

Oracle® Fusion Middleware
WebCenter Sites: Analytics User's Guide
11g Release 1 (11.1.1.6.0)
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Oracle Fusion Middleware WebCenter Sites: Analytics User's Guide 11g Release 1 (11.1.1.6.0)

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Glossary

Preface

Oracle WebCenter Sites: Analytics is a WebCenter Sites plug-in that generates reports on the website traffic it monitors and analyzes. This guide contains procedures for using Oracle WebCenter Sites: Analytics to generate reports on visitors' interactions with published WebCenter Sites content, including Engage assets. The reports present both technical and demographic information to help you understand your site visitors by the content they visit, their browsing technologies, and the locations from which they issue requests for content. Report metrics enable you to discover traffic patterns from which you can determine how your website is performing from a marketing standpoint.

As Oracle WebCenter Sites: Analytics helps you gauge the effectiveness of your site, it positions you to easily detect business trends and react quickly with sharp e-business strategies. With Oracle WebCenter Sites: Analytics, you can stop guessing about visitors' wishes. Instead, you can systematically tune your site to visitors' expectations, attract new audiences, and keep their interest.

Audience

This guide is intended for the business users of WebCenter Sites: Analytics and anyone else with permissions to generate reports. Users should have:

- A basic knowledge of the WebCenter Sites web application, such as the ability to navigate the WebCenter Sites interfaces and access assets' "Inspect" forms.
- A thorough understanding of WebCenter Sites assets and published content.

Documentation Accessibility

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Related Documents

For more information, see the following documents in the Oracle WebCenter Sites documentation set for this release:

- *Oracle WebCenter Sites Certification Matrix*
- *Oracle WebCenter Sites Release Notes*
- *Oracle Fusion Middleware WebCenter Sites: Analytics Developer's Guide*
- *Oracle Fusion Middleware WebCenter Sites: Analytics Administrator's Guide*

(The release number is identified on the title and copyright pages.)

Conventions

The following text conventions are used in this document:

Convention	Meaning
boldface	Boldface type indicates graphical user interface elements associated with an action, or terms defined in text or the glossary.
<i>italic</i>	Italic type indicates book titles, emphasis, or placeholder variables for which you supply particular values.
monospace	Monospace type indicates commands within a paragraph, URLs, code in examples, text that appears on the screen, or text that you enter.

Terms and Acronyms

This guide uses Analytics-specific terms, such as the Pageview object. These terms are explained in the "[Glossary](#)" section at the end of this guide.

Generating Reports

Once content is published, you will want to know about your site visitors' browsing habits. Some types of information—such as most-visited pages, views-per-day, or visitors' countries of origin—will be helpful in making business decisions for tailoring the content of your site more closely to your clients' tastes. Other types of information, such as users' browsers and IP addresses will help you optimize your site technology to reach the widest possible audience.

Analytics plugs into WebCenter Sites to provide you with a comprehensive collection of site traffic information, delivered to you in the form of customizable reports. This chapter explains the different kinds of reports that are available, how to generate the reports, and the types of statistics that are reported.

This chapter contains the following sections:

- [Section 1.1, "Overview"](#)
- [Section 1.2, "Prerequisite Steps"](#)
- [Section 1.3, "Report Generation Steps"](#)
- [Section 1.4, "Viewing the Performance Indicator in Asset 'Inspect' Forms"](#)
- [Section 1.5, "Availability of Report Statistics"](#)

1.1 Overview

Report generation is permissions-based. Users must have the `Analytics` role in order to generate reports for the sites they log in to. If this role is not assigned to you, see your WebCenter Sites administrator.

Analytics comes with five report groups:

- **General Information** – This report group provides an overview of the traffic on a given site for the latest day, week, month, and year in which data was captured.
- **Content Information** – This report group lists which assets have been visited on a given site and how frequently during the reporting period.
- **Engage** – This report group provides information about the recommendations that have been made to site visitors and the segments that viewed those recommendations. This report group requires the Engage add-on offering to be installed on WebCenter Sites.
- **User Information** – This report group displays:
 - Statistics on visitors of the online site

- Statistics on the technologies visitors used to browse a given site during the reporting period
- Session statistics, such as number of sessions in the reporting period, first and final pages to be visited during a session, and URLs that referred visitors to the current site during the reporting period
- **Audit Trail Information** – This is the only report group that provides internal information about the operations performed on assets in the WebCenter Sites interface. This report group provides an aggregated count of assets that have been created, edited, or deleted in your site, along with information about which users performed those operations on the assets.

For more information about report groups and their individual reports, see [Chapter 2, "Report Groups."](#) For information about individual reports, see [Chapter 3](#) to [Chapter 7](#).

For instructions on generating reports, see the section on [Section 1.3, "Report Generation Steps."](#)

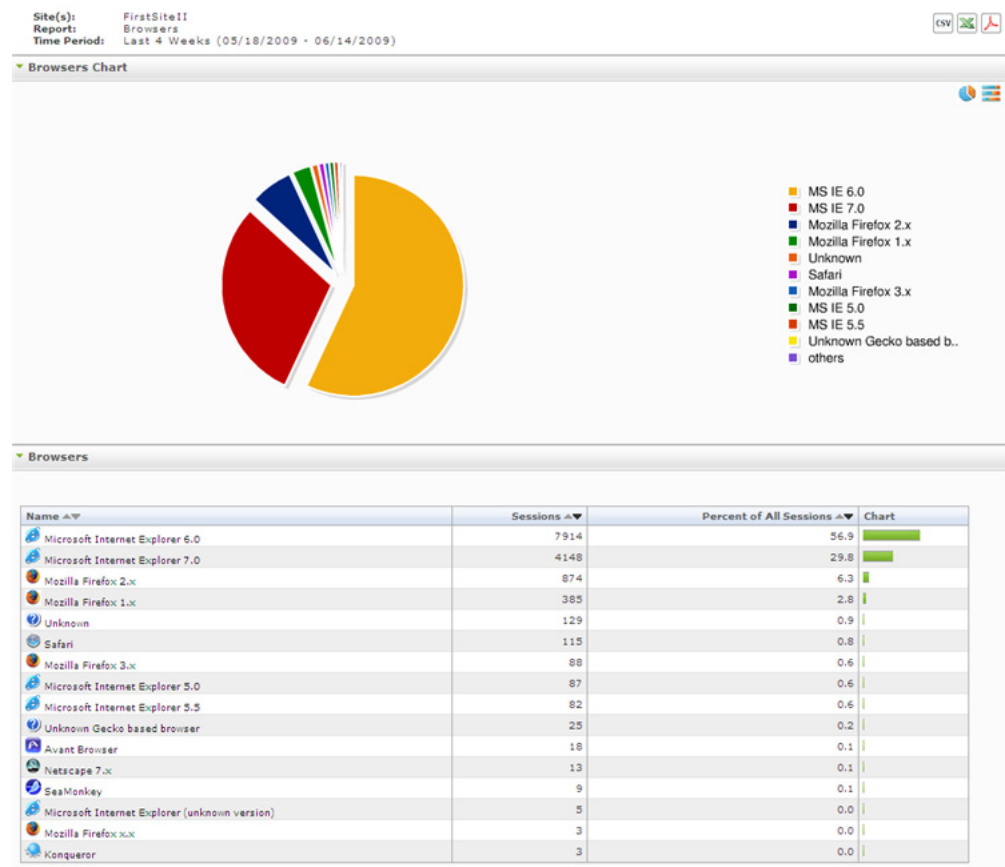
1.2 Prerequisite Steps

1. Determine whether you have permissions to generate reports. You can either follow the steps in [Section 1.3, "Report Generation Steps"](#) or see your WebCenter Sites administrator.
2. Some reports contain charts (such as the one shown in [Figure 1–1](#)). To be displayed, they require Adobe Flash Player to be installed on your local computer. You can obtain a free copy from the following URL and install it before you run reports:

<http://www.adobe.com/go/getflashplayer>

You can also download a copy after you generate a report with a chart. Simply click the **download plugin** link that is displayed in place of the chart. When the download is complete, the chart will be displayed.

Figure 1–1 Sample "Browsers" report (identifies browsers used to visit FirstSite II)



1.3 Report Generation Steps

The steps below apply to all WebCenter Sites installations.

Note: Reports that you generate with Analytics display site traffic *statistics*, rather than raw data. Because of computation time, the statistics cannot be immediately available for report generation. Availability depends on the data processing schedule, which is configured by the administrator of the Analytics application. For information about data capture and processing, see your Analytics administrator. (A summary about data capture and processing can be found in [Section 1.5.2, "Data Processing."](#))

To generate a report

1. Make sure you have completed [Section 1.2, "Prerequisite Steps."](#)
2. Log in to the WebCenter Sites Admin interface and select the site for which you will generate a report.

Note: Descriptions of default reports are given later on in this guide. For information about custom reports, see your WebCenter Sites administrator.

3. In the top bar of the WebCenter Sites Admin interface, click the **Analytics** button.

Figure 1–2 "Analytics" Button

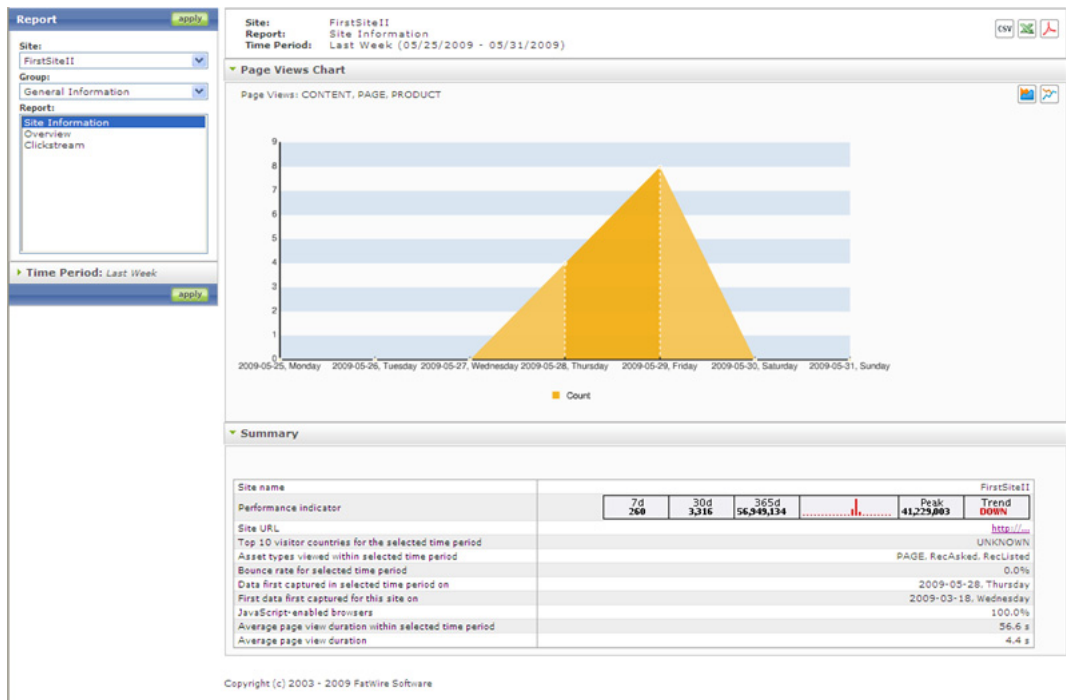


Note: If the **Analytics** button is grayed out in your interface, or an error message appears when you click it, stop here. You are not enabled for report generation.

If you need further information about your permissions, see your WebCenter Sites administrator.


The "Analytics" interface opens in a new browser window:

Figure 1–3 "Analytics" Interface




4. Go to the "Report" section of the navigation pane (on the left) to generate the report:
 - a. From the "Site" menu, select the content management site for which you wish to generate the report.
 - b. From the "Group" menu, select the group that contains the type of report you wish to generate. If you need descriptions of the report groups, see [Chapter 2, "Report Groups."](#)
 - c. From the "Report" menu, select the report you wish to generate. If you need descriptions of the individual reports, see [Chapter 3](#) to [Chapter 7](#).

- d. If the **Time Period** task bar is displayed, expand it and set the reporting period. You can either choose a pre-set period or specify a custom period by selecting "from-to" dates from the calendars.
 - e. If the **Display Mode** task bar is displayed, expand it and select an option. Some or all of the following options are possible, depending on the report:
 - **Daily** creates a report in "Daily" mode, which displays site traffic statistics for each day in your time period.
 - **Weekly** creates a report in "Weekly" mode, which displays site traffic statistics for each week in your time period.
 - **Monthly** creates a report in "Monthly" mode, which displays site traffic statistics for each month in your time period.
 - **Sum by Hours** creates a report in "Sum by Hours" mode, which lists the average frequency with which a given event on the site occurred during each of the 24 hours. The average is computed over the reported time period.
 - **Sum by Weekdays** creates a report in "Sum by Weekdays" mode, which lists the average frequency with which a given event on the site occurred during each day of the week (Monday, Tuesday, and so on). The average is computed over the reported time period.
 - **Assets** creates a report in "Assets" mode, which lists the assets that were visited on the site, or the queries that were made from the site's native search function. This mode also lists usage statistics for the assets and queries. (The "Assets" mode applies to the "Page Views" report.)
 - f. If the **Recommendations** task bar is displayed (if you selected the "Segments" report, in the "Engage" group), expand it and select a recommendation that was accessed by the segments.
5. Generate the report by clicking **Apply** (in the "Report" panel).
 6. Review your inputs and optimize the report as necessary:
 - a. Specify filtering, if your report supports filtering. (Look for this feature in the report header.)
 - b. If your report supports a chart, set the chart mode by clicking one of the chart mode icons (in the upper right-hand corner of the report):
 - For line charts, the icons are:



Clicking the first icon creates a chart in which the area under the line is filled in, and a dotted line connects each data point to its value on the *x*-axis.
 - For pie and bar charts, the icons are:


 7. To save the report data, click one of the following icons (in the upper right-hand corner of the report):
 - The following icon (shown below) saves the report data (without the chart) as a csv file (in Microsoft Excel):



- The following icon (shown below) saves the report data (without the chart) as an xlsx file (in Microsoft Excel):



- The following icon (shown below) saves the report (with its chart and format) as a PDF file:



8. Once the report is generated, you can do the following:
 - a. If the report displays a chart, you can toggle between chart modes to replot the data without having to regenerate the report.
 - b. If you need to print the report, select the browser's **File** menu and then select **Print**.
9. If you need a description of the report and its statistics, refer to the chapter that corresponds to your report.

1.4 Viewing the Performance Indicator in Asset 'Inspect' Forms

Most Analytics reports display site traffic statistics, rather than raw site traffic data. Some of the statistics are presented in a graph called the "performance indicator," shown below:

Figure 1–4 Performance Indicator



The performance indicator is displayed in an asset's "Inspect" form (at the administrator's discretion), so that users of the asset have a quick reference from which to gauge the overall performance of the asset. To view the performance indicator, follow the steps in this section.

