

Sitecore StatCenter Module User Guide

A guide for end users and administrators.

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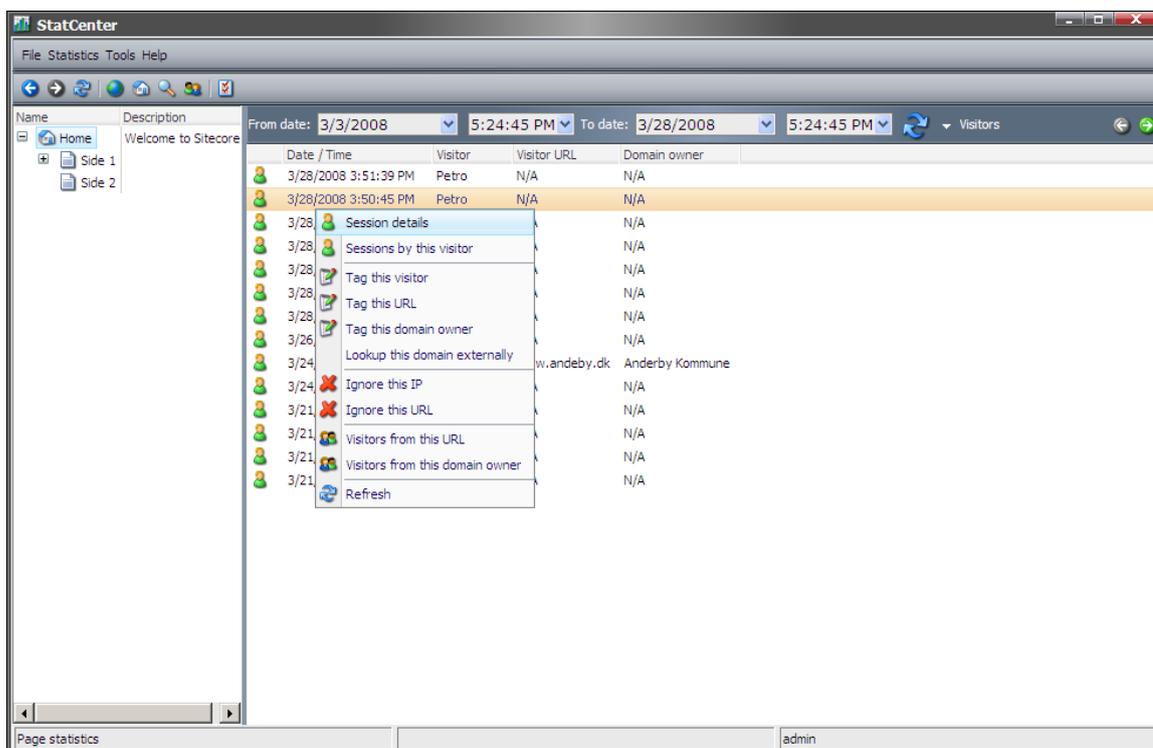
Chapter 1

StatCenter overview

StatCenter is a module for Sitecore which supplies statistical data about visitors of your Sitecore website. The module gives you the unique possibility to learn about your users' actions when browsing through your website – also known as behavioural tracking. Furthermore, StatCenter gives you an overall impression of who visits your site and when. In the four sections below you will learn how to use StatCenter and how to navigate between the numerous functions provided.

The StatCenter application consist of a menu bar, an icon bar, a content tree, a search bar, the main view and a status bar (see screenshot below). All StatCenter functions are available from the menu bar, in addition the icon bar contains the most used functions. The search bar is used to define dates for the view (see section 1). The content tree is used for selecting which page statistics should be shown for. The main view is the area where the views are shown. In the screenshot below it is visitors for the “Home” page which are shown. Finally the status bar contains information about the type of view and the name of the user.

In the following sections the different views and functions in StatCenter are dealt with in details.

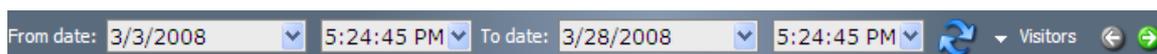


Chapter 2

Statistics per page

In StatCenter you can view statistics about a specific page. StatCenter provides you with three different functions when viewing page specific statistics – total hits, unique hits and visitors. Each of these different views is described in the sections below.

