Deep Log Analyzer

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Note:
To change the product logo for your own print manual or
PDF, click "Tools > Manual Designer" and modify the print
manual template.

Title page 1

Use this page to introduce the product

by Deep Software Inc.

This is "Title Page 1" - you may use this page to introduce your product, show title, author, copyright, company logos, etc.

This page intentionally starts on an odd page, so that it is on the right half of an open book from the readers point of view. This is the reason why the previous page was blank (the previous page is the back side of the cover)

Deep Log Analyzer

Special thanks to:

All the people who contributed to this document, to mum and dad and grandpa, to my sisters and brothers and mothers in law, to our secretary Kathrin, to the graphic artist who created this great product logo on the cover page (sorry, don't remember your name at the moment but you did a great work), to the pizza service down the street (your daily Capricciosas saved our lives), to the copy shop where this document will be duplicated, and and and...

Last not least, we want to thank EC Software who wrote this great help tool called HELP & MANUAL which printed this document.

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This is just another title page
placed between table of contents
and topics

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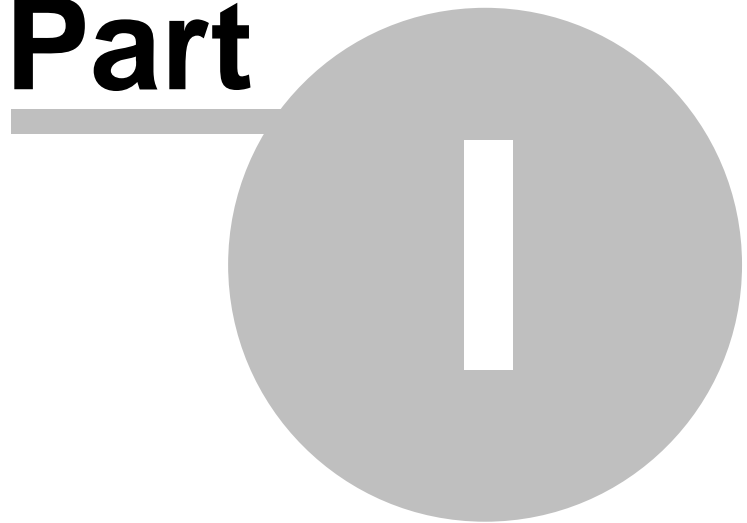
1   Welcome to Deep Log Analyzer

Thank you for choosing **Deep Log Analyzer**. Deep Log Analyzer is the premier application to use for analyzing your website visitors behaviour and website. Choose one of the topics below or use Contents, Index, or Search tab on the left side to get help. This help describes both Standard and Professional editions. Some features are only available in Professional edition of Deep Log Analyzer.

- System Requirements
- Installing Deep Log Analyzer
  You can download an evaluation copy of Deep Log Analyzer or from our website. Go to www.deep-software.com and follow the directions for downloading a copy of the software. It's quick and easy!

- Starting Deep Log Analyzer
- Exploring the Interface
- For **Quick Start** read: Creating a New Project
- Reports Overview

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II
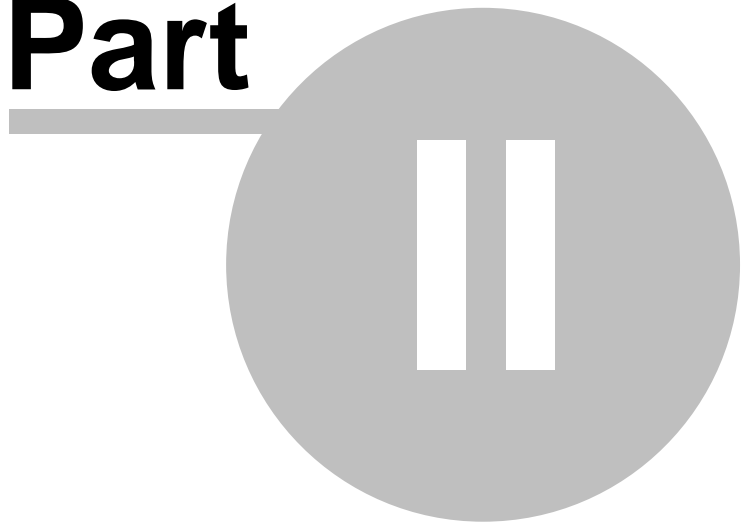
2 Audience

We assume you are an experienced computer user with appropriate education and training. We assume you know how to search your computer for files and use menus and other standard window items, such as drop-down menus. You should be familiar with standard computer and Internet terminology.

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3   Contacting Customer Support

If you require additional assistance using our products, or have any comments, feel free to contact us. Our Online Support Center address is: http://www.deep-software.com/support.aspx

> **Tip:** Deep Software provides www.deep-software.com website as a starting point for all customer support.

If you have a technical question or problem, be sure to provide us with as much information as possible when emailing our support staff so that we can get back to you with a solution. Your email should include as much of the following information that you can provide:

- Contact information, i.e., name, telephone number, and email address
- Order reference number (for registered users)
- Deep Log Analyzer version
- Operating System
- Log file format
- Detailed description of the problem, including the steps to reproduce it
- Complete error message text if any
- Screenshots if it helps to explain the problem

If you have a problem relating to a specific log file, feel free to attach your log file(s).

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4 System Requirements

This topic lists the hardware and software needed to run Deep Log Analyzer.

The minimum system requirements needed to run Deep Log Analyzer are:
- Operating System: Windows 2000/XP/Server2003/Vista
- CPU: Pentium class - 1 GHz
- RAM: 128 MB
- Hard Drive space: 25 MB plus space for databases and logs
- Internet Explorer 5.5

> **Note:** The minimum requirements will run DLA, but may not provide the best system performance.

