Contacting HiSoftware

Getting Support

Hi-Stats support is provided free of charge via e-mail or on our web site via FAQS and helpful hints.

World Wide Web:
To access support via the World Wide Web please visit
http://www.hisoftware.com/support/index.html

Support Contacts:
E-Mail: Support@hisoftware.com
Web: http://www.hisoftware.com/
Fax: 603.223.9741
Regular Mail:
Hiawatha Island Software
6 Chenell Drive
Concord, NH 03301

Visit http://www.hisoftware.com/ for information on ordering this product:

Contents

Welcome to Hi-Stats(tm) from HiSoftware

Contents listed alphabetically

Hi-Stats Small Business Server

Copyright

HiSoftware
Hiawatha Island Software Company, Inc.
6 Chenell Drive
Concord, NH 03301
USA

Hi-Stats(tm)

Documentation

Printed documentation for all HiSoftware products is available in the HiSoftware web site at http://www.hisoftware.com/doccentral/doccentral.htm. Documentation is available in Microsoft Word format or Adobe Acrobat format.

Download Errors

The Download Errors Analysis report tabulates the number of errors that occurred when trying to download a file during the given time frame.
This information can be used to determine if web users are trying to download files that are missing from the web site.   It can also be used to alert you of web guests trying to download files they are not authorized to download such as web system files and such.

Errors Occurring Most Often

The Errors Analysis Total report tabulates the total number of errors that occurred during the given time frame. See your web server documentation for more information on these errors.

Some common errors are:

- 400: Bad Request: The request could not be understood by the web server due to bad syntax.
- 401: Unauthorized Request: This error typically occurs when the web server will not allow that request to be completed due to security settings related to a user name and password.
- 403: Access is forbidden: The web server will not allow that HTTP request to be completed due to security settings. For example, the web server may not allow access for a specific set of IP addresses. If a user from one of those IP addresses accesses the web page, that error will appear.
- 404: Object not found: Typically, this error occurs when the requested web page could not be found on the server.
- 405: Method not allowed: This error may occur if a there is a configuration problem between the web browser client and the web server.
- 500: Server Error: This error typically occurs when the web server encounters an unexpected condition.
- 501: Not Implemented: The web server is not configured to handle that sort of HTTP request.

Hi-Stats

Hi-Stats provides web site analysis based on the log files provided by the web site's server program. Hi-Stats requires access to the web server log files, but does not require access to the actual web server, allowing many more users the ability to analyze web site traffic.

Table of Contents

Features of the program include:

- **Standard User Interface:** Using the Hi-Stats interface you can quickly create web site trend analysis reports. This standard interface is based on our award winning interfaces of Hi-Verify and TagGen.
- **No Server Access Required:** Hi-Stats Log Analysis Solution does not require direct access to your web server, it is installed on a local client and can be run from log files stored locally that are retrieved from your server.
- **Supports all common log file formats:** The Hi-Stats Log Analysis Solution processes all industry standard Web server log files. Microsoft IIS and Site Server, Netscape, Apache, CERN, NCSA, and more.
- **Clear and Detailed reports:** Reports generated by the Hi-Stats Log Analysis Solution present data in clear easy to read tables (like a spreadsheet).
    - Review visitor behavior
    - Search Engine Referrers
    - Search Engine Crawler Visits
    - Usage Analysis by day or hour
    - Visitor Habits
    - Page Errors
    - Unique Visits
    - Hits
    - and much more
- **The reports are delivered in Industry Standard HTML**. Easily read and navigated. Reports can be e-mailed or saved to disk.
- **Virtual Log File Database:** The log files are imported into a "Web" (a collection of log files) they are made to evaluate quicker to allow for fast runs; a 100,000 line log file will process all of the reports in a little over a minute. (That is for complete reporting)

Differences in the versions

- Hi-Stats Basic supports up to 3 webs.
- Hi-Stats Professional supports up to 50 webs.
- Hi-Stats Enterprise supports unlimited webs.
- Hi-Stats Small Business Server supports importing the logs to a shared directory for use by Client versions.
- Hi-Stats Small Business Server Client cannot import webs, but can create reports

from imported webs created by the Server edition.

Most Popular Downloads

The File Download Analysis report lists the most popular downloads on your site, based on the number of times downloaded in the given time frame. It lists the download file name, number of downloads and the percentage of downloads as compared to the total. Results are ordered from most downloaded to least.

By determining which files are downloaded the most, you can further tailor your marketing strategy towards certain product lines and such. If the number of downloads for files restricted to paying customers are increasing far above the number of sales, it could be a sign of software piracy.

Most Popular Pages

The Page View Analysis report lists the most popular pages on your site, based on the number of hits each has received in the given time frame. It lists the page name, number of hits and the percentages of hits as compared to the total number of hits. Results are ordered from most hits to least hits.

Knowing which pages have the most hits, you can determine where to place content, what page designs work best and what pages may be linked to from external sites.

Page View Errors

The Page Errors Analysis report tabulates the number of errors that occurred when trying to view a page during the given time frame. Each page is listed along with the error relating to that page, the number of occurrences and the percentage of total errors for that particular error.

This information can be used to determine which pages web guests are requesting that are not being displayed to them. This could mean that the page has a problem or is missing altogether.

Profile Editor

The Profile Editor is used to create report profiles that are used to create the analysis reports.