Generally you will need to use the search bar in order to retrieve the statistical data for the views – this bar looks as depicted below.

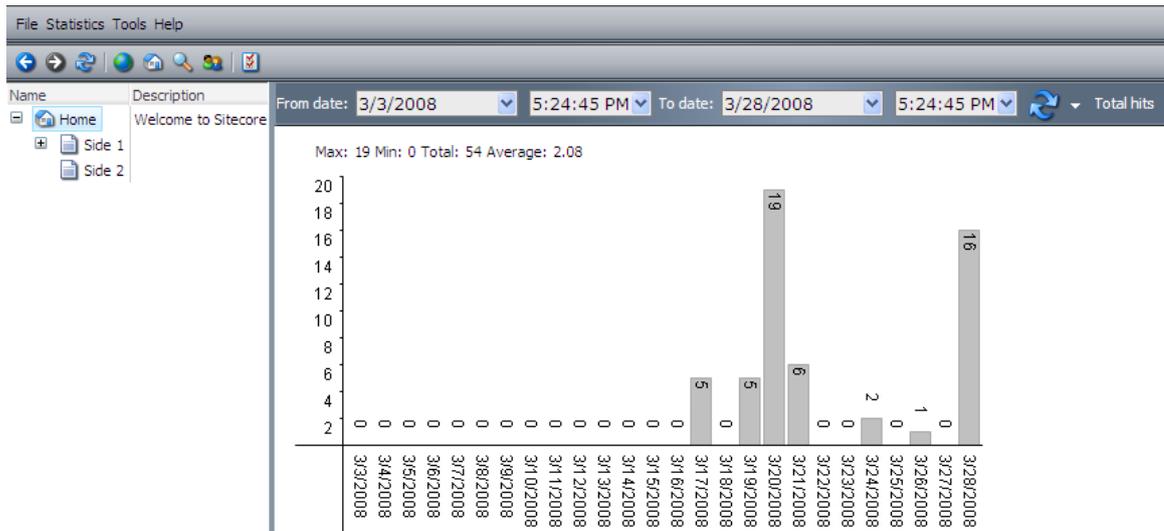


As you can see you can choose a “From date” and a “To date”. These two dates define the time span for which your search will be carried out. The dropdown list next to the two dates gives you the possibility to change which of the three views you would like to see. If you want to execute the search you just have to press the refresh button to the far right. Also, by merely changing the value in the dropdown list the view will be updated automatically to correspond to the selected view type.

In views which contains more than one page it is possible to navigate between the pages by using the green arrow buttons to the right in the search bar.