The following specifications are recommended for DLA's best performance:
- Operating System: Windows XP/2003/Vista
- CPU: Pentium 4 - 2GHz
- RAM: 512 MB
- Hard Drive space: 1 Gb

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V
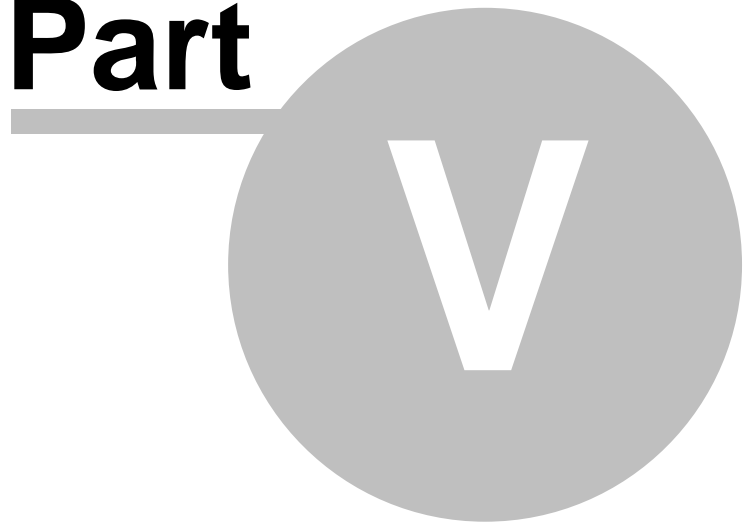
5   Installing

Deep Log Analyzer is a client side log analyzer program. There is no need to install it on a web server computer. It can access web server log files through LAN or FTP server. This way Deep Log Analyzer will not create any additional workload on the web server that can remain dedicated to serve clients requests.

Administrator access rights

You should have Administrator access permissions on the computer to install Deep Log Analyzer if you are installing on Windows NT, 2000 or XP computer.

Deep Log Analyzer also installs or updates Microsoft MDAC to version 2.8. MDAC installation is considered as a Windows system update. Some operating systems already have MDAC 2.8 installed. In such cases DLA will not install MDAC.

Run setup program

To install Deep Log Analyzer run dlapro.exe (for Professional Edition), dlatrial.exe (for trial of Pro edition) or dlatrial.exe (for trial of Free Edition). If it shows a message that you need Administrator rights contact your system administrator for installation or log in to another account with Administrator access permissions and run installation from there. You can also use right click on the installation file in Windows Explorer and click Run As... to open installation as Administrator user.
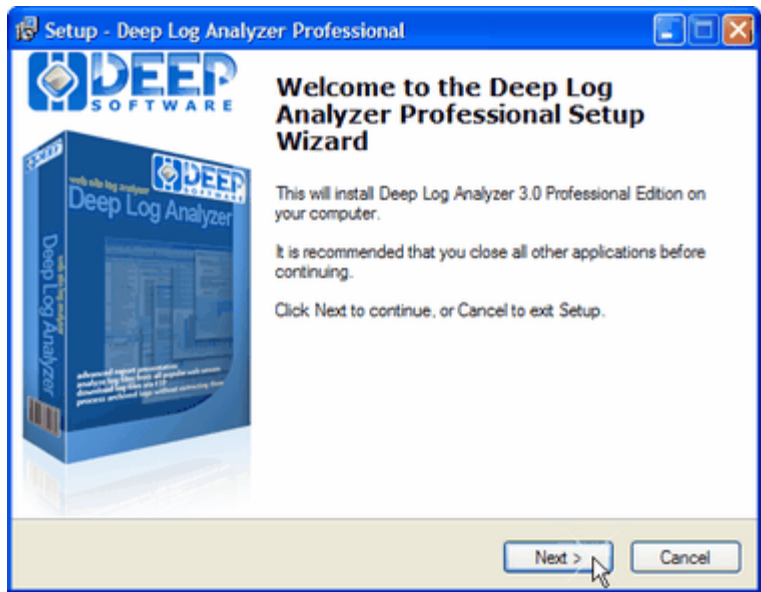
Select folder where you want to install program, Start menu group name. It will copy all required program files.
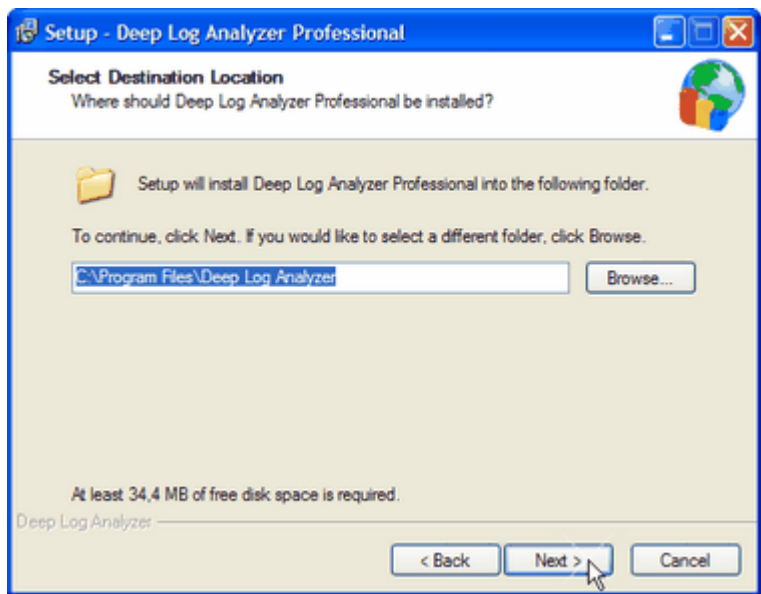
Sample project

Deep Log Analyzer also installs Sample Project and sample log file for this project. Mark check box on the final installation window to start Deep Log Analyzer and open Sample Project for your review.