Creating a new report profile with the profile editor

1. From the Hi-Stats main window, select the **New** button on the toolbar. The Profile Editor opens.
2. Enter a name for the report in the **Profile Name** field.
3. Enter the URL of the Internet web site in the **URL** field.
4. Enter the name of the administrator for the Internet web site in the **Profile administrator** field. Enter the e-mail address of this individual in the address below. The e-mail address should be formatted as someone@some_company.com
5. If you are creating the web site analysis for a client, you can enter the e-mail address of the client in the **Customer E-mail Address** field. The two e-mail and Profile Administrator fields are optional, while the Profile Name and URL are not.
6. When done with this tab, go to the **Select Web** tab.
7. Choose a Hi-Stats web from the menu in this page. If you have not yet created a web, close the Profile Editor and create a web using the **Web Management** option from the **File** menu and consult the help for Web Management. Note: Users of Hi-Stats Small Businesss Server Client cannot create webs, but can use webs created by Hi-Stats Small Businesss Server.
8. When complete with the Select Web tab, move to the **Time Period** tab.
9. The Time Period tab is where you select the time period for the web analysis reports. You can select from the listing of Predefined ranges or you can select the **Run the report for the specified date range** option and then select the range in the data range below. It is important to make sure that the time period you select corresponds to the log files that you have. For example, if you have log files for March and April, but you select a time period in February, then Hi-Stats will not have all the information it needs to run the report.
10. When you have selected a date range, proceed to the **Report Information** tab.
11. The top section of the Report information tab lists the four major report categories (Page, Browser, Usage and Referral). The recommended options are to choose all four, but if your web log files do not contain Browser and Referral analysis, then you can choose not to select to view reports for them, since there will be no data.
12. If you wish to view graphs for the reports, you can select the checkbox to **Generate Graphs for Reports**. You have the option to generate 2D or 3D graphs.
13. When the report is complete, you can select that the output be directed to the default web browser, and additionally e-mailed to the customer and administrator as outlined in the Profile Identification tab. Select the checkboxes beside each one of these options to enable it.
14. In addition to the report output to the browser, you can also create reports in a CSV (comma separated value) format. These reports can then be opened by a spreadsheet

program for your use there. To create reports in CSV format, select the **Create CSV files** checkbox. If you want to automatically overwrite any other CSV files, that may exist, select the **Automatically overwrite CSV files if they exist** checkbox. Use the file chooser control to select a path to copy the CSV files to.

15. When you have completed this tab, continue to the **Filters** tab.
16. You can also exclude IP addresses from your report. If you wish to exclude IP address from your report, please see the Exclude IP Address help.
17. You can also generate sub domains for your web. You can select to only include a certain sub domain or folder, or to exclude several folders from the report. Please see help for sub domains.
18. When you have completed the **Filters** tab, move to the **Special** tab.
19. In the **Special** tab, you can add advertising and affiliate domains. By adding affiliate and advertising domains, the reports can show when web guests are referred to by advertising and affiliates.
20. When you have completed adding information into the Profile Editor, select the **Save and Close** button.

Common Toolbar

- **Set Defaults:** Selecting the Set Defaults button saves all settings in the Profile Editor as default.
- **Close:** Selecting the Close button closes the Profile Editor
- **Save and Close:** Selecting the Save and Close button saves all changes and closes the Profile Editor window.
- **Help:** Selecting the Help button opens the help for the Profile Editor

Profile Identification

- **Profile Name:** Enter the name of the profile in this field.
- **URL:** Enter the URL of the web site for the analysis. For example, http://www.hisoftware.com
- **Profile Administrator:** Enter the name of the individual responsible for administering the profiles.
- **Administrator E-Mail:** Enter the E-Mail of the individual responsible the administration of the report.
- **Customer E-Mail address:** Enter the E-Mail of the customer for whom this analysis will be performed.

Select Web

Select a Hi-Stats web for this profile from the listing of webs. If you do not have a web, select Web Management from the File menu to create a web. Please refer to the help topic for web management.

Time Period

- **Predefined Ranges:** Select a predefined range for the report. Many predefined choices are available.

- **Use Date Range:** You can select a custom date range. For example, if you were running a banner advertising campaign for 10 days, you could select the beginning and end of the campaign using these custom dates. To use, select a valid date range using the calendar control that appears once the menu has been selected.

Report Information - Information Requested

Hi-Stats allows you to select four categories to include in the report. The program includes all four by default, but the user can unselect the checkboxes beside the categories to remove them from the report. The categories are:

- Page Analysis
- Browser Analysis
- Usage Analysis
- Referral Analysis

See the help topic for reports for more information on these analysis reports.

Report Information - Demographic Analysis

If your log files support a reverse domain name service (DNS) lookup, Hi-Stats can provide six additional reports for use in determining what country, domain and machine your hits and sessions are originating from. In order to get full benefit from these reports, your web server must perform a reverse DNS lookup for entries into the web server log file. It then replaces the client IP address with the domain host name if possible. Please see your web server documentation or your Internet Service Provider for more info on modifying the web server log file.

Report Information - Output Settings

- Report Title: Enter a title for your report in the Report Title field.

Report Information - Send output to

The program allows the output to be e-mailed, output to the default web browser or both. The options are:

- **E-mail Administrator**: Sends an e-mail with the report to the address listed in the Administrator field in the Profile Identification tab of the Profile Editor settings.
- **E-mail to customer**: Sends an e-mail with the report to the address listed in the Customer field in the Profile Identification tab of the Profile Editor settings.
- **Output to browser**: This option outputs the report to the system's default web browser program.

Select the checkbox beside each to enable that feature

Report Information - Create Report Files

Hi-Stats™ allows for the creation of a report file in CSV (comma separated value) format. This report could then be imported into programs that support CSV files such as spreadsheets.

- To create a CSV file, select the **Create CSV file** checkbox.
- To automatically overwrite previous reports if they exist, select the **Automatically**

overwrite files if they exist checkbox.

- Use the **Select Folder** button at the bottom right of the Report Information screen to select a path for the folder.

Options Tab

Hit Filter Options:

- **Pages:** Selecting the Pages checkbox instructs Hi-Stats to include web pages such as HTM, HTML, ASP and similar type pages in the reports.
- **Download Files:** Selecting the Download Files checkbox instructs Hi-Stats to include the types of files typically downloaded from a web into the report. These file types include EXE, PDF, Zip and other files.
- **Images:** Selecting the Images checkbox instructs Hi-Stats to include web image files in the report. Image files include JPEG, GIF, BMP and other image types.
- **Other:** Selecting the Other checkbox instructs Hi-Stats to include the types of requests not listed in the types above. This includes any type of script file that web clients may need to download when visiting certain webs, or certain types of CGI requests.

Referring URL, Browser, User OS Rules

When tracking the Referring URLs, the Browser Types and the User Operating Systems, you have the option to either track those requests by pages and files or track by unique sessions.

- Select **Track by Pages and Files** to display results based on a reporting of all user requests. For example, if a web guest had five hits on the same file, the hits would count each time the web guest accessed the file. Note: This option does not include images in its results.
- Select **Track by Unique Sessions** to display results based on a reporting on unique sessions. For example, if a web guest had five hits on the same file, the hits would count only once.