Note: Administrators who need instructions on displaying or hiding the performance indicator can refer to the *Oracle Fusion Middleware WebCenter Sites: Analytics Administrator's Guide*.

For descriptions of the data in the performance indicator, see [Section 3.3.2, "'Summary' List."](#)

1.4.1 Viewing an Asset's Performance Indicator in the WebCenter Sites Contributor Interface

To view an asset's performance indicator in the WebCenter Sites Contributor Interface

1. If you are not sure as to which assets are enabled to display the performance indicator, contact your WebCenter Sites administrator before starting this procedure.
2. Log in to the WebCenter Sites Contributor interface and select the desired site.
3. Locate the desired asset:
 - a. In the "Search" field, enter search criteria for the desired asset:
 - b. To narrow down your search to a specific asset type, click the **down-arrow** to render the "Search Type" drop-down box. Select the asset type to which you want to limit your search. If you do not make a selection, WebCenter Sites will search across all asset types in the current site.

Note: If you wish to perform an advanced search, click the **Advanced Search** link in the "Search Type" drop-down box to open the "Advanced Search" form, with additional search criteria.

- c. Click the **magnifying glass** button.
 - d. In the search results list, click the desired asset.
4. In the asset's Inspect view, look for the performance indicator in the upper right-hand corner. If performance data is not available for the asset, you will see the message "No data available!" and the name of the site.

For descriptions of the data in the performance indicator, see [Section 3.3.2, "Summary' List."](#)

Figure 1–5 Performance Indicator Displayed in an Asset's Form

7d	30d	365d	Peak	Trend
1	8	8	3	UP

Content (FSII Article): FSIIAbout

Preview Inspect Edit Delete more...

Name: FSIIAbout
Description: About FirstSiteII
Select a Template: FSIILayout
Filename:
Path:
Status: Edited
Locale: en_US

Translations: FSIIAbout (Master Asset)
 de_DE Translate
 en_US
 es_ES Translate
 fr_FR Translate

ID: 1124813172330
External Item ID:
Content Definition: FSII Article
Parents: FSII Articles

***FSIIHeadline:** About FirstSiteII
FSIISubheadline: FatWire's FirstSite Provides the Tools and Techniques for a Fast and Cost-Effective Implementation
FSIIByline: Barton P. Fooman
***FSIIAbstract:** FatWire's FirstSite Provides the Tools and Techniques for a Fast and Cost-Effective Implementation
 It's a fact: Many content management projects are expensive to implement, disruptive to the organization, and prone to failure. Yet FatWire Content Server has been deployed successfully at over 450 customers for a wide range of solutions: corporate Web sites, product marketing sites, partner extranets, and employee intranets to name a few. To help immunize customers from potential problems, FatWire offers FirstSite, which leverages the experience and best practices of our many successful customers. FirstSite is a quick-start program that includes a collection of standard templates and site components that are common to most sites, combined with documentation, training, a rich developer community, and a best practices methodology. FirstSite helps ensure that your site is implemented the right way, right away.

FSIIPostDate: 2005-08-23 12:09:10

1.5 Availability of Report Statistics

Most of the reports that you generate with Analytics display site traffic statistics rather than raw site traffic data. Because statistical computation takes time, especially on large amounts of data, the results cannot be immediately available for reports. Their availability depends on when the computation is scheduled and how long it lasts.

Typically, computation is performed on the latest 24 hours of site traffic data according to a schedule that makes report statistics available by the time the work day begins. Interested readers can learn more about data capture and analysis in the rest of this section.

1.5.1 Data Capture

As visitors click through your sites, Analytics records each visitor's clicks and the associated information—the date and time of each click, the assets that are clicked, the IP address from which the clicks are issued, the site being visited, and so on. Each piece of information about a site visitor is a piece of raw data (unprocessed data), captured by the sensor. This is the data on which statistics are calculated for display in reports.

Note: For data capture to take place, several conditions must be met. For example:

- Asset types hosted on WebCenter Sites sites must be registered with Analytics in order to enable generation of reports on assets of those types.
- WebCenter Sites pages displaying assets whose asset types are registered must be tagged with data capture code. Otherwise, empty reports will be generated.

In your installation, some asset types might not be registered with Analytics. Some pages might not be tagged for data capture. The decision is related to business requirements and implemented by the WebCenter Sites administrator. For more information, contact your WebCenter Sites administrator.

1.5.2 Data Processing

Once a certain amount of raw data is captured by the Analytics system, it is processed by data analysis jobs into statistical data (such as the average number of requests for a piece of content per unit time). Statistics are injected into the Analytics database, where they are available for reports.

Note: Data analysis jobs are scheduled by the administrator of the Analytics system in order to shorten report generation time.

Because statistical computation is a resource intensive and time consuming task, it is performed not on-the-fly, each time a report is generated, but on a schedule that makes report data available by the time it is needed. The most efficient schedule for the data analysis job is during off-peak hours (typically at night, when content management operations are negligible and site visits are minimal).

During data analysis, raw data that was captured during the latest period (for example, the past 24 hours) is processed to provide the following information:

- Current statistics, such as total hits to each site, visiting countries, total number of visits from a given country, types of browsers, and average session duration.
- Historical results, including:
 - Daily, weekly, and monthly statistics—for example, the total number of requests for a given asset on a given site during a certain month in the reporting period.
 - Yearly statistics—a histogram in the performance indicator (see [Section 3.3.2, "Summary' List"](#)) indicating the frequency with which certain assets were accessed during each week of the past year.

How long the data analysis jobs run depends on several factors, including site activity within the latest data capture time frame, the cumulative volume of captured data, and the type of computer that is used for analysis. When data analysis is complete, the resulting statistics are available, at any time, for report generation.

Note: The Analytics database is independent of the database used by WebCenter Sites for content management. The Analytics database is reserved strictly for the storage of statistical data. It does not have the functionality of WebCenter Sites.

Report Groups

This chapter summarizes the report groups that are provided with Oracle WebCenter Sites: Analytics.

The report groups are:

- [General Information](#)
- [Content Information](#)
- [Engage](#)
- [User Information](#)
- [Audit Trail Information](#)

Table 2–1 *Default Report Groups*

Report Group	Description
General Information	<p>This report group provides data on the latest full day of traffic on a given content management site. It also provides a longer-term overview of site traffic, i.e., during the latest week, month, and year in which data was captured.</p> <p>The default reports are as follows:</p> <ul style="list-style-type: none">■ Clickstream – Provides an interactive graphical depiction of the clickstream data recorded for the pages on your site.■ Overview – Analyzes visitors' usage of WebCenter Sites assets during user-defined reporting periods.■ Site Information – Analyzes visitors' usage of WebCenter Sites assets during user-defined and system-defined reporting periods. <p>Notes: For information about individual reports in this group, see the Chapter 3, "General Information Reports."</p>

Table 2–1 (Cont.) Default Report Groups

Report Group	Description
Content Information	<p>This report group identifies which WebCenter Sites assets have been visited on a given site and how frequently during the reporting period.</p> <p>The default report are as follows:</p> <ul style="list-style-type: none">■ Page Views – Displays usage statistics on a site's page view (i.e., a group of assets of different asset types; for example article assets and product assets). A site's page view is defined by the <code>Pageview</code> object, which is in turn defined by the WebCenter Sites administrator. For more information about the <code>Pageview</code> object in the Glossary.■ Internal Searches – Displays statistics on the search words and phrases that visitors entered into the site's native search function during the reported time range. <p>Notes:</p> <ul style="list-style-type: none">■ The "Page Views" report and the "Internal Searches" report will not appear in the list of "Content Information" reports until you configure them. For information about these reports, see Chapter 4, "Content Information Reports."■ The "Internal Searches" report is named at your Analytics administrator's discretion. Therefore, the display name of an internal searches report will not necessarily be "Internal Searches."
Engage	<p>This report group identifies the recommendations that have been made to site visitors and the segments that viewed/clicked those recommendations.</p> <p>The default reports are:</p> <ul style="list-style-type: none">■ Recommendations – Analyzes the recommendations that visitors viewed/clicked during the user-defined time period.■ Segments – Analyzes the segments whose members viewed/clicked recommendations during the user-defined time period. <p>Notes: For information about individual reports in this groups, see the Chapter 5, "Engage Reports."</p>

Table 2–1 (Cont.) Default Report Groups

Report Group	Description
User Information	<p>This report group displays:</p> <ul style="list-style-type: none">■ Statistics on the technologies visitors used to browse a given site during the reporting period.■ Statistics on visitors' IP addresses and locations.■ Session statistics such as number of sessions in the reporting period, first and final pages to be visited during a session, and URLs that referred visitors to the current site during the reporting period. <p>The default reports are as follows:</p> <ul style="list-style-type: none">■ Browsers – Browsers that were used to visit pages on the site.■ Countries – Site visitors' countries.■ Entry/Exit Pages – First/final page view of the visitor's session.■ External Search Engines – Search engine that was used to lead visitors to the current site.■ Hosts – Names of computers from which requests for content were issued.■ IP Addresses – IP addresses from which requests for content were issued.■ Operating Systems – Operating systems of computers from which requests were issued.■ Referrers – Referring URLs (sites from which visitors followed a link to the current site).■ Screen Resolutions – Percentage of client browsers using a horizontal resolution less than 1024 pixels.■ Sessions – Number of sessions.■ Visitors – Unique visitors who accessed the site's page view within the reporting period. <p>Note: For information about individual reports in this group, see Chapter 6, "User Information Reports."</p>
Audit Trail Information	<p>This is the only report group that provides information about internal operations performed on assets in your WebCenter Sites interface. This report group identifies which assets in your site have been created, edited, or deleted during a given time period, along with which users performed those operations on the assets.</p> <p>The default reports are as follows:</p> <ul style="list-style-type: none">■ WebCenter Sites Assets Audit Trail Overview – Displays an aggregated count of the assets that have been created, edited, and deleted within the selected time period.■ WebCenter Sites Assets – Displays all assets that have been created, modified, and deleted in your site.■ WebCenter Sites Users – Lists all users that have performed internal operations on assets in your site. <p>Note: For more information about individual reports in this group, see Chapter 7, "Audit Trail Information Report (Internal Statistics)."</p>

General Information Reports

"General Information" reports display the latest full day's traffic statistics, along with historical traffic statistics for a given site.

"General Information" reports are described in this chapter. They are:

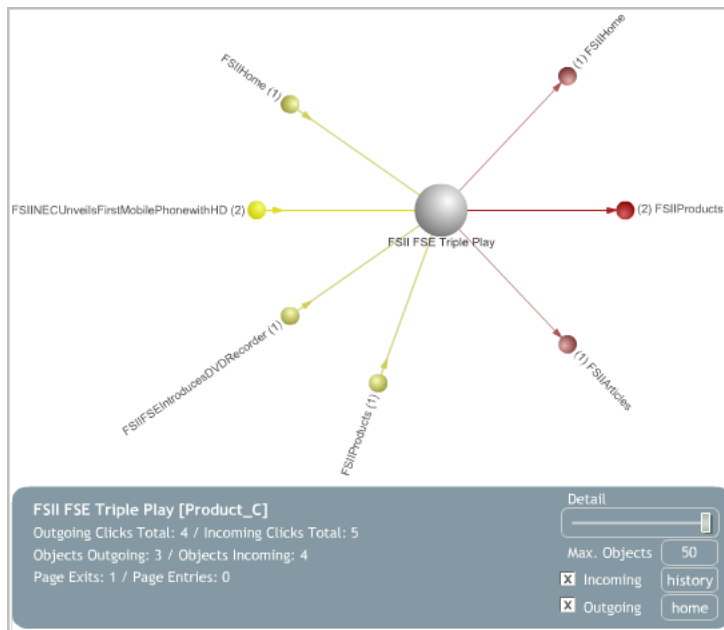
- [Section 3.1, "'Clickstream' Report"](#)
- [Section 3.2, "'Overview' Report"](#)
- [Section 3.3, "'Site Information' Report"](#)

Note: "General Information" reports present statistics based on the `Pageview` object. For more information about the [Page View](#) object, see the [Glossary](#).

3.1 'Clickstream' Report

Analytics collects and analyzes data describing which pages visitors visit and in what order. The clicks each visitor makes to move from one page to the next form a **clickstream** – the path that the user takes through the site to arrive at a page. The "Clickstream" report depicts this path for each page on your site that has been enabled for data capture (through the `Pageview` object) in an interactive map. You navigate the map to obtain clickstream data for different pages on your site. An example of the "Clickstream" report is shown below:

Figure 3–1 "Clickstream" Report



When you access this report, a node representing the page on your site with the highest number of visits registered by Analytics is displayed in the center of the map – in most cases, this would be your site's home page.

The pages which users can access from the home page (through **outgoing clicks**), and pages from which users can access the home page (through **incoming clicks**) are depicted as stem nodes connecting to the center node (the home page). (See [Table 3–1](#) for information on how to choose which data will be shown in the map).

The number next to each stem node indicates how many clicks have been registered for this page (in other words, how many times the page has been accessed by a visitor following a link on the home page.)

Clicking a stem node places it in the center of the map, and the display is updated to reflect the way the pages are linked to one another. If there is no link leading back to the home page, no number is displayed next to the home page node (which has become a stem node).

When interacting with the report map, the following functions are available:

Table 3–1 "Clickstream" Map Display Options

Function	Description
Incoming check box	Shows or hides pages from which incoming clicks to the currently selected page originated. (An incoming click is registered when a user follows a link leading to the target page from another page.)
Outgoing check box	Shows or hides pages to which outgoing click data originated from the currently selected page. (An outgoing click is registered when a user follows a link leading from the target page to another page.)
Detail slider	Adjusts the level of detail shown in the clickstream map. The level of detail is the minimum number of recorded clicks required for a page to appear in the map for the selected mode (incoming or outgoing). The higher the level of detail, the less recorded clicks are required for a page to appear in the map.

Table 3–1 (Cont.) "Clickstream" Map Display Options

Function	Description
Max. Objects button	Set the maximum number of pages to display in the clickstream map. Do not set this too high, or the map will become too crowded to be readable. The default value is 50.
History button	Shows a history of the pages you have selected in the map.
Home button	Resets the map to display your site's home page as the center node.

In addition to the graphical depiction of the clickstream, the report displays the following information:

Table 3–2 Fields displayed in the "Clickstream" report

Field	Description
Page Name	The name of the page currently selected as the center node of the clickstream map.
Incoming Clicks Total	Total number of incoming clicks recorded for all pages displayed in the map.
Outgoing Clicks Total	Total number of outgoing clicks recorded for all pages displayed in the map.
Objects Incoming	Number of links that lead from other pages to the currently selected (center node) page.
Objects Outgoing	Number of links that lead from the currently selected (center node) page to other pages.
Page Entries	Number of times visitors have entered the currently selected (center node) page (in other words, how many incoming clicks have been recorded for that page).
Page Exits	Number of times visitors have left the currently selected (center node) page (that is, how many outgoing clicks have been recorded for that page).

3.2 'Overview' Report

The "Overview" report analyzes visits to a site's page view during the reported time period.