Registration and activation

If you install the Professional Edition it will ask you to enter registration information to activate it on this computer when you first start it. You will have to enter your registration code that you received in email after purchasing this program.
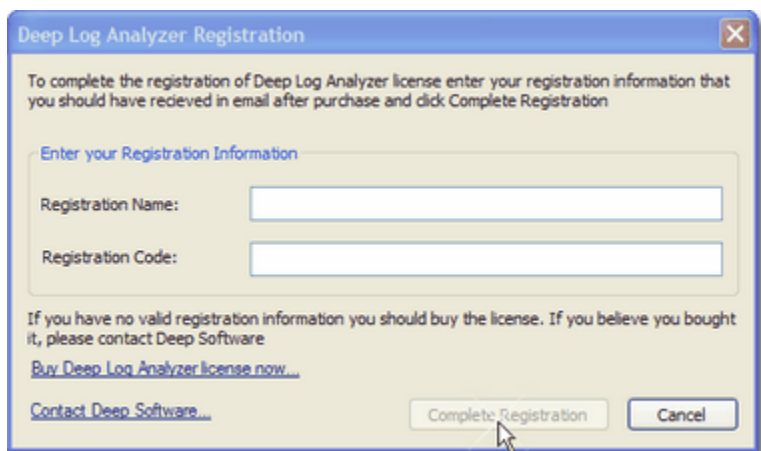
After you enter the correct registration information Deep Log Analyzer will start and open Sample Project

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6   Exploring the Interface

6.1   Exploring the Interface

The area of the Deep Log Analyzer interface where reports are displayed.

The Deep Log Analyzer's interface is made up of the menu bar, three toolbars, four individual areas, referred to as panes, and the application's main work area, referred to as the Report Area. The following image labels each interface element. Most elements can be repositioned, closed, or otherwise customized.
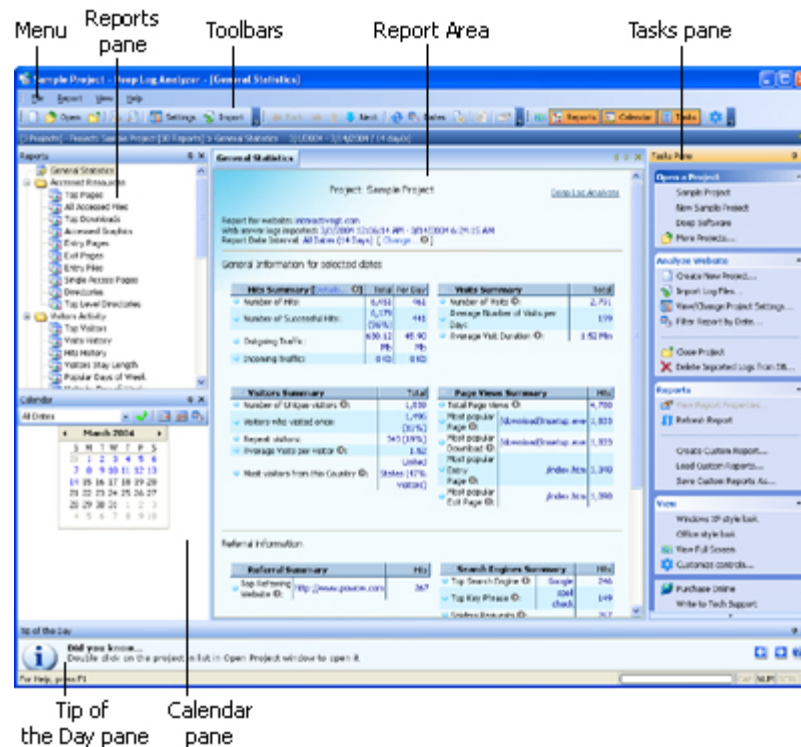
For more information on customizing the toolbars, refer to Customizing Toolbars and Menus.

For more information on customizing the display of the panes, refer to Customizing Panes.

For more information on the Report Area, refer to Reports Overview.

6.2   Customizing Panes

Displays the list of reports, predefined and custom, for an open project. Click a report to view it in the Report Area.
The area of the Deep Log Analyzer interface where reports are displayed.
Provides you with a quick and easy way to generate date-based reports. Also, indicates by colour the days that have log file data stored in the database.

Contains buttons to assist you in generating reports. For example:
To generate a report using predefined date ranges, select one from the drop-down list.
To generate a report that displays data closest to today's date, click the **Near Today** button .

To generate a report that displays data from all dates found in the log files, click the **All Dates** button .

To generate a report for a specific date range, click the **Enter Dates** button to open the *Report Date Filter* window and specify a date range.

Contains quick, one-click access to commonly performed tasks. Sections include Open a Project, Analyze Website, Reports, and View.

You can customize the look of the Tasks pane by clicking the **Close Section** ▲ and **Open Section** ▼ buttons.

As shown in Exploring the Interface, the Deep Log Analyzer interface is made up of toolbars, menus, and panes. You can customize panes by docking and undocking them, repositioning them on the screen, setting a pane to auto-hide, and closing docked panes.

The five panes in Deep Log Analyzer are:
- Reports
- Calendar
- Tasks
- Tip of the Day
- Report Help

> **Tip:**   Toolbars and menus are discussed in Customizing Toolbars and Menus.

Panes are initially docked, but can be undocked and positioned anywhere you like on the screen. When you are moving floating panes around the window, the pane can be 'snapped' automatically into a predefined position on the screen. This makes it easier to arrange the different floating panes.

To dock or undock a pane, or to reposition a pane on the screen:
- Drag the pane by the title bar.
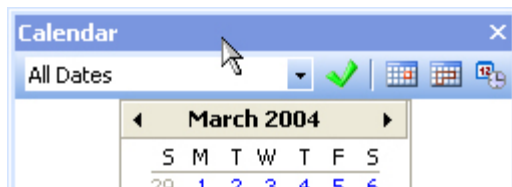
If it's docked, the pane will become undocked.