Using Sub Webs

Hi-Stats™ allows you to filter sub webs and subdirectories of your web.

1. In the **Filter** tab of the Hi-Stats **Profile Edito**r, select the **Add** button underneath the **Automatically Generate Sub Domains** view. The Web Filter window appears.
2. Enter a directory name in the **Dir Name** field for the directory that you want to include. This could be a standard directory or a virtual directory.
3. Select the **Set to Sub Web** option and click **OK**.
4. If you want to exclude the subdirectories under your included sub web, enter the directory name and select the **Exclude Directory** button in the **Web Filter** window and click OK.
5. Select the **Save** button when done.

Filters

Hi-Stats™ allows you to filter IP addresses, excluding them from the report. This is useful if you do not want to see data gathered on your web site from visitors such as those in your own company or organization, since these visitors may skew the results of your analysis.

To exclude IP addresses:

1. Select the **Filters** tab of the **Profile Editor**, and then select the **Add** button in the **Exclude IP Addresses** field.
2. To exclude one IP address, enter the IP address in the field and select the **Exclude Single IP Address** option.
3. To exclude multiple **IP Addresses**, enter the beginning IP address in a sequence into the IP address field. Select the **Exclude IP address Range** option and enter the ending IP address in the **Exclude IP Address Range** field.
4. For example, if you want to exclude IP addresses 192.168.0.4 through 192.168.0.55, you would enter 192.168.0.4 in the **IP Address** field and 192.168.0.55 in the **Exclude IP Address Range** field.
5. Select the **OK** button when done.

To exclude Referring URL/Domains from report

1. Select the **Filters** tab of the **Profile Editor**, and then select the **Add** button in the **Exclude Referring URL/Domains** field.
2. Enter the domain that you wish to exclude. If, for example, you wanted to exclude the www.hisoftware.com domain, you would enter **www.hisoftware.com** and then select the **Ok** button. You can also enter an IP address such as 172.16.0.1 or 172.16.0.9:3323 instead of a domain so as to exclude certain IP addresses.

For help on sub-domains, select this topic.

Special

The **Special** tab is used enter the IP addresses of **Advertising** and **Affiliate** domains. These domains are then used in the analysis reports.

To enter an advertising domain, select the **Add** button in the left side of the **Special** tab. Enter the domain name in the window and click **OK**.

To enter an affiliate domain, select the **Add** button in the right side of the **Special** tab. Enter the domain name in the window and click **OK**.

Referring Advertising Domains

The Referring Advertising Domain Report tabulates the referrals from domains you have designated as Advertising Domains pointing to your site. Results are ordered by number of referrals they made.

Referring Affiliate Domains

The Referring Affiliate Domain Report tabulates the referrals from domains you have designated as Affiliate Domains pointing to your site. Results are ordered by number of referrals they made.

Top Browser Types

The Browser Agent Analysis report lists the selected number of web browsers used to access your site based on the number of requests made by the browser type in the given time frame. It lists the Browser Type, number of hits and the percentages of hits as compared to the total number of hits. Results are ordered from most common to least common.

You can use this information to help develop the content of your web. If you want to use advanced features in web site, but determine that only 20 percent of all visitors will be able to support these features, then you may not want to spend the time to do this. If you have many visitors with older browsers, you may want to make sure that your web site meets their needs as well.

Top Referring Domains

The Referring Advertising Domain Report tabulates the referrals from domains you have designated as Advertising Domains pointing to your site. Results are ordered by number of referrals they made.

Top Referring Search Engine Keyword Phrases

The Referring Search Engine Keyword Phrase Report tabulates what keyword phrases have been used on the popular search engines to locate the Web site, for the selected time period. This is useful because you can determine which keywords are directing users to your site on the engines.

Top Referring Search Engine Keywords

The Referring Search Engine Keyword Report tabulates what keywords have been used on the popular search engines to locate the Web site, for the selected time period. This is useful because you can determine which keywords are directing users to your site on the engines.

Top Referring Search Engines

The Referring Search Engine Report tabulates Search Engine pointing to your site ordered by number of referrals they made.   At the bottom of the list is a percentage of total search engine referrals versus total referrals.

Top Referring URLS

The Referring URL report tabulates all URLs pointing to your site ordered by number of referrals they made. The URLs are listed in order of number of referrals. The table shows the actual number of referrals along with the number of referrals and their percentage.

Usage by Hits

Usage by Hits reports the number of requests made in the given time frame. A Hit is considered any request for data such as a web page, image, or file. For example, if you have a web page that had two images, ran one script and played one wave file, there would be five hits for that web page. The report shows the hour, the number of hits for that hour and the percentage of hits for that hour.

Usage by Kilobytes

Usage by Kilobytes reports the number of kilobytes sent in the given time frame. The total movement of pages, images, files and CGI requests are counted.

This is important because it helps you keep track of the bandwidth used by the web server. Some Internet Service Providers determine monthly fees based on bandwidth. You may also wish to know the bandwidth so you may plan for scheduled service upgrades as bandwidth increases.

Usage by Session

Usage by Sessions reports the number of sessions started by hour in the given time frame. Sessions are tracked per unique IP address.

With this information, you can track individual guests to your web site. This can be used to determine the number of individual users to the web site over specified time periods. The report outlines the number of sessions started per hour and their percentage of total sessions.

User Agent Operating Systems

The User Agent Operating System Analysis Report lists the User Agent Operating Systems used to access your site ordered from most common to least common.

This information can be valuable in determining the audience of your web site. Knowing the audience, you can tailor your content or advertising to specific users. If you had a large number of LINUX users on your site, you may offer content that specifically targets these users.

Using Filters

IP Filters

Hi-Stats™ allows you to filter IP addresses, excluding them from the report. This is useful if you do not want to see data gathered on your web site from visitors such as those in your own company or organization, since these visitors may skew the results of your analysis.