Figure 3–2 "Overview" Report

Site(s):	FirstSiteII			
Report:	Overview			
Time Period:	Last 7 Days (06/11/2009 - 06/17/2009)			
▼ Page Views Summary by Site				
Site Name ▲▼	Country ▲▼	Page Views (PV) Within Time Period ▲▼	PV/MIO ▲▼	PV Total ▲▼
FirstSiteII	UNITED STATES	36	0.1	87910
Page 1 of 1				

3.2.1 'Page Views Summary by Site' List

The "Page Views Summary by Site" list displays usage statistics on the site's page view during the weeks or months in the reported time period. For a description of each statistic, see [Table 3–3](#).

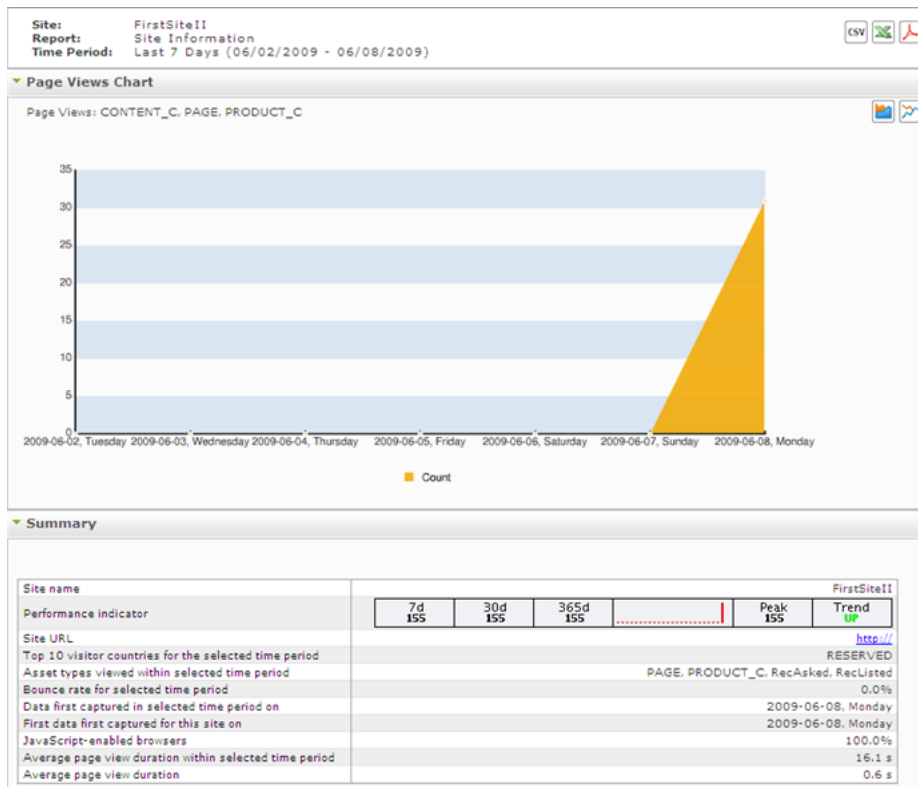
Table 3–3 "Page Views Summary by Site" List

Row Title	Description
Site Name	Name of the content management site for which the report was generated. Clicking the site name opens the online site.
Country	Country from which the site's page view was accessed during the reported time period (displayed in the report header).
Page Views (PV) within Time Period	Total number of times the site's page view was accessed by visitors in the given country during the reported time period (displayed in the report header).
PV/ MIO	Number of times the site's page view was accessed by one million of the country's population. "PV" is the "Page Views within Time Period" statistic (described in the preceding row). "MIO" is the population of the given country in millions of inhabitants.
PV Total	Total number of times that the site's page view was accessed by visitors in the given country <i>since the time data capture began</i> .

3.3 'Site Information' Report

The "Site Information" report analyzes visitors' activity on a given site during the time intervals specified in the report.

Figure 3–3 "Site Information" Report



3.3.1 'Page Views Chart'

The "Page Views Chart" plots the number of times that the site's page view was accessed versus the date on which the number was observed. (If the reported time period is one month or less, the *x*-axis reports each day in the time period.)

3.3.2 'Summary' List

The "Summary" list tabulates statistics on the usage of the site's page view and Engage assets in the reported time period and for system-defined time intervals. For a description of each statistic, see [Table 3-4](#).

Table 3-4 "Summary" List

Row	Description						
Site name	The name of the content management site for which the report was generated.						
Performance indicator	<p>A set of panels containing page view statistics for system-defined time intervals:</p> <div style="text-align: center; border: 1px solid black; padding: 5px; margin: 10px 0;"> <table border="1" style="display: inline-table; border-collapse: collapse;"> <tr> <td style="padding: 2px 5px;">7d 0</td> <td style="padding: 2px 5px;">30d 846</td> <td style="padding: 2px 5px;">365d 846</td> <td style="padding: 2px 5px; text-align: center;"> </td> <td style="padding: 2px 5px;">Peak 514</td> <td style="padding: 2px 5px;">Trend UP</td> </tr> </table> </div> <ul style="list-style-type: none"> ■ The first three panels (7d, 30d, and 365d) display the number of times that the site's page view was accessed in the last 7 days, 30 days, and 365 days, respectively. The current day is excluded from the reported time intervals. ■ The fourth panel displays a histogram, which shows the number of times that the site's page view was accessed during each week in the last 365 days (excluding the current day). Each bar represents a single week. ■ The fifth panel displays the "Peak" statistic, which reports the peak of the histogram (maximum number of pageview accesses). ■ The sixth (and final) panel displays the "Trend" statistic, indicating whether the histogram rises or falls by the end of the 365-day reporting period. 	7d 0	30d 846	365d 846		Peak 514	Trend UP
7d 0	30d 846	365d 846		Peak 514	Trend UP		
Site URL	URL of the online site. (The back end of this site is identified by the "Site name" entry.)						
Top 10 visitor countries for the selected time period	Top 10 countries from which site visitors issued requests during the reported time period (displayed in the report header). A value of RESERVED means that a country (or countries) could not be identified.						
Asset types viewed within the selected time period	Types of WebCenter Sites and Engage assets on which data was captured within the reported time period.						
Bounce rate for selected time period	Percentage of sessions that registered only a single request on the given site during the reported time period.						
Data first captured in selected time period on	The date on which the first data point in the reported time period was captured.						
First data first captured for this site on	The date on which data capture for this site has begun.						
Javascript-enabled browsers	Percentage of all visits to the site that were made using Web browsers that support JavaScript.						
Average page view duration within selected time period	The average duration of a page view on this site, calculated for the reported time period.						

Table 3-4 (Cont.) "Summary" List

Row	Description
Average page view duration	The average duration of a page view on this site, calculated from the time data capture for this site has begun until the present.

Content Information Reports

"Content Information" reports display usage statistics on published assets. The "Content Information" reports are:

- [Section 4.1, "'Internal Searches' Report"](#)
- [Section 4.2, "'Page Views' Report"](#)

4.1 'Internal Searches' Report

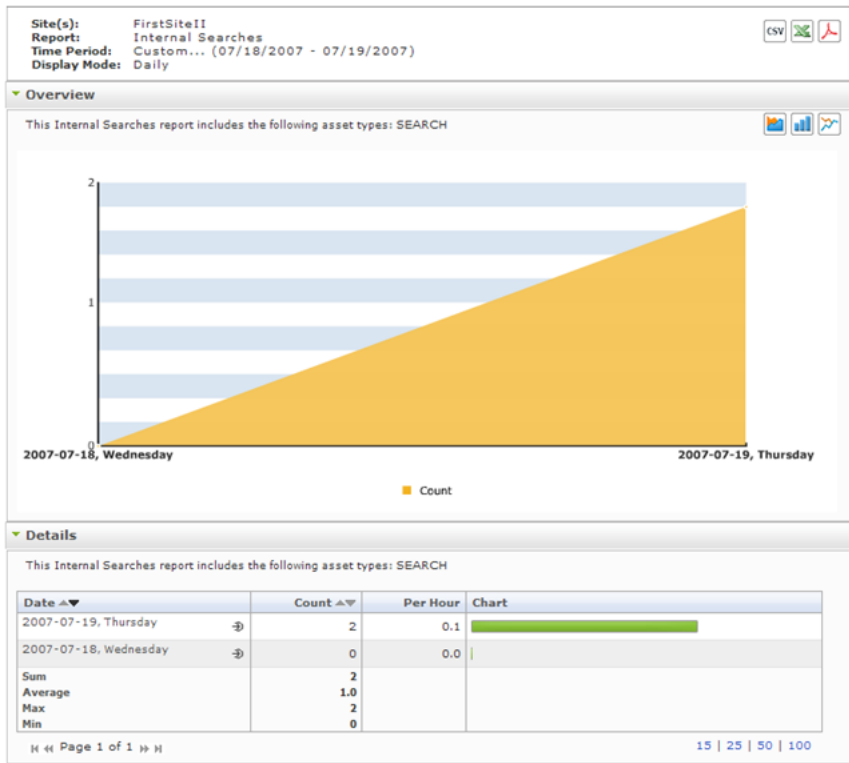
The internal searches report displays statistics on the search words and phrases that visitors entered into the site's native search function during the reported time range. This report can be generated in six display modes: daily, weekly, monthly, sum by hours, sum by weekdays, and asset mode.

Note: If you do not see an internal searches report listed in the Content Information report group, keep in mind that this report is optional and is only made available to users if the Analytics administrator configures the report.

Also note that the internal searches report is named at your Analytics administrator's discretion. Therefore, the display name of an internal searches report will not necessarily be "Internal Searches."

If you do not know what name the internal searches report was given, or if you do not see an internal searches report listed in the "Content Information" report group, then contact your Analytics administrator.

Figure 4–1 "Internal Searches" Report



4.1.1 'Overview' Chart

The "Overview" chart plots the number of times that queries were entered into the site's native search function versus the date (or time interval) when the number was observed.

4.1.2 'Details' List

The "Details" list tabulates statistics on queries in the site's native search function. For a description of each statistic, see [Table 4–1](#).

Table 4–1 "Details" List

Mode	Column Title: Description
Daily, Weekly, Monthly	<p>Date column: The <i>x</i>-axis of the "Overview" chart in this mode. Displays the day (week or month) on which the internal search was performed.</p> <ul style="list-style-type: none"> ■ In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. ■ In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. ■ In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the Drill down icon opens the report in "Assets" mode (see the "Assets" row of this table).</p> <p>Count column: The <i>y</i>-axis of the "Overview" chart in this mode. Displays the number of times that internal searches were performed on the given date.</p> <p>Per Hours column: Average number of times that internal searches were performed per hour on the given site, on the given date.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Count" column (or the value in the "Per Hour" column), for the given date.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Count [or Per Hour] <i>vs.</i> Date).</p>
Sum by Hours	<p>Hour column: The <i>x</i>-axis of the "Overview" chart in this mode. Represents the hour in which internal searches were performed. "00 hours" is defined as 12:00 a.m.</p> <p>Count column: The <i>y</i>-axis of the "Overview" chart in this mode. Displays the average number of internal searches that were performed during the given hour. The average is computed over the reported time range.</p>
Sum by Weekdays	<p>Weekday column: The <i>x</i>-axis of the "Overview" chart in this mode. Displays the day of the week (Monday, Tuesday, etc.) on which internal searches on this site were performed.</p> <p>Count column: The <i>y</i>-axis of the "Overview" chart in this mode. Displays the average number of times that internal searches were performed on the given weekday, during the reported time range.</p> <p>Per Hour column: Average number of internal searches that were performed hour on the given site, on the given weekday. The average is computed over the reported time range.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Count" column (or the value in the "Per Hour" column), for the given date.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Count [or Per Hour] <i>vs.</i> Weekday).</p>

Table 4–1 (Cont.) "Details" List

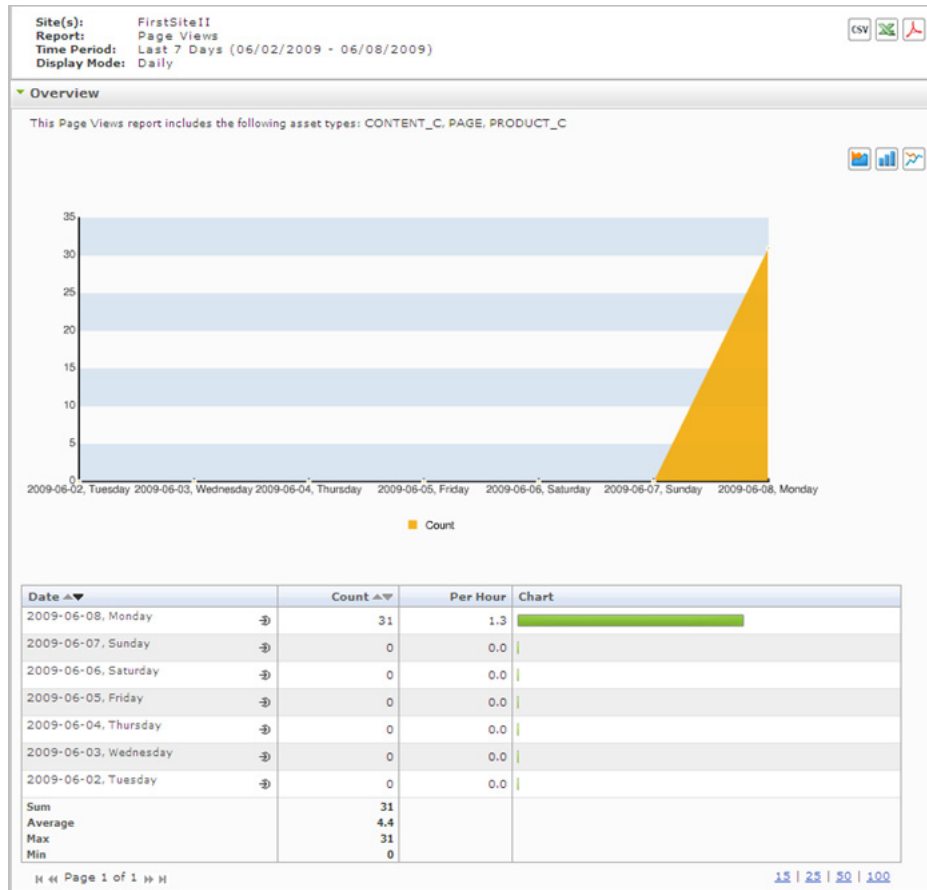
Mode	Column Title: Description
Assets	<p>Search Keyword column: Search word or phrase that was entered during the reported time range (specified in the report header).</p> <p>Count column: Number of times that the query was entered during the reported time range.</p> <p>Asset Type column: Asset types tracked by the report. The only value displayed in this column is <code>SEARCH</code>.</p> <p>Min. Results column: The smallest number of results that were returned for the given query in the reported time range. (The number of results varies as the content of the site is changed.)</p> <p>Max Results column: The greatest number of results that were returned for the given query in the reported time range. (The number of results varies as the content of the site is changed.)</p>

4.2 'Page Views' Report

The "Page Views" report displays usage statistics on a site's page view and the assets it specifies. This report can be generated in six display modes: daily, weekly, monthly, sum by hours, sum by weekdays, and asset mode.