If it's undocked and you wish to dock it, reposition the pane until its outline indicates that it's docked.

If it's undocked and you wish to reposition it, drag the pane around your screen.

> **Tip:** Double-clicking a floating or undocked pane docks it to its last docked position.

To set a docked pane to auto-hide:
- Click the **Auto-Hide** icon in the title bar of the pane.

To turn off auto-hide on a docked pane:
- In the title bar of the auto-hidden pane, click the **Auto-Hide** icon .

To close a docked pane:
- Click the **Close** icon in the title bar of the pane.

6.3   Customizing Toolbars and Menus

The Standard toolbar contains buttons for common operations from the File menu: New Project, Open Project, Close Project, Print, Print Preview, Project Settings, and Import Log Files.

Use these buttons just as you would use the equivalent File menu commands.

The Report toolbar contains buttons for common operations from the Report menu: Back, Forward, Previous Report, Next Report, Refresh, Select Dates, Close Report, Export to HTML, and Properties.

Use these buttons just as you would use the equivalent Report menu commands.

The View toolbar contains buttons for common operations from the View menu, allowing you to display the open report in full-screen mode, show or hide the Reports, Calendar, and Tasks panes, and open the Customize dialog box.

Use these buttons just as you would use the equivalent View menu commands.

As shown in Exploring the Interface, the Deep Log Analyzer interface is made up of toolbars, menus, and panes. You can customize toolbars and menus by docking and undocking them, repositioning them on the screen, and changing which buttons are available on them.

The three toolbars are:
- Standard
- Report
- View

       Tip: Panes are discussed in Customizing Panes.

To undock a toolbar:
- Drag the toolbar by its gripper (circled in orange below).

To dock or reposition a toolbar on the screen, drag the toolbar by the title bar.

To change which buttons are available on the toolbars:
- Open the Customize dialog box by doing one of the following:

       o From the View menu, click **Customize**.

           Or,

       o From the View toolbar, click the **Customize** button.

       Tip: An easy way to add additional buttons to a floating toolbar that are found in a different menu is to open the *Customize* dialog box and drag menu items from the list on the Commands tab to the toolbar.

       Tip: Hold down Alt key and drag toolbar buttons to change their position

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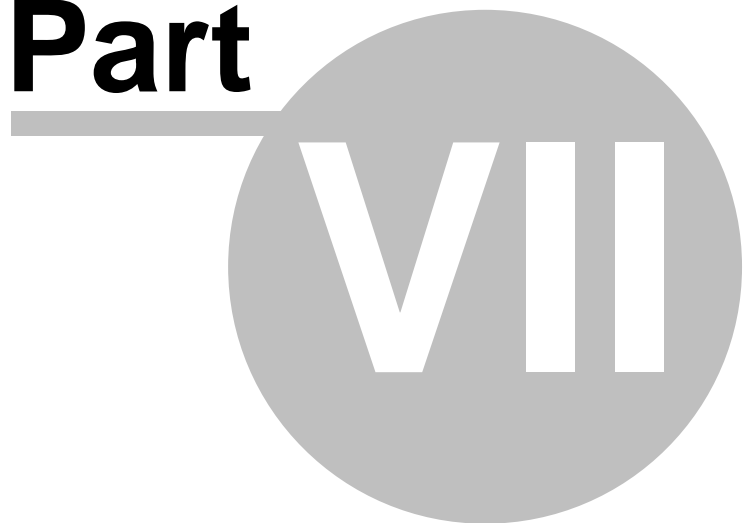
7 Analyzing Your Website

7.1 Creating a New Project

Before you can analyze a website's information, you need to set it up as a project in Deep Log Analyzer. To create a project, use the Project Settings wizard.

> **Note:** For a full description of the Project Settings wizard's windows, refer to the Project Settings Wizard Overview.

To open the Project Settings wizard and create a new project:

1. Click *Create New Project* in Tasks Pane. Or from the File menu, click *New Project*. The **Project Settings wizard** opens.

2. Name your project in the **Name window** and then click *Next*.

3. Define the location of the project's log files in the **Log Files window** and then click *Next*.

   If your log files are located locally:

   a. Select Log files are located locally.

   b. In the Web server log files list area, click to browse for the log files.

   c. In the Open window, add one or more log files, and then click Open.

   d. In the Log Files window, click Next.

   > **Tip:** Use the asterisk (*) A character that can be used to represent one or many characters when conducting a search. The question mark (?) represents a single character, and the asterisk (*) represents one or more characters.wildcard A character that can be used to represent one or many characters when conducting a search. The question mark (?) represents a single character, and the asterisk (*) represents one or more characters. to gather data from all the log files in a folder. For example, C:\Program Files\Deep Log Analyzer\SampleLogs*

   If your log files are located on a remote server:

   a. Select Log files are located on FTP site.

   b. Type the FTP server's web address in the Server address field. For example, ftp.deep-software.com

   c. Type your FTP user name and password in the corresponding fields.

   d. In the Log Files field, type the path and name of the log files, making sure you include all the folders in the path.

   > Tip: Use the asterisk (*) wildcard to gather data from all the log files in a folder. For example, logs/deep-software.com/*

4. Enter your websites's domain name and other site information in the **Site window** and then click Next.

   a. Type the site's domain names, including aliases and static IP Addresses.

   > **Note:** In most cases you may leave default values for the rest of parameters on this page

   b. To keep track of referrals to your website from other websites and ignore referrals from your own site, check **Remove Self Referrals**

   c. To gather data from the log files for the specified website, check Exclude requests to other virtual domains.

    Note: At times, companies may have more than one website running on a web server. The data from all websites can be written to the same log files. This option in Deep Log Analyzer ensures that your reports and analysis is only on the specified website.

d. Type the site's start page. Examples are index.htm or default.asp.

e. Type the number of hours to add to the time in your log files in Time Adjust field.

