Glossary

Abandonment Rate
For a scenario or multi-step process, the percentage of initiated scenarios that were not completed during the visit. Scenarios can be defined many ways—for example, the entire shopping process, a finite checkout process at an e-commerce site, a registration process at a lead generation site, or a search process at an information site.

Acknowledgement Page
A page that is displayed after a visitor completes an action or transaction: for example, a Thank-you or Receipt Page. An Acknowledgement Page is often important in Scenario Analysis, where it is an indicator of a completed scenario.

Acquisition
The process of attracting a visitor to your web site.

Activity
A general term referring to nearly any site measure, including visits, hits, visitors, and viewing time.

Ad
A link, usually commercial in nature, consisting of a graphic or text that takes a visitor to a web site when clicked on. An abbreviation for “advertisement.”

Ad Campaign
A specific effort to attract visitors to your site through ads. It may be one individual ad or a coordinated set of ads treated as one entity for reporting purposes. On the web, ad campaigns usually consist of e-mails, graphics on other sites or on a wireless interactive appliance, and traditional media such as direct mail, print, broadcast, outdoor advertising, etc. In WebTrends, ad campaigns are set up by the reporting administrator with a unique URL/landing page, a starting date, an ending date, and a cost. Same as Campaign and Marketing Campaign.

Ad Click
A click on an ad resulting in a jump to the site being advertised.

Ad View
A display of an ad on a page that is viewed during a visit. There may be more than one ad view on a page.
Address
An Internet term loosely referring to the location of a web site or web page on the Internet or the Web. Or, more specifically, an identifier for a specific computer that is connected to the Internet.

Aggregate
Combining data of two or more dimensions in a report. For example, adding up all Departments to get Total Division data. While such combinations are normally sums, any type of formula might be used.

Authenticated User
A visitor who used a username-password login process to get access to all or part of a web site. The username (but not the password) is captured in a specific field in web site log files or through client-side data collection tags. Although authenticated username is one of the most accurate ways to count unique visitors, the cookie method is the most preferred.

Authentication
Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.

Average
A statistical term referring to the sum of a measure divided by the number of items measured. For example, for a series of 11 visits consisting of 3, 7, 7, 7, 8, 10, 15, 22, 25, 25, and 35 page views each, the average number of page views is 14.9 (total 164 divided by 11), the median is 10 (the 6th in the series of 11) and the mode is 7. In statistics, average is also called the mean.

Average Frequency
The average of the frequencies of all the visitors during the reporting period, where each visitor’s frequency is the number of times they have visited the site since WebTrends visitor tracking began.

Average Latency
The average of the latencies of all the visitors during the reporting period, where each visitor’s latency is the average elapsed time, in days, between all their visits since WebTrends visitor tracking began.

Average Lifetime Value
The average of the lifetime values of all the visitors during the reporting period, where each visitor’s lifetime value is the total monetary value of a visitor’s past orders since WebTrends visitor tracking began.

Average Recency
The average of the recency values of all the visitors during the reporting period, where each visitor’s recency is the averaged elapsed time, in days, since their last visit.

Bandwidth
Measure, in kilobytes of data transferred, of the traffic on a site.

Banner, Banner Ad
An online advertisement, usually a graphic, which can be anywhere on a web page but typically refers to a horizontally elongated graphic of significant size located at the top or bottom of a web page.

Bookmark
In a browser, a shortcut to a web site page that is created by the visitor to allow a quick one-click return to the page in the future. Bookmarks are called “Favorites” in some browsers. Visitors arriving at a site by clicking on a bookmark will appear as a “Direct Traffic” entry in Referrers reports.
Browser
A program - such as Microsoft Internet Explorer and Netscape - used to locate and view web pages as well as to follow hyperlinks. The Browser is identified in the “Agent” or “User Agent” field of a web site log or through standard client-side data collection tags.

Campaign
A specific advertising effort to attract visitors to your site. A campaign may be one individual ad or a coordinated set of ads treated as one entity for reporting purposes. For online channels, campaigns usually consist of emails, graphics on another site or on a wireless interactive appliance, and traditional media such as direct mail, print, broadcast, outdoor advertising, etc. In WebTrends, campaigns are tracked using WebTrends query parameters. Same as Ad Campaign and Marketing Campaign.

Campaign Creative
A “creative” describes the characteristics of a marketing activity, such as color, size and messaging; for example, a “Buy Now” graphic. These creative elements are used to encourage clickthroughs to the web site. Campaign Creative is a level within the drilldown categorization scheme set up by the WebTrends administrator, which allows for reporting on groups of campaigns in a way that is meaningful to the report users.

Campaign Drilldown
In certain WebTrends reports, a drill-down feature allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized along a concept hierarchy. With Campaign Drilldown, users can examine visits, page views, revenue, average order size, and more, by Campaign Partner, Demand Channel, Marketing Program, Marketing Activity, Campaign Name, Campaign Creative, Campaign Offer, and other campaign attributes.

Campaign ID
A unique campaign identifier used to calculate campaign success, which may involve several different marketing activities, or a single effort. Campaign ID is a level within the drilldown categorization scheme set up by the WebTrends administrator, which allows for reporting on groups of campaigns in a way that is meaningful to the report users.

Campaign Type
This is a user-defined category, which might include online banner ads, e-marketing newsletters, and direct mail campaigns. Campaign Type is a level within the drilldown categorization scheme set up by the WebTrends administrator, which allows for reporting on groups of campaigns in a way that is meaningful to the report users.

Checkout Page
The page or series of pages viewed when a visitor goes through the process of buying something online.

Child Profile
WebTrends can use Child Profiles to report on a web site that shares a log file with other unrelated sites due to a constraint or choice by a hosting provider. Child profiles can be helpful if an ISP or web hosting service hosts multiple customer sites on their web servers. To a web site visitor, a customer’s site can appear as a distinct, stand-alone domain, but often the web activity data for each customer site is recorded and lumped together in the service provider’s main web server log file.
If service providers want to offer their customers a set of basic web activity reports with data specific to each customer’s site, they need a means of breaking out data by customer. Because service providers also want to reduce management and maintenance of this data splitting process, they want WebTrends to auto-discover and split out these data subsets while parsing the log file. Parent-Child profiles provide this auto-discovery functionality, and also creates profiles, called Child profiles, for these data subsets.