Note: The "Page Views" report returns statistics on the `Pageview` object. The object is defined by the WebCenter Sites administrator. A `Pageview` object can be either a single asset type or multiple asset types on a given content management site. The "Page Views" report is generated for assets of those types. For more information about the `Pageview` object, see your Analytics administrator. (A definition for the `Pageview` object is available in the [Glossary](#).)

Figure 4-2 "Page Views" Report



4.2.1 'Overview' Chart

The "Overview" chart plots the number of times a site's page view was accessed versus the date (or time interval) when the number was observed.



4.2.2 'Overview' Details List

The "Overview" details list tabulates statistics on the usage of a site's page view during the reported time period. For a description of each statistic, see [Table 4-2](#).

Table 4–2 "Overview" Details List

Mode	Column Title: Description
Daily, Weekly, Monthly	<p>Date column: The <i>x</i>-axis of the "Page Views" chart in this mode. Displays the day (week or month) for which page view statistics are being reported.</p> <ul style="list-style-type: none"> ■ In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. ■ In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. ■ In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the Drill down icon opens the report in "Assets" mode. The report identifies which assets in the site's page view were visited on the given date.</p> <p>In the "Assets" mode, clicking the clickstream icon in an asset's "Clickstream" column opens the Clickstream report with the selected asset as the starting point. For more information, see Section 3.1, "Clickstream' Report."</p> <p>Count column: The <i>y</i>-axis of the "Page Views" chart in this mode. Displays the number of times that the site's page view was accessed on the given date.</p> <p>Per Hour column: Average number of times that the site's page view was accessed per hour on the given site, on the given date.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Count" column (or the value in the "Per Hour" column), for the given date.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Count [or Per Hour] <i>vs.</i> Date).</p>
Sum by Hours	<p>Hour column: The <i>x</i>-axis of the "Page Views" chart in this mode. Displays the hour in which the site's page view was accessed.</p> <p>"00 hours" is defined as 12:00 a.m.</p> <p>Count column: The <i>y</i>-axis of the "Page Views" chart in this mode. Displays the average number of times that the site's page view was accessed during the given hour. The average is computed over the reported time period.</p>

Table 4–2 (Cont.) "Overview" Details List

Mode	Column Title: Description
Sum by Weekdays	<p>Weekday column: The <i>x</i>-axis of the "Page Views" chart in this mode. Displays the day of the week (Monday, Tuesday, etc.) on which the site's page view was accessed.</p> <p>Count column: The <i>y</i>-axis of the "Page Views" chart in this mode. Displays the average number of times that the site's page view was accessed on the given weekday during the reported time period.</p> <p>Per Hour column: Average number of times that the site's page view was accessed per hour on the given site, on the given weekday. The average is computed over the reported time period.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Count" column (or the value in the "Per Hour" column), for the given date.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Count [or Per Hour] <i>vs.</i> Date).</p>
Assets	<p>Asset Name column: Name of the asset that was accessed during the reported time period.</p> <p>Note: Mousing over the asset name displays the Object ID.</p> <p>Objectdetail column: Provides detailed information about a specific asset, along with its page view information, when the Drill down icon (shown below) is clicked for that asset.</p> <div style="text-align: center; margin: 10px 0;">  </div> <p>Asset Type column: Type of asset that was accessed during the reported time period.</p> <p>Count column: Number of times that the asset was accessed during the reported time period (displayed in the report header).</p> <p>Clickstream column: View the page views for a specific asset in Clickstream mode when you click the Clickstream icon (shown below).</p> <div style="text-align: center; margin: 10px 0;">  </div>

Engage Reports

"Engage" reports display statistics on the usage of recommendations and recommended assets by segment.

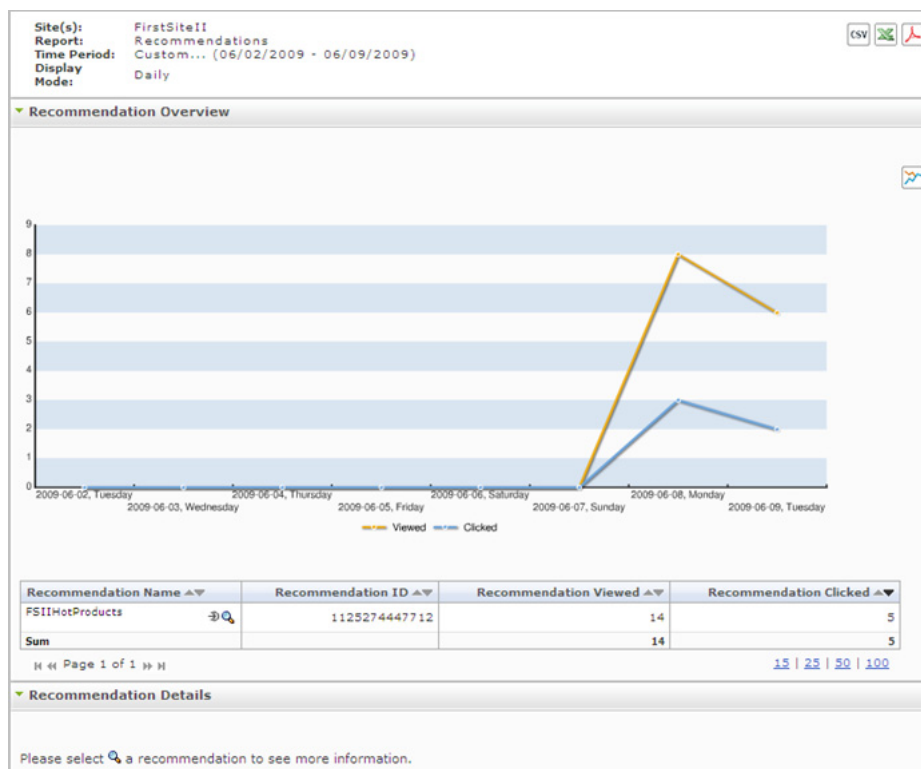
The "Engage" reports presented in this chapter are:

- Section 5.1, "Recommendations' Report"
- Section 5.2, "Segments' Report"

5.1 'Recommendations' Report

The "Recommendations" report analyzes the recommendations that visitors accessed on the given site during the reported time period. The report can be generated in three display modes: daily, weekly, and monthly.

Figure 5–1 "Recommendations" Report



5.1.1 'Recommendation Overview' Chart

The "Recommendation Overview" chart plots the data shown in the table directly underneath it:

- Each point on the yellow "Viewed" graph represents the sum of the number of times the recommendations listed in the table below the chart were viewed on the corresponding day, during the reported time period.
- Each point on the blue "Clicked" graph represents the sum of the number of times the recommendations (and the assets they reference) listed in the table below the chart were clicked on the corresponding day, during the reported time period.
- The *x*-axis reports the date on which the number was observed.

This chart tabulates the total number of times that a given recommendation was accessed during the reported time period. For a description of each statistic, see [Table 5-1](#).

Table 5-1 "Recommendation Overview" Chart

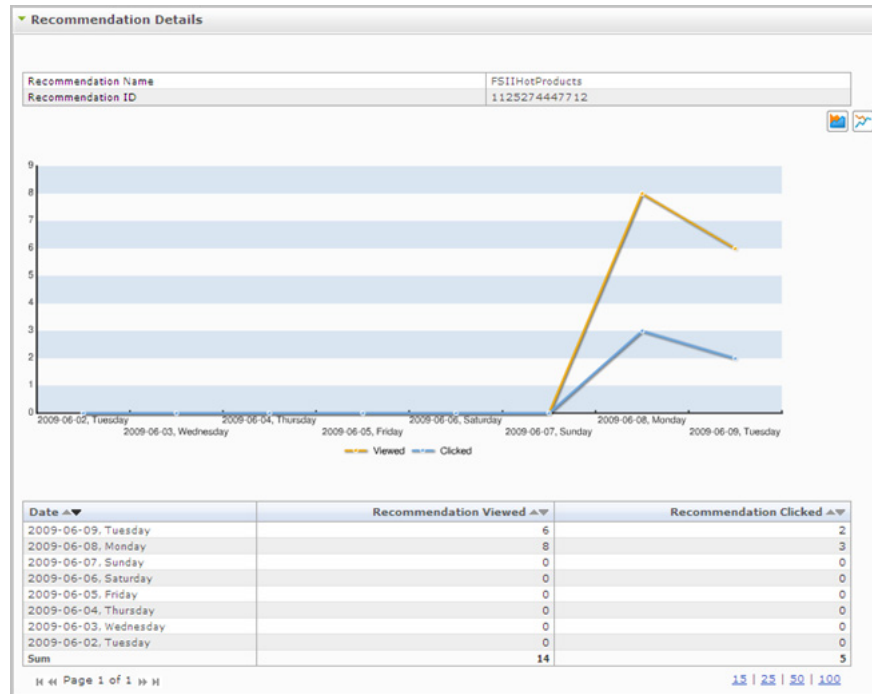
Mode	Column Title: Description
Daily, Weekly, Monthly	<p>Recommendation Name column: Name of the recommendation that was accessed during the reported time period (specified in the report header).</p> <p>Clicking the Drill down icon opens the "Segments" report to correlate the recommendation with the interested segments (see Section 5.2, "Segments' Report").</p> <p>Recommendation ID column: Randomly generated number that Engage and WebCenter Sites use to identify the recommendation.</p> <p>Recommendation Viewed column: Number of times that visitors were referred to the recommendation during the reported time period. Note that the visitors do not actively select or browse the recommendation. Rather, they are led to the recommendation by links on other sites.</p> <p>Recommendation Clicked column: Number of times that visitors clicked the recommendation (or one of the assets referred by it) during the reported time period. Each click registers an impression on the page, indicating that the recommendation was actively selected by the visitor.</p>

For each recommendation listed in this table, you have the following options available:

- Click a recommendation's **Drill Down** (bullet-head) icon, to display the [Section 5.2, "Segments' Report"](#) and [Section 5.2.2, "Segments' List"](#) for the recommendation.
- Click a recommendation's **Details** (magnifier) icon to display data pertaining to this recommendation in the [Section 5.1.2, "Recommendation Details' Chart."](#)

5.1.2 'Recommendation Details' Chart

Figure 5–2 "Recommendation Details" Report



The "Recommendation Details" chart plots the data shown in the table underneath it:

- Each point on the yellow "Viewed" graph represents the number of times the given recommendation was viewed on the corresponding day, during the reported time period.
- Each point on the blue "Clicked" graph represents the number of times an asset recommended by the given recommendation was clicked on the corresponding day, during the reported time period.
- The x-axis reports the date on which the number was observed.

The "Recommendation Details" chart tabulates how many times recommendations were viewed or clicked during each day (week or month) in the reported time period. For a description of each statistic, see [Table 5–2](#).

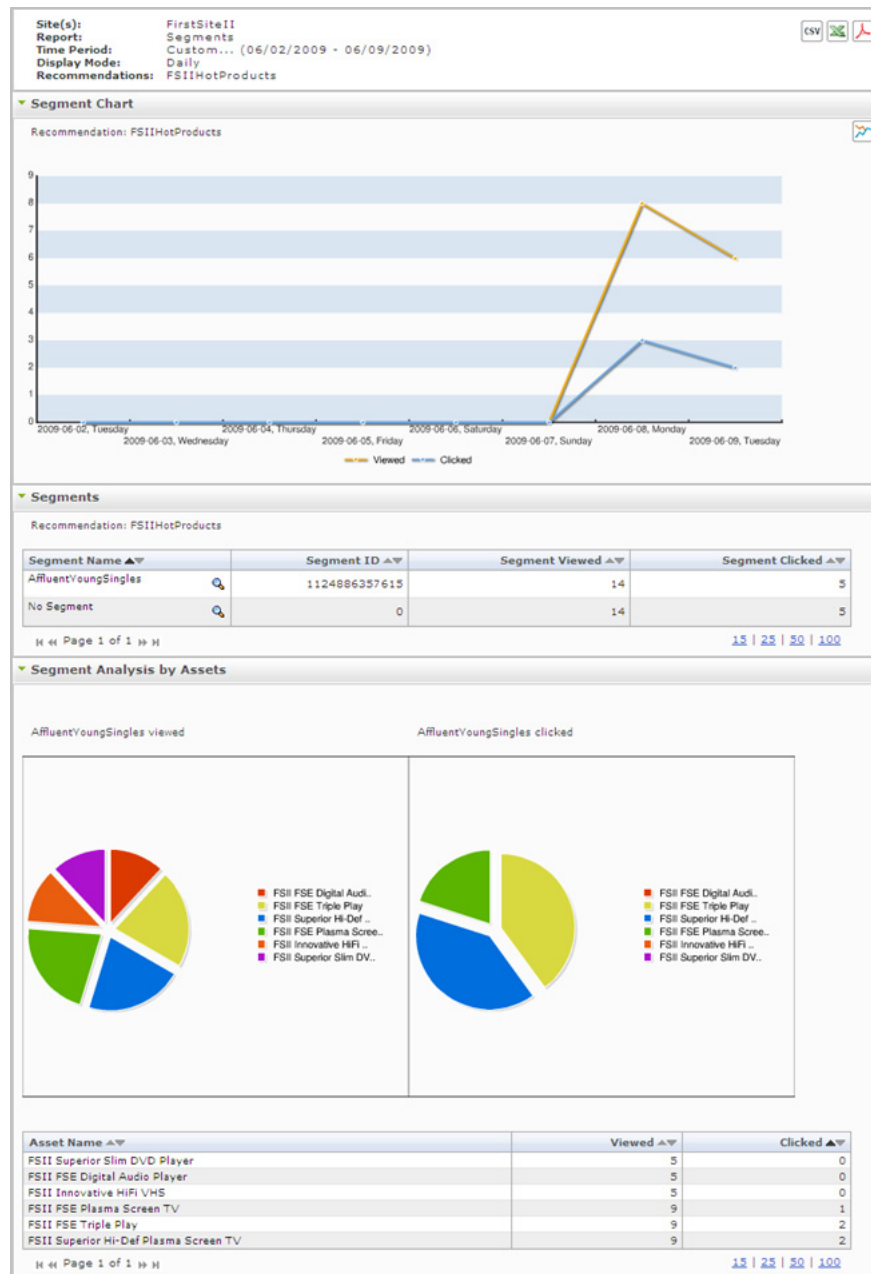
Table 5–2 "Recommendation Details" Chart

Mode	Column Title: Description
Daily, Weekly, Monthly	<p data-bbox="745 268 1224 323">Date column: Day (week or month) on which recommendations were accessed.</p> <ul style="list-style-type: none"> <li data-bbox="745 338 1360 392">■ In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. <li data-bbox="745 407 1360 483">■ In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. <li data-bbox="745 497 1312 552">■ In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p data-bbox="745 567 1360 695">Recommendation Viewed column: Number of times that visitors were referred to the recommendation during the reported time period. Note that the visitors do not actively select or browse the recommendation. Rather, they are led to the recommendation by links on other sites.</p> <p data-bbox="745 709 1360 840">Recommendation Clicked column: Number of times that visitors clicked the recommendation (or one of the assets it references) during the reported time period. Each click registers an impression on the page, indicating that the recommendation was actively selected by the visitor.</p>

5.2 'Segments' Report

The "Segments" report analyzes the segments whose members accessed Engage assets during the reported time period. The report can be generated in three display modes: daily, weekly, and monthly.