    Note: This is only required if the web server is located in a different time zone and the absolute time in reports is important for you.

5. **Select sessions and visitors tracking method in the Analysis window and then click Next.**

a. It is recommended to select DeepTracker method as it is the most accurate and provides extra reports about client browsers.

b. Choose a date format from the Date Format list. It's recommended to leave Auto setting in most cases.

c. Type the site's visit timeout value. Visit timeout is a certain amount of idle time, i.e., the user has not clicked any links on your site, the user's visit is considered finished.

6. **Specify what action to take with URL parameters in the Dynamic Content window and then click Next.**

a. Mark **Retain URL Parameters** check box if the site uses dynamic pages (database driven design) or other URL parameters and you want to keep track of the pages requested with different URL parameters as separate pages. Also mark this check box if you want to track URL parameters to see the results of different marketing campaigns. For more information click here

b. Mark **Remove URL Parameters from Referral Pages Reports** to reduce database size and increase import and reports speed

7. **Specify what to exclude from import in the Exclude window.**

a. Mark **Do Not Import Hits on Graphics Files** to improve import speed in case the accurate reports on website's bandwidth are not important for you

b. Mark **Do Not Import Error Hits** check box if you don't need to see reports on site errors. Excluding this information will create more clear reports and will reduce database size and improve import speed.

c. Enter the list of your company's external **IP addresses** or IP range (company network) to exclude visits from your company from the analysis.

8. **Specify what period of logs you would like to keep in the database in the Database Window**

9. **Setup schedule if you want this report to run automatically in the Schedule Window**

10. **Click Finish & Analyze button to close New Project wizard and start logs import right away. Or click Finish to close wizard and import logs later.**

Notes:

- You may change any of the settings entered here later for the created project. Click View/Edit Project Settings in Tasks Bar to do it. In most cases you will need to reimport log files after changing project settings.

7.2   Project Settings Window

7.2.1   Project Settings Overview

The Project Settings window allows you to identify the website you wish to analyze by giving it a quick and easy name. It also allows you to specify the location of the site's log files, define the site's information, specify the content you wish to include and exclude when analyzing the website and generating its reports.

The Project Settings wizard is made up of six **windows/tabs**:
- Name

- Log Files
- Site
- Analysis
- DeepTracker Code
- Dynamic Content
- Exclude
- Database
- Schedule (Pro edition only)

When you create new project, all settings window are shown one after another and include the following navigation buttons:

- **Back** and **Next** allow you to navigate between the wizard's windows.
- **Cancel** closes the wizard without saving any of your changes.
- **Help** opens this help file.
- Final window of the wizard also contains:
    - **Analyze Now** button that closes the wizard and starts log import procedure right away
    - **Finish & Save** button that closes the wizard without importing logs. To process logs later click Import Log Files in Tasks Pane

When you open project settings of the previously created project, all these windows are displayed on separate tabs of the same Project Settings window and you can access them in any order. To change project settings click ( ) button in toolbar.

If you edited existing project's settings you may be required to reimport log files in order the changed settings reflect on your reports. This happens, for example, when you change such project settings as log files list or domain name. If you changed such important settings Deep Log Analyzer will prompt you when you click OK in Project Settings Window:
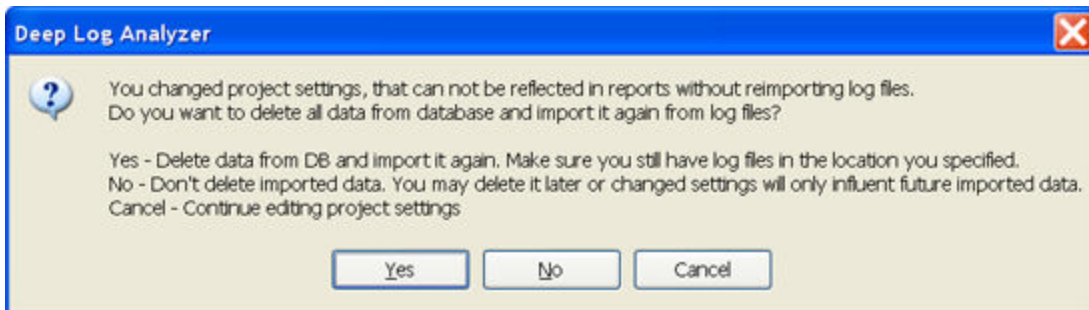
Click Yes to reimport log files with changed project settings. Click No to continue with previously imported logs. You may reimport logs later manually. Click Cancel to continue editing project settings.

7.2.2   Name tab

The *Name* tab is the first tab in the Project Settings Window
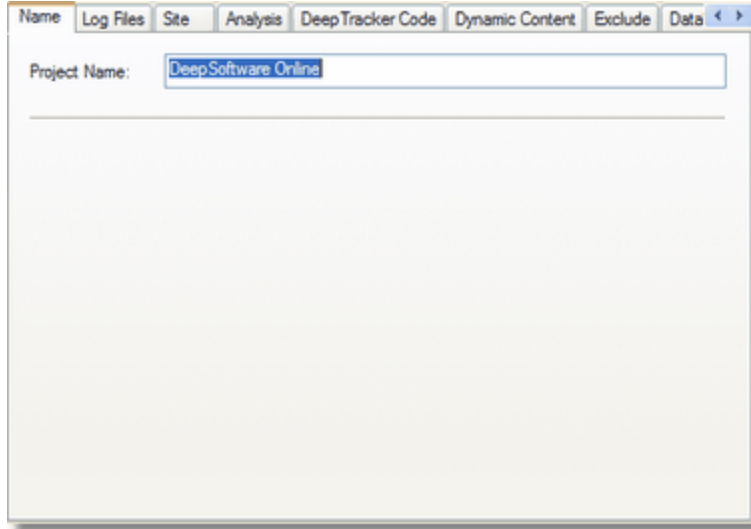
It contains the following field:
- **Project Name** field: type an easily identifiable name for your website. The following characters are not allowed in your project name: / : * " < > |

New project will be created in the subdirectory of Data Storage with the same name. The name must be unique.