To exclude IP addresses:

1. Select the **Filters** tab of the **Profile Editor**.
2. Select the **Add** button.
3. To exclude one IP address, enter the IP address in the field and select the **Exclude Single IP Address** option.
4. To exclude multiple **IP Addresses**, enter the beginning IP address in a sequence into the IP address field. Select the **Exclude IP address Range** option and enter the ending IP address in the **Exclude IP Address Range** field.
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6. Select the **OK** button when done. Don't forget to save if this is your last tab you are editing in the profile.

To exclude Referring URL/Domains from report

1. Select the **Filters** tab of the **Profile Editor**, and then select the **Add** button in the **Exclude Referring URL/Domains** field.
2. Enter the domain that you wish to exclude. If, for example, you wanted to exclude the www.hisoftware.com domain, you would enter **www.hisoftware.com** and then select the **Ok** button. You can also enter an IP address such as 172.16.0.1 or 172.16.0.9:3323 instead of a domain so as to exclude certain IP addresses.

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2. Enter a directory name in the **Dir Name** field for the directory that you want to include. This could be a standard directory or a virtual directory.
3. Select the **Set to Subweb** option and click **OK**.
4. If you want to exclude the subdirectories under your included sub web, enter the directory name and select the **Exclude Directory** button in the **Web Filter** window and click OK.
5. Select the **Save** button when done.

Using the Reports

Hi-Stats provides HTML based reports. After an analysis has been run, Hi-Stats™ opens the Windows default web browser to the Web Server Log Analysis Report Index. From here, a list of categories appears in a table. Select a particular report and double click on the name to open a new page where the results of that report are displayed.

The available reports include:

- Top Browser Types
- User Agent Operating Systems
- Most Popular Pages
- Most Popular Downloads
- Errors Occurring Most Often
- Page View Errors
- Download Errors
- Usage by Hits
- Usage by Kilobytes
- Usage by Session
- Top Referring URLS
- Top Referring Domains
- Referring Advertising Domains
- Referring Affiliate Domains
- Top Referring Search Engines
- Top Referring Search Engine Keywords
- Top Referring Search Engine Keyword Phrases
- Sessions by Machine
- Sessions by Domain
- Session by Country
- Page/Files by Machine
- Page/Files by Domain
- Page/File Country Requests

To understand how Hi-Stats uses dates in its reporting, please see Time and Date Reporting

Browser

The Browser Agent Analysis report lists the web browsers used to access your site based on the number of requests made by the browser type in the given time frame. It lists the Browser Type, number of hits and the percentages of hits as compared to the total number of hits. Results are ordered from most common to least common.

You can use this information to help develop the content of your web. If you want to use advanced features in web site, but determine that only 20 percent of all visitors will be able to support these features, then you may not want to spend the time to do this. If you have many visitors with older browsers, you may want to make sure that your web site meets their needs as well.

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Errors occurring most often

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Some common errors are

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- 404: Object not found: Typically, this error occurs when the requested web page could

not be found on the server.

- 405: Method not allowed: This error may occur if a there is a configuration problem between the web browser client and the web server.
- 500: Server Error: This error typically occurs when the web server encounters an unexpected condition.
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Download Errors

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Top Referring Domain Report

The Referring Domain Report tabulates referrals made by domains pointing to your site. This is helpful in determining what site visitors are entering your site from.

Top Referring Advertising Domain Report

The Referring Advertising Domain Report tabulates the referrals from domains you have designated as Advertising Domains pointing to your site. Results are ordered by number of referrals they made.

Top Referring Affiliate Domain Report

The Referring Affiliate Domain Report tabulates the referrals from domains you have designated as Affiliate Domains pointing to your site. Results are ordered by number of referrals they made.

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The Referring Search Engine Report tabulates Search Engine pointing to your site ordered by number of referrals they made. At the bottom of the list is a percentage of total search engine referrals versus total referrals.

Top Referring Search Engine Keywords

The Referring Search Engine Keyword Report tabulates what keywords have been used on the popular search engines to locate the Web site, for the selected time period. This is useful because you can determine which keywords are directing users to your site on the engines.

Top Referring Search Engine Keywords phrases

The Referring Search Engine Keyword Phrase Report tabulates what keyword phrases have been used on the popular search engines to locate the Web site, for the selected time period. This is useful because you can determine which keywords are directing users to your site on the engines.

Sessions by Country

The Sessions by Country Report tabulates the number of unique sessions in the given time frame grouped by the country where the request originated. This information is determined from the country code of the host name (if present). This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Sessions by Domain

The Sessions by Domain Report tabulates the number of unique sessions in the given time frame grouped by the domain where the request originated. When tabulating, a prefix in front of the domain if found is ignored. For example, the log entries of proxy2.aol.com and outbound6.hisoftware.com would be listed as aol.com and hisoftware.com respectively. This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Sessions by Machine

The Sessions by Machine Name Report tabulates the number of unique sessions in the given time frame grouped by the machine name where they originated. In this report, the program will list the client machines as they appear in the web server log, either by IP address, or by Domain Host Name. In this report, host name prefixes, if they exist are counted as separate machines. For example, if the web server log file included the computers outbound6.hisoftware.com and outbound7.hisoftware.com, those would be counted as two separate computers.

Pages/Files by Country requests

The Pages/Files by Country Report tabulates the number of page and file requests in the given time frame grouped by the country where the request originated. This information is determined from the country code of the host name (if present). This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Pages/Files by Domain

The Pages/Files by Domain Report tabulates the number of page and file requests in the given time frame grouped by the domain where the request originated. When tabulating, a prefix in front of the domain if found is ignored. For example, the log entries of proxy2.aol.com and outbound6.hisoftware.com would be listed as aol.com and hisoftware.com respectively. This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Pages/Files by Machine Name

The Pages/Files by Machine Name Report tabulates the number of page and file requests in the given time frame grouped by the machine name where they originated. In this report, the program will list the client machines as they appear in the web server log, either by IP address, or by Domain Host Name. In this report, host name prefixes, if they exist are counted as separate machines. For example, if the web server log file included the computers outbound6.hisoftware.com and outbound7.hisoftware.com, those would be counted as two separate computers.

Web Manager

The Web Manager is used to import log files and create new web properties. You may open the Web Manager by selecting **Web Management** from the **File** menu. Note: This feature is not available in Hi-Stats Small Business Server Client.