Figure 5-3 "Segments" Report




5.2.1 'Segment Chart'

The "Segment Chart" is a line chart that plots the number of times that a given segment viewed or clicked the recommendation that is named below the "Segment Chart" label. The x-axis reports the date on which the number was observed. For a definition of *viewed* and *clicked*, see Table 5-3.

5.2.2 'Segments' List

The "Segments" list tabulates statistics for the individual segments that issued requests for recommendations. For a description of each statistic, see Table 5-3.

Table 5–3 "Segment Analysis by Assets" Chart

Display Mode	Column Title: Description
Daily, Weekly, Monthly	<p data-bbox="737 268 1360 352">Segment Name column: Name of the segment that issued requests for the recommendation. (The recommendation is identified directly below the "Segment Analysis" label.)</p> <p data-bbox="737 363 1360 499">Clicking the chart icon opens an additional chart named "Segment Analysis by Assets," showing which recommended assets were clicked and visited by segment members, and in which proportions the recommended assets were clicked and visited.</p> <p data-bbox="737 510 1065 541">The chart icon is shown below:</p> <div data-bbox="964 562 992 594" style="text-align: center;">  </div> <p data-bbox="737 625 1328 678">Segment ID column: Randomly generated number that Engage uses to identify the segment.</p> <p data-bbox="737 688 1365 825">Segment Viewed column: Number of times that members of this segment were referred to recommendations during the reported time period. Note that the members do not actively select or browse the recommendations. Rather, they are led to the recommendations by links on other sites.</p> <p data-bbox="737 835 1365 966">Segment Clicked column: Number of times that members of this segment clicked recommendations on the site during the reported time period. Each click registers an impression on the page, indicating that the recommendation was actively selected by the member.</p>

5.2.3 'Segment Analysis by Assets' Chart

The "Segment Analysis by Assets" chart analyzes a segment in terms of the recommended assets its members viewed (were led to) and clicked. For example, the left-hand pie chart on [Section 5.2, "Segments' Report,"](#) shows which recommended assets were *viewed* by the segment during the reported time period, and in which proportions. The right-hand pie chart shows which recommended assets were *clicked* and in which proportions.

User Information Reports

"User Information" reports display statistics pertaining to visitors of a given site. Statistics include:

- Technical information, such as the browsers that were used and the IP addresses from which content was accessed.
- Demographic information, such as the visitors' countries of origin and the countries' populations.

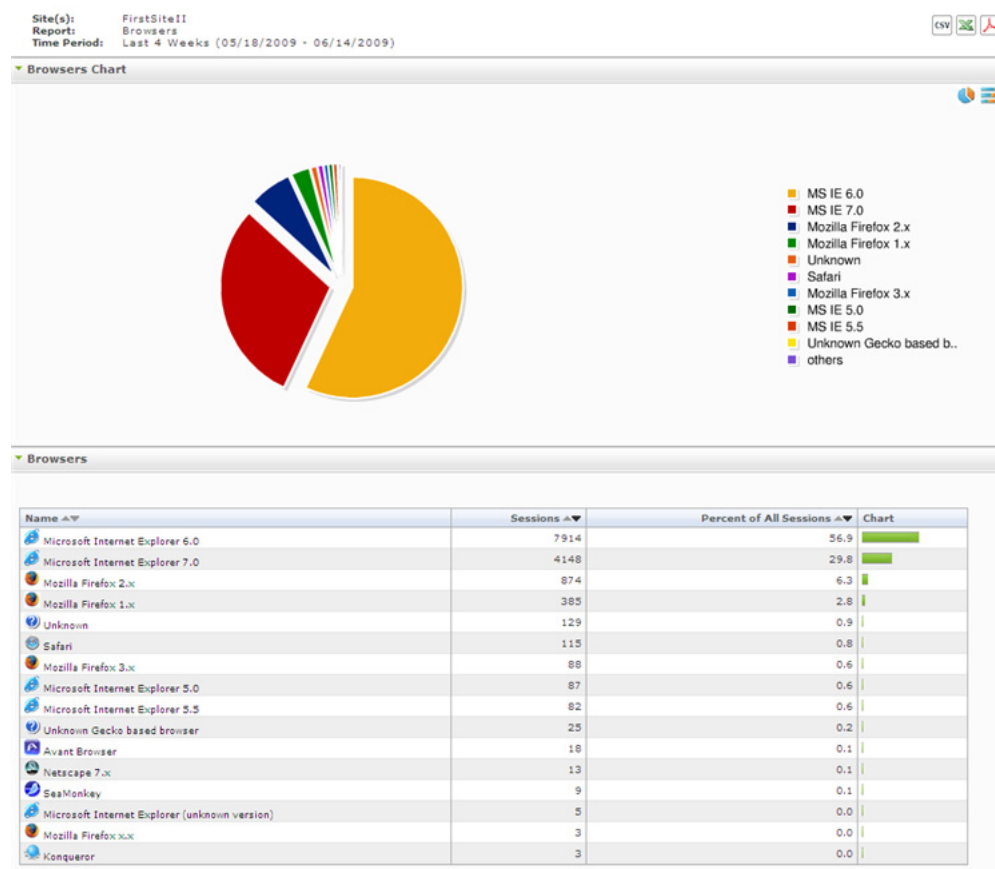
The following "User Information" reports can be generated on all sites in all WebCenter Sites installations:

- [Section 6.1, "Browsers' Report"](#)
- [Section 6.2, "Countries' Report"](#)
- [Section 6.3, "Entry/Exit Pages' Report"](#)
- [Section 6.4, "External Search Engines' Report"](#)
- [Section 6.5, "Hosts' Report"](#)
- [Section 6.6, "IP Addresses' Report"](#)
- [Section 6.7, "Operating Systems' Report"](#)
- [Section 6.8, "Referrers' Report"](#)
- [Section 6.9, "Screen Resolution' Report"](#)
- [Section 6.10, "Sessions' Report"](#)
- [Section 6.11, "Visitors' Report"](#)

6.1 'Browsers' Report

The "Browsers" report identifies the browsers that visitors used to access a given site's page view within the reported time period.

Figure 6–1 "Browsers" Report



6.1.1 'Browsers Chart'

The "Browsers Chart" shows how often a given browser was used to access the site's page view during the reported time period. Each sector (or bar) represents the percentage of sessions that ran with a given browser on the given site during the reported time period.

6.1.2 'Browsers' List

The "Browsers" list tabulates statistics on the browsers that visitors used to browse the given site during the reported time period. For a description of each statistic, see [Table 6–1](#).

Table 6–1 "Browsers" List

Column Title	Description
Name	Browser that visitors used to access the site's page view within the reported time period (displayed in the report header).
Sessions	Number of sessions in which a given browser was used during the reported time period.

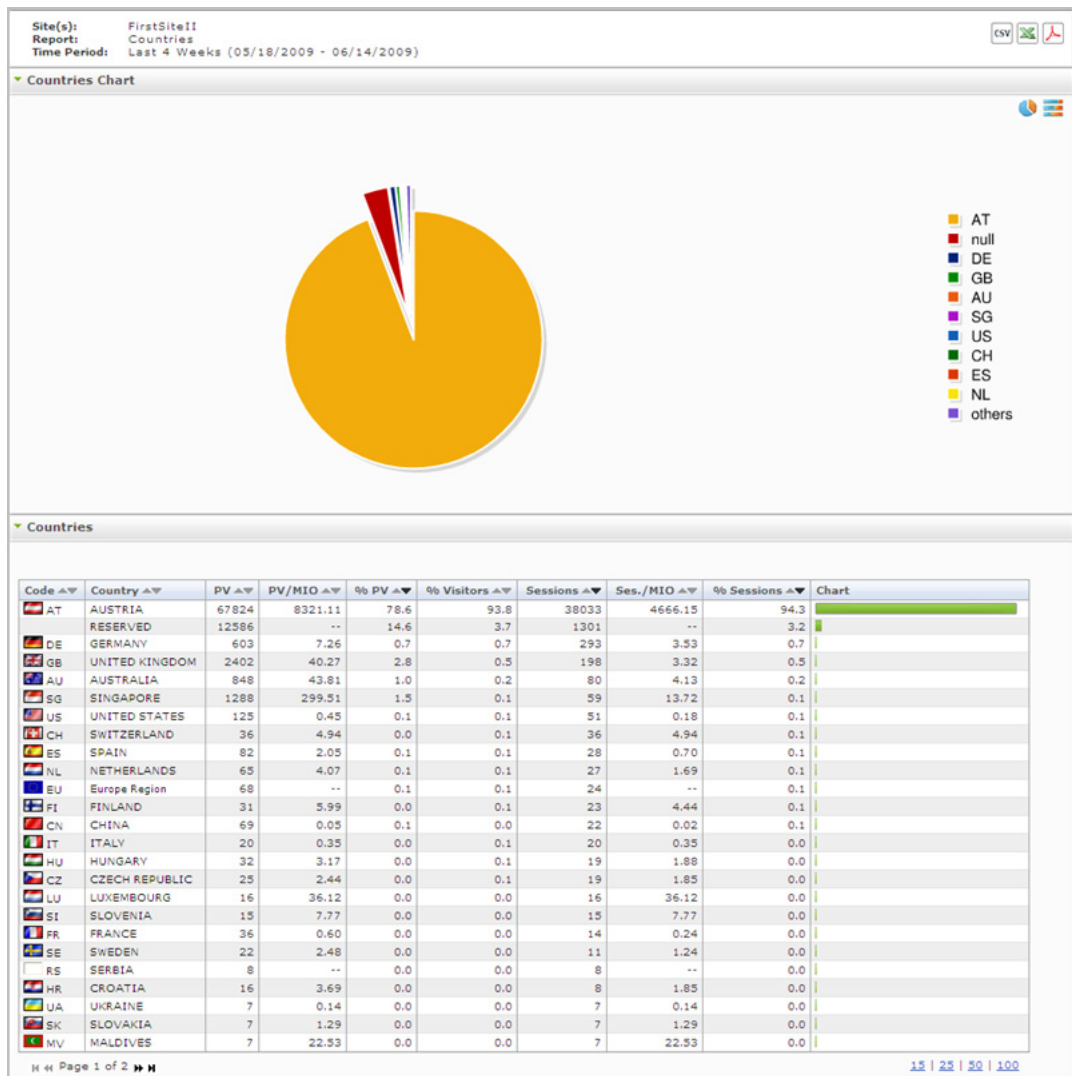
Table 6–1 (Cont.) "Browsers" List

Column Title	Description
Percent of All Sessions	<p>Displayed as a sector in the "Browsers" pie chart (bar in the bar chart).</p> <p>Number of times that the site's page view was accessed by a given browser, divided by the total number of page view accesses by all browsers. The result is multiplied by 100 and plotted as a sector in the pie chart (a bar in the bar chart).</p> <p>Note: The chart allocates a sector (bar) to any browser with at least 10% usage. Browsers with usage values below 10% are combined into a sector (bar) labeled "Other."</p>
Chart	<p>Horizontal bar whose length expresses the value in the "Sessions" column (or the "Percent of all Sessions" column), for the given browser.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Sessions [or Percent of all Sessions] <i>vs.</i> Name of browser).</p>

6.2 'Countries' Report

The "Countries" report identifies the countries from which visitors accessed the page view of a given site within the reported time period.

Figure 6–2 "Countries" Report



6.2.1 'Countries Chart'

The "Countries Chart" shows how frequently visitors in a given country accessed the site's page view during the reported time period. Each sector (or bar) of the chart represents the percentage of sessions that originated in a given country and ran on the given site during the reported time period.

6.2.2 'Countries' List

The "Countries" list tabulates statistics on the countries from which visitors browsed the given site during the reported time period. For a description of each statistic, see [Table 6–2](#).

Table 6–2 "Countries" List

Column	Description
Code	Country code and flag-icon of the visiting country determined from visitors' IP addresses.

Table 6–2 (Cont.) "Countries" List

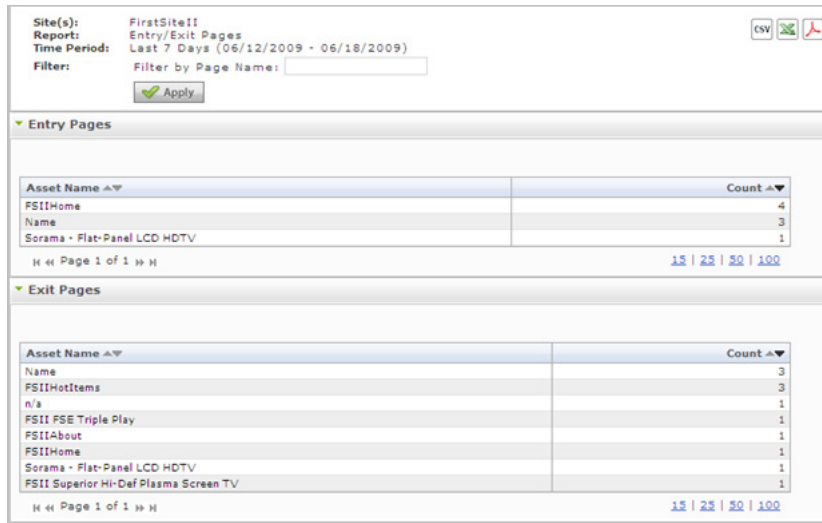
Column	Description
Country	Name of the visiting country, determined from visitors' IP addresses. Any IP address that does not return country information is listed at the bottom of the report as "RESERVED."
PV	Number of page views that originated from the given country.
PV/MIO	Number of page views per one million of the country's population during the reported time period: "PV" is the statistic described in the preceding row, and "MIO" is the population of the country in millions of inhabitants.
% PV	Percentage of total page views recorded for the site that originated from the given country.
% Visitors	Percentage of the total number of visitors recorded for the site that originated from the given country.
Sessions	Number of browser sessions that originated in the given country during the reported time period, on the given site.
Sessions/MIO	Number of browser sessions per one million of the country's population during the reported time period: "Sessions" is the statistic described in the preceding row, and "MIO" is the population of the country in millions of inhabitants.
% Sessions	Displayed as a sector in the "Countries" pie chart (bar in the "Countries" bar chart). Percentage of browser sessions that originated in the given country during the reported time period, on the given site.
Chart	Horizontal bar whose length expresses the value in the "Sessions" column (or "% Sessions" column), for the given country. When two or more line items are displayed, the bars in the "Chart" column define a histogram (Sessions [or % Sessions] vs. Country).