**Click**

The act of activating a hyperlink, usually by physically pressing down (clicking) on a mouse button when the cursor is over a link on a page. In Web advertising, a click is an instance of a user activating an advertising link to go to an advertiser’s web site or page.

**Click-through-Rate**

The number of clicks on an ad as a percentage of the total views of the ad during the reporting period.

**Client**

A computer (or software on a computer) that accesses resources provided by another computer, called a server.

**Client Error**

An error occurring due to an invalid request by the visitor’s browser. Client errors are in the 400 range (see Status Code on page 19 for a list).

**Client-side Data Collection**

An alternative to traditional web server log file analysis that involves collecting data directly from the visitor’s browser (the client) rather than from server log files, improving data accuracy. Special script in a page’s source code is used to transmit page-level data, not “hit-level” data, to a data collection server, dramatically reducing data volume and decreasing processing time. Client-side data collection obtains more accurate information than log files do—by accurately tracking visitor activity normally hidden by browser’s local cache and proxy and caching servers like those used with an AOL account—as well as by collecting extra, customized data not included in normal web server log files. Accuracy is also improved since spiders do not trigger client-side tags; with log files, spiders can appear to be “real” visitors unless their activity is filtered out. However, client-side methods provide no information on server technical performance or bandwidth use. WebTrends’ proprietary client-side data collection technology is called SmartSource.

**Combined Log File Format**

A basic (“common”) log file with two additional fields, the Referrer and User Agent fields. Also referred to as Extended Log File Format.

**Content Group**

A group of one or more web pages that is treated as one entity in certain reports such as Content Groups and Content Paths. Content Groups are tracked using WebTrends query parameters.

**Content Path**

A consecutive sequence of two or more Content Groups viewed during a visit.

**Content Management System (CMS)**

Software application that enables organizational information to be developed collaboratively. Web sites are commonly created and published using a CMS.

**Conversion**

Action taken by a visitor that is key to measuring web site performance. Can also be a goal that the visitor wants to achieve using the site.
Conversion Rate
The percent of a group (of visits or visitors) that took a specific action of interest. Conversion can encompass the entire visit population, such as the percent of all visits that involved a completed registration. Conversion can also refer to a very small and precise action, such as the percent of people at step 3 of a scenario who continued to step 4; or it can apply to a subpopulation, such as the percent of knowledgebase searches that result in issue resolution.

Cookie
When a visitor’s browser requests a page from a web site server, the server often returns a cookie, a small text file sent to a browser by a web site to be stored locally. With WebTrends you can configure cookie options, so that you can use cookies to track user sessions.

In its simplest form, this text file usually contains a long unique string of characters that helps the web site recognize that visitor when he/she makes subsequent page requests. One purpose of a cookie is to let the server keep track of important information through the course of a visit, such as the items added to a shopping cart by a visitor. Without a cookie, many online transactions would not be possible because the web site would not be able to associate information entered on the shipping address page with information entered on the payment page, as one example.

The browser user controls whether a browser accepts cookies or not. If the browser is set to accept cookies, WebTrends can use the cookie character string to divide the mass of page views into individual visits. If a cookie is the persistent type that is stored on the client’s hard disk, WebTrends can use the cookie to define a visitor as either first-time or returning. WebTrends can also use the cookie to associate previous visits with a particular visitor in order to report on past purchases, lifetime value, or past responses to campaigns.

Custom Filter
A hit or visit filter created in the Custom Reports feature of WebTrends Administration. Custom filters can be a variation of a filter already in use or can be completely new, based on a variety of hit or visit characteristics. Visit-related custom filters (such as Entry Page, Referrer, and Campaigns) are especially powerful, allowing the inclusion or exclusion of entire visits as defined in the filter.

Dashboard
A customizable WebTrends report consisting of summary information—usually graphs—from individual WebTrends reports in a profile, all grouped on one page. Dashboards provide a quick overview of key information for individuals, departments and specific roles.

Destination Page
A destination page is an administrator-specified page used in Destination Paths reports as the page to which all the analyzed paths lead.

Dimension
Elements or categories being reported on in a WebTrends report. A dimension usually does not have a numerical value; for example Pages and Content Groups. They are statistically described using Measures—which do have a numeric value—such as visits, views, view time, etc. In WebTrends reports, the dimension is the first column or the first two columns if both a Primary and Secondary dimension are used. Dimensions are also presented in drill-down format in some WebTrends reports.
Directory
A web site is made of files that are usually separated into groups of similar files, such as all product
pages, or all Human Resources pages. In a complex web site, directories can contain smaller
directories, such as Human Resources procedures pages and Human Resources job listings, and the
levels of directories can go quite deep. Directories are often reflected in the address of a web page,
which includes not only the name of the page (joblistings.html), but also the series of directories it
belongs in separated by slashes (/international-company-info/USA-company-info/USA-human-
resources/).

WebTrends uses directories two ways. First, it is possible to filter page views by specifying directories
to include or exclude. Second, a Directories report tallies the activity in individual directories.

Direct Traffic
A line item in the Referrers reports that pertains to visits that have no known referring site, domain, or
URL. Usually, this means that visitors arrived at your site by typing the URL of your site into their
browser address window, they used a bookmark, or they clicked on a link in an e-mail. If “Direct
Traffic” is the only line in a Referrers report, this usually means the Referrer field is not used in your
traffic logging.

DNS Lookup (Domain Name Service Lookup)
The process of converting a numeric Internet Protocol address into a text domain name. For example,
DNS Lookup will convert the IP address 255.255.255.255 to the domain name YourDomain.com. DNS
Lookup can be turned on and off by the WebTrends administrator. Also, GeoTrends relies on DNS
resolution to provide state, country, and company information.

