detailed information about each view during a specified hour, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Host, the Page, the Referrer, the Browser and the Platform. To get detailed information about each visit that began during a specified hour, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views.

User Summary (Only available in NetTracker 3.5 Professional and NetTracker 3.5 Enterprise)

To display the User Summary for a specified period of time, highlight **User Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.

The User Summary presents the User, the Last Visit, the number of Views and Visits (with the percentage of total Views and Visits) for the top ten users (ranked by visits) who were logged into a web site (using a username and password) during the selected time period. To rank the users by the number of views, click on the **Rank by Views** button.

NET TRACKER 3.5

Display the **User Summary** for **December 1997** Enter

Custom Export Graph Options Update Zoom Help

GAF Widgets, Inc.
User Summary
Ranked by Visits
December 1997

Rank by Views

	User	Last Visit	Views	Visits
1.	denise	Dec. 31, 1997 at 10:31 p.m.	3087 (12.8%)	279 (5.4%)
2.	paula	Dec. 31, 1997 at 11:29 a.m.	38 (0.2%)	11 (0.2%)
3.	joe	Dec. 23, 1997 at 7:31 p.m.	24 (0.1%)	4 (0.1%)
4.	bill	Dec. 26, 1997 at 2:39 p.m.	14 (0.1%)	3 (0.1%)
5.	honda	Dec. 17, 1997 at 6:15 a.m.	18 (0.1%)	3 (0.1%)
6.	tina	Dec. 24, 1997 at 1:17 p.m.	13 (0.1%)	2 (0.0%)

To view the next ten users, click on the highlighted “Next 10” located at the end of the report. To view the last ten users, click on the highlighted “Last 10” located at the end of the report. To view the previous ten users, click on the highlighted “Previous 10” located at the end of the report. To view the first ten users, click on the highlighted “First 10” located at the end of the report. To view all of the users, click on the highlighted number of total users (“Users represented: 10 out of xxx”, where xxx = Total Users).

To generate a report of all the visits from a specific user, enter the username into the text box in the filter tool at the bottom of the report, select from the list boxes to create the request: “Show all users **[that]** **[end with]** **[username]**” and click on the **Enter** button. To generate a report that excludes visits from a specific users, enter the username into the text box in the filter tool at the bottom of the report, select from the list boxes to create the request: “Show all users **[that do not]** **[end with]** **[username]**” and click on the **Enter** button. Note that in the above examples users can also use the filter tool to include or exclude users that either **[match]**, **[start with]** or **[contain]** the specified text entered in the text box.

To get more information about each specific user, click on the highlighted user. This Host Summary contains information about Host, Last Visit and the number of Views and Visits. To determine the host computer that the user is logging in from, click on the highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database.

To get detailed information about each view made by a specific user, click on the corresponding highlighted number of Views. This View Breakdown contains information about the Date and time of the view, the Page viewed, the Referrer, the Browser and the Platform for the specified user. To get detailed information about each visit made by a specific user, click on the corresponding highlighted number of visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views for each visit by the specified user.

View Breakdown

The View Breakdown contains information about specified views. This information varies, depending upon which summary users drilled down from to access the View Breakdown. In most cases, NetTracker contains information about the Date and time, the Host, the Page, the Referrer, the Browser and the Platform for each specified view.

To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the page that the visitor viewed, click on the corresponding highlighted Page. To view the referring page, click on the corresponding highlighted Referrer. In most cases, the number in the left column will be highlighted. To view the rest of the views for the same visit, click on the corresponding highlighted number.

Visit Breakdown

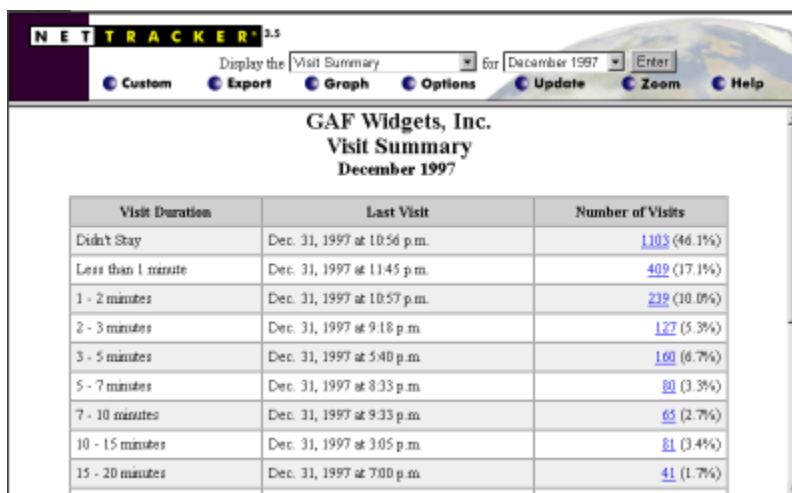
The Visit Breakdown contains information about specified visits. This information varies, depending upon which summary users drilled down from to access the Visit Breakdown. In most cases, NetTracker presents information about the date and time when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views for each specified visit.