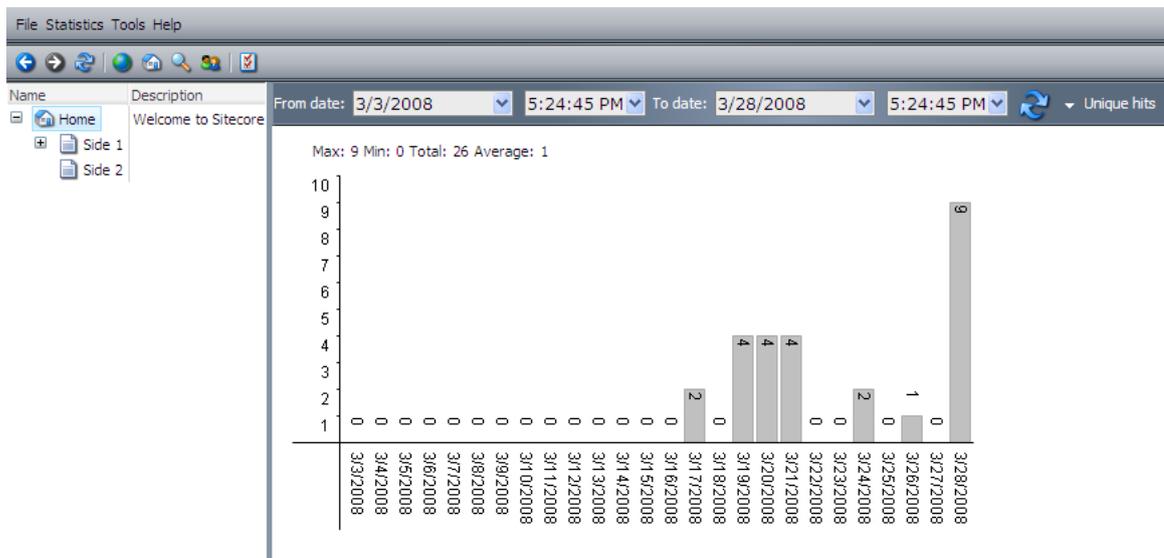
2.1 Total hits

The view of total hits will show you the total number of times the given page has been shown in the selected period. Thus if a user has visited the same page multiple times in the same session each visit will be displayed as a hit. In the screenshot below you can see a sample of the “Total hits graph”. Depending on the size of the time span the graph will be shown as hits pr. year, hits pr. month, hits pr. week, hits pr. day and hits pr. hour.



2.2 Unique hits

The view of unique hits displays the number of distinct users that have visited your page in the selected period. Thus if a user has visited the same page multiple times in the same session the user's visits will only be counted as one. In the screenshot below illustrates a sample of the "Unique hits graph". The functionality is used the same way as described in section 1.1.

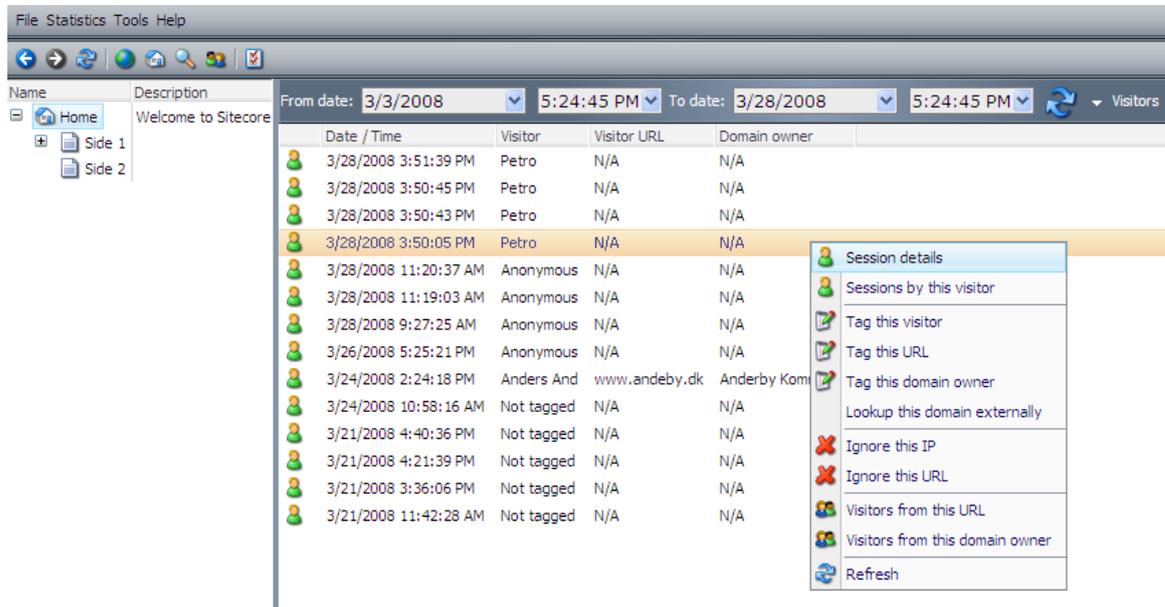


2.3 Visitors

The view of visitors shows the visitors that have visited your page in the selected period. The date and time of the user's visit are shown together with the user's name, url and domain owner. By right clicking on a visitor you can choose between various functions, which are described below.