Toolbar buttons:

- **New:** Selecting the **New** button creates a new web and allows you to select log files and log file format type.
- **Edit:** Selecting the **Edit** button allows you to edit the properties for the web.
- **Delete:** Selecting the **Delete** button allows you to delete a web from the listing of webs.
- **Import:** Selecting the **Import** button imports log files for the selected web.
- **Exit:** The **Exit** button closes the Web Manager
- **Help:** Selecting the **Help** button opens the help files for this topic
- **About:** The **About** box provides version information on the Web Manager.

Differences in the versions

- Hi-Stats Basic supports up to 3 webs.
- Hi-Stats Professional supports up to 50 webs.
- Hi-Stats Enterprise supports unlimited webs.
- Hi-Stats Small Business Server supports importing the logs to a shared directory for use by Client versions.
- Hi-Stats Small Business Server Client cannot import webs, but can create reports from imported webs created by the Server edition.

Using the Web Manager

From the **File** menu, select **New**. You may alternatively right click with the mouse and select **New** from the pop-up menu.

In the **Web Property Editor**, enter a name for the web. Make sure the name is eight characters or less.

For the **Log file import type**, select the option to import log files located locally, or ones located on an FTP site.

For log files located locally on your system, select the local option and then the file path to the directory where these logs are located. Use the File Chooser button to the right of the File Path field to browse to the correct folder. All log files for one web project need to be in the same directory. You can also manually type in a path to your log files and user Wildcards. For example, to get all files in a particular directory, you might enter C:\winnt\system32\logfiles\w3svc1*.log

Rules for Local File Imports and Wildcards:

- Multiple files must be separated by commas. i.e. C:\logs\log1.log, C:\logs\log2.log
- Each file can optionally be surrounded by double quotes i.e. "C:\logs\log1.log", "C:\logs\log2.log"
- Only file names can contain wildcard characters. File Paths cannot contain wildcards. i.e. C:\logs*.log Not C:*.**.logs
- If wildcard found then multiple files are not allowed. You must have something like

C:\log*.log, not c:\logs*.log,k:\logs\ex1000.log

- Each file path must exist. You cannot have a file path that does not really exist on your system or networked drives.

If you wish to select the **Get New Files Only** checkbox, you must use a file mask such as ***.log**.
Using the **Get New Files Only** checkbox is great for when you only want to import the latest log files in a directory. This is specfically designed for users who install Hi-Stats on the same computer that runs their web server.

In the Server URL field, enter the URL of the server, for example, www.hisoftware.com.

When complete, select the **Save** button. To cancel without saving, select the **Cancel** button.

If your log files are accessible by FTP, then select the FTP option. An **FTP Settings** tab appears in the Web Property Editor

In the FTP Server Address field, enter the server address. This field will be similar to ftp.hisoftware.com or www.myISP.com. You may also use the Internet IP address for this FTP site, by entering the IP such as 10.14.11.234 substituting your IP address for the example one given.

If you need to access a proxy server to access the Internet, enter the IP address of the proxy server followed by the Port that the proxy server runs on. For example, 172.16.0.2:80 where 172.16.0.2 is the IP address and 80 is the port. Most users will not need to enter a proxy setting. Users with home networks where only one computer has a direct connection to the Internet in some cases may need to enter a proxy setting.

Enter the **User Name** and **Password** for the FTP site. For some ISPs, this is normally the same user name and password required for your dialup connection. If you are not sure of your user name and password, contact your ISP or whomever is the administrator of the FTP site.

Hi-Stats then needs the directory on the server where your log files are stored. This information is also derived from your ISP or administrator for the FTP site. For example if the directory on the ftp.hisoftware.com site was users/my_user_name/logs, you would enter **/users/my_user_name/logs/** in the **Directory on Server** field. If the files are found in the root of the FTP server, you would enter **/** as the path.

The File Pattern Mask allows you to select files of certain types such as log file, txt files etc. This mask uses standard windows wildcards. For example, if you have 3 log files named ex000201.log, ex000202.log, and ex000203.log, you would enter either **ex*.log** or ***.log** as the mask. Entering those masks in the example would allow the server to download all files starting with **ex** and ending with **.log** and for the second example, all files ending in **.log**.

If you only want the program to look for new files on the server and to avoid the ones it has already downloaded. Select the **Get new files only** checkbox.

When done, select the **Save** button.

Back in the Web Manager, select the Hi-Stats web you just created and then select the **Import** button. The log files will then be imported into the program for use by Hi-Stats.

At the next window that appears, select the **Create Session Tracker Database** checkbox to create a database used by the Session Tracker feature of the program.

Next, select the **Import Now** button to proceed with the import.

If you are satisfied with the web you just created, you can select the Exit button. If you are not satisfied, you can select a web and then edit it by selecting the **Edit** button, or delete it by selecting the **Delete** button.

The topic below applies only for users of Hi-Stats Small Business Server edition.

Set Log Import Data Directory

Hi-Stats Small Business Server allows you to place your imported webs on a shared drive where client users of Hi-Stats Small Business Server can access the processed log file data. This requires that the Server version write to the imported logs to a shared directory and that the Client users have write access to a mapped network drive containing the shared imported and processed log file data. For more information on mapping network driveand sharing directories, please refer to your Windows operating system documentation.

1. To change the Import Data Directory from its default value to a shared location, select the **Set Log Import Data Directory** option from the **Edit** menu of the **Web Management** window.
2. Choose the **Directory File Chooser** button and select a shared drive (and directory) that users of the Client version will have access to.
3. When done, select the **OK** button.

Session Tracker

The Session Tracker is used to track the path visitors have taken through your web.

Using the Session Tracker

1. To open the Session Tracker, select **Session Tracker** from the **File** menu of Hi-Stats.
2. In the web menu, select a web from the list. Any web you select from the list must have first been imported into the program. (See topic help for web management)
3. In the top left corner of the Session Tracker window, select the web from the listing of webs.
4. Select a year and a date to analyze and then select the lightning bolt button. The Session Tracker will read the log files and only allow certain dates contained within the log files to be selected by the user. For example, if your log files were only for the month of March 2000, the program would not allow you to select the month of July.
5. Select the **Refresh** button (shaped like a lightning bolt) to begin the session tracking analysis
6. To perform a name server lookup on an IP Address, select the **Lookup Client Host IP Name** button. If the IP Address can be resolved to a host name, the name will be presented in a window that appears. Note: Not all IP addresses can be resolved to names.