To get more information about each specific host, click on the corresponding highlighted Host. NetTracker will then look up domain name information through the appropriate domain registration database. To view the first page that the visitor viewed when visiting the web site, click on the corresponding highlighted Entry Page. To view the last page that the visitor viewed before leaving the web site, click on the corresponding highlighted Exit Page. To view the referring page, click on the corresponding highlighted Referrer. To get more information about each view for a specified visit, click on the corresponding highlighted number of Views.

This View Breakdown contains information about the Time of the view, the Page viewed and the Referrer. To view the page viewed, click on the corresponding Page. To view the referring page, click on the corresponding highlighted Referrer.

Visit Summary

To display the Visit Summary for a specified period of time, highlight **Visit Summary** in the first list box, select the desired time period in the second list box and click on the **Enter** button.



Visit Duration	Last Visit	Number of Visits
Didn't Stay	Dec. 31, 1997 at 10:56 p.m.	1103 (46.1%)
Less than 1 minute	Dec. 31, 1997 at 11:45 p.m.	409 (17.1%)
1 - 2 minutes	Dec. 31, 1997 at 10:57 p.m.	239 (10.0%)
2 - 3 minutes	Dec. 31, 1997 at 9:18 p.m.	127 (5.3%)
3 - 5 minutes	Dec. 31, 1997 at 5:40 p.m.	100 (6.7%)
5 - 7 minutes	Dec. 31, 1997 at 8:33 p.m.	80 (3.3%)
7 - 10 minutes	Dec. 31, 1997 at 9:33 p.m.	65 (2.7%)
10 - 15 minutes	Dec. 31, 1997 at 3:05 p.m.	81 (3.4%)
15 - 20 minutes	Dec. 31, 1997 at 7:00 p.m.	41 (1.7%)

The Visit Summary presents the Visit Duration, the Last Visit and the number of Visits (with the percentage of total Visits) for specified time intervals (1-2 minutes, 2-3 minutes, etc.) for the selected time period.

To get detailed information about each visit of a specified Visit Duration, click on the corresponding highlighted number of Visits. This Visit Breakdown contains information about when the Visit Began, the Length of Visit, the Host, the Referrer, the Entry Page, the Exit Page, the Browser, the Platform and the number of Views.

COMMAND LINE OPTIONS

NetTracker 3.5 and NetTracker 3.5 Professional:

Usage: `nettracker reports [options]`

- | | |
|-------------------------------|--|
| <code>-abort</code> | Aborts the report |
| <code>-clear</code> | Clears the database |
| <code>-debug</code> | Instructs NetTracker to print debugging information |
| <code>-dir <dir></code> | Specify the NetTracker program directory |
| <code>-quiet</code> | Instructs NetTracker not to print anything |
| <code>-recalc</code> | Recalculates the report databases from the imported data |
| <code>-regen</code> | Regenerates the HTML report files |
| <code>-reindex</code> | Reindexes the database |

NetTracker 3.5 Enterprise

Usage: `nettracker <short report name> [options]`

- | | |
|-------------------------------|--|
| <code>-abort</code> | Aborts the report |
| <code>-clear</code> | Clears the database |
| <code>-debug</code> | Instructs NetTracker to print debugging information |
| <code>-dir <dir></code> | Specify the NetTracker program directory |
| <code>-quiet</code> | Instructs NetTracker not to print anything |
| <code>-recalc</code> | Recalculates the report databases from the imported data |
| <code>-regen</code> | Regenerates the HTML report files |
| <code>-reindex</code> | Reindexes the database |

Note: `<short report name>` can be replaced with "all" to update all reports, or "admin" to update only the server wide reports.

TROUBLESHOOTING

Problem: NetTracker won't print graphs.

Solution: All of the NetTracker Summaries can be printed using the browser's PRINT button or by selecting PRINT from the browser's FILE menu. However, NetTracker cannot print graphs due to the limitations of today's technology. This is because the NetTracker graphing function is actually a Java™ applet. Unfortunately, the technology currently does not exist to print Java™ applets at this time. This functionality will have to be added to Java™ by Sun Microsystems before any Java™ applet can be printed.