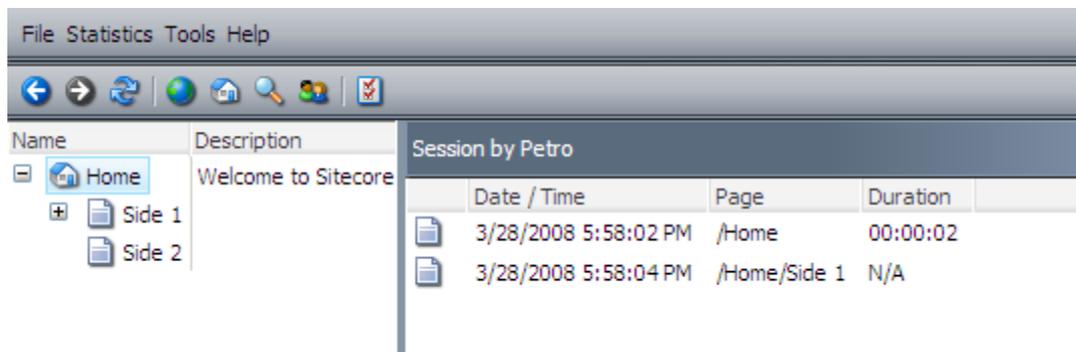
The name of the visitor will be shown if the visitor previously has been tagged (cf. 1.3.3). Otherwise <Anonymous>, <Repeat anonymous> or <Not tagged> will be shown. <Anonymous> means that the user can't be specified but information about the session is available. <Repeat anonymous> means that the user can't be specified and there is no information about the session available. <Not tagged> means that the user can be specified but has not been tagged yet.

An icon to the left of the line showing a visitor indicates that information about the session of this visitor exists. Session details can only be shown for these visitors.



2.4 Session details

The view of session details will show you the user's navigation through your site for this session and the duration of each visit to a specific page. You can navigate to the page, which has been viewed, by clicking on the respective line. "N/A" means that the duration is not available.



2.5 Sessions by this visitor

The view "Sessions by this visitor" shows you every session this user has had on your site. Clicking on a session will show you the "Session details" described in section 1.3.1.



2.6 Tag this visitor

By choosing “Tag this visitor” you will be able to enter a name specific for this visitor. The original name will still be present in the database, but the tag name will be used for future displays of the given visitor for easy identification.



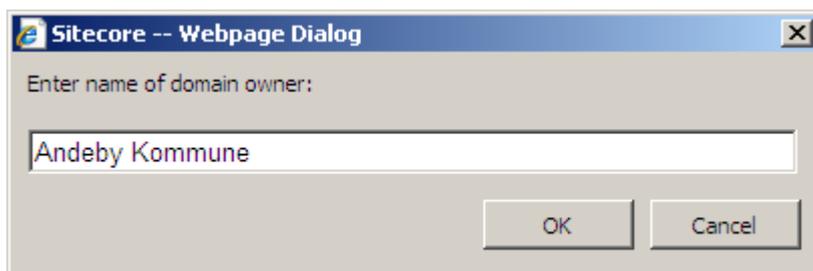
2.7 Tag this URL

By choosing “Tag this URL” you will be able to rename the representation of this user’s URL. The original name will still be present in the database.



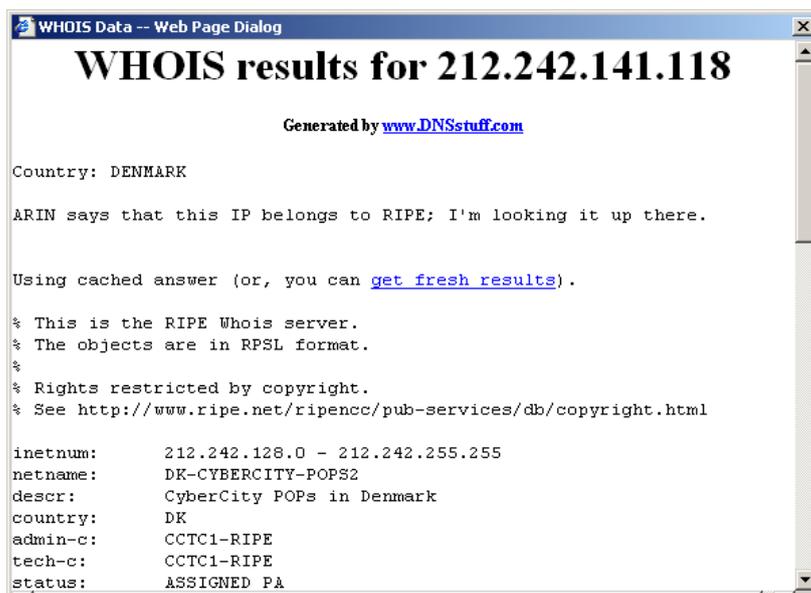
2.8 Tag this domain owner

By choosing “Tag this domain owner” you will be able to rename the representation of this user’s domain owner. The original name will still be present in the database.