6.3 'Entry/Exit Pages' Report

The "Entry/Exit Pages" report identifies the beginning and ending pages of the sessions that ran on the given site within the reported time period.

Note: The "Entry/Exit Pages" report provides you with a filter which enables you to filter the report results by page name.

Figure 6–3 "Entry/Exit Pages" Report



6.3.1 'Entry Pages' List

The "Entry Pages" list tabulates statistics on the beginning pages of the sessions on the given site during the reported time period. For a description of each statistic, see [Table 6–3](#).

Table 6–3 "Entry Pages" List

Column Title	Description
Asset Name	Name of the page that was accessed as the session's beginning page during the reported time period (displayed in the report header).
Count	Number of times that the page was accessed as the session's beginning page during the reported time period.

6.3.2 'Exit Pages' List

The "Exit Pages" list tabulates statistics on the final pages of the sessions that ran on the given site during the reported time period. For a description of each statistic, see [Table 6–4](#).

Table 6–4 "Exit Pages" List

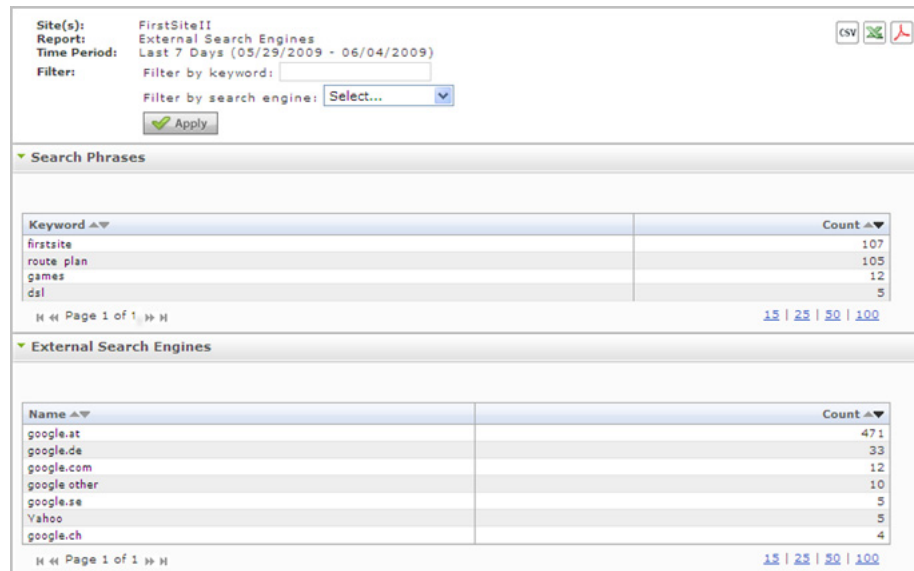
Column Title	Description
Asset Name	Name of the page that was accessed as the session's ending page during the reported time period (displayed in the report header).
Count	Number of times that the page was accessed as the session's ending page during the reported time period.

6.4 'External Search Engines' Report

The "External Search Engines" report lists search phrases that led visitors to the given site. This report also identifies the search engine that was used. All the search phrases were entered into sites that are external to WebCenter Sites.

Note: The "External Search Engines" report provides you with a filter which enables you to filter the report results based on keyword and/or the search engine used.

Figure 6–4 "External Search Engines" Report



6.4.1 'Search Phrases' List

The "Search Phrases" list tabulates statistics on the searches that visitors performed on an external site, using external search engines. For a description of each statistic, see [Table 6–5](#).

Table 6–5 "Search Phrases" List

Column Title	Description
Keyword	Search word or phrase that was entered. Search phrase information is captured when a click on the search engine's results list converts to a hit.
Count	Number of times that the keyword was entered during the reported time period.

6.4.2 'External Search Engines' List

The "External Search Engines" list tabulates statistics on the external search engines that visitors used while browsing the given site during the reported time period. For a description of each statistic, see [Table 6–6](#).

Table 6–6 "External Search Engines" List

Column Title	Description
Name	URL of the search engine that executed the search phrase.
Count	Number of times in the reported time period that the search engine was invoked to search on the keyword in the "Search Phrases" list (Table 6–5).

6.5 'Hosts' Report

The "Hosts" report identifies the hosts from which visitors accessed the site's page view within the reported time period. For a description of each statistic, see [Table 6-12](#).

Note: The "Hosts" report provides users with a filter which enables you to filter report results by host name.

Figure 6-5 "Hosts" Report

The screenshot shows the 'Hosts' report interface. At the top, it displays the site name 'FirstSiteII', the report type 'Hosts', and the time period 'Last 7 Days (05/29/2009 - 06/04/2009)'. There is a filter field for 'Filter by Host Name' and an 'Apply' button. Below this is a table with two columns: 'Host Name or IP Address' and 'Count'. The table lists various IP addresses and their corresponding counts. At the bottom of the table, there are navigation links: 'Page 1 of 198' and '11 | 21 | 50 | 100'.

Host Name or IP Address	Count
172.16.0.0	425
172.16.1.1	291
172.16.1.2	89
10.0.0.0	80
10.255.255.255	76
10.155.155.155	70
172.25.100.100	58
172.16.0.0	57
10.255.255.255	55
10.155.155.155	41
10.105.155.155	38
172.16.0.0	35
10.0.0.0	33
172.25.100.255	32
10.105.155.155	30
10.154.155.155	29

6.5.1 'Hosts' List

The "Hosts" list provides information and statistics on the host or IP Address of the machine a visitor used to access the given site during the reported time period. For a description of each statistic, see [Table 6-12](#).

Table 6-7 "Hosts" List

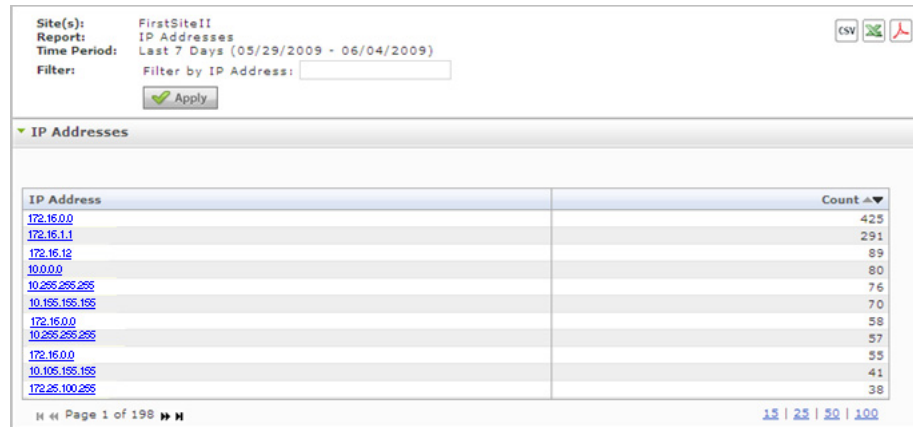
Column Title	Description
Host Name or IP Address	Host name or IP address of the machine from which visitors accessed the site's page view within the reported time period. Any IP address that does not return country information is listed at the bottom of the report as "Reserved."
Count	Number of times that the site's page view was accessed from the given host within the reported time period (displayed in the report header).

6.6 'IP Addresses' Report

The "IP Addresses" report lists the IP addresses from which visitors accessed the site's page view within the reported time period.

Note: The "IP Addresses" report provides users with a filter which enables the user to filter the report results based on IP address.

Figure 6-6 "IP Addresses" Report



6.6.1 'IP Addresses' List

The "IP Addresses" list provides information and statistics about which IP addresses were used by visitors to access the site's page view during a reported time period. For a description of each statistic, see [Table 6-8](#).

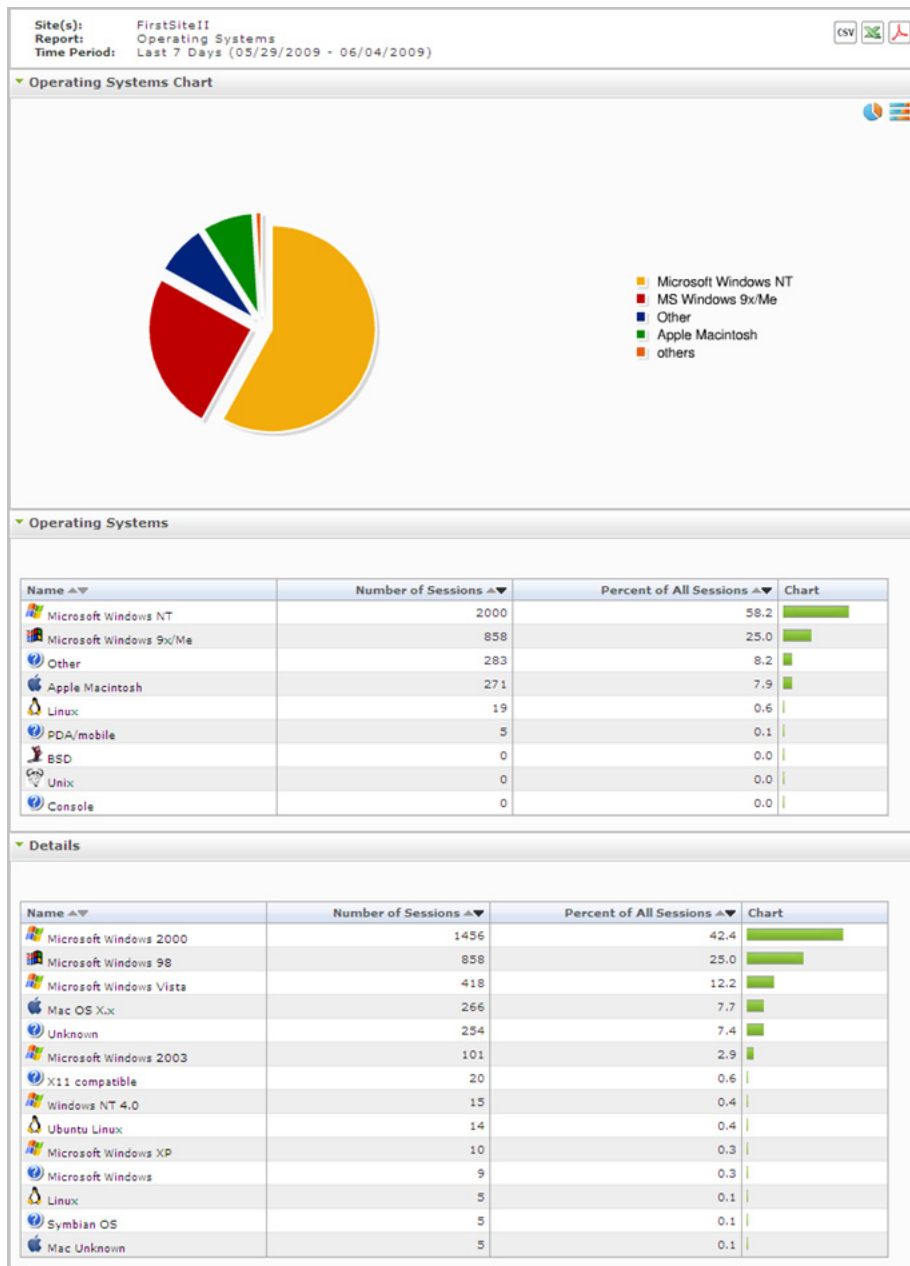
Table 6-8 "IP Addresses" List

Column Title	Description
IP Address	IP address from which visitors accessed the site's page view during the reported time period. Clicking the IP address displays detailed information about the IP address, including the country of origin. An IP address that does not return country information is listed at the bottom of the list as "Reserved."
Count	Number of times that the site's page view was accessed from the given IP address during the reported time period (displayed in the report header).

6.7 'Operating Systems' Report

The "Operating Systems" report identifies the operating systems from which visitors accessed the page view of a given site during the reported time period.

Figure 6–7 "Operating Systems" Report



6.7.1 'Operating Systems Chart'

The "Operating Systems Chart" shows how often a given operating system was used to access the site's page view. Each sector (or bar) represents the percentage of sessions that ran with the given operating system on the given site during the reported time period.

6.7.2 'Operating Systems' List

The "Operating Systems" list tabulates statistics on the operating systems that were used to browse the given site during the reported time period. For a description of each statistic, see [Table 6–9](#).

Table 6–9 "Operating Systems" List

Column Title	Description
Name	Operating system that visitors used to access the site's page view within the reported time period.
Number of Sessions	Number of sessions in which the given operating system was used during the reported time period.
Percent of All Sessions	<p>Displayed as sectors in the "Operating Systems" chart.</p> <p>Number of times that the site's page view was accessed by a given operating system, divided by the total number of accesses by all operating systems. The result is multiplied by 100 and plotted as a sector in the pie chart.</p> <p>Note: The pie chart allocates a sector to any operating system with at least 1% usage. Operating systems with usage values below 1% are combined into a sector labeled "Other."</p>
Chart	<p>Horizontal bar whose length expresses the value in the "Number of Sessions" column (or the value in the "Percent of Sessions" column), for the given operating system.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Number of Sessions [or Percent of Sessions] <i>vs.</i> Name of the Operating System).</p>

6.7.3 'Details' List

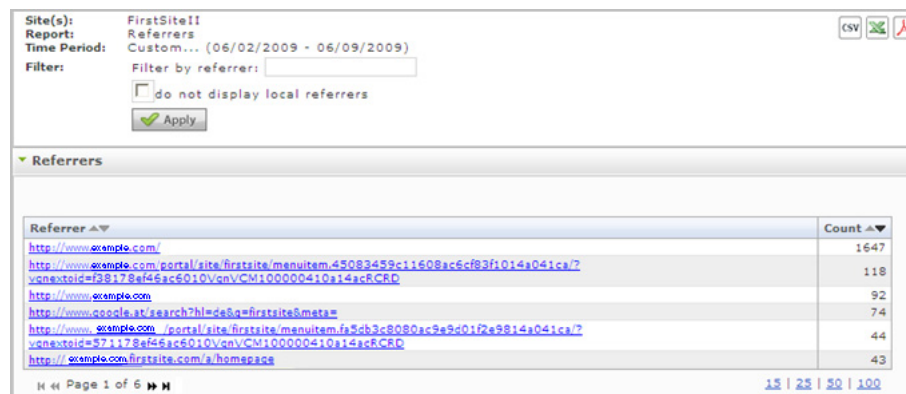
The "Details" list tabulates statistics on the sub-systems of the operating systems that are named in Table 6–9. For a description of each statistic, see the Table 6–9.

6.8 'Referrers' Report

The "Referrers" report lists referring URLs—external sites from which visitors followed links to the given site within the reported time period.

Note: The "Referrers" report provides users with a filter. When the user selects the checkbox "do not display local referrers", all local referrers are filtered out of the report results, leaving only external referrers listed. You can also filter report results by a specific referrer.

Figure 6–8 "Referrers" Report



6.8.1 'Referrers' List

The "Referrers" list provides information and statistics about the URL that was used to lead the visitor to the given site during the reported time period.

