

## **K YVHfYbXg'F Ydcfh- archives.gov**

Custom View: 1/1/09 - 12/31/09

January 1, 2009 12:00:00 AM – December 31, 2009 11:59:59 PM

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This report was generated by WebTrends 8, Version: 8.0d, Build: 28635 .  
Monday, January 25, 2010 6:45:59 PM  
Final report conversion by WebTrends Report Exporter, Version 8.0d (build 28560)

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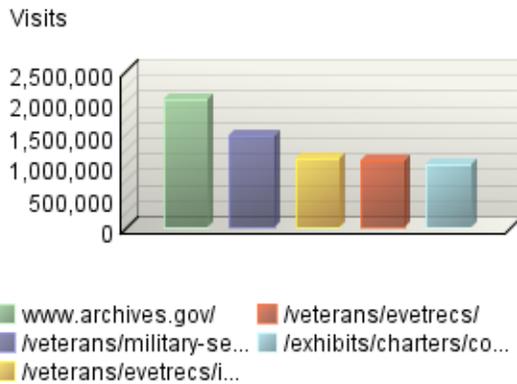
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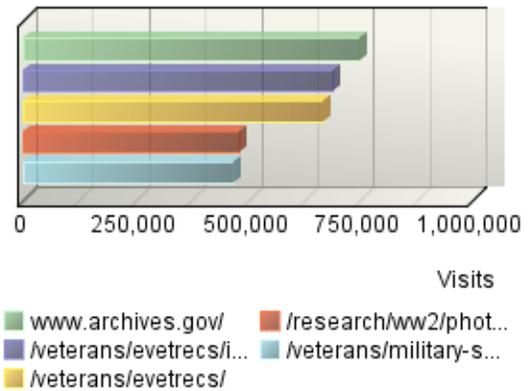
# Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

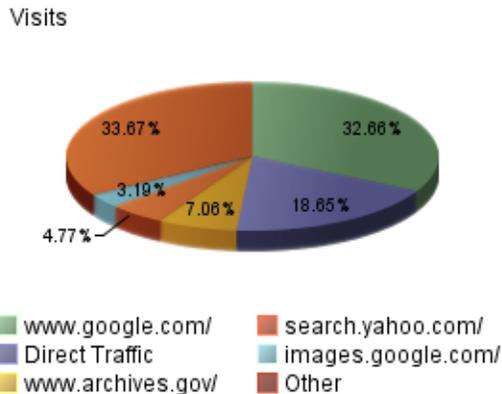
## Pages



## Exit Pages



## Referring Site



## Visit Summary

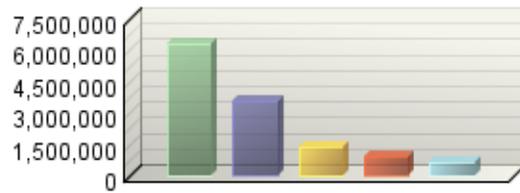
Visits	19,332,339
Average per Day	52,965
Average Visit Duration	00:07:29
Median Visit Duration	00:02:38
International Visits	10.37%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	89.63%

# Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

## Referring Site

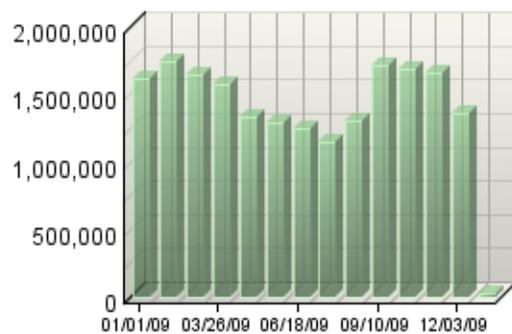
Visits



## Onsite Ad Impressions Trend

No data is available for this graph.

## Active Visits Trend



Active Visits

# Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

## Visitor Summary

Visitors	14,649,697
Visitors Who Visited Once	12,624,267
Visitors Who Visited More Than Once	2,025,430
Average Visits per Visitor	1.32

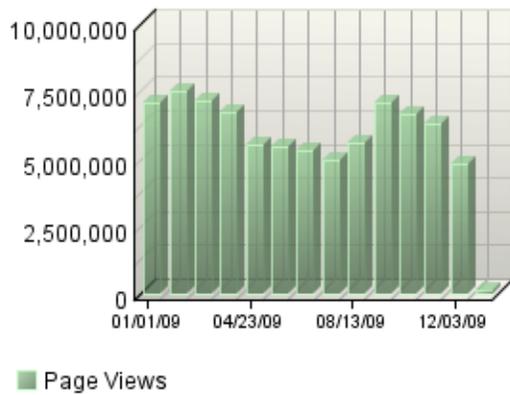
## Visit Summary

Visits	19,332,339
Average per Day	52,965
Average Visit Duration	00:07:29
Median Visit Duration	00:02:38
International Visits	10.37%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	89.63%

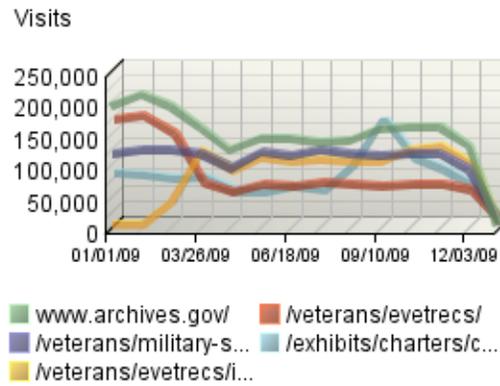
# Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

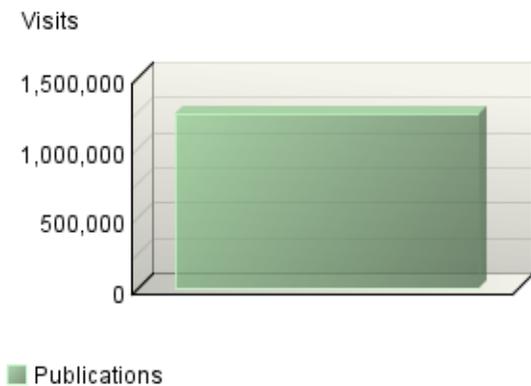
**Page Views Trend**



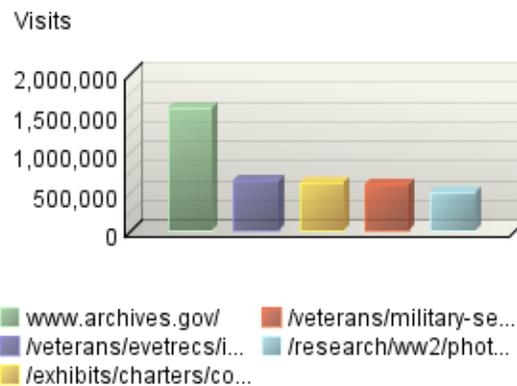
**Pages Trend**



**Content Groups**



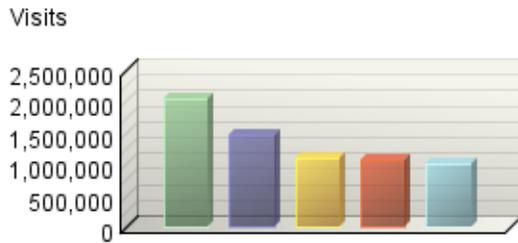
**Entry Pages**



**Page View Summary**

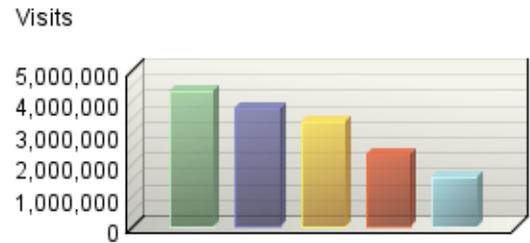
Page Views	80,390,860
Average per Day	220,248
Average Page Views per Visit	4.16

### Pages



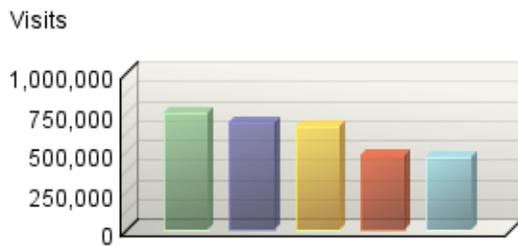
- www.archives.gov/
- /veterans/military-se...
- /veterans/evetrecs/i...
- /veterans/evetrecs/
- /exhibits/charters/co...

### Directories



- /research
- /exhibits
- /veterans
- www.archives.gov/
- /education

### Exit Pages

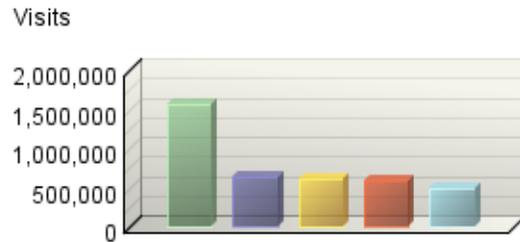


- www.archives.gov/
- /veterans/evetrecs/i...
- /veterans/evetrecs/
- /research/ww2/phot...
- /veterans/military-se...