Understanding the session tracking

Once the session tracking analysis has been completed, there will be data on both sides of the window.

The left side of window is a tree with the host names of the visitors to your web site. Those host names that could not be resolved in the Domain Name Server (DNS) lookup will be listed by their IP address. The hosts are listed alphabetically with the numeric values appearing before the alphabetical hosts.

Expanding on the **+** sign under the host name gives the IP address for that host.

The right side view of the view contains headings for Time, Client IP Address, File or Page Visited and Referring URL. All hits for pages and images are shown in this view

- **Time:** Time refers to the time the hit was registered in the log file.
- **Client IP Address:** Client IP address refers to the Internet Protocol (IP) address of the web guest that made the hit on the server.
- **File or Page visited:** This listing shows the page or file accessed in the session.
- **Referring URL:** The Referring URL shows the URL that the web guest was at before coming to your page.

Getting Started

How it Works

Hi-Stats is a program from HiSoftware that performs analysis of the Internet web servers access log files. Log files from web servers can contain tens to hundreds of thousands of lines of information. Hi-Stats takes these log files and performs the analysis using simple to read graphs and reports. Hi-Stats does not record or log access to the server, rather it takes the server access logs and makes them far easier to understand.

Getting Started

Getting Started with Hi-Stats is easy. First, you need access to the log files from your web server. These log files can be in an any of the following formats: IIS 3.0, W3C, W3C Extended, NCSA STANDARD, NCSA Extended and CERN. Hi-Stats automatically detects the log file format, but you need to make sure that the logs meet the listed formats above. If you have your own web server, you can set the log files in the web server program. If another party administers the web server, you need to contact them to verify the correct log file format and receive copies of the log files.

Information needed from the web server administering party. If you do not administer your web server, you need to contact your web server administrator (usually an Internet Service Provider) and explain that you are running a web site log analysis program. You need copies of the log files and need the log files to be in one of the formats listed above, preferably the W3C Extended with as many options selected in the log as possible. The log files should preferably be in a daily format, though weekly and monthly will also work.

Information needed in the log files

The log files for the web sites need to contain the following information for basic functionality:

- Date (either in a header or in the record) The date format must include four digits for the year. For example, the year 2000 must be represented as 2000, not 00. In Windows based systems, you can change the date format in the Regional Settings icon in Windows Control Panel. Note: This date format must be set on the computer generating the log server files. In you are using a UNIX or LINUX based web server, please see the operating system and web server documentation for more information on changing the date format to 4 digit year format.
- Time
- Client - IP address
- Method (GET,POST, PUT, etc...)
- File accessed

For optimal reporting, the following information is required

- Server IP address: This is the IP address of the web server.
- Bytes Transferred: This is the amount of data transferred per hit on the server. This is used to complete information in the Average Data Transferred and usage by kilobytes reports. If this information is not in the log, Hi-Stats cannot report it.
- Status Code: This is used to report on whether the request on the web server was fulfilled successfully or whether there was an error. If there was an error, then web server will log the specific error code in the log. If this information is not in the log, Hi-Stats

cannot report it.

- Referring URL: This is used to report what web site the web guest was at previous to visiting your site. This information is used in several reports in the referral analysis reports. If this information is not in the log, Hi-Stats cannot report it.
- User Agent: The user agent is used to identify the browser types and operating systems of the guests to the web site. If this information is not in the log, Hi-Stats cannot report it.

Some web servers do not include all the information by default in their default log format. For some web servers on the UNIX platform, additional modules must be added to the web server and then the web server program must be compiled. For other servers such as Microsoft Internet Information Server, the log format can be selected from a menu with some log formats offering choices for additional information. The more information in the log format, the more results can be shown by Hi-Stats. Many Internet Service Providers already created their server logs in a format that makes them favorable to web site analysis programs such as Hi-Stats.

Creating a Hi-Stats web

Once you have determined where your log files are, you need to create a new Hi-Stats web. For the purposes of the Hi-Stats program, a web is a collection of log files for a specific web site. You can have multiple Hi-Stats webs for any one Internet web site. Once you have selected the log files for a Hi-Stats web, you select the Import button in the web management window to import them for use in the program. For more information on setting up a web, see the help topic for web management. Once you have created a Hi-Stats web, you need to then create a report profile for the web.

Creating a Report Profile

From the main window of Hi-Stats, select the **New** button and complete the various tabs for creating a report profile. Within these tabs, you select the report name, the Hi-Stats web, the style of report along with other information for the report. Please see the Profile Editor help for more information.

Running the Report

Once you have completed the report profile, you can run the report by double clicking on it and then selecting the **Run Report** button. The report will run and the results will appear in the default web browser. For more information on the understanding the results, please see the help topic for understanding the results.

The main screen of Hi-Stats has three sections: A menu, a toolbar and a viewer window. Both the menu and the toolbar contain commands and options to run the program. The viewer window contains a listing of profile reports that you use to run the analysis reports.

Working with reports

From the **File** menu and the toolbar, you have the option to:

- Create a new report: Select **New** from the toolbar or select **New Report Profile** from the **File** menu to create a new report.

- Open an existing report: Select **Open** from the toolbar or select **Open Existing Report Profile** from the **File** menu to open an existing report.
- Delete an existing report: Select **Delete** from the toolbar or select **Delete Selected Report Profile** from the **File** menu to delete a report.
- Run a report: Select **Run** from the toolbar or select **Run Selected Report Profile** from the **File** menu to run the analysis on an existing report.

Working with views

Hi-Stats™ gives you the option to change the way the reports appear in the viewer window. From the **View** menu, select **Large Icons**, **Small Icons** or **List**. You may also select the **Views** button on the toolbar to cycle through the views and the downward pointing arrow to the immediate right of the **Views** button on the toolbar to open a menu with the same options listed above.