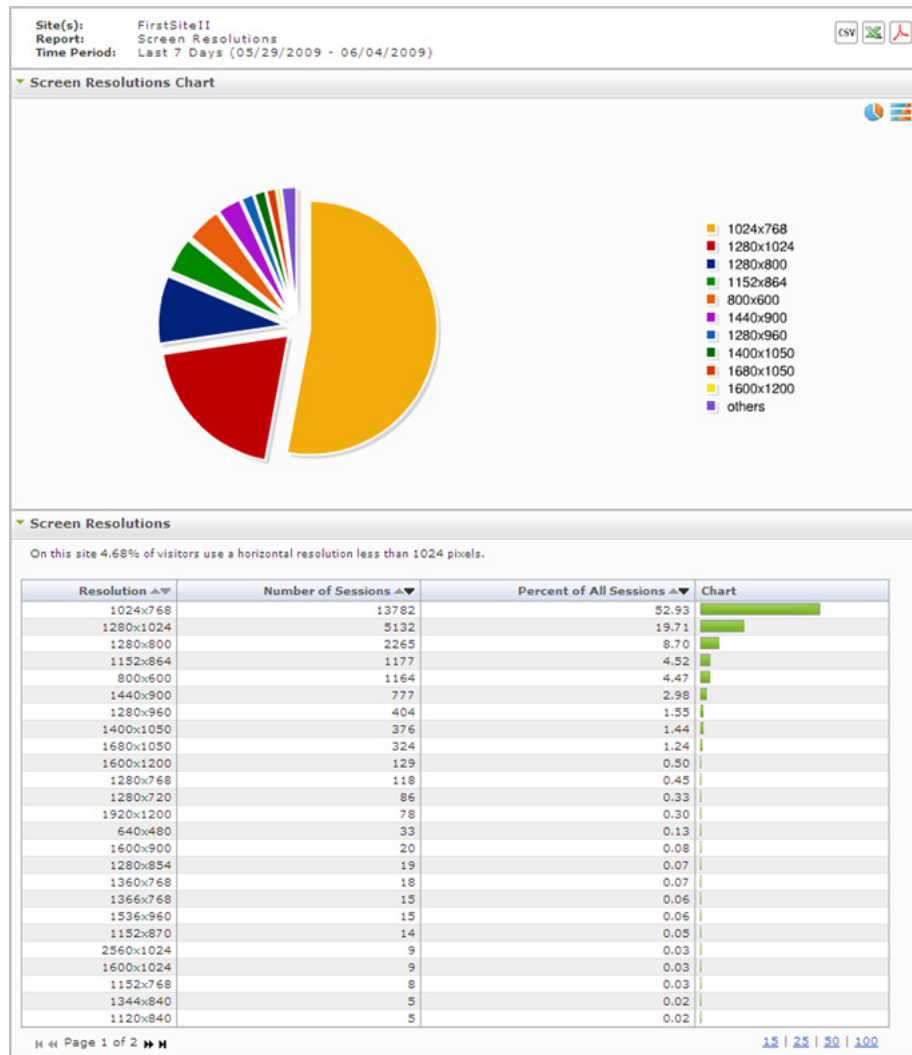
Table 6–10 "Referrer" List

Column Title	Description
Referrer	URL of the external site that led visitors to this site.
Count	Number of times that the referring URL triggered the current site's page view within the reported time period.

6.9 'Screen Resolution' Report

The "Screen Resolution" report provides information about the screen resolutions used by visitors to access the site during the reported time period.

Figure 6–9 "Screen Resolution" Report



6.9.1 'Screen Resolutions Chart'

The "Screen Resolutions Chart" shows how often a given screen resolution was used to access content on the site in a given time period. Each sector (or bar) represents the percentage of client browsers that used a horizontal resolution of less than 1024 pixels to access content on the given site during the reported time period.

6.9.2 'Screen Resolutions' List

The "Screen Resolution" list tabulates statistics about which screen resolution visitors used while accessing the given site during the reported time period. For a description of each statistics, see [Table 6–11](#).

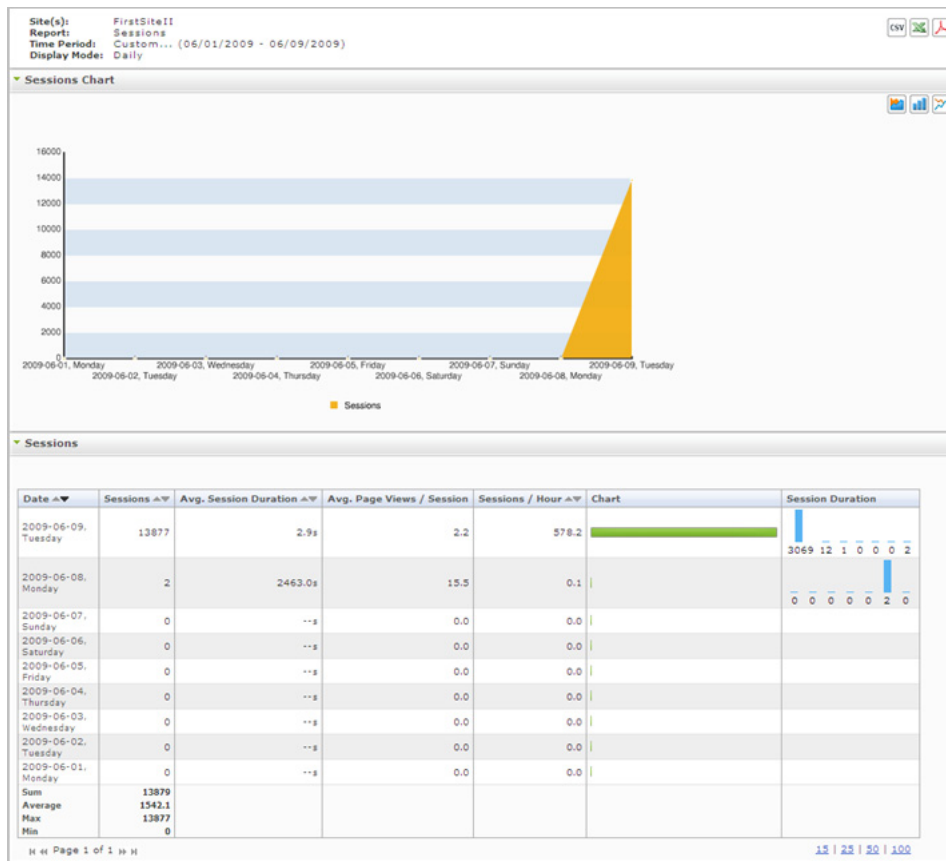
Table 6–11 "Screen Resolution" List

Column	Description
Resolution	Horizontal density of pixels across the browser's screen.
Number of Sessions	Number of sessions during which the given resolution was used, in the reported time period.
Percent of All Sessions	Percentage of sessions during which the given resolution was used.
Chart	Horizontal bar whose length expresses the value in the "Number of Sessions" column (or the value in the "Percent of all Sessions" column), for the given resolution. When two or more line items are displayed, the bars in the "Chart" column define a histogram (Number of Sessions [or Percent of all Sessions] <i>vs.</i> Resolution).

6.10 'Sessions' Report

The "Sessions" report lists the frequency and duration of the browser sessions that ran on a given site within the reported time period.

Figure 6–10 "Sessions" Report



6.10.1 'Sessions Chart'

The "Sessions Chart" plots the frequency of browser sessions versus the date (or time interval) when the frequency was observed.

6.10.2 'Sessions' List

The "Sessions" list tabulates statistics on the browser sessions that ran on the given site during the reported time period. For a description of each statistic, see [Table 6–12](#).

Table 6–12 "Sessions" List

Mode	Column Title and Description
Daily, Weekly, Monthly	<p>Date column: The <i>x</i>-axis of the "Sessions" chart. Displays the day (week or month) in which data was captured and for which statistics are being reported.</p> <ul style="list-style-type: none"> ■ In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. ■ In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. ■ In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Sessions column: The <i>y</i>-axis of the "Sessions" chart. Number of browser sessions that ran on the given date.</p> <p>Avg. Session Duration column: Average session length (in seconds) on the given date.</p> <p>Avg. Page Views / Session column: Average number of page views per session on the given date.</p> <p>Sessions / Hour column: Average number of sessions per hour on the given date.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Sessions" column, for the given date. When two or more line items are displayed, the bars in the "Chart" column define a histogram (Sessions <i>vs.</i> Date).</p> <p>Session Duration column: Vertical bar chart showing the distribution of session duration on the given date. From left to right, the quantiles (in seconds) are as follows: 0–30 31–120 121–300 301–900 901–1800 1801–3600 3601–43200</p> <p>Results are interpreted as shown in the following example: A value of "15" in the 31–120 quantile means that 15 sessions on the given date lasted from 31 seconds up to and including 120 seconds.</p>

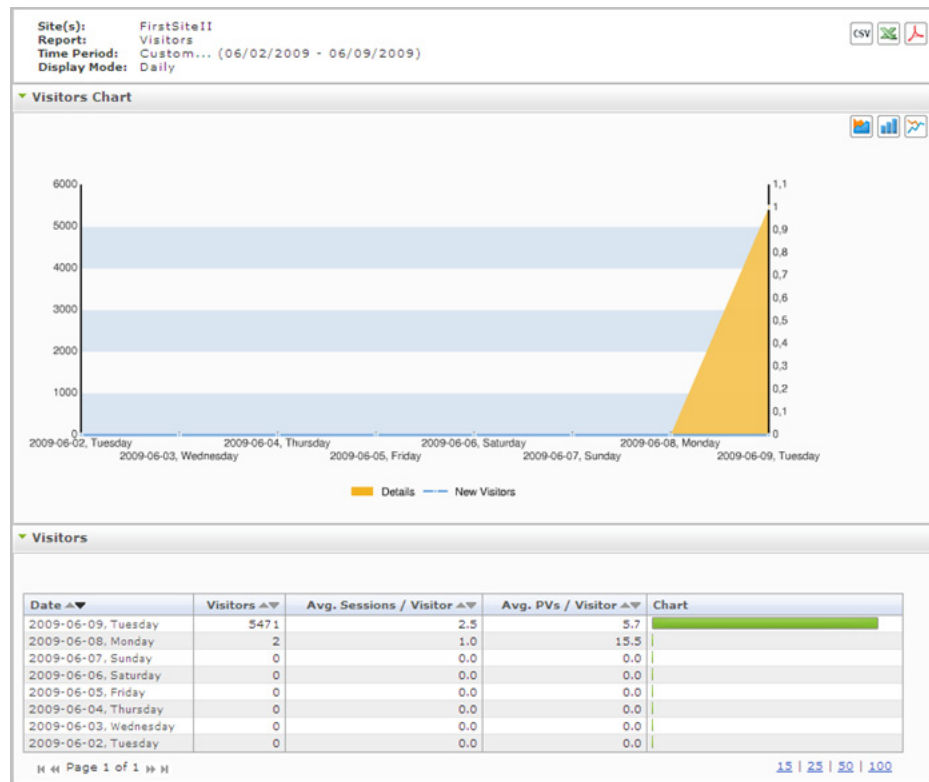
Table 6–12 (Cont.) "Sessions" List

Mode	Column Title and Description
Sum by Weekdays	<p>Date column: The <i>x</i>-axis of the "Sessions" chart. Displays the day of the week in which data was captured and for which statistics are being reported.</p> <p>In sum by weekdays mode, the date identifies a day of the week, defined as 24 hours, beginning at 12:00 a.m. on the given weekday.</p> <p>Sessions column: The <i>y</i>-axis of the "Sessions" chart. Displays the number of browser sessions that ran on the given weekday.</p> <p>Avg. Session Duration column: Average session length (in seconds) on the given weekday.</p> <p>Avg. Page Views / Sessions column: Average number of page views per session on the given weekday.</p> <p>Sessions / Hour column: Average number of sessions per hour on the given weekday.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Sessions" column, for the given weekday. When two or more line items are displayed, the bars in the "Chart" column define a histogram (Sessions <i>vs.</i> Date).</p> <p>Session Duration column: Vertical bar chart showing the distribution of session duration on the given weekday. From left to right, the quantiles (in seconds) are as follows: 0–30 31–120 121–300 301–900 901–1800 1801–3600 3601–43200</p> <p>Results are interpreted as shown in the following example: A value of "15" in the 31–120 quantile means that 15 sessions on the given weekday lasted from 31 seconds up to and including 120 seconds.</p>

6.11 'Visitors' Report

The "Visitors" report shows how many visitors accessed a site's page view during the days (weeks or months) in the reported time period.

Figure 6–11 "Visitors" Report



6.11.1 'Visitors Chart'

The "Visitors Chart" plots the number of visitors who accessed the site's page view versus the date (or time interval) when the number was observed.

6.11.2 'Visitors' List

The "Visitors' list tabulates statistics on the visitors who browsed the given site during the reported time period. For a description of each statistic, see [Table 6–13](#).

Table 6–13 "Visitors' List

Mode	Column Title and Description
Daily, Weekly, Monthly	<p>Date column: The <i>x</i>-axis of the "Visitors" chart. Displays the date for which session information is being reported.</p> <ul style="list-style-type: none"> ■ In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. ■ In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. ■ In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Visitors column: The <i>y</i>-axis of the "Visitors" chart. Displays the number of unique visitors who accessed the site's page view during the reported time period.</p> <p>Avg. Sessions / Visitor column: Average number of sessions per visitor.</p> <p>Avg. PVs / Visitor column: Average number of page views per visitor.</p> <p>Chart column: Horizontal bar whose length expresses the value in the "Visitors" column, for the given date.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (<i>Visitors vs. Date</i>).</p>

Audit Trail Information Report (Internal Statistics)

The "Audit Trail Information" report provides statistics on content contributors' activities on a content management site—the actions they performed on assets on a content management site, along with information about the particular users who have performed those actions on the assets (for example, created, edited, or deleted assets in your site). This is the only Analytics report that provides information about internal users and the actions they perform on assets on a content management site.