2.9 Lookup this domain externally

By choosing “Lookup this domain externally” the domain owner is identified from the IP-address. The screenshot below shows some of the details provided for the chosen IP-address.



2.10 Ignore this IP

By choosing “Ignore this IP” every entry of this IP will be ignored in the statistics, however they are still stored in the database. This feature supports the use of asterisk (*) as wildcards, thus if you enter an asterisk it will represent any given string.



2.11 Ignore this URL

By choosing “Ignore this URL” every entry of this URL will be removed from the statistics. This feature supports the use of asterisk (*) as wildcards, thus if you enter an asterisk it will represent any given string



2.12 Visitors from this URL

By choosing this function you will go to the view described in section 3.4 with the selected visitor’s URL.

2.13 Visitors from this domain owner

By choosing this function you will go to the view described in section 3.3 with the selected visitor's domain owner name.

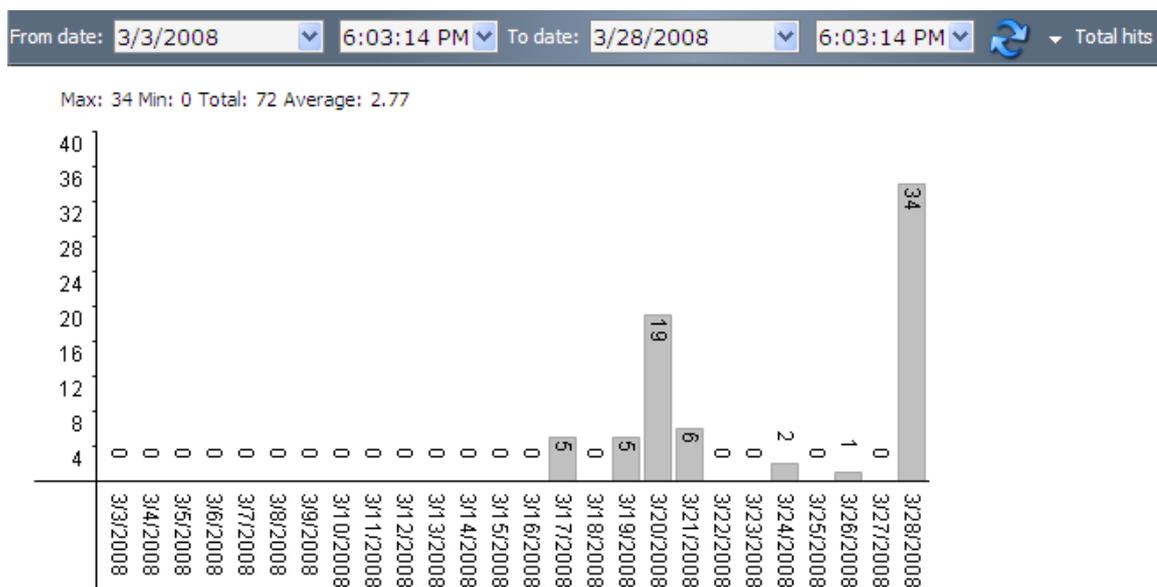
Chapter 3

Global Statistics

In this section you will learn how to see statistics regarding the site as a whole.