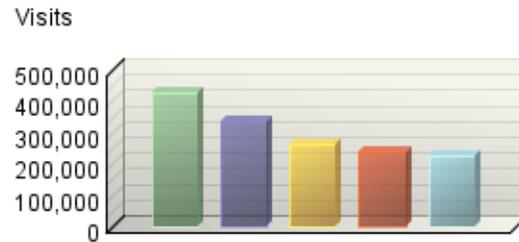
# Navigation Dashboard

This dashboard summarizes important information related to online navigation.

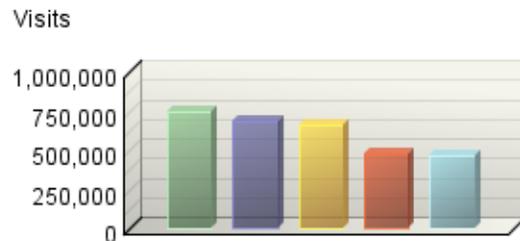
## Entry Pages



## Single-Page Visits



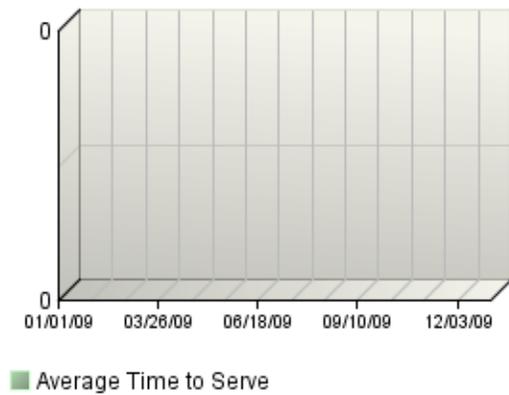
## Exit Pages



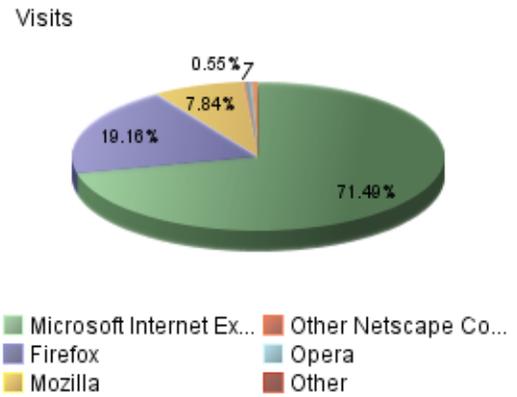
# Technical Dashboard

This dashboard summarizes important information related to online technical activity.

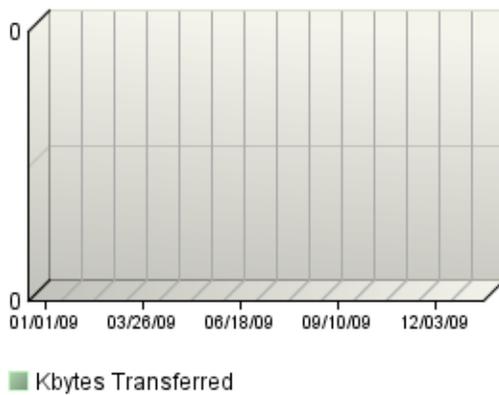
### Average Time to Serve Pages



### Browsers by Version



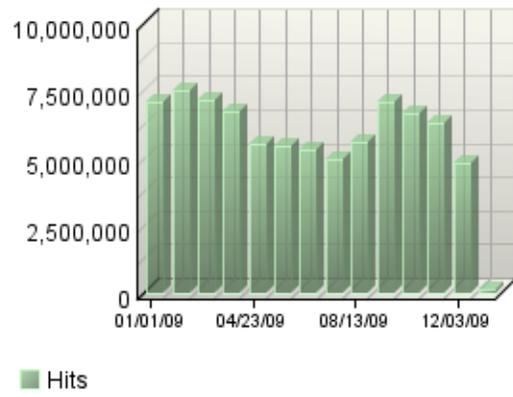
### Bandwidth: Kbytes Transferred Trend



### Technical Summary

Total Hits	80,414,460
Successful Hits	80,414,460
Successful Hits (as Percent)	100.00%
Failed Hits	0
Failed Hits (as Percent)	0.00%
Cached Hits	0
Cached Hits (as Percent)	0.00%

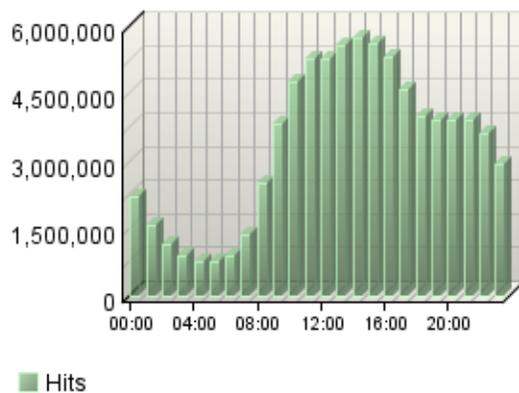
### Hits Trend



# Activity Dashboard

This dashboard displays key graphs and tables that provide an overview of the Activity chapter. You can click on a graph title to navigate to the corresponding report page.

**Hits by Hour of the Day**



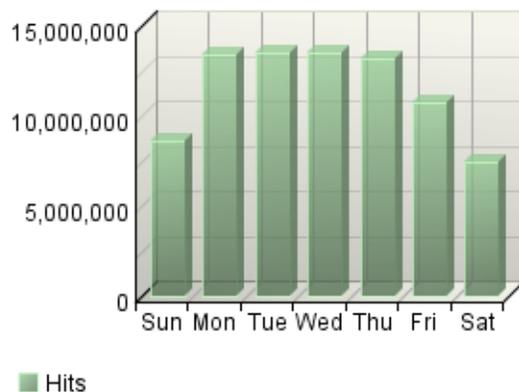
**Most Active Summary**

Most Active Date	9/17/09
Number of Hits on Most Active Date	472,467
Most Active Day of the Week	Tuesday
Most Active Hour of the Day	14:00-14:59

**Least Active Summary**

Least Active Date	
Number of Hits on Least Active Date	0
Least Active Day of the Week	Saturday
Least Active Hour of the Day	05:00-05:59

**Hits by Day of the Week**



**Activity on Weekdays Summary**

Total Hits Weekdays	64,318,668
Total Visits Weekdays	15,455,917
Average Number of Visits per day on Weekdays	59,218
Average Number of Hits per day on Weekdays	246,431

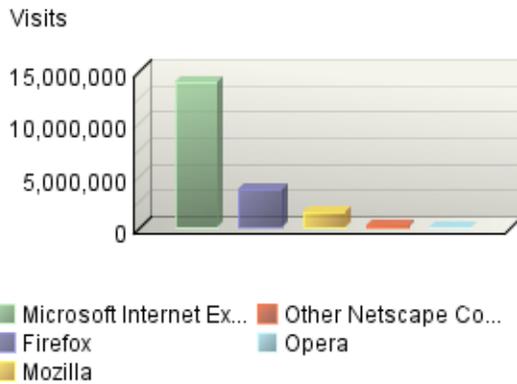
**Activity on Weekends Summary**

Total Hits Weekend	16,095,792
Total Visits Weekend	3,876,422
Average Number of Visits per Weekend	74,546
Average Number of Hits per Weekend	309,534

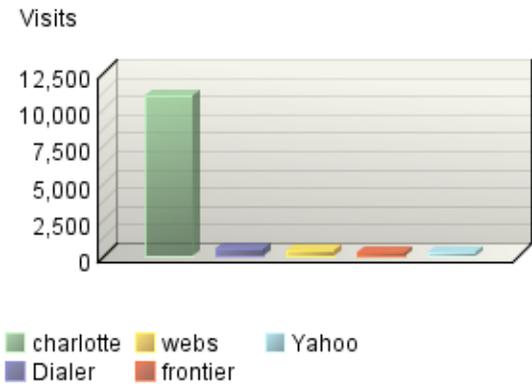
# Browsers and Platforms Dashboard

This dashboard displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. You can click on a graph title to navigate to the corresponding report page.

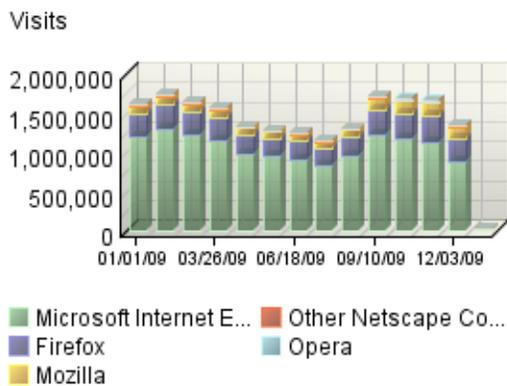
## Browsers



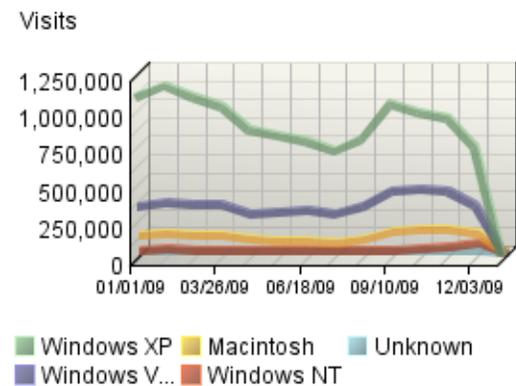
## Spiders



## Browsers Trend



## Platforms Trend

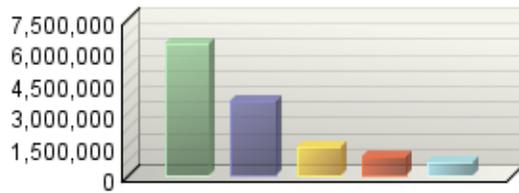


# Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

## Referring Site

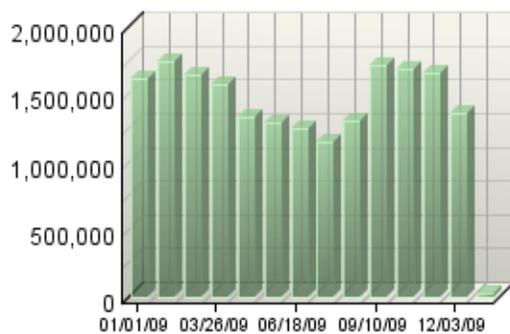
Visits



## Onsite Ad Impressions Trend

No data is available for this graph.