“DNS” refers to Domain Name Server. DNS Lookup is also called IP Resolution and Domain Name
Lookup.

Documents
A legacy term referring to pages that were defined as “documents” by the system administrator.
Traditionally, a page is a document if the content is static, such as an HTML page.

Domain Name
The text name corresponding to the Internet Protocol address of a computer on the Internet. For
example, webtrends.com is a domain name. A domain can be associated with many IP addresses but an
IP address can have only one domain.

Domain Type
A broad categorization of domain names identified by the suffix, such as .edu (for domains related to
educational institutions), .com (for domains related to commercial web sites), .org (for domains
related to non-profit organizations), .gov (for domains related to governments), and many others. The
domain type does not necessarily reflect the true nature of the web site, as domain suffixes are only
loosely regulated, if at all.

Drill Down
In certain WebTrends reports, the drill-down feature allows the report user to navigate from a highly
summarized level of dimension-related data to more detailed levels of data, organized according to the
hierarchy of a dimension.

On a web site, “drilling down” is the act of going further down a branch of the site in search of more
detailed information. Often, drilling down results in seeing a series of different navigation bars, each
appropriate to its own level.
Dynamic Page
A page that is created by the web server from a template, or a general page structure, which is filled in with content pulled from a database. Servers “build” dynamic pages from particular components according to requests they receive from browsers.

The URLs of dynamic pages typically consist of the template name, followed by a question mark, followed by the content for the displayed page as a series of text strings separated by ampersands in the format parameter=parametervalue. For example, a page showing a blue Empire couch might be /product.asp?item=couch&type=Empire&color=blue. The parameters can be of great interest in web analytics, when shown as tabulated summaries of views of couches, Empire items, and blue items, or combinations of these.

Entry
The first page, file, or content group in a visit.

Entry File
The first file requested in a visit. A visit has one and only one entry file. Files may be of any type, including a page file.

Entry Page
The first page requested in a visit. A visit has one and only one entry page. Note that a visit will have no pages if it doesn’t include a page file.

Entry-Exit Page
A page view that is both the entry and the exit page; the only page in a Single-Page Visit.

Exit Page
The last page viewed in a visit.

File
A collection of information stored under a unique name, often in the form “name.extension” where the extension identifies the type of file and, usually implies what kind of program can open or view it. On the Web, common types of files are: page files (.htm,.asp,.jsp,.cfm, and so on), image files (.gif,.jpg,.png, and so on), applet files (.js, among others), non-page document files (.doc,.txt,.pdf, and so on.), and style files (.css, among others). While a page file is technically different from a page (see Page on page 12), a page will always include a page file.

File Type
Corresponds to a file’s extension. For example, a file named graphic.gif is identified as type gif.

Filter
A setting in WebTrends that instructs the program to exclude or include (to the exclusion of all else) certain visits or hits from the analysis. In WebTrends, filters can be used individually or in groups, and individual filters can be combinations of different subparts.

First-Party Cookie
A cookie that is created by the web site you are currently visiting.

First-Time Buyer
A visitor who has made his or her first purchase. Also called New Buyer.

Forms
Scripted pages that pass variables back to the server. These pages are used to submit information entered by visitors in the form’s fields.
Frequency
The number of times a visitor has visited a site since tracking with persistent cookies and Visitor History began. Average Frequency is the average of the frequencies of all the visitors during the reporting period. Frequency is a retention metric and is part of RFM (recency, frequency, monetary) analysis. If visitors did not visit the site during the report time period, their frequency is not included.

FTP
File Transfer Protocol. A standard method of sending files from one computer to another over the Internet.

Funnel
Attrition that happens as site visitors go through a scenario, a series of defined steps such as a purchase or a registration on a web site. Because the number of people participating in each step is usually smaller than the step before, a graph of the declining participation resembles a funnel.

Geography Drilldown
In certain WebTrends reports, a drill-down feature allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized along a concept hierarchy. With geography drilldown, users can examine activity by areas of visitor origination, for example, viewing visits, page views, revenue, or average order size, or viewing by Region, Country, State/Province, or City.

GeoTrends Database
The optional GeoTrends Database resolves Internet Protocol addresses of visitors into more meaningful data such as the region, country, state/province, city, area code, designated marketing area, metropolitan statistical area, and time zone data corresponding to the location of the owner of a specific domain name. In the specific case of AOL IPs, location is resolved to geographic regions served by AOL as opposed to the location of AOL in the state of Virginia. GeoTrends Database replaces the older WebTrends’ Company Database.

GIF
A graphics file format and file extension (*.gif) commonly used on web pages, referring to Graphics Interchange Format.

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

Hit
A request for a file by a browser. Since “file” refers to images, styles, and many other elements besides HTML pages, a single web site page view can involve dozens of hits. Because the number of hits is so heavily influenced by the complexity of a page, hits are a far less helpful measure of site traffic than visits or visitors. The hits statistic is somewhat useful in assessing the load experienced by a web server. WebTrends SmartSource Tags do not capture hit-level data.

Home Page
The main or introductory page of a web site, usually designed with the expectation that it is the first page a visitor sees. It is also the default page that is sent in response to a request containing only the domain name.
Home Page URL
The URL for the home page of the site analyzed in the report. The home page URL is specified during WebTrends setup in order to help WebTrends consolidate hits to several versions of the home page, for example, flash- and non-flash-versions or framed and frameless versions.

HTML
The abbreviation for Hypertext Markup Language, which is used to format text files so that web browsers can display text with appropriate hyperlinks, font sizes, and other text formatting.

HTTP
The abbreviation for Hypertext Transfer Protocol, a standard method of transferring data between a web server and a web browser. HTTP is the text string that appears at the beginning of web addresses, and it informs a browser that the request is for a web page as opposed to an FTP site or another type of browser destination.