Time and Date Reporting

Many reports in Hi-Stats refer to a time and date that an event occurred. The time and date used by Hi-Stats is extracted from the web server log files. Many web server log files use Greenwich Mean Time (GMT) to log events into the web server logs and use Greenwich Mean Time to roll over to another log at the end of specified reporting period. Other web servers may log at Greenwich Mean Time, but roll over at the select time zone of the operating system where the web server is installed. For more assistance in determining how your web server tracks the time and date, please refer to your web server documentation or the administrator of your web server.

Web Property Editor

Using the Web Property Editor

1. In the **Web Property Editor**, enter a name for the web. Make sure the name is eight characters or less.
2. For the **Log file import type**, select the option to import log files located locally, or ones located on an FTP site.
3. For log files located locally on your system, select the local option and then the file path to the directory where these logs are located. Use the File Chooser button to the right of the File Path field to browse to the correct folder. All log files for one web project need to be in the same directory. You can also manually type in a path to your log files and user Wildcards. For example, to get all files in a particular directory, you might enter C:\winnt\system32\logfiles\w3svc1*.log. See Rules for Wildcards and Local File Import.
4. In the Server URL field, enter the URL of the server, for example, www.hisoftware.com.
5. When complete, select the **Save** button. To cancel without saving, select the **Cancel** button.
6. If your log files are accessible by FTP, then select the FTP option. An **FTP Settings** tab appears in the Web Property Editor
7. In the FTP Server Address field, enter the server address. This field will be similar to ftp.hisoftware.com or www.myISP.com. You may also use the Internet IP address for this FTP site, by entering the IP such as 10.14.11.234 substituting your IP address for the example one given.
8. If you need to access a proxy server to access the Internet, enter the IP address of the proxy server followed by the Port that the proxy server runs on. For example, 172.16.0.2:80 where 172.16.0.2 is the IP address and 80 is the port. Most users will not need to enter a proxy setting. Users with home networks where only one computer has a direct connection to the Internet in some cases may need to enter a proxy setting.
9. Enter the **User Name** and **Password** for the FTP site. For some ISPs, this is normally the same user name and password required for your dialup connection. If you are not sure of your user name and password, contact your ISP or whomever is the administrator of the FTP site.
10. Hi-Stats then needs the directory on the server where your log files are stored. This information is also derived from your ISP or administrator for the FTP site. For example if the directory on the ftp.hisoftware.com site was users/my_user_name/logs, you would enter **/users/my_user_name/logs/** in the **Directory on Server** field. If the files are found in the root of the FTP server, you would enter **/** as the path.
11. The File Pattern Mask allows you to select files of certain types such as log file, txt files etc. This mask uses standard Windows wildcards. For example, if you have 3 log files named ex000201.log, ex000202.log, and ex000203.log, you would enter either **ex*.log** or ***.log** as the mask. Entering those masks in the example would allow the server to download all files starting with **ex** and ending with **.log** and for the second example, all files ending in **.log**.
12. If you only want the program to look for new files on the server and to avoid the ones it has already downloaded. Select the **Get new files only** checkbox.
13. When done, select the **Save** button.

Features of Hi-Stats is only available in Hi-Stats Small Business Server

Users of Hi-Stats Small Business Server will see an additional checkbox to **Delete Files from FTP Server**. This option can be used to delete log files from the server after they have been downloaded and imported into Hi-Stats. Select this option if you want to delete the log files from the server after Hi-Stats has imported them.

Running the Reports

If you selected log files located locally on your system, then running a report is as simple as selecting a log in the main screen of Hi-Stats and double clicking on it.   As long as the dates selected in your report profile match those in your logs, the reports will run.

If in the **Web Manager**, you selected **FTP** instead of **Local** for the location on your log files, then there are a few more choices available to you while running the report.   If you run a report and have dates selected in your report profile that you do not have available in the cached logs on your system, the program will prompt you to download and import them at that time.

Selecting No to the Import
If you select **No**, the program will run the reports without the missing data if possible, assuming it can find the log data for some of the time period.   For example, if the month is May and you select a time period of Year to Date, but are missing log files for January and March, the report will still run for the year, but with data missing from January and March. If you select a to run a report for last week, but have none of that data, then the report will not run because it does not have any log file data to use.

Selecting Yes to the Import
If you select **Yes**, the program will use your FTP settings to download the latest files from the server.   If the program did find new files on the server, it will download them.   After downloading the FTP reports, if the program prompts to import the files again, select **No** to proceed to the creation of the reports.   If you select **Yes**, the process of downloading will repeat again.

Page/Files by Machine

The Page/File by Machine Name Report tabulates the number of page and file requests in the given time frame grouped by the machine name where they originated. In this report, the program will list the client machines as they appear in the web server log, either by IP address, or by Domain Host Name. In this report, host name prefixes, if they exist are counted as separate machines. For example, if the web server log file included the computers outbound6.hisoftware.com and outbound7.hisoftware.com, those would be counted as two separate computers.

Page/Files by Domain

The Page/File by Domain Report tabulates the number of page and file requests in the given time frame grouped by the domain where the request originated. When tabulating, a prefix in front of the domain if found is ignored. For example, the log entries of proxy2.aol.com and outbound6.hisoftware.com would be listed as aol.com and hisoftware.com respectively. This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Page/File Country Requests

The Page/File by Country Report tabulates the number of page and file requests in the given time frame grouped by the country where the request originated. This information is determined from the country code of the host name (if present). This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Sessions by Country

The Sessions by Country Report tabulates the number of unique sessions in the given time frame grouped by the country where the request originated. This information is determined from the country code of the host name (if present). This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Sessions by Domain

The Sessions by Domain Report tabulates the number of unique sessions in the given time frame grouped by the domain where the request originated. When tabulating, a prefix in front of the domain if found is ignored. For example, the log entries of proxy2.aol.com and outbound6.hisoftware.com would be listed as aol.com and hisoftware.com respectively. This report requires that the web server log files contain IP addresses that are resolved to host names. If the log file does not contain domain host names, then the results of those IP address not resolved will be listed as unavailable. Please refer to your web server documentation for more information on resolving IP addresses to domain host names.

Sessions by Machine

The Sessions by Machine Name Report tabulates the number of unique sessions in the given time frame grouped by the machine name where they originated. In this report, the program will list the client machines as they appear in the web server log, either by IP address, or by Domain Host Name. In this report, host name prefixes, if they exist are counted as separate machines. For example, if the web server log file included the computers outbound6.hisoftware.com and outbound7.hisoftware.com, those would be counted as two separate computers.