## Active Visits Trend

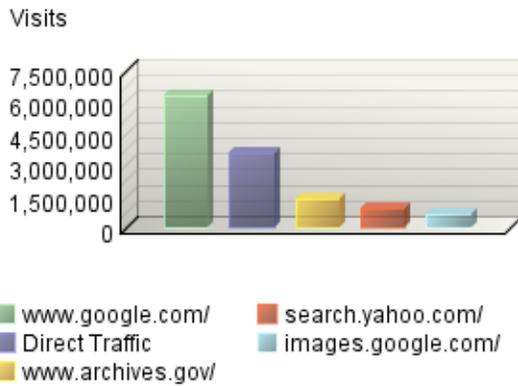


Active Visits

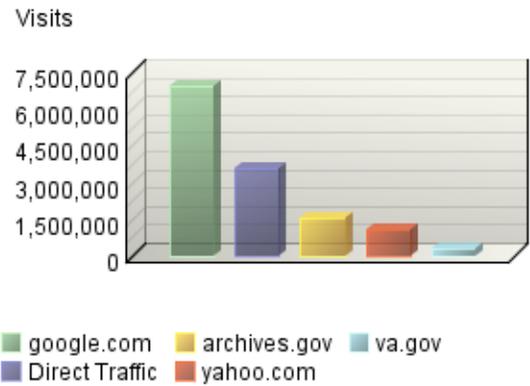
# Referrers Dashboard

The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

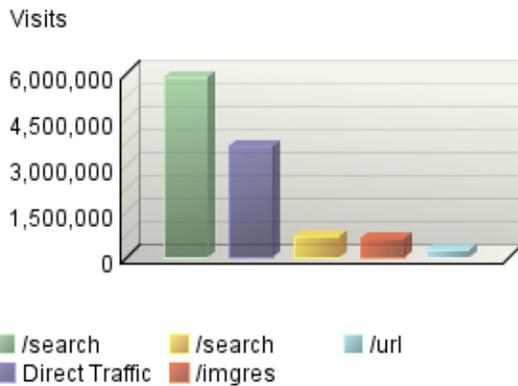
### Referring Site



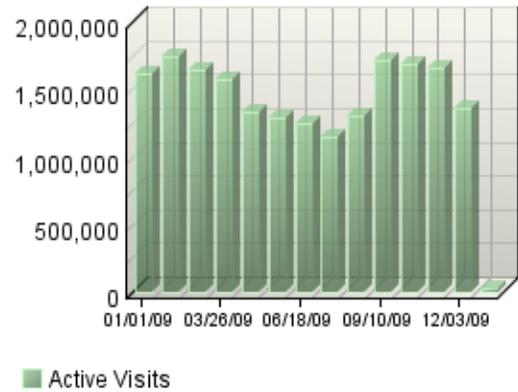
### Referring Domain



### Referring Page



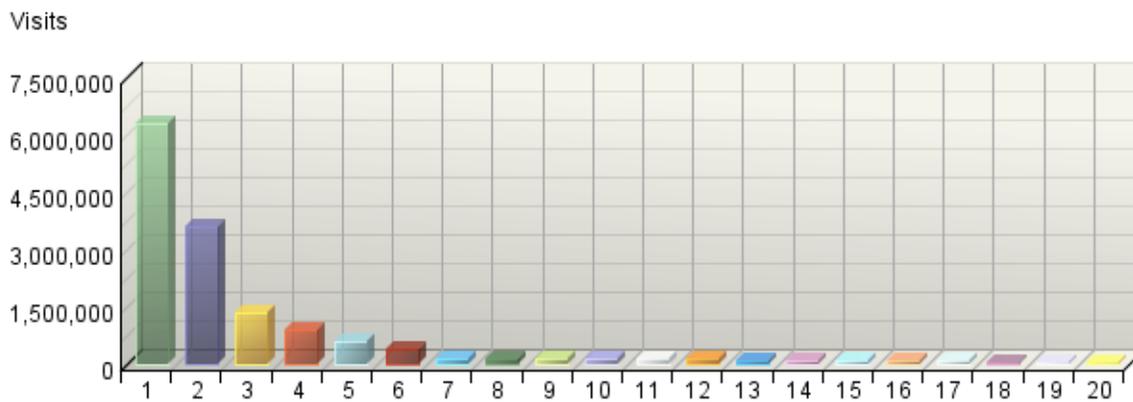
### Active Visits Trend



# Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.

## Referring Site



## Referring Site

Site	Visits	% Visits
1. <a href="http://www.google.com/">http://www.google.com/</a>	6,314,329	32.66%
2. Direct Traffic	3,606,383	18.65%
3. <a href="http://www.archives.gov/">http://www.archives.gov/</a>	1,364,751	7.06%
4. <a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	921,836	4.77%
5. <a href="http://images.google.com/">http://images.google.com/</a>	615,755	3.19%
6. <a href="http://www.bing.com/">http://www.bing.com/</a>	421,711	2.18%
7. <a href="http://en.wikipedia.org/">http://en.wikipedia.org/</a>	171,673	0.89%
8. <a href="http://search.aol.com/">http://search.aol.com/</a>	155,125	0.80%
9. <a href="http://www.google.co.uk/">http://www.google.co.uk/</a>	153,768	0.80%
10. <a href="http://search.msn.com/">http://search.msn.com/</a>	146,940	0.76%
11. <a href="http://www.ask.com/">http://www.ask.com/</a>	133,056	0.69%
12. <a href="http://www1.va.gov/">http://www1.va.gov/</a>	127,062	0.66%
13. <a href="http://www.stumbleupon.com/">http://www.stumbleupon.com/</a>	103,030	0.53%
14. <a href="http://www.google.ca/">http://www.google.ca/</a>	91,038	0.47%
15. <a href="http://search.live.com/">http://search.live.com/</a>	90,329	0.47%
16. <a href="http://www.house.gov/">http://www.house.gov/</a>	87,554	0.45%
17. <a href="http://www.usa.gov/">http://www.usa.gov/</a>	84,531	0.44%

	Site	Visits	% Visits
18.	<a href="http://www.cem.va.gov/">http://www.cem.va.gov/</a>	70,967	0.37%
19.	<a href="http://vetrecs.archives.gov/">http://vetrecs.archives.gov/</a>	68,454	0.35%
20.	<a href="http://www.supremecourtus.gov/">http://www.supremecourtus.gov/</a>	65,392	0.34%
<b>Subtotal for rows 1–20</b>		<b>14,793,684</b>	<b>76.52%</b>
<b>Other</b>		<b>4,538,655</b>	<b>23.48%</b>
<b>Total</b>		<b>19,332,339</b>	<b>100.00%</b>

Items 1–20 of 1,000

### Referring Site - Help Card



#### Column Definitions

##### Referring Sites

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

##### Site

The specific referring site being analyzed.

##### Visits

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

##### %

Percentage of referrals that came from the specified site.

##### Direct Traffic

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

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

##### Hidden-Referrer

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



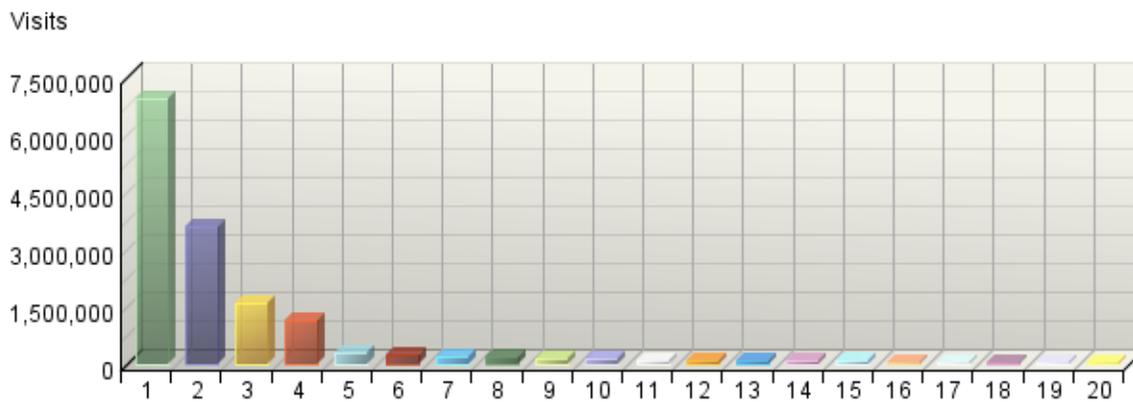
#### Report Descriptions

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

# Referring Domain

This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.