Audit Trail Information reports are described in this chapter. They are:

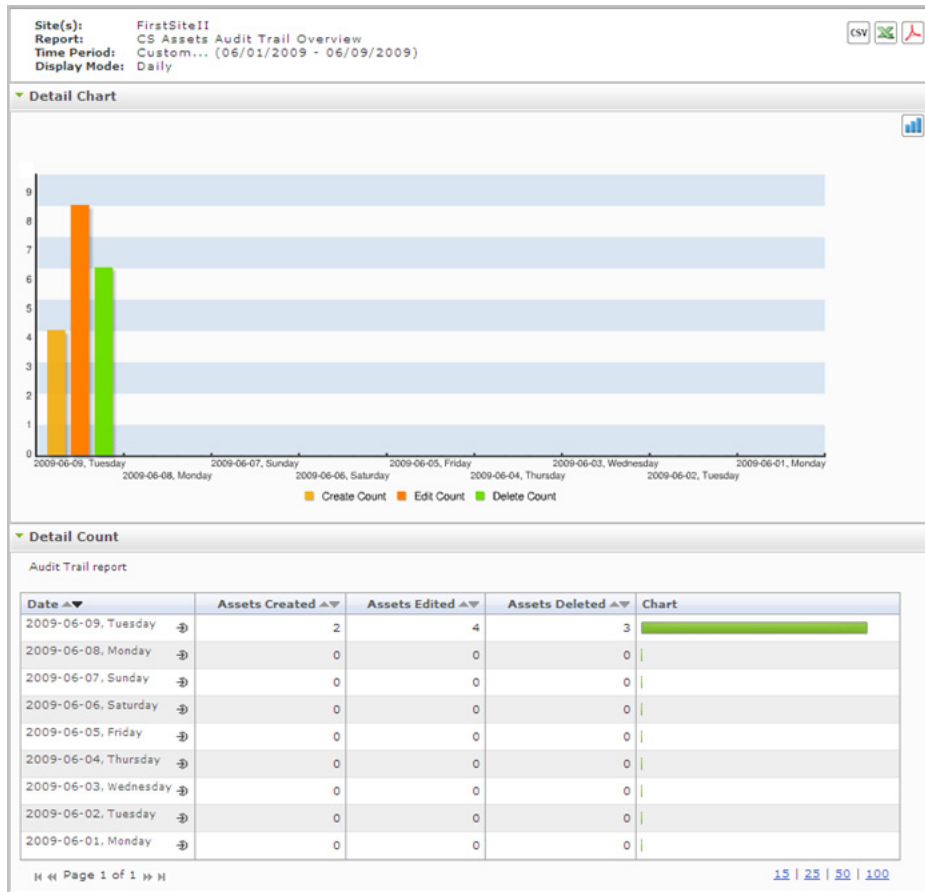
- [Section 7.1, "'WebCenter Sites Assets Audit Trail' Report"](#)
- [Section 7.2, "'WebCenter Sites Assets' Report"](#)
- [Section 7.3, "'WebCenter Sites Users' Report"](#)

7.1 'WebCenter Sites Assets Audit Trail' Report

Analytics displays an aggregated count of all assets that have been created, edited, or deleted within a given time period on a given content management site. The report can be generated in four different display modes: Daily, Weekly, Monthly, and Operations on Assets.

Note: When you select the "Operations on Assets" mode, the "WebCenter Sites Assets Audit Trail" report provides users with a filter which enables a user to filter the report results by asset type and/or asset name.

Figure 7-1 "WebCenter Sites Audit Trail" Report



7.1.1 'Detail Chart'

The "Detail Chart" plots the number of times assets were created, edited, and deleted on the content management site, for the given time period.

7.1.2 'Detail Count' List

The "Detail Count" list tabulates statistics of the site's modified assets in the reported time period.

Table 7-1 "Detail Count" List

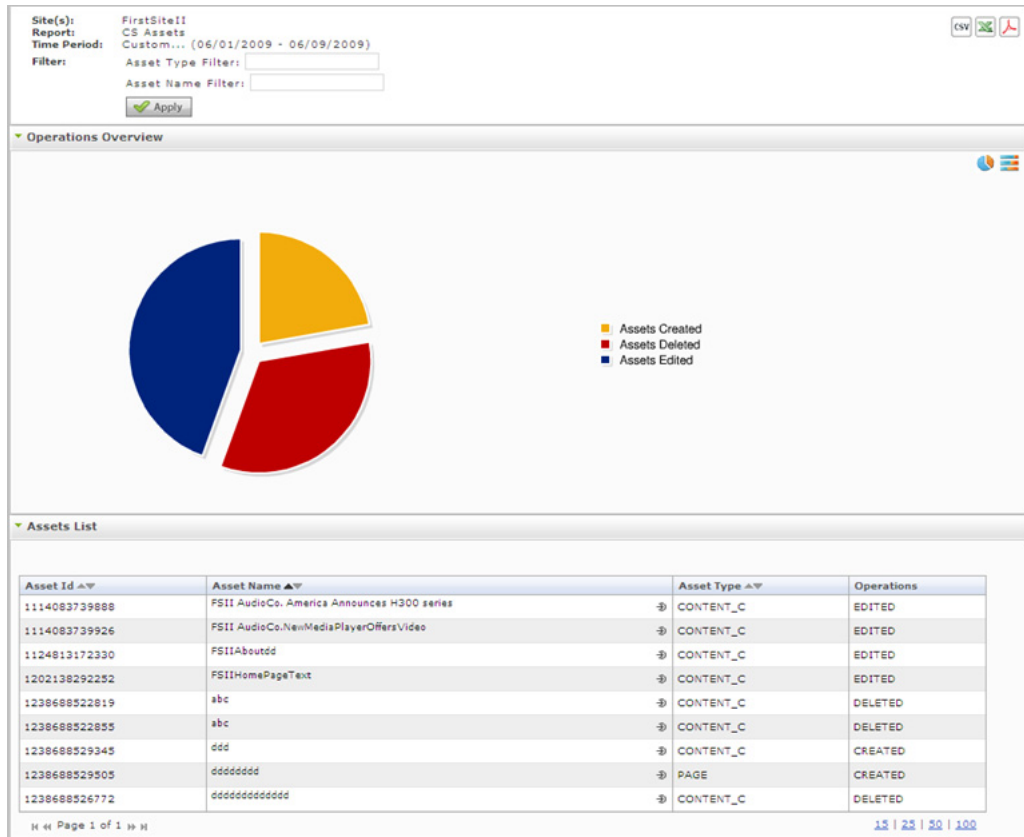
Mode	Column Title: Description
Daily, Weekly, Monthly	<p>Date column: The <i>x</i>-axis of the "Details" chart in this mode. Displays the day (week or month) on which assets were created, modified, or deleted.</p> <ul style="list-style-type: none"> ■ In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. ■ In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. ■ In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the Drill down icon opens the report in the "Operations on Assets" mode (see "Operations on Assets" in this table).</p> <p>Assets Created column: The <i>y</i>-axis of the "Details" chart in this mode. Displays the number of assets that were created on the given date.</p> <p>Assets Edited column: The <i>y</i>-axis of the "Details" chart in this mode. Displays the number of assets that were edited on the given date.</p> <p>Assets Deleted column: The <i>y</i>-axis of the "Details" chart in this mode. Displays the number of assets that were deleted on the given date.</p> <p>Chart column: Horizontal bar whose length represents the total number of assets that have been created, edited, or deleted for the given date.</p>
Operations on Assets	<p>Created Assets column: Displays a table summarizing all assets that were created in the given time period.(This table provides information about the: asset name, asset type, date of creation, and the user who created the asset.)</p> <p>Edited Assets column: Displays a table summarizing all assets that were modified in the given time period. (This table provides information about the: asset name, asset type, date of modification, and the user who modified the asset.)</p> <p>Deleted Assets column: Displays a table summarizing all assets that were deleted in the given time period. (This table provides information about the: asset name, asset type, date of deletion, and the user who deleted the asset.)</p>

7.2 'WebCenter Sites Assets' Report

The "WebCenter Sites Assets" report displays statistics on the different operations (create, modify, and delete) that users performed on assets during the reported time period, on the given content management site.

Note: The "WebCenter Sites Assets" report provides users with a filter which enables the user to filter report results based on asset type and/or asset name.

Figure 7-2 "WebCenter Sites Assets" Report



7.2.1 'Operations Overview' Chart

The "Operations Overview" chart displays percentages of different operations (create, modify, and delete) that users performed on assets during the reported time period, on the given content management site.

7.2.2 'Assets List'

The "Assets List" displays a summary of the assets on which operations were performed, and provides information about the operations that were performed on each asset listed.

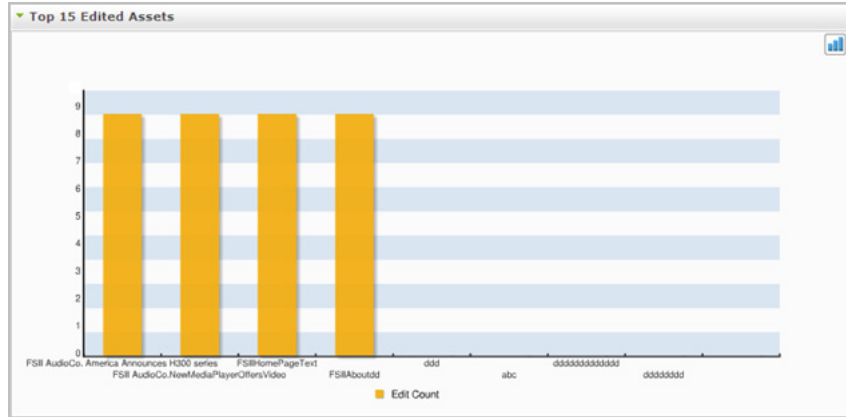
Table 7-2 "Assets List"

Column Title	Description
Asset id	ID of the asset on which an operation was performed, in the given time period.
Asset Name	Name of the asset on which an operation was performed, in the given time period.
Asset Type	Type of asset on which an operation was performed, in the given time period.
Operations	Type of operation(s) performed on a given asset in the given time period.

7.2.3 'Top 15 Edited Assets' Chart

The "Top 15 Edited Assets" chart displays the top fifteen assets that were modified by users in the given time period.

Figure 7-3 "Top 15 Edited Assets" Chart

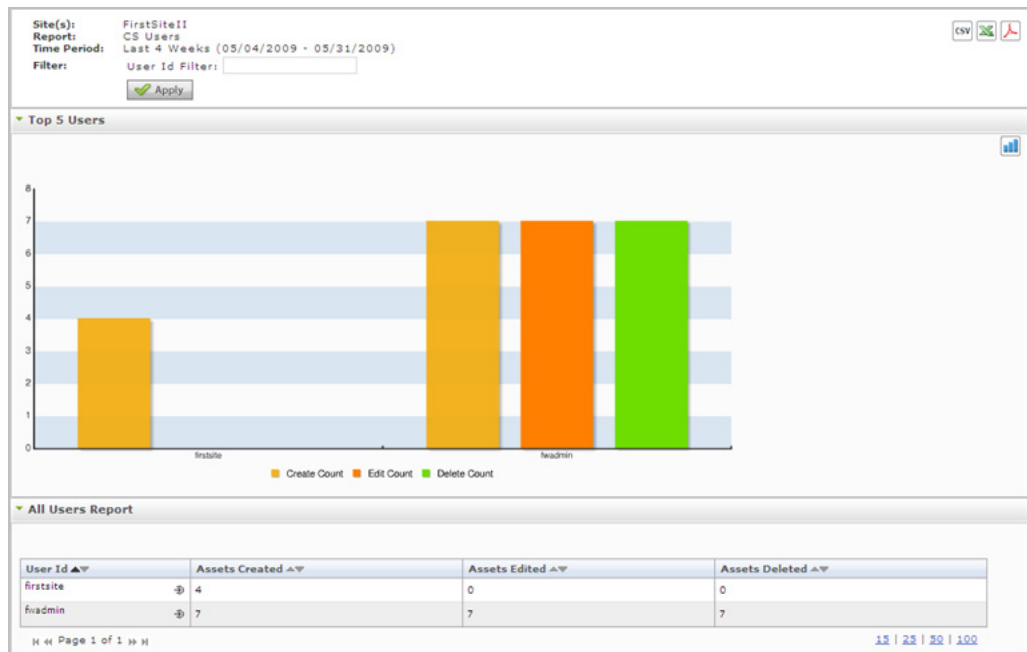


7.3 'WebCenter Sites Users' Report

This report displays information about the users who created, edited, or deleted assets in the given time period, on the given content management site.

Note: The "WebCenter Sites Users" report provides users with a filter which enables a user to filter report results by user Id.

Figure 7-4 "WebCenter Sites Users" Report



7.3.1 'Top 5 Users' Chart

The "Top 5 Users" chart names the users that performed operations on assets in the given time period. This chart shows which operations the user(s) performed on the asset(s), and how many times the user(s) performed those operations on the asset(s).

7.3.2 'All Users Report' List

The "All Users Report" list displays a table that shows which operation(s) a user performed on an asset, and how many times they performed the operation(s) on the asset in the given time period. For a description of each column of the "All Users Report" list, see the table below.

Table 7-3 "All Users Report" List

Mode	Column Title: Description
All Users	<p>User Id column: User name of the user who either: created, edited, or deleted an asset in the given time period. Clicking the Drill down icon opens the report in "User Detail" mode (see the "User Detail" row of this table).</p> <p>Assets Created column: Number of assets a given user created in the given time period.</p> <p>Assets Edited column: Number of assets a given user edited in the given time period.</p> <p>Assets Deleted column: Number of assets a given user deleted in the given time period.</p>
User Detail	<p>Date column: Day on which the asset was created, edited, or deleted by the user. The date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date.</p> <p>Time column: The time of day that the user performed the operation on the asset.</p> <p>Asset Name column: The name of the asset that the user performed the operation on.</p> <p>Asset Type column: The asset type of the asset that the user performed the operation on.</p> <p>Asset ID column: The ID number of the asset that the user performed the operation on.</p> <p>Operation Type column: The ID number of the asset that the user performed the operation on.</p>

Glossary

Internal Search

A search performed by a visitor using the site's built in search engine. This search returns results from within the site's contents.

Object

An Analytics construct. The subject of a report.

When storing and processing information, Analytics uses objects, whereas WebCenter Sites uses assets and asset types. To allow Analytics to recognize a WebCenter Sites asset type and track assets of that type, administrators define an Analytics object in terms of a WebCenter Sites asset type. They do so by configuring an Analytics report for the object and assigning the desired asset type to that object. The process of configuring a report defines the underlying asset.

A special instance of an object is the [Pageview Object](#), which administrators must configure (by configuring the [Page View](#)) in order for reports in the "General Information" group to work.

The "Page Views" report supports multiple asset types.

Pageview Object

A default Analytics object which you configure through the "Page Views" report. The [Pageview](#) object is the basis for the "Page Views," "Site Information" and "Clickstream" reports, and thus it should be assigned asset types whose assets make the most sense (from the marketing standpoint) to be included in these reports.

A [Pageview](#) object can be assigned multiple asset types. The "Page Views" report will contain statistics on the usage of those asset types.

Page View

An Analytics construct. A group of one or more assets, whose asset types are enabled for tracking by the Analytics data capture application.

Asset types are enabled for tracking when they are defined in the [Pageview Object](#) and when published pages displaying those asset types are tagged with the `AddAnalyticsImgTag` (data capture tag).

"Page Views" Report

A report, based on the [Pageview Object](#). The "Page Views" report displays statistics on [Page View](#) activity on your site.

Processed Data

Visitor activity data that has been processed by Hadoop Jobs into statistical data. When processing is complete, the data is injected into the Analytics database, where it is immediately available for the reports that users request from the Analytics reporting interface.

Raw Data

Unprocessed data describing visitor activity on the site, recorded during the data capture process and stored in the local file system for future processing. This is the data on which statistics are calculated for display in reports. (This data cannot be directly used for report generation.)

Statistical Data

See [Processed Data](#).