Idle-Time Limit
See “Session Termination Time Frame” on page 18.

Instrumented Web Page
A web page that contains a WebTrends SmartSource Tag. The SmartSource Tag does two things. First, it transmits traffic data (similar to that in a standard IIS or Solaris log) to the WebTrends SmartSource Data Collector for processing into reports. Second, if set up to do so, it also collects and transmits a wide variety of optional extra data to the same Data Collector.

IP Address
A numeric phrase used to identify a computer connected to the Internet. IP addresses consist of four one-to-three-digit numbers separated by periods, for example, 212.6.125.76. WebTrends allows filtering activity coming from a specific IP address or range of addresses.

JavaScript Tag
JavaScript code that can be added to the code of a web page to capture information about a visit to that web page (for example, IP of visitor, time of day, name of page, parameters, etc.) and send it to a data collection server such as WebTrends’ SmartSource Data Collector. VBScript is sometimes used in addition to JavaScript.

JPEG
An abbreviation for Joint Photographic Expert Group, referring to a compressed graphics format common on the Internet. Also called JPG.

Jump
Navigation or moving from one page to another using a link.

Landing Page
A page on a web site—which may or may not be the home page—where the visitor arrives. For example, in an email campaign, you would use a landing page as the page to which the email directs the prospect via a link.

Latency
The average number of days between visits for a given visitor since tracking with persistent cookies and Visitor History began; for example, those who visit on average every 7 days. For a given visitor, a lapse of 12 days between the first and second visit, and a lapse of 24 days between the second and third visit, equals a latency of 18 days. Note that a zero latency means the average time between visits is less than 24 hours. If visitors did not visit the site during the report time period, their latency is not included.
Load Balancer
   Increases the capacity of a web sites hosted on multiple servers, called a server farm. Load balancers
distribute page requests to the appropriate server, to even distribute the traffic. They can also monitor
services running on each server, and distribute requests to the server that are functioning properly.

Lifetime Value
   The total monetary value of a visitor’s past orders since tracking with persistent cookies and Visitor
History began. Average Lifetime Value is the average of all the Lifetime Values of the visitors who visit
the site during a reporting period. If visitors did not visit the site during the report time period, their
Lifetime Value is not included.

Link
   On a web page, text or an image that has been coded to take a browser from one page to another, or
from one site to another.

Log File
   A file on a web server that contains records of activity related to requests for site content from
browsers, spiders, and other outside entities.

Log File URL
   The full address, including network ID, drive and directories, of the web server log files that are to be
analyzed in a profile.

Loyal Visitor
   A visitor who visits a site relatively frequently.

LTV
   Same as Lifetime Value; see page 10.

Marketing Campaign
   A specific effort to attract visitors to your site. It may be one individual ad or a coordinated set of ads
treated as one entity for reporting purposes. In the web world, marketing campaigns usually consist of
e-mails, graphics on another site or on a wireless interactive appliance, and traditional media such as
direct mail, print, broadcast, outdoor advertising, etc. In WebTrends, campaigns are set up by the
reporting administrator with a unique URL/landing page, a starting date, an ending date, and a cost.
Same as Campaign and Ad Campaign.

Mean
   A statistical term referring to sum of a measure divided by the number of items measured. Also called
the average. For example, for a series of 11 visits consisting of 3, 7, 7, 7, 8, 10, 15, 22, 25, 25, and 35
page views each, the mean number of page views is 14.9 (total 164 divided by 11), the median is 10 (the
6th in the series of 11) and the mode is 7.

Measures
   Quantities being reported on in a WebTrends report. Measures are quantitative in nature and appear in
WebTrends reports as columns to the right of the Dimension column(s), statistically describing them. In
Custom Reports, the WebTrends administrator can define and use a wide variety of Measures.
Median
A statistic used as an alternative to Average. In a collection of numbers that have been ordered by size, the Median is the middle value. It is smaller than exactly half of the numbers and larger than the other half of the numbers. The Median is less distorted by extreme numbers than is the Average. For example, for a series of 11 visits consisting of 3, 7, 7, 8, 10, 15, 22, 25, 25, and 35 page views each, the median is 10 in this series (the 6th in the series of 11). The average is 14.9 and the mode is 7. For an even numbered series, such as 12 visits, the median is the average of the middle two numbers.

Mode
A statistic used as an alternative to Average. In a collection of numbers, it is the number that appears most often. For example, for a series of 11 visits consisting of 3, 7, 7, 8, 10, 15, 22, 25, 25, and 35 page view each, the mode is 7. The median is 10 in this series (the 6th in the series of 11), and the average is 14.9.

Monetary Value
The total value of a visitor’s past orders or transactions since tracking with persistent cookies and Visitor History began. Same as Lifetime Value. Average Monetary Value is the average of all the Lifetime Values of the visitors during a reporting period. If visitors did not visit the site during the report time period, their Monetary Value is not included.

Most Recent Campaign
The last campaign that a visitor responded to since tracking with persistent cookies and Visitor History began. For the report time period selected, all conversions and other activity are tracked and attributed to visitors’ most recent campaigns. Only those most recent campaigns whose durations have not expired are included, and the report administrator sets this expiration. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is “credited” with the conversion. If visitors do not visit the site during the report time period, their most recent campaign is not included.

Multi-Homed Domain
The domain name or Internet Protocol address of one of the sites in multi-homed log file. You can report on a single domain using the Multi-Homed Domain Filter.

Multi-Homed Log File
A single log file that contains the access information for multiple web sites. To specify which domains are analyzed in this type of file, use the Multi-Homed Domain Filter.

Multi-Homed Web Server
A single server that hosts more than one web site.

Multi-Page Visit
A visit in which more than one page was viewed. In other words, any visit that is not a single-page visit.

Navigation
The act of moving from location to location within a web site, or between web sites, accomplished by clicking on links. Navigation also can refer to the overall structure of the links on the site, comprising the paths available to the visitor.