## Referring Domain



## Referring Domain

Domain	Visits	% Visits
1. google.com	6,949,625	35.95%
2. Direct Traffic	3,614,321	18.70%
3. archives.gov	1,597,309	8.26%
4. yahoo.com	1,129,991	5.85%
5. va.gov	303,346	1.57%
6. aol.com	235,530	1.22%
7. wikipedia.org	220,050	1.14%
8. google.co.uk	187,146	0.97%
9. msn.com	149,917	0.78%
10. ask.com	145,317	0.75%
11. google.ca	116,931	0.60%
12. live.com	115,225	0.60%
13. stumbleupon.com	103,178	0.53%
14. house.gov	90,751	0.47%
15. usa.gov	89,460	0.46%
16. supremecourtus.gov	66,381	0.34%
17. google.com.au	60,301	0.31%

	<b>Domain</b>	<b>Visits</b>	<b>% Visits</b>
■	18. army.mil	59,672	0.31%
■	19. about.com	50,808	0.26%
■	20. comcast.net	46,839	0.24%
	<b>Subtotal for rows 1–20</b>	<b>15,332,098</b>	<b>79.31%</b>
	<b>Other</b>	<b>4,000,241</b>	<b>20.69%</b>
	<b>Total</b>	<b>19,332,339</b>	<b>100.00%</b>

Items 1–20 of 1,000

**Referring Domain - Help Card**



### Column Definitions

#### Referring Domain

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

#### Domain

Top-level domains to which belong the web sites which refer visitors to your site by linking to it.

#### Visits

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

#### %

Percentage of referrals that came from the specified domain.

#### Direct Traffic

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

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

#### Hidden-Referrer

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

#### Unknown

Represents traffic for which a referrer was logged, but the referring domain was blocked or otherwise could not be resolved to a valid domain.

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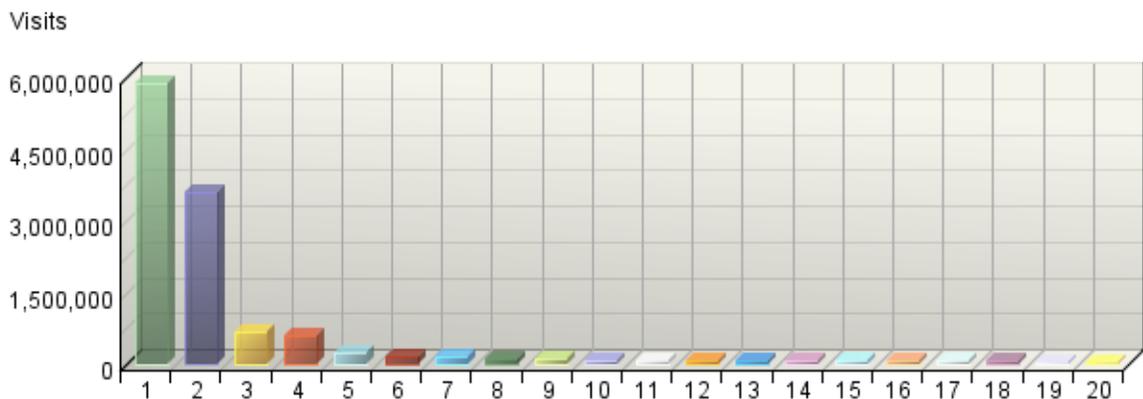
### **Report Descriptions**

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

# Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.

## Referring Page



## Referring Page

Page	Visits	% Visits
1. <a href="http://www.google.com/search">http://www.google.com/search</a>	5,867,293	30.35%
2. Direct Traffic	3,606,383	18.65%
3. <a href="http://search.yahoo.com/search">http://search.yahoo.com/search</a>	671,238	3.47%
4. <a href="http://images.google.com/imgres">http://images.google.com/imgres</a>	615,222	3.18%
5. <a href="http://www.google.com/url">http://www.google.com/url</a>	251,518	1.30%
6. <a href="http://search.aol.com/aol/search">http://search.aol.com/aol/search</a>	150,462	0.78%
7. <a href="http://www.google.co.uk/search">http://www.google.co.uk/search</a>	146,047	0.76%
8. <a href="http://search.msn.com/results.aspx">http://search.msn.com/results.aspx</a>	139,308	0.72%
9. <a href="http://www1.va.gov/opa/IS1/13.asp">http://www1.va.gov/opa/IS1/13.asp</a>	120,612	0.62%
10. <a href="http://www.house.gov/htbin/leave_site">http://www.house.gov/htbin/leave_site</a>	87,349	0.45%
11. <a href="http://www.archives.gov/">http://www.archives.gov/</a>	85,754	0.44%
12. <a href="http://www.google.ca/search">http://www.google.ca/search</a>	85,267	0.44%
13. <a href="http://www.archives.gov/veterans/military-service-records/get-service-records.html">http://www.archives.gov/veterans/military-service-records/get-service-records.html</a>	85,245	0.44%
14. <a href="http://search.live.com/results.aspx">http://search.live.com/results.aspx</a>	85,080	0.44%
15. <a href="http://www.stumbleupon.com/refer.php">http://www.stumbleupon.com/refer.php</a>	80,271	0.42%
16. <a href="http://www.ask.com/web">http://www.ask.com/web</a>	74,769	0.39%

	Page	Visits	% Visits
17.	<a href="http://vetrecs.archives.gov/">http://vetrecs.archives.gov/</a>	68,419	0.35%
18.	<a href="http://www.archives.gov/veterans/evetrecs/index.html">http://www.archives.gov/veterans/evetrecs/index.html</a>	61,486	0.32%
19.	<a href="http://www.ask.com/bar">http://www.ask.com/bar</a>	56,295	0.29%
20.	<a href="http://www.google.com.au/search">http://www.google.com.au/search</a>	50,301	0.26%
<b>Subtotal for rows 1–20</b>		<b>12,388,319</b>	<b>64.08%</b>
<b>Other</b>		<b>6,944,020</b>	<b>35.92%</b>
<b>Total</b>		<b>19,332,339</b>	<b>100.00%</b>

Items 1–20 of 1,000

### Referring Page - Help Card



#### Column Definitions

##### Pages

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

##### Visits

Number of visitors referred from the specified URL.

##### %

Percentage of referred visitors who came from the specified site.

##### Direct Traffic

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

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

##### Hidden-Referrer

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



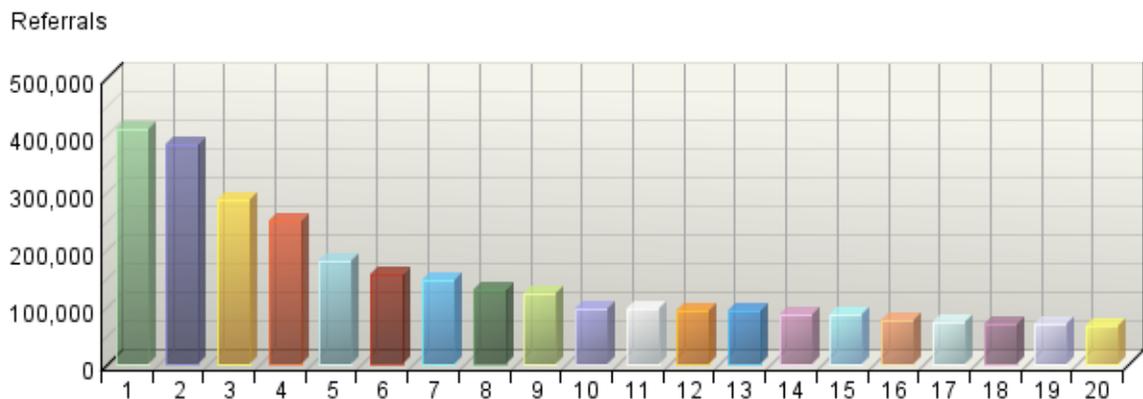
#### Report Descriptions

You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

# Search Phrases

This report identifies search phrases that led the most visitors to your site, and for each phrase, which search engines led visitors to the site.