There is one way to get around the limitations of Java™ and print NetTracker graphs. Simply perform a "screen capture" of the NetTracker graph, paste this image into any word processing or graphics program and print this image using the software package's Print function.

For example, users of Microsoft Windows 95® can perform a screen capture by simultaneously pressing the Alt and Print Screen keys. This image is now contained in your clipboard and can be pasted into any word processing or graphics program.

Problem: Instead of the graphical NetTracker interface containing list boxes and Feature buttons, I receive a text-only page with links to Available Months.

Solution: You will receive a text-only version of NetTracker if you are using a browser that is not JavaScript™ enabled (such as the America Online browser) or if the JavaScript™ option is "disabled" in your browser. This text-only version of NetTracker was designed to automatically activate if you are not using a JavaScript™ enabled browser in order to allow you to view NetTracker data.

The default setting for the JavaScript™ option in Netscape Navigator® 3.x is "enabled". However, if this setting has been changed you will need to enable the JavaScript™ option by selecting the Netscape Navigator® "Options" menu and then selecting "Network Preferences". Click on the "Languages" tab and click on "Enable JavaScript". When a check appears in the box next to "Enable JavaScript", the feature is active.

To enable JavaScript™ in Microsoft Internet Explorer® 3.0 (the default setting is also "enabled"), select the Microsoft Internet Explorer® "View" menu and select "Options" and then "Security". Place your cursor over the check box next to "Run ActiveX scripts" and click your mouse button. When a check appears in the box next to "Run ActiveX scripts", the feature is active.

Problem: The NetTracker graphing feature doesn't work.

Solution: You need to enable the Java™ option in Netscape Navigator® 3.x in order for the NetTracker graphs to work. The default setting for this option is "enabled". However, if this setting has been changed you will need to enable the Java™ option by selecting the Netscape Navigator® "Options" menu and then selecting "Network Preferences". Click on the "Languages" tab and click on "Enable Java™". When a check appears in the box next to "Enable Java™", the feature is active.

To enable Java™ in Microsoft Internet Explorer® 3.0 (the default setting is also "enabled"), select the Microsoft Internet Explorer® "View" menu and select "Options" and then "Security". Place your cursor over the check box next to "Enable Java programs" and click your mouse button. When a check appears in the box next to "Enable Java programs", the feature is active.

Problem: A "Save As" dialog box does not appear after clicking on the **Export** button.

Solution: If you do not receive a "Save As" dialog box when you click on the **Export** button, your webmaster will have to configure the web server to properly export data. In the meantime, you can export NetTracker data by following these instructions:

Click on the **Export** button located in the top frame. The NetTracker data that will be exported will appear in the bottom frame. Place your cursor anywhere within the bottom frame and click your mouse button once.

From the Browser menu at the top of the screen, select "File", then select "Save Frame As". A "Save As" dialog box will appear on the screen. Just select the drive and directory where the file is to be saved, enter a file name and click on the Save button. The file will automatically be saved as a comma and quote delimited (.CSV) text file. This text file can then be imported into most software application running on most platforms. For example, users of Microsoft's Excel® spreadsheet software for Windows 95® can simply double click on the file name in Windows Explorer®. This data can then be manipulated, analyzed and formatted using the tools provided in the specific software package.

To return to the report that was just exported, click on the browser's BACK button. To go to another summary, select a new summary from the list box.

Problem: After clicking on the **Update** button and waiting for NetTracker to update the data, the information does not appear to have been updated.

Solution: NetTracker has most likely updated the information, but your browser has not received this updated information. In order for your browser to receive this information, you will need to set your browser verify documents every time instead of once per session.

To configure Netscape Navigator® 3.x to verify documents every time (the default setting is “Once per Session”), select the Netscape Navigator “Options” menu and then selecting “Network Preferences”. Click on the “Cache” tab and click on “Every Time” box in the “Verify Documents” section. When a check appears in the box next to “Every Time”, the feature is active.

To configure Microsoft Internet Explorer® 3.0 to verify documents every time (the default setting is “Every time you start Internet Explorer”), select the Microsoft Internet Explorer “View” menu and select “Options” and then “Advanced”. Click on the “Settings” button in the “Temporary Internet files” box and place your cursor over the check box next to “Every time you start Internet Explorer” and click your mouse button. When a check appears in the box next to “Every time you start Internet Explorer”, the feature is active.