See Also

Project Settings Overview

Creating a New Project

7.2.3   Log Files tab

The **Log Files** tab is the second tab in the Project Settings window. Deep Log Analyzer can access web server log files either locally or through FTP. This window contains the following settings.
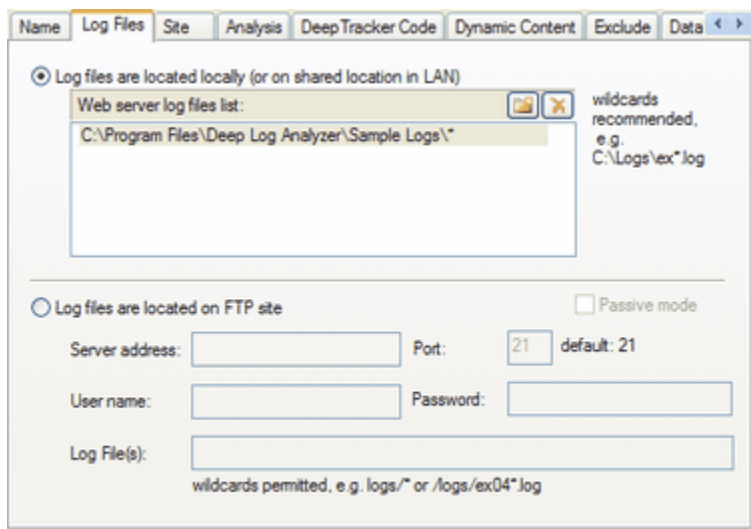
For local log files

- **Log files are located locally (or on shared location in LAN)**: check if the project's log files are located on your hard drive or your local area network.
- **Web server log files list**: click to enter the location of the project's log files. Allows to enter multiple log files in separate lines.
  - ⬚: click to add a new log file name. Once you click this, an ellipsis (⋯) displays in the **Web server log files list** area, allowing you to browse for the log file name instead of typing the log file's file path and name. Select one or more log files and click OK to add the to the project's list. To select multiple files in Open dialog click on multiple log files while holding Ctrl button. Press Ctrl+A to select all files in current folder.
  - ✕: click to remove the selected log file from the list of log files. The file remains on your hard drive, but its data is not included in your website analysis.
  - Use wildcards to gather data from multiple log files in a folder. For example, `C:\Logs\ex0404*.log` will import all log W3C format log files for April 2004. This ensures that if new log files appear in the folder later they will be imported when you click Import Logs. When you click Import Logs program parses only the files that are not yet fully loaded into project's database.

    Tip: Double click on the line in list to enter into edit mode

For log files on FTP server

Deep Log Analyzer can download log file(s) via FTP and parse them locally. If your website is hosted by a hosting provider company, they usually provide access to so called row log files via FTP. Ask them for details if you are not sure how to access your log files via FTP.
Every time you click Import Logs in your project Deep Log Analyzer downloads new or changed log files from the FTP server to `\logs` subfolder of project's folder. Then it processes downloaded log files as it does with the log files located locally.

- **Log files are located on FTP site**: check if you website's log files are located on the remote site and can be accessed via FTP.
- **Server address**: type the FTP server's address. In most cases your FTP server's address is the same as your website's HTTP address, but with FTP instead of WWW part and beginning with FTP:// instead of HTTP://. For example for http://www.deep-software.com website FTP server's address would be `ftp.deep-software.com or` ftp://ftp.deep-software.com. You may also try domain name only: for example, deep-software.com. If you still can not access your FTP server, ask your system administrator or hosting services provider.
- **Port**: type the FTP connection port number. Default port used by FTP servers is 21.
- **User name**: type your FTP login user name.
- **Password**: type your FTP login password.
- **Log File(s)**: type the path and name of the log files, making sure you include folder in the path. Include wildcards to include more than one file in the import list.

    Tip: Use the asterisk (*) wildcard to gather data from all the log files in a folder. For example, `/logs/ deepsoftware.com/*`

  - **Passive mode**: check to connect in Passive Mode. Should not be marked by default. Mark if you're behind a firewall and DLA can not connect to FTP server.

    Tip: For a detailed explanation of Active vs. Passive FTP connections, refer to http://www.slacksite. com/other/ftp.html.

Examples of the files you should import in Deep Log Analyzer

MS IIS web server on MS Windows:

`ex040424.log, ex040424.log.gz or ex040424.zip`

These are files in W3C format. The name indicates the date range in YYMMDD format, and it typically spans one day or one month. The above example would contain all web server's work for April 24, 2004. Files with gz and zip extension are compressed files that also can be processed by DLA.

Apache web server on Linux:

`access` or `access_log` or `access_log.txt, etc.` - This is the current log file.

`access.1.gz` or `access_log.1.gz, access.2.gz`, etc. - These are older rotated logs. Depending on the rotation schedule you may or may not want them. it's safest to grab them all and let ClickTracks work out the dates.

Note

- If you change any of the settings on this page for the existing project you have to reimport log files in order the changes to take effect.

See Also

Project Settings Overview

Creating a New Project

7.2.4   Site tab

The *Site* tab is the third tab in the Project Settings window.

It contains the following fields:

- **Website URL**: URL of the website root
- **All Domain Name(s)**: type the site's domain names, including aliases and static IP Addresses. Separate your entries with a comma. It's recommended to enter domain name without www part, for example: `deep-software.com`. This information is mainly used to filter our self referrals if the next option is on. If you still see referrals from your website's IP address or host name in the referrals reports, add that name and/or IP address to this list.