## Search Phrases



## Search Phrases

Phrases	Engines	Referrals	% Referrals
1.	national archives	409,539	2.52%
	Google	336,024	2.07%
	Yahoo	43,631	0.27%
	MSN	7,267	0.04%
	AOL NetFind	6,887	0.04%
	search.live.com	4,641	0.03%
2.	bill of rights	384,721	2.37%
	Google	327,690	2.02%
	Yahoo	24,721	0.15%
	MSN	7,362	0.05%
	Ask	6,641	0.04%
	search.live.com	4,481	0.03%
3.	declaration of independence	288,178	1.77%
	Google	165,855	1.02%
	Yahoo	91,276	0.56%
	Ask	11,103	0.07%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Google Canada	3,119	0.02%
	Google Germany	2,817	0.02%
■ 4.	world war 2	251,399	1.55%
	Google	220,758	1.36%
	Yahoo	11,325	0.07%
	AOL NetFind	5,316	0.03%
	MSN	4,391	0.03%
	search.live.com	2,047	0.01%
■ 5.	world war 2 pictures	178,354	1.10%
	Google	130,590	0.80%
	Yahoo	27,813	0.17%
	MSN	4,176	0.03%
	Google UK	2,301	0.01%
	Google Canada	2,284	0.01%
■ 6.	constitution	157,907	0.97%
	Google	148,274	0.91%
	Yahoo	6,943	0.04%
	AOL NetFind	1,208	0.01%
	MSN	374	0.00%
	Ask	330	0.00%
■ 7.	us constitution	145,632	0.90%
	Yahoo	83,284	0.51%
	Google	58,160	0.36%
	AOL NetFind	1,119	0.01%
	Google UK	535	0.00%
	AltaVista	500	0.00%
■ 8.	nara	131,364	0.81%
	Google	90,221	0.56%
	Yahoo	13,930	0.09%
	AOL NetFind	3,359	0.02%
	MSN	3,069	0.02%
	Google France	2,633	0.02%
■ 9.	civil war	122,738	0.76%
	Google	74,707	0.46%
	Yahoo Spain	30,147	0.19%
	Google Germany	3,349	0.02%
	Google Canada	3,246	0.02%
	Yahoo	3,156	0.02%
■ 10.	the bill of rights	98,228	0.60%
	Google	86,481	0.53%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Yahoo	5,248	0.03%
	Ask	1,412	0.01%
	AOL NetFind	1,173	0.01%
	MSN	905	0.01%
■ 11.	civil war photos	97,847	0.60%
	Google	81,615	0.50%
	Yahoo	5,920	0.04%
	MSN	2,361	0.01%
	Google Canada	2,352	0.01%
	AOL NetFind	1,584	0.01%
■ 12.	dawes rolls	94,524	0.58%
	Google	75,450	0.46%
	Yahoo	11,106	0.07%
	AOL NetFind	4,282	0.03%
	Ask	1,923	0.01%
	MSN	658	0.00%
■ 13.	military records	91,757	0.56%
	Google	65,517	0.40%
	Yahoo	13,891	0.09%
	AOL NetFind	4,332	0.03%
	MSN	3,124	0.02%
	Ask	1,511	0.01%
■ 14.	civil war pictures	85,940	0.53%
	Google	49,482	0.30%
	Yahoo	14,348	0.09%
	Yahoo Spain	12,781	0.08%
	MSN	4,322	0.03%
	search.live.com	1,675	0.01%
■ 15.	wwii	85,808	0.53%
	Google	77,886	0.48%
	AOL NetFind	1,718	0.01%
	Google Brazil	1,124	0.01%
	Yahoo	479	0.00%
	MSN	449	0.00%
■ 16.	dd214	76,531	0.47%
	Google	57,588	0.35%
	Yahoo	9,717	0.06%
	MSN	3,203	0.02%
	AOL NetFind	3,200	0.02%
	search.live.com	1,264	0.01%

	<b>Phrases Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
■ 17.	the constitution	74,199	0.46%
	Google	49,420	0.30%
	Yahoo	21,958	0.14%
	MSN	908	0.01%
	AOL NetFind	634	0.00%
	search.live.com	453	0.00%
■ 18.	von trapp family	71,647	0.44%
	Google	54,123	0.33%
	Yahoo	3,624	0.02%
	Google Canada	3,532	0.02%
	Google UK	2,525	0.02%
	Google Australia	1,927	0.01%
■ 19.	ansel adams	69,654	0.43%
	Google	52,794	0.32%
	Google UK	4,269	0.03%
	Google Canada	2,711	0.02%
	Yahoo	2,552	0.02%
	Google Italy	1,286	0.01%
■ 20.	electoral college	68,011	0.42%
	Google	58,226	0.36%
	Yahoo	6,231	0.04%
	AOL NetFind	455	0.00%
	MSN	449	0.00%
	Google Germany	421	0.00%
	<b>Subtotal for rows 1–20</b>	<b>2,983,978</b>	<b>18.36%</b>
	<b>Other</b>	<b>13,271,614</b>	<b>81.64%</b>
	<b>Total</b>	<b>16,255,592</b>	<b>100.00%</b>

Items 1–20 of 200

## Search Phrases - Help Card



### Column Definitions

#### Phrase

The search phrase a visitor used to find your site.

#### Engines

The specific search engine being analyzed in conjunction with the phrase in the adjacent column.

#### Referrals

The number of visits to your site from visitors, who were referred by using the specified search engine and search phrases.

#### %

Percentage of visitors referred from search engines who used the specified search engine and phrase.



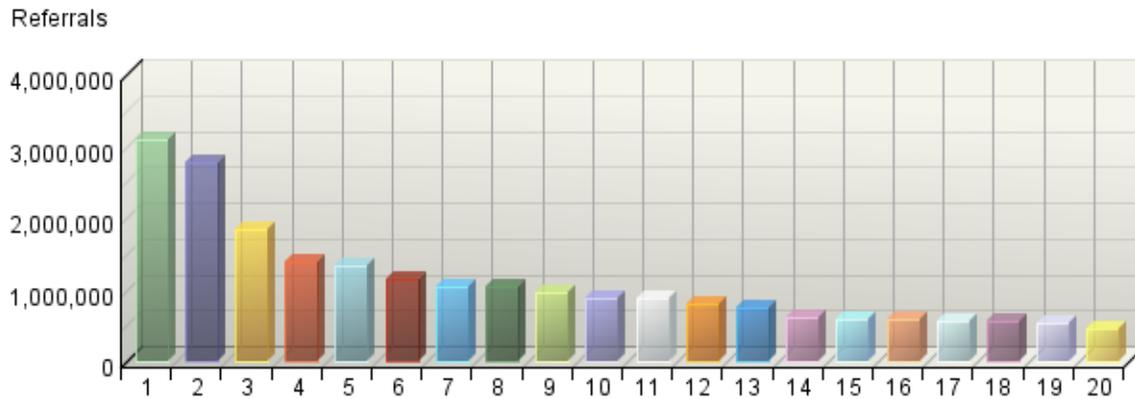
### Report Descriptions

How are people getting to your site? Use this report to find out if your visitors are using the search phrases you expect. Do you need to use different phrases in page titles to make it easier for people to find your site with search engines?

# Search Keywords

This report identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

## Search Keywords



## Search Keywords

Keywords Engines	Referrals	% Referrals
1. of	3,099,467	5.31%
Google	2,334,857	4.00%
Yahoo	360,832	0.62%
Ask	91,641	0.16%
MSN	49,841	0.09%
Google UK	49,135	0.08%
2. war	2,782,766	4.77%
Google	1,983,032	3.40%
Yahoo	244,629	0.42%
Google UK	84,586	0.14%
MSN	66,022	0.11%
Yahoo Spain	62,162	0.11%
3. the	1,830,185	3.14%
Google	1,407,382	2.41%
Yahoo	200,587	0.34%
Ask	72,963	0.13%

	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Google UK	26,221	0.04%
	MSN	21,349	0.04%
■ 4.	world	1,393,053	2.39%
	Google	990,168	1.70%
	Yahoo	126,364	0.22%
	Google UK	53,828	0.09%
	MSN	34,392	0.06%
	Google Canada	23,232	0.04%
■ 5.	records	1,330,599	2.28%
	Google	974,439	1.67%
	Yahoo	187,698	0.32%
	MSN	30,985	0.05%
	AOL NetFind	27,948	0.05%
	Google UK	24,070	0.04%
■ 6.	pictures	1,153,876	1.98%
	Google	791,275	1.36%
	Yahoo	122,651	0.21%
	MSN	39,424	0.07%
	Google UK	35,967	0.06%
	Google Canada	21,845	0.04%
■ 7.	national	1,049,535	1.80%
	Google	821,195	1.41%
	Yahoo	111,408	0.19%
	MSN	18,695	0.03%
	AOL NetFind	16,250	0.03%
	Google UK	13,565	0.02%
■ 8.	archives	1,027,941	1.76%
	Google	791,334	1.36%
	Yahoo	106,741	0.18%
	MSN	19,229	0.03%
	AOL NetFind	15,774	0.03%
	Google UK	15,095	0.03%
■ 9.	civil	964,720	1.65%
	Google	732,490	1.26%
	Yahoo	83,211	0.14%
	Yahoo Spain	50,459	0.09%
	MSN	20,393	0.03%
	Google Canada	14,110	0.02%
■ 10.	2	882,801	1.51%
	Google	664,823	1.14%

	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
	Yahoo	79,108	0.14%
	Google UK	29,372	0.05%
	MSN	16,566	0.03%
	Google Canada	16,023	0.03%
■ 11.	constitution	872,892	1.50%
	Google	605,048	1.04%
	Yahoo	227,003	0.39%
	Ask	9,485	0.02%
	AOL NetFind	8,017	0.01%
	MSN	5,437	0.01%
■ 12.	rights	791,839	1.36%
	Google	668,554	1.15%
	Yahoo	56,576	0.10%
	Ask	16,055	0.03%
	MSN	11,167	0.02%
	AOL NetFind	8,614	0.01%
■ 13.	photos	736,710	1.26%
	Google	504,582	0.86%
	Yahoo	68,112	0.12%
	Google UK	22,731	0.04%
	MSN	17,352	0.03%
	Google Canada	16,151	0.03%
■ 14.	bill	614,277	1.05%
	Google	510,403	0.87%
	Yahoo	48,877	0.08%
	Ask	13,728	0.02%
	MSN	10,312	0.02%
	AOL NetFind	6,977	0.01%
■ 15.	in	597,309	1.02%
	Google	458,627	0.79%
	Yahoo	44,162	0.08%
	Google UK	18,831	0.03%
	Ask	16,433	0.03%
	MSN	9,447	0.02%
■ 16.	us	573,574	0.98%
	Google	354,609	0.61%
	Yahoo	151,618	0.26%
	Google UK	10,446	0.02%
	AOL NetFind	8,152	0.01%
	MSN	7,957	0.01%