New Visitor
A visitor who has never been to the site since tracking with WebTrends and persistent cookies began.
New visitors are identifiable only on sites that give out persistent cookies. WebTrends identifies visitors as new visitors if they have no site cookie when they arrive, and they are able to accept a cookie for their subsequent page views. If they already have a site cookie when they arrive, they must have been to the site before. In a log file, a new visitor’s first page view has no cookie, but all other page views do.

It’s important to realize that “never been to the site before” can be evaluated only for the time period during which the persistent cookie has been given out. In fact, when a persistent cookie is first implemented, all visitors appear to be first-time visitors.

**No Referrer**
See “Direct Traffic” on page 6.

**Order**
A purchase consisting of one or more items.

**Order Count**
The number of completed purchases.

**Order Quantity**
The number of items purchased in an individual order.

**Order Value**
The monetary amount of an order.

**Organic Search Phrase**
A search phrase for which your site shows up on result pages, because of the search engine’s method of ranking pages as opposed to paid placement.

**Other**
This is a term appearing at the bottom of WebTrends report tables for any table that spans several pages. In these situations, “other” refers to table line items that appear on the other pages of the table, whether before or after the portion of the table being viewed. WebTrends uses the “other” quantity to indicate the proportion of the total picture that is the viewable part of the list.

**Paid Search Phrase**
A search phrase for which your site shows up on result pages due to paid placement with the search engine as opposed to its method of ranking pages (Organic).

**Page**
Same as “web page.” In terms of a web site visitor’s experience, a page is a unit of site content, often resembling a paper page of indefinite length and width, that has a single URL address. What the visitor sees as a “page” is usually a collection of files, always including one page file ( .htm, .jsp, .asp, .cfm, and so on), plus, depending on the page, image files ( .gif, .jpg, .png ), style files ( .css, among others), applet files ( .js, among others), and a variety of other types of files. In WebTrends default settings, a page is defined as a file with an extension such as .htm, .asp, .jsp, or .cfm. This definition can be modified by the administrator to include or exclude any file extension.

**Page View**
Technically, a page that is displayed by a browser. This term is often used loosely to also include page files that are delivered to a browser, whether or not they are displayed on the screen. An example of a Page View that is not actually displayed is a Redirect Page.
Palm Browser
A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.

Palm Device
A portable personal computer small enough to fit in the palm of a person’s hand, specifically those made by Palm and using the Palm operating system.

Parameter
Parameters are located in the URL immediately after a question mark and are followed by an equal sign and a return value, known as name=value pairs. For example, in the URL /products/furniture.asp?cart_id=445&product=couch, there are two name-value pairs. In the first, cart_id is the name and 445 is the value. In the second, product is the name and couch is the value. When URLs contain more than one parameter value, name-value pairs are separated by an ampersand (&).

Parent-Child Profiles
A specialized way of setting up profiles for different web sites that share servers and log files. Setting up a Parent-Child arrangement automates the creation of profiles and reports on a number of domains or subdomains from a single log file. New domains or subdomains automatically generate new profiles.

Path
The sequence of all pages viewed during a visit, or any portion of that sequence. In WebTrends reports, paths either have a designated starting point (the visit entry page or a designated path start page) or a designated end point (“destination page”); or, paths are Top Paths, which, regardless of specific start page or end point, are common routes through the site. Technically, any visit contains many paths, each consisting of two or more sequential page views. Paths can also refer to content group paths instead of paths consisting of individual pages.

The length of paths tracked is either determined by the number of pages viewed, or by the path analysis length limit if the number of pages viewed is greater than the limit.

Path Analysis
A report displaying and quantifying paths that fit the criteria set up by the WebTrends administrator including a starting point or an ending point (destination), and a path analysis length limit.

Path of Interest
Describes a concept and practice of focusing path analyses on a particular area of interest. With WebTrends this is typically done with Destination Paths and Paths From Starting Page reports, though technically Top Paths and Paths From Entry are also paths of interest.

Percent Change
In a comparative date range display, a positive or negative percentage that indicates the size of the increase or decrease between the first and second date range. A value of 100% indicates that the second date range’s value is twice that of the first date range’s value; that is, 100% more than the first value. Percent change is calculated by subtracting the first date range’s value from the second date range’s value and dividing the result by the value of the first.

Persistent Cookie
A cookie that lasts longer than the duration of a visit and is saved in the Cookie folder of a browser’s computer. It is used by WebTrends to distinguish new from returning visitors among other things.

Platform
The operating system, such as Linux or Windows, used by the visitor’s computer.
**Product**  
A specific good or service that is sold or displayed on a web site.

**Product Group**  
This is the highest-level categorization of products used in product drilldowns, for example Electronics. The WebTrends administrator defines levels used in the categorization scheme to allow reporting on groups of products in a way that is meaningful to the report users.

**Profile**  
This is a collection of WebTrends report settings and definitions used to generate, analyze and distribute the set of reports. It is integral to producing WebTrends reports. The characteristics of a Profile include the location of the log files and specific information about their content that will be used in analysis, such as which page URLs are to be assigned to Content Groups and which page URLs are to be starting pages for path analysis. When specified in conjunction with a Template, the Profile determines a complete report configuration that can be analyzed. A Profile can have several templates, just as a template can be applied to many Profiles. A web site can have one or many Profiles and templates.

**Protocol**  
An established method of exchanging data over the Internet.

**Psychographics**  
Used to build customer segments based on attitudes, values, beliefs and opinions as opposed to the “factual” characteristics of demographics. Political views, learning patterns or music tastes would qualify for psychographic segmentation. Marketing research usually combines demographic and psychographic information to build a more comprehensive understanding of customers.

Because the Internet is still a relatively new and evolving medium, one which the mass market is still getting used to and whose usage patterns are determined both by levels of Web experience and type of person, psychographics are of great interest for the Web. The ability of an online broker to convert browsers to online traders, for example, will depend to a large degree on the type of person using the site: are they confident people who like to ‘give things a go’ or are they risk-averse followers of the masses? Psychographic segments built on attitudinal and behavioral characteristics will often be good indicators of how customers will use and react to a web site.