Select Log Data Directory

This feature is available only with Hi-Stats Small Business Server Client.

Before starting, talk with the Hi-Stats administrator in your organization about where the imported log files for Hi-Stats will be stored. You will need **Change** access to this share and you need to map a network drive to this share. Please refer to your windows documentation regarding shared directories and mapping network drives.

Accessing the **Select Log Data Directory** window: From the **Settings** menu and select **Set Log Data Directory**.

Choose the **Directory Chooser** button (with the folder tree view icon) to the right of the **Directory** field opens a folder tree view. In this window, you can select the folder in which you store your log data. This location has to be the same location as selected by the Hi-Stats Server component plus the wwwstats subdirectory. For example, if the server component stores the imported log files on a shared directory called **X:\Public\LogFiles**, the Clients need to select the **X:\Public\LogFiles\wwwstats** directory. The path to the folder you choose will appear in the **Directory** field of the **Select Log Data Directory** window after you select **OK**. Selecting **Cancel** will cancel the changes and return the Directory to the original value.

Warning: Changing the data directory will make all previously imported data unavailable and may cause errors in previously created profiles.

Select Log Import Directory

This feature is available only with Hi-Stats Small Business Server.   It designed to be used in conjunction with the Hi-Stats Small Business Server Client.

Before starting, the Hi-Stats administrator in your organization needs to create a network share where the imported log files will be placed.   It can be local to the server or created on a separate file server. Authorized users of Hi-Stats Small Business Server Client then need CHANGE access to that share.   Please refer to your windows documentation regarding shared directories and mapping network drives.

Once the share has been created, the log files from the server need to be imported and placed onto the shared location

Instructions for importing and placing the logs on separate share:

1. From the **Edit** menu of the **Web Management** window, select **Set Log Import Directory**.
2. Choose the **Directory Chooser** button (with the folder tree view icon) to the right of the **Directory** field brings you to a folder tree view.   In this window, you can select the folder in which you store your log data.   The path to the folder you choose will appear in the **Directory** field of the **Select Log Import Directory** window after you select **OK**.   Selecting **Cancel** will cancel the changes and return the Directory to the original value.
3. Users of the Client version will then need to point to the same share from their systems by setting their Data Directory to read the processed log files.

Warning: Changing the data directory will make all previously imported data unavailable and may cause errors in previously created profiles.

Scheduler

The Scheduler feature of Hi-Stats is only available in Hi-Stats Small Business Server.

The Scheduler allows the Server computer to import log files from an FTP site or a local directory at specified intervals. This feature requires that the Server computer have a persistent connection to the Internet, if the log files are imported from an FTP site, or a persistent connection to a shared or local drive, if the log files are imported locally.

The scheduler component will only look in one location for the location of the imported webs. For example, if you originally had 2 webs imported locally to the C:\Program Files\Hi-Stats directory, but then you changed the Import Profile to a shared network drive and now have 10 webs at that new location, the program will only import from the listing of webs at the new location,

Using the Scheduler:

1. A list of available webs appears in the left side, and the webs selected for scheduling appear on the right.
2. To add an available web to the schedule, select the web and then select **Schedule Web** from the **Actions** menu. To remove a web from the schedule, select the web and then select **Remove Web from schedule** from the **Actions** menu.
3. In the **Interval** menu, select the time interval that you would like the webs to be imported. Options range from 5 minutes to weekly.
4. When done, select the **Save Autorun List** button and then close the Scheduler window.
5. Next, select **Run Now** from the **Autorun** menu. The program will minimize to an icon in the systray and will run on schedule. Note: The systray is located in the lower right corner of the Windows Desktop and usually contains the system time along with an icon of a speaker that is used to control the system sound volume.
6. To quit Autorun and restore the program in full view on the screen, right click on the Hi-Stats icon in the systray and select **Quit Autorun** from the pop-up menu that appears.
7. To show the main interface of the program when Autorun is running, right click on the Hi-Stats icon in the systray and select **Show Console**.
8. To view a log of the scheduler, select **View Log** from the **Autorun** menu. A log appears showing imports of the log files for the selected webs.

Importing Schedule

The next import will start when the last import completed plus the interval time period. For example, it is 1:00 PM and you schedule your imports at an Interval of 5 minutes. If it takes 2 minutes to import your log file, the next import will be scheduled at 1:07 PM.

For the daily imports, they start at 12:01 AM and the weekly imports start at 12:01 AM on Sundays.

Persistent Internet Connection Required

If you import logs located on an FTP server, you need to have a persistent Internet connection in order for the import to work

Check before Scheduling

Before using the scheduler, it is important that you test the import to the selected webs in the Web Manager. This will confirm that you have selected the correct path and if using the

FTP version, that you have the correct user name and password.

Hi-Stats Small Business Server

Hi-Stats Small Business Server contains two components: a Server component and a Client component. The Client component contains all the features of Hi-Stats necessary to create reports based on imported Hi-Stats webs. In addition to containing all the features of the Client, the Server component is used to create and import the Hi-Stats webs, placing the imported data into an easily read format for the Client. Since the majority of computing effort in Hi-Stats is performed importing and organizing the log files into a format used by Hi-Stats, it makes sense to have the Server component do it. Then, Client components can read the processed log file data from the imported webs via a network share and quickly generate reports based on the processed log file data.

This method of collaboration is advantageous for several reasons:

- The raw web server log files only have to be collected, imported and processed by the one Server computer. Depending on your log file size, the number of webs and the speed of your computer, the import can be take some time. By only requiring one computer to do it, this method saves time and network resources.
- Hi-Stats Small Business Server allows for scheduling of log file imports on the Server. The Server can be set to import at scheduled intervals and all Clients can have access to the latest log files by connecting to the Server.
- Client components allow individual users to take processed log file data and create custom reports based on the information they need when they need it. If several departments are analyzing the web site, each with its own purpose, it makes sense for a user in each department to have a Client license where individual reports can be created at will.
- With the Client / Server setup, the company saves the cost of providing everyone a copy of Hi-Stats Enterprise, while still providing full reporting technology for those number of Client licenses purchased.