	<b>Keywords Engines</b>	<b>Referrals</b>	<b>% Referrals</b>
■ 17.	military	562,163	0.96%
	Google	413,885	0.71%
	Yahoo	76,178	0.13%
	AOL NetFind	14,382	0.02%
	MSN	13,553	0.02%
	Ask	13,175	0.02%
■ 18.	declaration	549,570	0.94%
	Google	344,067	0.59%
	Yahoo	130,167	0.22%
	Ask	33,736	0.06%
	MSN	7,107	0.01%
	Google Canada	5,568	0.01%
■ 19.	independence	524,204	0.90%
	Google	327,508	0.56%
	Yahoo	125,097	0.21%
	Ask	32,693	0.06%
	MSN	6,796	0.01%
	Google Canada	5,117	0.01%
■ 20.	wwii	440,395	0.75%
	Google	349,454	0.60%
	Yahoo	24,583	0.04%
	MSN	7,874	0.01%
	Google Canada	6,381	0.01%
	AOL NetFind	5,768	0.01%
	<b>Subtotal for rows 1–20</b>	<b>21,777,876</b>	<b>37.32%</b>
	<b>Other</b>	<b>36,575,809</b>	<b>62.68%</b>
	<b>Total</b>	<b>58,353,685</b>	<b>100.00%</b>

Items 1–20 of 200

## Search Keywords - Help Card



### Column Definitions

#### Keywords

The specific keywords being analyzed. To see the entire search strings entered by visitors, see the Search Phrases report.

#### Engines

The specific search engine being analyzed in conjunction with the keyword in the adjacent column.

#### Referrals

The number of hits from visitors referred to your site with the specified keywords.

% Percentage of referred visitors who used the specified search engine and keyword.



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### Report Descriptions

At the most basic level, this section tells you which search keywords are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the words you expect and that other search engines are not.

# Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

## Visitor Summary

Visitors	14,649,697
Visitors Who Visited Once	12,624,267
Visitors Who Visited More Than Once	2,025,430
Average Visits per Visitor	1.32

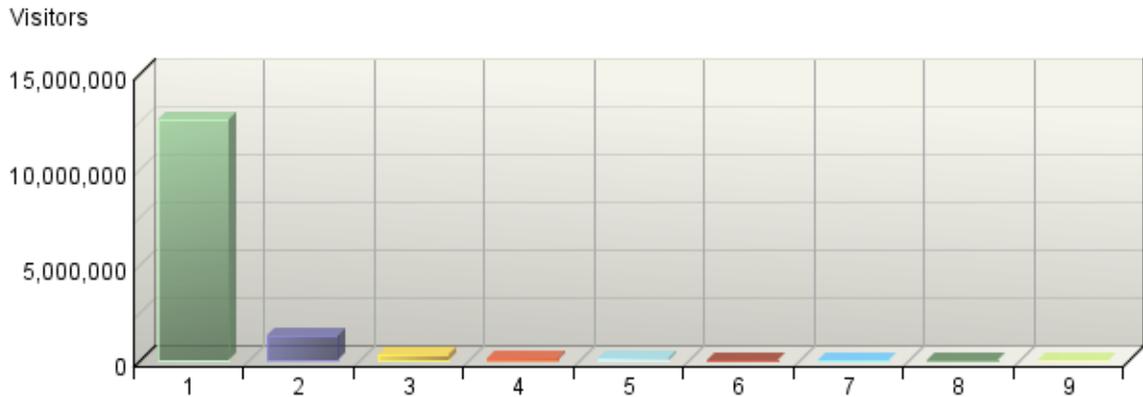
## Visit Summary

Visits	19,332,339
Average per Day	52,965
Average Visit Duration	00:07:29
Median Visit Duration	00:02:38
International Visits	10.37%
Visits of Unknown Origin	0.00%
Visits from Your Country: United States (US)	89.63%

# Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.

Visitors by Number of Visits



Visitors by Number of Visits

Number of Visits	Visitors	% Visitors
1 visit	12,624,267	86.17%
2 visits	1,290,775	8.81%
3 visits	344,186	2.35%
4 visits	141,379	0.97%
5 visits	72,643	0.50%
6 visits	43,169	0.29%
7 visits	28,107	0.19%
8 visits	19,575	0.13%
9 visits	14,015	0.10%
<b>Other</b>	<b>71,581</b>	<b>0.49%</b>
<b>Total</b>	<b>14,649,697</b>	<b>100.00%</b>

## Visitors by Number of Visits - Help Card



### Column Definitions

#### Number of Visits

The number of visits by each visitor during the period of the report.

#### Visitors

Number of individuals who came to your site the amount of times specified in the Number of Visits column.

#### %

Percentage of visitors who came to your site the amount of times specified in the Number of Visits column.



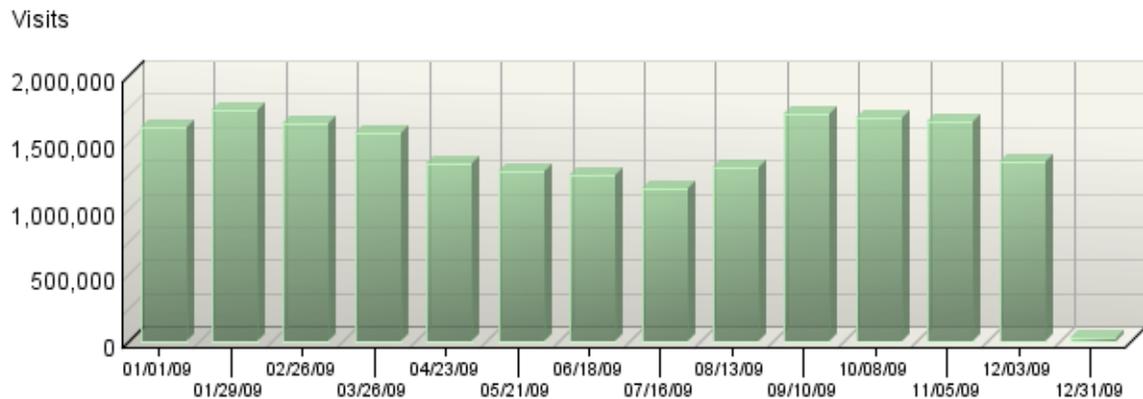
### Report Descriptions

This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

## Visits Trend

This report shows how the number of visits to your site changes over the course of the report period.

**Visits Trend**



**Visits Trend**

Time Interval	Visits	% Visits
01/01/09	1,616,996	8.36%
01/29/09	1,742,140	9.01%
02/26/09	1,642,959	8.50%
03/26/09	1,572,209	8.13%
04/23/09	1,333,957	6.90%
05/21/09	1,285,823	6.65%
06/18/09	1,250,427	6.47%
07/16/09	1,145,023	5.92%
08/13/09	1,304,365	6.75%
09/10/09	1,711,236	8.85%
10/08/09	1,681,514	8.70%
11/05/09	1,658,920	8.58%
12/03/09	1,353,245	7.00%
12/31/09	33,525	0.17%
<b>Total</b>	<b>19,332,339</b>	<b>100.00%</b>

## Visits Trend - Help Card



### Column Definitions

#### Time Interval (hour, day, etc.)

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

#### Visits

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

#### %

Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.



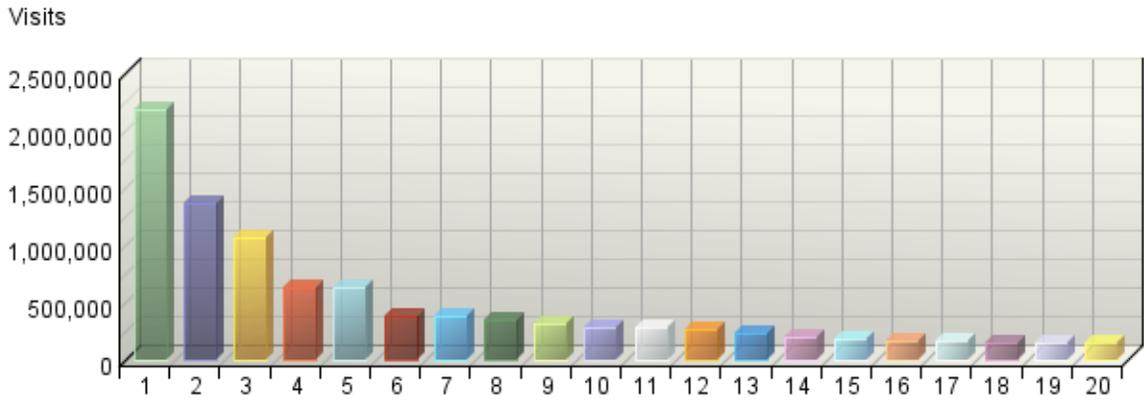
### Report Descriptions

Periods of less activity can be considered good times for maintenance and content improvement.

# Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The data for this report is obtained from GeoTrends and DNS lookup. Therefore, the data presented in this report can differ from the data presented in the Domain Names report, which is based on DNS lookup.