- **Remove Self Referrals**: check the box to keep track of referrals to your website from other websites and ignore referrals from within your own site. It is recommended to keep this option on since there is not much useful information in self referrals. You should instead concentrate on tracking referrals from other websites.
- **Exclude requests to other virtual domains**: check the box to gather data from the site's log files for only the specified website.

    Note: At times, companies may have more than one website running on a web server. The data from all websites can be written to the same log files. This option in Deep Log Analyzer ensures that your reports are generated based only on the specified website's data. Deep Log Analyzer

distinguishes virtual domains by cs-host field in IIS W3C log file. For Apache this field is the virtual server name or %v in the log directive line.

- **Default Page**: type the website's start page. Examples are index.htm or default.asp. Default page is the page which is displayed if the visitor does not specify a page name after your domain name. When requested page name is empty in log file, Deep Log Analyzer uses the name entered here for the reports

- **Time Adjust**: type the number of hours to add to the time in your log files.

Note

- If you change any of the settings on this page for the existing project you have to reimport log files in order the changes to take effect.

See Also

Project Settings Overview

Creating a New Project

7.2.5   Analysis tab

The **Analysis** tab is the fourth tab in the Project Settings window
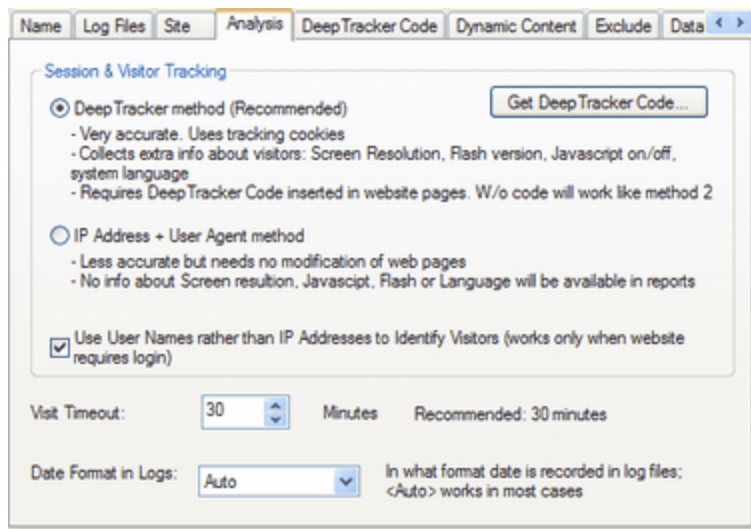
The following options determine how Deep Log Analyzer identifies unique visitors. DLA applies heuristic algorithm to distinguish different visitors by IP address or host name, user agent and other values. Identifying visitors is important as it allows to correctly determine such values as user loyalty and visitors return rate. Accuracy of most reports depends on how correctly unique visitors are identified.

- **DeepTracker method**

DeepTracker method is the most accurate tracking method available in web analytics today. This method uses javascript to set permanent user ID cookie on visitors computer. When the user with this cookie returns to the website later it's precisely identified as a returning visitor regardless of his IP address.

This method uses session cookies for sessions tracking. This allows Deep Log Analyzer to identify series of different page views and hits as a visit

DeepTracker Code inserted in web pages collects extended client information about visitors that is shown in these reports:
    ✓ Screen Resolution;

✓ Color Depth;
✓ Javascript Support;
✓ Screen Resolution;
✓ Screen Resolution;

Requirements:

1. This method requires DeepTracker Code inserted in all pages of the website. DeepTracker code is a small piece of HTML code. If your website design uses *includes* for displaying header on each page, it is the best place to insert the DeepTracker Code. DeepTracker code should be inserted right below <body> tag, although other positions will work too.

2. Put *dla_tracker.js* and *dla_tracker.gif* files in the root folder of your website. These files can be found in "{Program Files}Deep Log Analyzer\DeepTracker\" folder. If your website has more than one directory with web pages, these 2 files should be uploaded to those folders as well in case DeepTracker Code was inserted in web pages there.

3. Cookie field must be present in log files. You should set up log format on the web server to include Cookie filed. This is done differently on MS IIS and Apache. Follow these instructions to set up cookie field in your web server.

4. If any of above requirements is not met Deep Log Analyzer will use IP Address+User Agent tracking method.

- **IP Address+User Agent method**

  This method uses a combination of visitor's IP address and User Agent (OS +Browser) to identify visitors and sessions. It does not require any changes in website design, although it is less accurate. IP addresses can change over time even during single visit. This fact inflates number of unique visitors and visits the software reports.

- **Use User Names rather than IP Addresses...**: check to identify visitors by user name instead of an IP Address.

  Note: This option allows DLA to identify visitors very precisely, but only applies when users log in to your website. This works only on secure sites that require user authentication. Only users authenticated by methods that record the user names in web server log file will be recognized, for example is Apache server '.htaccess' method. If there is no value in this filed DLA still applies its standard user identification algorithm.

It also contains the following fields:

- **Visit Timeout**: type the site's visit timeout value. Visit timeout is the amount of idle time, i.e., when the user has not clicked any links on your site, the user's visit is considered finished.

  Note: You only need to enter a value in the **Time Adjust** field if your web server is located in a different time zone and if the exact time of the hits is important to you.
- **Date Format**: choose a date format. Options are **Auto**, **MM/DD/YY**, **DD/MM/YY**, and **YY/MM/DD**.

  Note: If you choose **Auto**, Deep Log Analyzer will try to determine the date format native to the log file, as log files may differ between web servers. Take into account that it's not always possible to correctly determine the log file's date format. For example, DLA can not automatically determine date format of 01/06/04. If you see any inconsistent dates in the reports you should view the log file and define date format here.

Note

- If you change any of the settings on this page for the existing project you have to reimport log files in order the changes to take effect.