**Purchase**  
A completed transaction involving an exchange of money for a product, service, privilege, or other item.

**Purchase Conversion Funnel**  
A specific kind of scenario analysis consisting of steps leading to online purchases. The steps of the scenario are designated by the WebTrends administrator.

**Query Parameter**  
An individual piece of a query string consisting of a parameter name and a value for the parameter.

**Query String**  
The part of a URL that contains information about the content of a dynamically generated page. Web servers use this information to retrieve the specified content from a database and combine it with a template to display a page. A Query String can also contain information that is not directly used to construct a page, but which is intended for use in reporting or other functions. WebTrends’ SmartSource SDC tagging is often used to insert valuable reporting information into the query string. In many dynamic URLs, the Query String is the part of the URL that follows a question mark.
Recency
The number of days since a visitor’s most recent visit since tracking with persistent cookies and Visitor History began. Zero recency refers to a visit in the preceding 24 hours. Average Recency is the average of the recency of all visitors during the reporting period. If visitors did not visit the site during the report time period, their Recency is not included.

Redirect Page
A web page that is coded to take the visitor’s browser to another page automatically and usually immediately. Many redirects are instantaneous and the visitor does not see the redirect page. Some have time delays and allow the visitor to see the redirect page for a certain number of seconds. Redirects are used to help track clicks that go off site, or to an executable, downloadable, or other file that cannot normally be logged.

Referrer
A web domain, site, or page that contains a link to one of your site pages that was used by a visitor to get to your site.

Referring Domain
A web domain that contains a link to one of your site pages, used by a visitor to get to your site. For example, yahoo.com.

Referring URL
The URL of a specific page on a site that contains a link to one of your site pages that was used by a visitor to get to your site.

Registration Conversion Funnel
A specific kind of scenario analysis comprised of steps leading to online registration. The word “funnel” refers to the typical attrition of visitors from one step to the next. The steps of the scenario are designated by the WebTrends administrator.

Repeat Buyers
Visitors who bought something during the reporting period and are known to have bought something previously as well. Use persistent cookies to track Repeat Buyers. If buyers have cookie parameters for purchases from your site dating from their purchases during the reporting period, they are repeat buyers. Visitors whose browsers do not accept cookies appear as “unknown” in reports that display first-time vs. repeat buyers.

Report
A term loosely applied to graphs and a table associated with an individual analysis, or the collection of all such reports resulting from the analysis of a given profile and template.

Report Period, Reporting Period
The dates covered by the data displayed in a report. WebTrends users may select a report period of any day, week, month, quarter, or year, or a custom date range and can switch between date ranges as desired.

Report Templates
A set of report characteristics consisting of content, the content’s order of appearance, graphic type specification, style, format, language, and other settings which determine the form and content of a finished report. A given profile can have many templates assigned to it, and the report user can view different templates depending on permissions in place. Likewise, a given template can be assigned to many different profiles.
Request
A signal from a browser to a server that asks the server to send a specific file to the browser. The request, plus some details about the server’s response to the request, is recorded as a line in a log file. Although “GET” in a log file is usually thought of as a “request,” both “POST” and “GET” methods are requests.

Resolve
With respect to Internet Protocol addresses, indicates success in identifying and displaying a text domain name for a numeric IP address.

Retention
How well a site draws visitors back for more visits.
Alternatively, a measure of the effectiveness of a source of visitors (a campaign, a search engine, individual keywords on a search engine, an affiliate site, etc.) measured in terms of Recency and Frequency of visitors who were originally introduced to the site by that source.

Return Code
A code in the “status” field of a log file that identifies the success, failure, and other characteristics of a transfer of data from a server to a browser. Also called Status Code. See Status Code page 19 entry for a full list of all error codes.

Returning Visitors
Visitors who have been to your site before.
Returning visitors are identifiable only on sites that give out persistent cookies. WebTrends identifies visitors as returning visitors if they have a cookie from your site dating from before their first visit during the reporting period.

Reverse Path
A path that ends at a designated page, called the destination page in WebTrends reports. Reverse indicates “backing up” from a certain page to examine how visitors arrived there.

RFM
A group of measures, made up of Recency, Frequency, and Monetary Value, which are useful for segmenting customers for marketing purposes. RFM analysis is a marketing technique used to determine quantitatively which customers are the best ones by examining how recently a customer has purchased (recency), how often they purchased (frequency), and how much the customer spent (monetary value). Requires use of persistent cookies and Visitor History. If visitors did not visit the site during the report time period, their RFM is not included.

Scenario
A series of two or more pages on a web site that can be treated as a kind of process or logical sequence, such as the process of making a purchase (the checkout process), the process of signing up for a newsletter (the signup or registration process), the process of using a gift finder, and so on. While a scenario by definition has a series of ordered steps, it is possible for visitors to start processes mid-scenario, such as a campaign that directs visitors to step 2 of the scenario. New scenario visualization capabilities show visitor progress through scenarios, as well as the origin of visits entering scenarios midway and where visitors went after leaving the scenario. Scenarios are defined by the WebTrends administrator.
Scenario Analysis
A report showing the amount of activity at each step of a defined scenario, plus conversion rates for each transition from step to step as well as for the whole process. Examples of scenarios are check-out, registration, or application sequences. New scenario visualization capabilities show visitor progress through scenarios, as well as the origin of visits entering scenarios midway and where visitors went after leaving the scenario.

Scenario Conversion Rate
The percentage of scenarios completed in relation to those that were started.

Script
A simple programming language used to execute tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.

SDC
See SmartSource Data Collector on page 18.

Search Engine Keywords
A single word within a search phrase, or a search word used by itself. In the phrase “cordless phone” the individual keywords are “cordless” and “phone.” Also called “search keyword.”

Search Engine Phrase
All the words used in a search. In the phrase “cordless phone” the phrase is “cordless phone,” and in the search “phone” the phrase is “phone.” Also called “search phrase.”