## Organizations



## Organizations

	Organization Domain Name	Visits	% Visits	Hits
■ 1.	Internet Assigned Numbers Authority	2,186,336	11.38%	9,445,821
	Unresolved IP Address	2,186,336	11.38%	9,445,821
■ 2.	America Online, Inc.	1,358,346	7.07%	1,532,954
	Unresolved IP Address	1,358,346	7.07%	1,532,954
■ 3.	EXCALIBUR Group, A Time Warner Company	1,058,579	5.51%	4,712,298
	Unresolved IP Address	1,058,579	5.51%	4,712,298
■ 4.	Bell South Intellectual Property Corporation	640,734	3.34%	2,967,443
	Unresolved IP Address	640,734	3.34%	2,967,443
■ 5.	Comcast Cable Communications, Inc.	628,166	3.27%	2,759,922
	Unresolved IP Address	628,166	3.27%	2,759,922
■ 6.	Verizon Internet Services Inc.	389,665	2.03%	1,758,567
	Unresolved IP Address	389,665	2.03%	1,758,567
■ 7.	Road Runner HoldCo LLC	383,665	2.00%	1,687,465
	Unresolved IP Address	383,665	2.00%	1,687,465

	<b>Organization Domain Name</b>	<b>Visits</b>	<b>% Visits</b>	<b>Hits</b>
8.	SBC Internet	347,850	1.81%	1,606,939
	Unresolved IP Address	347,850	1.81%	1,606,939
9.	CHARTER COMMUNICATIONS	314,518	1.64%	1,469,899
	Unresolved IP Address	314,518	1.64%	1,469,899
10.	COX COMMUNICATIONS	290,874	1.51%	1,330,936
	Unresolved IP Address	290,874	1.51%	1,330,936
11.	Verizon Trademark Services LLC	285,947	1.49%	1,508,280
	Unresolved IP Address	285,947	1.49%	1,508,280
12.	American Registry for Internet Numbers	266,728	1.39%	1,171,479
	Unresolved IP Address	266,728	1.39%	1,171,479
13.	CSC Holdings, Inc.	238,586	1.24%	930,366
	Unresolved IP Address	238,586	1.24%	930,366
14.	Cox Communications Inc.	198,178	1.03%	894,320
	Unresolved IP Address	198,178	1.03%	894,320
15.	SBC Internet Services	175,645	0.91%	790,290
	Unresolved IP Address	175,645	0.91%	790,290
16.	Qwest Communications International Inc.	174,413	0.91%	803,793
	Unresolved IP Address	174,413	0.91%	803,793
17.	Comcast Cable Communications Holdings, Inc	171,945	0.90%	746,819
	Unresolved IP Address	171,945	0.90%	746,819
18.	Comcast Cable Communications Holdings, Inc.	153,574	0.80%	664,373
	Unresolved IP Address	153,574	0.80%	664,373
19.	Comcast Cable Communications	149,176	0.78%	643,082
	Unresolved IP Address	149,176	0.78%	643,082
20.	RIPE NCC	146,234	0.76%	587,021
	Unresolved IP Address	146,234	0.76%	587,021
	<b>Subtotal for rows 1–20</b>	<b>9,559,159</b>	<b>49.77%</b>	<b>38,012,067</b>
	<b>Other</b>	<b>9,648,381</b>	<b>50.23%</b>	<b>42,123,760</b>
	<b>Total</b>	<b>19,207,540</b>	<b>100.00%</b>	<b>80,135,827</b>

Items 1–20 of 1,000

## Organizations - Help Card



### Column Definitions

#### Organization

The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by either of the following methods:

- The visitor's IP address matched an Intranet Domain configuration within the Admin Console.
- Looking up the visitor's IP address in the WebTrends GeoTrends Database.

#### Unknown

The organization could not be determined.

#### Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, anycompany.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at [www.networksolutions.com](http://www.networksolutions.com).

#### Visits

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

#### Hits

Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of

server traffic, it is not an accurate reflection of the number of pages viewed.

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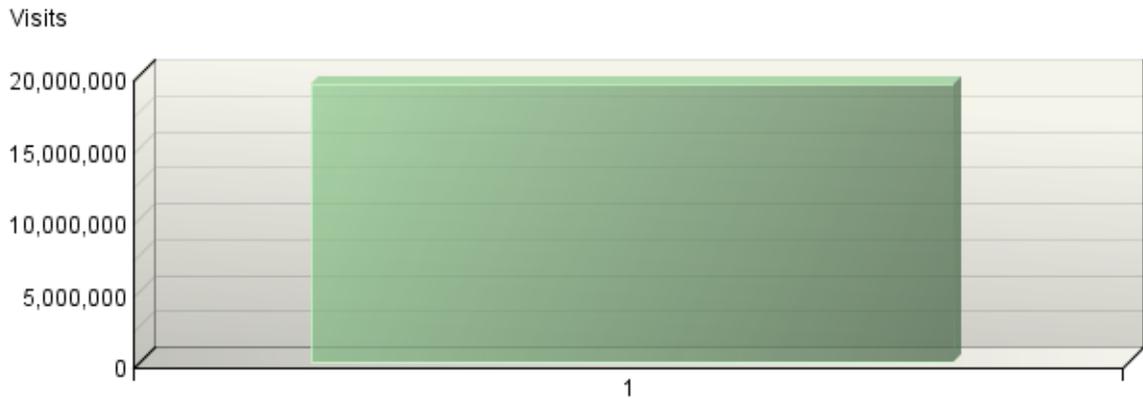
### **Report Descriptions**

Use this information when you are interested in an organization as a whole, such as Webtrends Inc. You can identify the major domain names from each company, such as webtrends.com from WebTrends Inc.

# Domain Names

This report lists the domain name that generates the most activity to your web site. The data for this report is obtained from DNS lookups, which is not available with Express Analysis. Therefore, the data presented in this report can differ from the data presented in the Organizations report, which is based on GeoTrends and DNS lookup.

## Domain Names



## Domain Names

Domain Name	Visits	% Visits	Hits
■ 1. Unresolved IP Address	19,332,339	100.00%	80,414,460
<b>Total</b>	<b>19,332,339</b>	<b>100.00%</b>	<b>80,414,460</b>

Items 1-1 of 1

## Domain Names - Help Card



### Column Definitions

#### Domain Name

The text name (for example, webtrends.com) corresponding to the visitor's IP address. The domain name can be determined from any of the following methods:

- The domain was logged by the web server.
- The IP address matched an Intranet Domain configuration within the Admin Console.
- DNS resolution.

IP addresses that do not resolve to a domain by these methods are categorized as follows:

- Reserved IP Address - The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.
- Unresolved IP Address - Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

The domain name shown is the second-level domain name, such as webtrends.com. For example, all visitors from sales.webtrends.com, us.sales.webtrends.com, and service.webtrends.com are combined in the statistics for webtrends.com. If the top-level domain name is a country code, then the third-level domain name is shown also (for example, anycompany.com.au).

To search for information about who owns a domain, including how to contact the owner, perform a WHOIS lookup for the domain name at [www.networksolutions.com](http://www.networksolutions.com).

#### Visits

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

#### Hits

Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



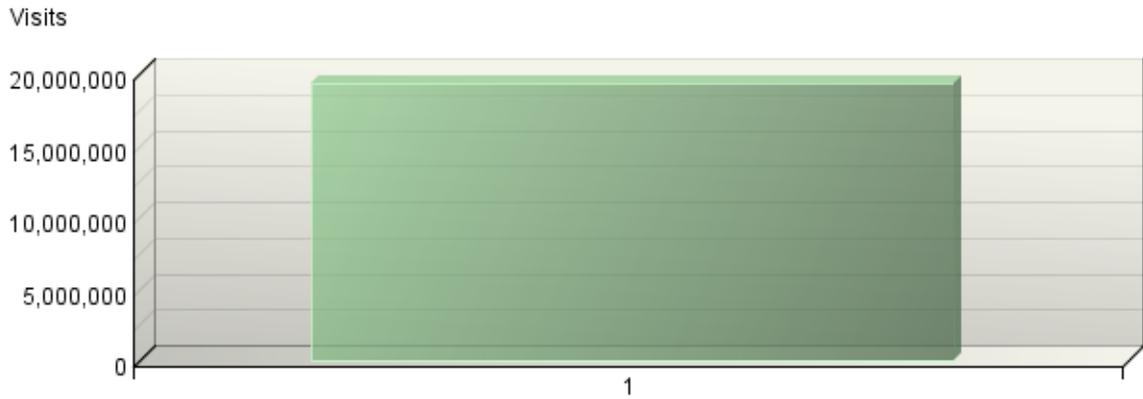
### Report Descriptions

Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

# Top-Level Domain Types

This report provides a breakdown of top-level domain types.

**Top-Level Domain Types**



**Top-Level Domain Types**

Top-Level Domain Types	Visits	% Visits	Hits
■ Unresolved IP Address	19,332,339	100.00%	80,414,460
<b>Total</b>	<b>19,332,339</b>	<b>100.00%</b>	<b>80,414,460</b>

## Top-Level Domain Types - Help Card



### Column Definitions

#### Reserved IP Address

The IP address falls within a block of reserved addresses. For example, 192.168.x.x and 10.x.x.x addresses are reserved for private networks.

#### Unresolved IP Address

Category for IP addresses that did not resolve to a domain (perhaps because DNS resolution was disabled).

#### Unknown

The domain suffix did not match any of the top-level domain categories.