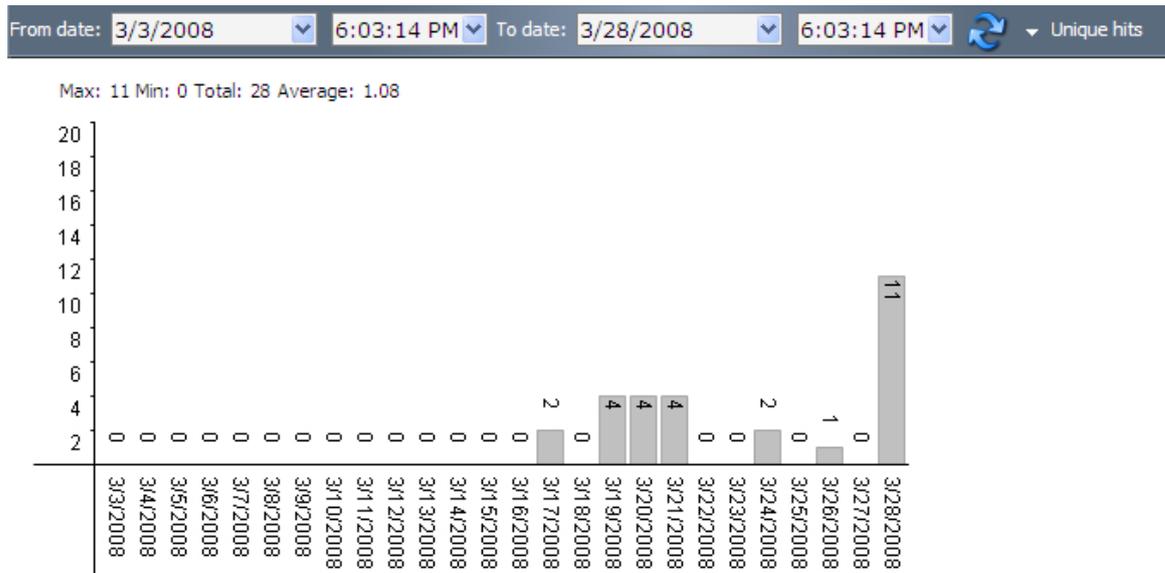
3.1 Total hits

The view of total hits will show you the total number of times pages have been browsed in the selected period. Thus if a visitor has been at the same page multiple times in the same session all the hits will be displayed. In the screenshot below you can see a sample of the “Total hits graph”. The functionality is used the same way as described in section 1.1.



3.2 Unique hits

The view of unique hits will show you the number of distinct users that have visited your site in the selected period. In the screenshot below a sample of the “Unique hits graph” is illustrated. The functionality is used the same way as described in section 1.1.



3.3 Most active visitors

In this view you can see the most active visitors within a given period of time. The column “No.” displays the rank of the respective users and “Total entries” the number of hits generated by the visitor.

From date: 3/3/2008 6:03:14 PM To date: 3/28/2008 6:03:14 PM Most active visitors

No.	Total entries	Visitors	URL	Domain owner
1	22	Petro	N/A	N/A
2	21	Not tagged	N/A	N/A
3	5	Not tagged	N/A	N/A
4	4	Not tagged	N/A	N/A
5	3	Not tagged	N/A	N/A
6	1	Anders And	www.andeby.dk	Anderby Kommune
7	1	Not tagged	www.andeby.dk	Anderby Kommune

3.4 Most active DNS

In this view you can see the most active DNS within a given period of time. The column “No.” displays the rank of the respective DNS and “Total entries” the number of hits generated by the DNS.

From date: 3/3/2008 6:03:14 PM To date: 3/28/2008 6:03:14 PM Most active URLs

No.	Total entries	IP	URL	Domain owner
1	61	127.0.0.1	N/A	N/A
2	11	192.168.51.220	www.andeby.dk	Anderby Kommune

3.5 Most popular pages

In this view you can see the most popular pages within a given period of time. The column “No.” displays the rank of the respective page and “Total hits” the number of times the page has been loaded.

From date: 3/3/2008 6:03:14 PM To date: 3/28/2008 6:03:14 PM  Most popular pages

No.	Total hits	Page
 1	61	/Home
 2	10	/Home/Side 1
 3	1	/Home/Side 2

Chapter 4

All about users

This section explains how to use StatCenter to track users and companies visiting your website.