GLOSSARY

In order to use NetTracker, you will need to understand the definitions of the terms listed below:

Ad (Advertisement)

Also known as banner ads, ads are graphic images located on web pages that contain advertising copy inviting users to click on the ad to hyperlink to the advertiser's web site.

Browser

Also known as a web browser, a browser is defined as software that is used to view pages located on the Internet or an intranet. The two most popular web browsers are Microsoft Internet Explorer and Netscape Navigator (various versions).

Clickthrough

A clickthrough is defined as an event where a web site visitor clicks on an ad, thus exiting the web site to visit the web site that is hyperlinked to the ad.

Clickthrough Rate

The clickthrough rate is defined as the percentage of ad impressions (views) that the viewer actually clicked on (clickthroughs). $(\text{Clickthrough} \div \text{Impression}) \times 100 = \text{Clickthrough Rate}$.

Department

A department is defined as a group of hosts or users that have been identified as belonging to the same group (such as the Finance Department on a corporate Intranet).

Domain

A domain is defined as a classification of a group of computers that are in some way related.

Each domain has a suffix that indicates to which top-level domain it belongs. There are only a limited number of top-level domains. Examples include: .com (commercial business), .edu (educational institutions), .net (network organizations), .org (organizations, non-profit), .gov (government agencies) and .mil (military).

Entry Page

An entry page is defined as the first page that a visitor viewed during a visit to a web site. Although the entry page is often the same as a web site's home page, in many cases visitors enter a web site on different pages due to different links from other web sites.

Exit Page

An exit page is defined as the last page that a visitor viewed before they exited a web site.

Error

Errors are defined as pages that visitors attempted to view, but received an error message instead. Often these errors occur because of broken links (links to pages that do not exist anymore) or when an unauthorized visitor attempts to access restricted pages (for example if the visitor does not have a password to access the page).

Error Hit

An error hit is defined as a hit to a web site that results in an error. An example of an error hit would be a hit to a page that resulted in an error message such as "file not found".

Hit

A hit is defined as a single file that is transferred to a web browser. Thus, a single HTML (HyperText Markup Language) document containing multiple inline images (.JPG, .GIF, etc.) would be counted as multiple hits to a web site. In addition, erroneous requests to transfer files are also counted as hits.

Host

A host is defined as a computer that is connected to the Internet and identifies an IP (Internet Protocol) address on the Internet. For example, the host `www.sane.com` represents the IP address `208.144.251.1`

Keyword

A keyword is defined as a word or group of words that a user typed in a text box at a search engine or directory in order to search for web sites containing information related to these words.

Impression

An impression is defined as a view of an ad located on a web page.

Local Keyword

A local keyword is defined as a word or group of words that a user typed in a text box in a local search engine (on local web site, versus on a search engine such as Yahoo) to search for information on the web site related to these words.

Page

Also known as a web page, a page is defined as a single file on a web server. For example a page could be an HTML (Hypertext Markup Language) document, an image, a Java™ applet, etc.

Path

A path is defined as the first two, three, four or five consecutive pages (defined by the user on the General Options screen) viewed by a web site visitor.

Platform

A platform is defined as a specific operating system (such as Windows 95, Macintosh, OS/2, etc.) used by a visitor to a web site.

Referrer

A referrer is defined as a page that directs visitors to another web page. Many times visitors are directed or referred to a page that is on an entirely different web site. This is the case when a user is referred to a web site from a search engine such as Yahoo. Sometimes users are referred to a page within the same web site by another page in the web site (such as the home page).

Robot/Spider

A robot or spider is a (non-human) agent that visits web sites in order to index the web sites in their search engine or directory.

Traversal

A traversal is defined as an individual journey by a web site visitor that follows a specific path.

Unique Error

A unique error is defined as the total number of distinct errors encountered by all visitors to a web site.

User

A user is defined as a visitor to a web site that has gained access to the web site by entering a proper username and password.

View

A view is defined as a hit to a web page, excluding user defined files such as inline images (.JPG, .GIF, etc.), Java™ applets, etc.

Visit

A visit is defined as a series of consecutive views of a web site by the same user. If the user does not view a new web page in the specified period of time (the default is 30 minutes), the next page viewed by that user is considered the start of a new visit. Because the number of visits are calculated using complex algorithms, these figures are considered estimates.

Visit Duration

Visit duration is defined as the length of time a specific user spends on a web site during a visit. For analysis and for presentation purposes, Visit Durations are broken down into categories such as “Didn’t Stay”, “Less than 1 minute”, “1 - 2 minutes”, etc.