#### Top-Level Domain

The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

- ARPANET: .arpa
- Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz
- Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn
- International: .int .int.co .int.ve .intl.tn
- Government: .gov .gov.[country code] .gove.[country code] .go.[country code]
- Military: .mil .mil.[country code]
- Network: .net .ad.jp .ne.kr .net.[country code]
- Organization: .org .or .org.[country code] .or.[country code]
- Personal: .name

#### Visits

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

#### Hits

Number of hits to your site from the specified top-level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



### Report Descriptions

Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

**Note:** This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.

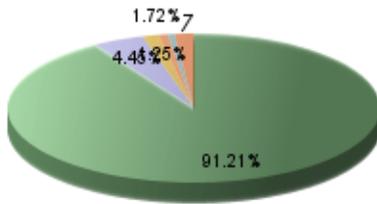
**Total** - This represents the total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

# Geography Dashboard

This page contains key graphs and tables that provide an overview of this chapter. You can click on a graph title to navigate to the corresponding report page.

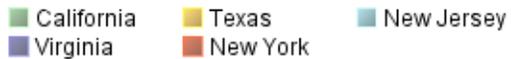
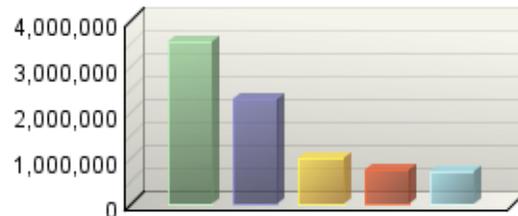
## Regions

Visits

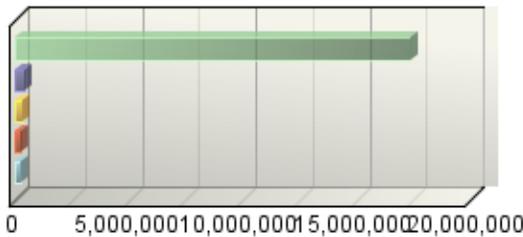


## North American States and Provinces

Visits

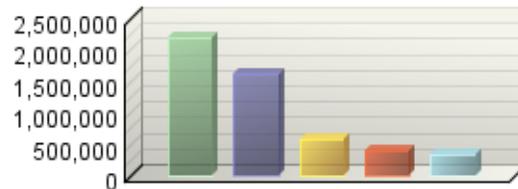


## Countries



## Cities

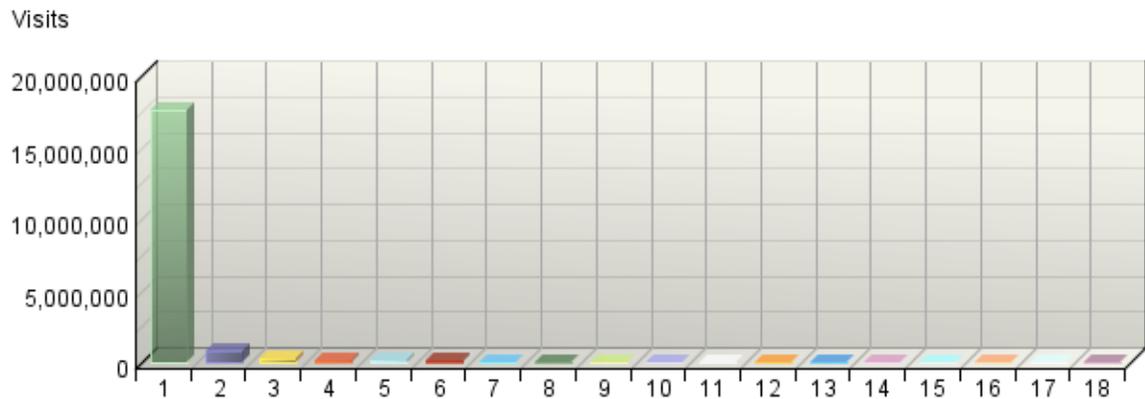
Visits



# Regions

This report identifies the top geographic regions of the visitors to your site.

## Regions



## Regions

Regions	Visits	% Visits
1. North America	17,633,831	91.21%
2. Western Europe	860,091	4.45%
3. Asia	242,170	1.25%
4. Australia	168,156	0.87%
5. South America	96,416	0.50%
6. Eastern Europe	88,276	0.46%
7. Northern Europe	63,838	0.33%
8. Middle East	51,096	0.26%
9. Eastern Africa	30,720	0.16%
10. Caribbean Islands	30,057	0.16%
11. Southern Africa	24,876	0.13%
12. Pacific Islands	23,243	0.12%
13. Central America	8,448	0.04%
14. Northern Africa	5,813	0.03%
15. Western Africa	4,969	0.03%
16. Central Africa	307	0.00%
17. Unknown Region	31	0.00%
18. Unspecified Region	1	0.00%

Regions	Visits	% Visits
<b>Total</b>	<b>19,332,339</b>	<b>100.00%</b>

Items 1–18 of 18

**Regions - Help Card**



### Column Definitions

#### Regions

The geographic part of the world where visitors to your web site are located. "Unspecified Region" represents visitors whose geographic region could not be determined. "Unknown Region" represents visitors whose country has been determined but not identified with a specific region. If the WebTrends GeoTrends Database is turned on for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region will be determined from the domain name or the Intranet Domains definition in the Administration Console.

#### Visits

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

#### %

Percentage of total visits that were from this geographic region.

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### Report Descriptions

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

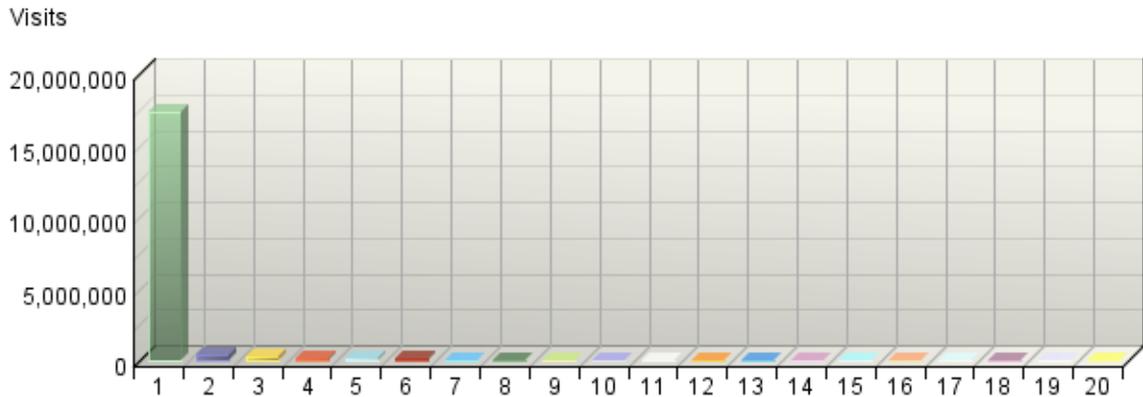
Values for "Unspecified Region" represent visitors whose geographic region cannot be determined. Values for "Unknown Region" represent visitors whose country can be determined but whose country is not associated with a specific region. Values for "Unknown States" or "Unknown Cities" represent hits for which the IP address does not match an entry in GeoTrends database. This is the case for countries that do not have states or simply entries for which this information was not provided in the GeoTrends database.

**Note:** Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.

# Countries

This report identifies the top countries of the visitors to your site.

## Countries



## Countries

Countries	Visits	% Visits
1. United States (US)	17,328,024	89.63%
2. United Kingdom (UK)	338,918	1.75%
3. Canada (CA)	270,898	1.40%
4. Australia (AU)	168,156	0.87%
5. Western Europe -country unspecified (EU)	153,037	0.79%
6. Germany (DE)	109,700	0.57%
7. France (FR)	60,378	0.31%
8. Uruguay (UY)	60,136	0.31%
9. Netherlands (NL)	46,681	0.24%
10. Japan (JP)	42,180	0.22%
11. India (IN)	38,066	0.20%
12. Spain (ES)	37,479	0.19%
13. Mexico (MX)	34,909	0.18%
14. Italy (IT)	30,296	0.16%
15. Philippines (PH)	27,288	0.14%
16. China (CN)	25,378	0.13%
17. Ireland (IE)	24,793	0.13%
18. Sweden (SE)	22,692	0.12%

	<b>Countries</b>	<b>Visits</b>	<b>% Visits</b>
■	19. South Africa (ZA)	22,611	0.12%
■	20. Poland (PL)	22,609	0.12%
	<b>Subtotal for rows 1–20</b>	<b>18,864,229</b>	<b>97.58%</b>
	<b>Other</b>	<b>468,110</b>	<b>2.42%</b>
	<b>Total</b>	<b>19,332,339</b>	<b>100.00%</b>

Items 1–20 of 200

### Countries - Help Card



#### Column Definitions

##### Countries

If the WebTrends GeoTrends Database is turned on for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country will be determined from the domain name or the Intranet Domains definition in the Administration Console.

##### Visits

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

##### %

Percentage of total visits from the specified country.

##### Unknown Country

The country associated with the visitor's domain name could not be determined.



#### Report Descriptions

This information can help you meet the needs of your target audience as well as discover new audiences. Consider how you can make the content comprehensive and relevant to an international audience.

**Note:** Use this information carefully because it is based on Internet registration, and may not always be an accurate identifier of the visitor's actual location.