4.1 Latest users

This view shows the latest visitors on the website all together. The function can be used for instance to see who is visiting the site “right now” and – if you are guiding a user through your website – to tag specific visitors. The page displays the user’s path through the website giving you greater possibility of recognizing a desired visitor. You can use the “From date” to choose how long back in time the view should display visitors of your site from.

PLEASE NOTE: The list is only updated when the logfile is scanned. This means that if the log file is scanned e.g. every fifth minute, the list will only change every fifth minute.

From date: 3/25/2008 5:28:33 PM					
Date / Time	Visitor	Session	URL	Domain owner	
3/28/2008 5:58:04 PM	Petro	Home Side 1	N/A	N/A	
3/28/2008 5:57:47 PM	Petro	Side 1 Side 1 Side 1 Side 2 Side 1 Side 1 Side 1 ...	N/A	N/A	
3/28/2008 3:51:39 PM	Petro	Home Home Home Home	N/A	N/A	
3/28/2008 11:20:37 AM	Anonymous	Home Home	N/A	N/A	
3/28/2008 9:27:25 AM	Anonymous	Home	N/A	N/A	
3/26/2008 5:25:21 PM	Anonymous	Home	N/A	N/A	

4.2 Search for visitors

This view displays visitors with a given name or part of a name. The example shows a list of visitors with a name beginning with “Anders”. This is accomplished by using an asterisk (*) indicating that anything can come after “Anders”. The wildcard can also be placed before a string so that *Anders and *Anders* also would be valid criteria.

Search after: Anders* By visitors			
Visitor	First entry	Latest entry	
Anders And	3/24/2008 2:24:18 PM	3/24/2008 2:24:18 PM	

4.3 Search for visitors by Domain owner

This view shows all visitors to your site from a specific domain owner (the page can also be reached by using the “Visitors from this domain owner” function). In the “Domain owner” field

you can change the search criteria to a different domain owner. In the “Search by” field you can change the view of the search to; Domain Owner, IP or Visitor.

Search after: <input type="text" value="And*"/>  By domain owner					
	Visitor	First entry	Latest entry	Domain owner	
	Anders And	3/24/2008 2:24:18 PM	3/24/2008 2:24:18 PM	Anderby Kommune	
	Not tagged	3/19/2008 11:37:20 AM	3/19/2008 11:37:20 AM	Anderby Kommune	
	Repeat anonymous	3/19/2008 11:32:00 AM	3/28/2008 3:40:29 PM	Anderby Kommune	

4.4 Search for visitors by URL

This view shows all visitors to your site from a specific URL (the page can also be reached by using the “Visitors from this URL” function). In the “URL” field you can change the search criteria to a different URL. In the “Search by” field you can change the view of the search to; URL , IP or Visitor.

Search after: <input type="text" value="*ande*"/>  By URL					
	Visitor	First entry	Latest entry	URL	
	Anders And	3/24/2008 2:24:18 PM	3/24/2008 2:24:18 PM	www.andeby.dk	
	Not tagged	3/19/2008 11:37:20 AM	3/19/2008 11:37:20 AM	www.andeby.dk	
	Repeat anonymous	3/19/2008 11:32:00 AM	3/28/2008 3:40:29 PM	www.andeby.dk	

4.5 Search for visitors by IP

This view shows all visitors to your site from a given IP-address. In the “IP-address” field you can change the search criteria to a different address. You can use asterisk (*) as wild cards.

Search after: <input type="text" value="192*"/>  By IP					
	Visitor	First entry	Latest entry	IP	
	Anders And	3/24/2008 2:24:18 PM	3/24/2008 2:24:18 PM	192.168.51.220	
	Not tagged	3/19/2008 11:37:20 AM	3/19/2008 11:37:20 AM	192.168.51.220	
	Repeat anonymous	3/19/2008 11:32:00 AM	3/28/2008 3:40:29 PM	192.168.51.220	

Chapter 5

My options

In the window shown below the range of possibilities to personalize StatCenter is illustrated. You can adjust five different settings.