Search Engine
A web site that enables users to search for web pages throughout the Internet by entering keywords.

Search Engine Marketing
The art and science of increasing a web site’s visibility and traffic by being listed favorably on search engines for a defined set of keywords and phrases through paid and optimization tactics.

Search Engine Optimization
The art and science of optimizing your web site to improve the “natural” listing or ranking your site receives from search engines for certain keywords and phrases. Often referred to as SEO.

Server
A computer that stores a web site and interacts with browsers to send (“serve”) web pages and other files associated with the web site.

Server Errors
A server error occurs at the web server and receives an error code in the 500 range. Below are examples of some of the most commonly experienced server errors:

- 500 – Internal Server Error
- 501 – Not Implemented
- 502 – Bad Gateway
- 503 – Service Unavailable
- 504 – Gateway Time-out
- 505 – HTTP Version Not Supported

Session, Sessionize, Sessionization
The process of dividing and ordering a list of page views and events in a site’s log into visits or sessions, where each visit includes the sequence of pages viewed by a visitor during a specified time period.
Session Termination Time Frame

The amount of time in which a visitor was not active and thereby defines the end of a visitor session. The default idle-time limit for WebTrends is 30 minutes. In this case, 30 minutes of inactivity by the user causes the visitor session to be counted separately from the next visitor session—when the visitor becomes active again.

Shopping Cart

A part of a shopping web site where visitors can park items they have selected, presumably for eventual purchase.

Single Access Page

In WebTrends 6.x and before, a visit that consists of only one page view. In WebTrends 7.x and after, these are called “Single-page Visits.”

Single-page Visit

A visit that consists of only one page view. In Single-page Visits, the page viewed is counted in at least three WebTrends reports: Single-page Visits, Entry Pages, and Exit Pages.

SmartSource

A trademarked technology from WebTrends. SmartSource Data Management offers an alternative to traditional web server log file analysis, collecting information directly from the visitor’s browser (the client) rather than from server log files, improving data accuracy. Special script in a page’s source code is used to transmit page-level data, not “hit-level” data, to a data collection server—dramatically reducing data volume and decreasing processing time.

Advantages of using SmartSource include capturing page views resulting from back button use, views of cached pages, and the opportunity to collect extra, customized data not included in normal web server log files.

SmartSource Data Collector (SDC)

A specialized web server application, proprietary to WebTrends that acts as the recipient and organizer of data transmitted from web pages by WebTrends SmartSource Tags. The SmartSource Data Collector also validates and generates cookies as part of the data collection process.

SmartSource Parameter

WebTrends SmartSource SDC tagging is often used to insert valuable reporting information into the query string of URLs. This is done through SmartSource Parameters, which consist of name-value pairs.

SmartSource Tags

A WebTrends script (JavaScript or VBScript) that can be added to the code of a web page to capture information about a visit to that web page (for example, IP of visitor, time of day, name of page, parameters, etc.) and send it to a data collection server such as WebTrends’ SmartSource Data Collector. The code is executed when the page is loaded into a browser.

Spider

An automated program that crawls widely through the Internet and collects and indexes information, usually on behalf of a search engine or a monitoring company. A spider can often be identified through the User Agent field of a log file, or through its Internet Protocol address.

Spoofing

Faking the sending address of a transmission in order to gain illegal entry into a secure system.
**Status Code**
A code in the “status” field of a log file that identifies the success, failure, and other characteristics of a transfer of data from a server to a browser. Also called Return Code.

- 100 = Success: Continue
- 101 = Success: Switching Protocols
- 200 = Success: OK
- 201 = Success: Created
- 202 = Success: Accepted
- 203 = Success: Non-Authoritative Information
- 204 = Success: No Content
- 205 = Success: Reset Content
- 206 = Success: Partial Content
- 300 = Success: Multiple Choices
- 301 = Success: Moved Permanently
- 302 = Success: Found
- 303 = Success: See Other
- 304 = Success: Not Modified
- 305 = Success: Use Proxy
- 307 = Success: Temporary Redirect
- 400 = Failed: Bad Request
- 401 = Failed: Unauthorized
- 402 = Failed: Payment Required
- 403 = Failed: Forbidden
- 404 = Failed: Not Found
- 405 = Failed: Method Not Allowed
- 406 = Failed: Not Acceptable
- 407 = Failed: Proxy Authentication Required
- 408 = Failed: Request Time-out
- 409 = Failed: Conflict
- 410 = Failed: Gone
- 411 = Failed: Length Required
- 412 = Failed: Precondition Failed
- 413 = Failed: Request Entity Too Large
- 414 = Failed: Request-URI Too Large
- 415 = Failed: Unsupported Media Type
- 416 = Failed: Requested range not satisfiable
- 417 = Failed: Expectation Failed
- 500 = Failed: Internal Server Error
- 501 = Failed: Not Implemented
- 502 = Failed: Bad Gateway
- 503 = Failed: Service Unavailable
- 504 = Failed: Gateway Time-out
- 505 = Failed: HTTP Version Not Supported

**Stem**
The part of a dynamic URL that is the template. It is usually the part of the URL before the question mark that separates the template from the parameters. Same as URL Stem Field.

**Step**
In Path Analysis, each page view in the path is a step.

In Scenario Analysis, each page in the scenario is a step.
Subtotal
In WebTrends report tables, this usually refers to the total for just the line items appearing in the part of the table on one report page, i.e., that can be seen by scrolling but not by clicking on a “forward” or “back” button. If a table spans several pages, each page’s portion of the table will have its own subtotal. Statistics for parts of the table not shown on the current page will appear as “Other.”

Suffix (Domain Name)
The three digit suffix of a domain name can be used to identify the type of organization to which the web site belongs. For example, the suffix .edu implies that the organization associated with the site is an educational organization.

Table
In WebTrends, a matrix or tabular array of results. Each report usually contains one or more graphs and a table. A table may be broken up to span several pages, or it may fit on one page.