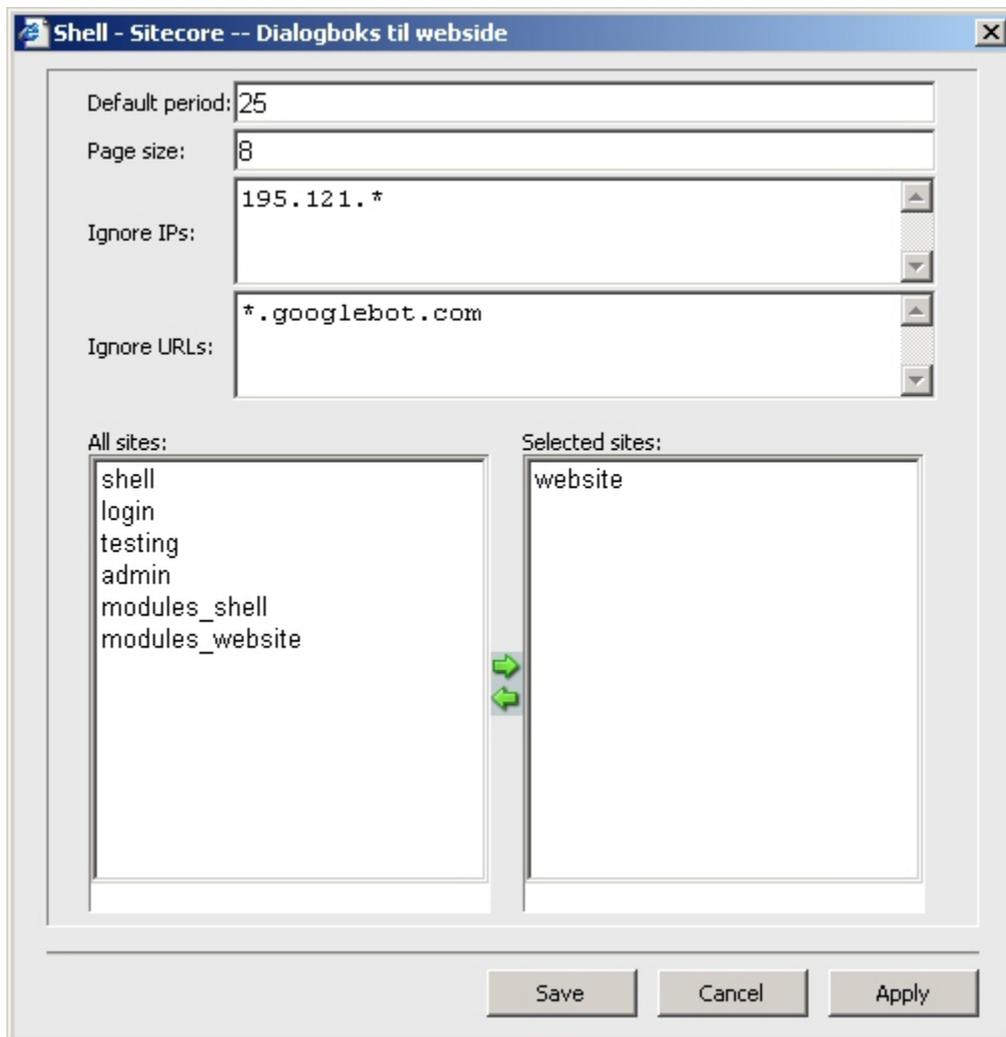
Default period to analyze is the number of days you want to see statistics for by standard.

Page size is the number of entries to be displayed at a time in lists.

Ignore IP's are the IP-addresses that you do not want to include in your statistical views. For instance the value shown below indicates that all IP-addresses beginning with "195.121." will be excluded in performed searches.

Ignore URL's are the URL's that you do not want to include in you statistical views. For instance the value shown below indicates that all URL's that ends with ".googlebot.com" will be excluded in performed searches.

Sites in the current Sitecore solution are represented under the Select Site setting. In the views only data for the selected sites are showed. E.g. with the settings below only data for “website” is shown.



The screenshot shows a configuration dialog box with the following fields and lists:

- Default period: 25
- Page size: 8
- Ignore IPs: 195.121.*
- Ignore URLs: *.googlebot.com
- All sites list: shell, login, testing, admin, modules_shell, modules_website
- Selected sites list: website

At the bottom of the dialog are three buttons: Save, Cancel, and Apply.