Tag
A script (JavaScript or VBScript) that can be added to the code of a web page to capture information about a visit to that web page (for example, IP of visitor, time of day, name of page, parameters, etc.) and send it to a data collection server such as WebTrends’ SmartSource Data Collector. WebTrends’ proprietary tag is called the SmartSource Tag.

Target Page
When a redirect page is used, the target page is the page to which the visitor’s browser is sent. The term can also refer to the web page that is the destination of a hyperlink.

Template
A collection of WebTrends settings that has a unique name and defines the content and appearance (language, style) of reports to which it is applied. When specified in conjunction with a profile, it determines a complete report configuration that can then be analyzed. In many cases, a given template can be applied to any profile, and a given profile can have many templates. A template allows you to automate and easily customize the content on WebTrends Analytics Reports for a specific business function or user. Templates give administrators and users the ability to customize their views, as well as assign dashboards, reports and language preferences to a given template.

Third-Party Cookie
A cookie that is created by a web site other than the one you are currently visiting.

Time to Serve
The time it takes to serve up a Web page to a visitor, measured in milliseconds.

Top Pages
The pages from which most users enter the site or leave the site. Can be distorted by non-human traffic (for example, spiders and robots). Useful to see if lots of people are following a particular link out of the site or whether visitors appear to have a bookmarked page other than the home page.

Top-Level Domain
The suffix of a domain name. A top-level domain can identify a type of organization such as .com, .edu, or .gov, or it can be a country code such as .uk, .de, or .jp. The top-level domain can be used to identify the type of web site.

Traffic
In general terms, the number of visits, visitors, or activity on a web site.
Translation Files
Comma separated value files (.csv) used to convert analysis information into more helpful report data. Their uses include creating more readable reports and providing drilldown analysis for campaigns and products. They can translate a captured value into another single value or, when using drilldown capabilities, into multiple values that all pertain to the original value.

Unique Visitors
Number of unique individuals who visited your site during the report period, as identified by a persistent cookie. If someone visits more than once during the report period, they are counted only as one unique visitor. Unique visitors may not perfectly match the number of unique individuals visiting the site, because someone may visit a site from more than one computer and have a different cookie at each computer, or people may share the same computer to access the same web site.

Unknown
“Unknown” is a possible line item in several WebTrends reports. In geography-related and organization-related reports, “unknown origin” means WebTrends was unsuccessful in looking up an Internet Protocol address or domain name. In first-time versus repeat visitor and buyer reports, it refers to visitors whose browsers did not accept cookies. In repeat visitor reports where all visitors appear as unknown, then the site does not issue persistent cookies.

URL
Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, http://www.webtrends.com/html/info/default.htm is the URL which defines the location of the page Default.htm in the /html/info/ directory on the WebTrends web site. As the previous example shows, a URL consists of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).

URL Query String
The portion of the URL that contains query parameters.

URL Stem Field
The part of a dynamic URL that is the template. It is usually the part of the URL before the question mark that separates the template from the parameters. Same as Stem.

User Agent
Portion of a log file that identifies the browser and platform used by a visitor. Also identified through Tags.

VBScript Tag
A script (VBScript or sometimes JavaScript) that can be added to the code of a web page to capture information about a visit to that web page (such as IP of visitor, time of day, parameters) and send it to a data collection server such as WebTrends’ SmartSource Data Collector.

Visit
All the activity, of one visitor’s browser to a web site, within certain time constraints. A visit is a series of page views, beginning when a visitor’s browser requests the first page from the server, and ending when the visitor leaves the site or remains idle beyond the idle-time limit.
Visitor
A person at a computer using a browser to visit a web site. A visitor may make more than one visit during a given time period. Note the combination of person, computer, and browser. Since a person may use different computers or even use different browsers on the same computer, it is possible for him/her to appear as more than one visitor because the chief means of distinguishing a visitor is through a persistent cookie or, less desirably, the combination of Internet Protocol address and platform/browser details.

Visitor History
Visitor History is a feature in WebTrends, which when activated, records specific information about the history of your visitors including how often they have visited your site (frequency), how recently they’ve visited (recency), the number of days between their visits (latency), the value of all their purchases (lifetime value), the campaign that generated their first visit to your site, the search engine phrase used most recently to visit your site, and much, much more. Many reports depend on Visitor History being activated, such as any of the Buyers by reports.

The Visitor History table has four categories of information it captures, each of which offers a variety of different measurements and possible report combinations that allow visitor segmentation, including: Visit Attributes, Campaign Attributes, Purchase History, and Visitor “Firsts.” Also, Purchase History can measure any form of conversion the WebTrends administrator defines, not just sales.

Persistent cookies are used to recognize unique visitors and to record Visitor History events, which are only associated with this unique ID—not specific, known individuals. With all Visitor History measures and reports, a visitor must have visited the site during the report time period in order for their Visitor History data (data which may be outside the report time period) to be included in the report.

Visitor Session
A full time period a visitor spends at a particular site. As soon as there is 30 minutes (definable within WebTrends) of inactivity, the session is closed.

WAP
Wireless Application Protocol.

WAP Browser
A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.

WAP Carrier
A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.

WAP Device
A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. WebTrends reports only include WAP devices if the web data activity file shows the device used a WAP browser.

Well-known Parameter
Specially named URL parameters that work specifically with the WebTrends Auto-configuration feature. These parameters are created and transmitted by SmartSource Tags or using WebTrends Script, and are recognized by WebTrends to allow automatic generation of reports based on those parameters, without the need for configuration on the part of the WebTrends administrator. For example, parameters can be used to assign a page to certain Content Groups, Scenarios, or to insert data into Visitor History Tables as “first campaign” or other attributes.
WTLS
Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum (www.wapforum.org). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.

Zero-page Visit
A visit that included no page views. This is possible if a visit consisted of at least one request for a non-page file (such as a graphic), but no page files (such as .htm, .asp, .jsp, or .cfm).