See Also

Project Settings Overview

Creating a New Project

DeepTracker Setup

7.2.6   DeepTracker Code tab

DeepTracker Code tab only exists in Project Settings if DeepTracker method is selected on Analysis tab.
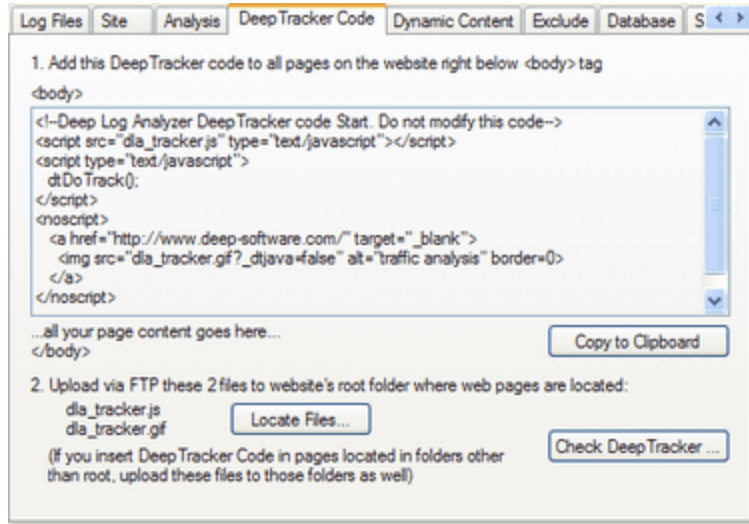
This window shows the DeepTracker Code generated for your website. This HTLM fragment should be inserted in every page of your website.

- **Copy to Clipboard:** click this button and then paste the code in your website HTML files right below <body> tag. This code should be inserted in all pages of the website. If your website design uses *includes* for displaying header on each page, it is the best place to insert the DeepTracker Code.

     Tip: If it is impossible to insert DeepTracker Code in ALL pages of the website try to insert it at least in the main page and possible landing pages (entry pages) of the website.

- **Locate Files** button opens Windows Explorer in the "{Program Files}\Deep Log Analyzer\DeepTracker\" folder that contains *dla_tracker.js* and *dla_tracker.gif* files. Upload these 2 files to all directories of your website that contain pages with embedded DeepTracker Code.

- **Check DeepTracker :** click this button to verify if DeepTracker Code is correctly installed on the website. Deep Log Analyzer will check for DeepTracker Code in the HTML code of site's main page and presence of *dla_tracker.js* and *dla_tracker.gif* files in website's root folder. Deep Log Analyzer will report if any problem found. Fix them and click Check DeepTracker code button again to make sure that tracking is set up correctly.

     Note: As a next step you should make sure that cookie field is enabled in web server log files. Read here how to enable cookie field in web servers.

See Also

Project Settings Overview

Creating a New Project

DeepTracker Setup

7.2.7   Dynamic Content tab

The *Dynamic Content* window is the tab in the Project Settings wizard.
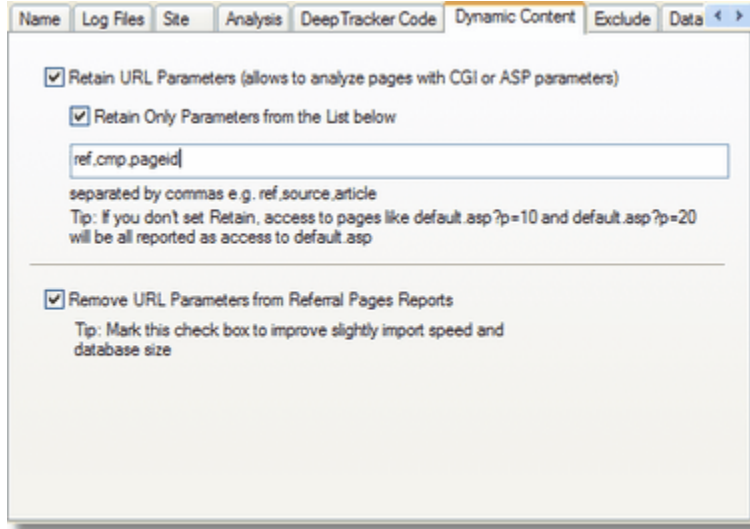
It contains the following settings:

- **Retain URL Parameters**: mark this check box if the site uses CGI, ASP or other URL parameters and you want to keep track of the pages requested with different parameters as separate pages. You may want to do this if you have a dynamic website, i.e. page content is stored in database and is shown on the web page depending on the URL parameter(s). Such dynamic sites usually employ some kind of database driven content management system.

   For example, such request as `/showarticle.asp?arctice_id=123`, `/showarticle.asp?arctice_id=382` deliver to the visitors different articles identified by `arctice_id` URL parameter. `/showarticle.asp` file is used here only as a template, but actually displayed page content varies depending on arctice_id used

   You can also use this feature to track the results of marketing campaigns by defining unique parameters for different campaigns. For example, use URLs like http://www.site.com?campaign=google5 for different campaigns. Then add "campaign" to the list of retained parameters below. This allows you to track how many times users entered your website through such links.

- **Retain only parameter from the list:** mark the check box and enter the parameters separated by comma. You should list parameter names that identify webpage's content. In the above example it is article_id. DLA will keep track of the pages called with different parameter values as different pages in appropriate reports, such as Top Pages Report.

- **Remove URL Parameters from Referral Pages Reports**: Set this option **not** to display referrer URLs in such reports as Referring Pages Report without URL parameters. Setting this option will improve DLA performance and requires less space in the project's database. But it will cause that some incomplete URLs in the referrals reports. For example, referrer htpp://www.site.com/page.asp?prm=34876&sessionid=1234233456ert123 will be shown simply as htpp://www.site.com/page.asp

See Also

Project Settings Overview

Creating a New Project

7.2.8 Exclude tab

The Exclude window is the tab in the Project Settings wizard.
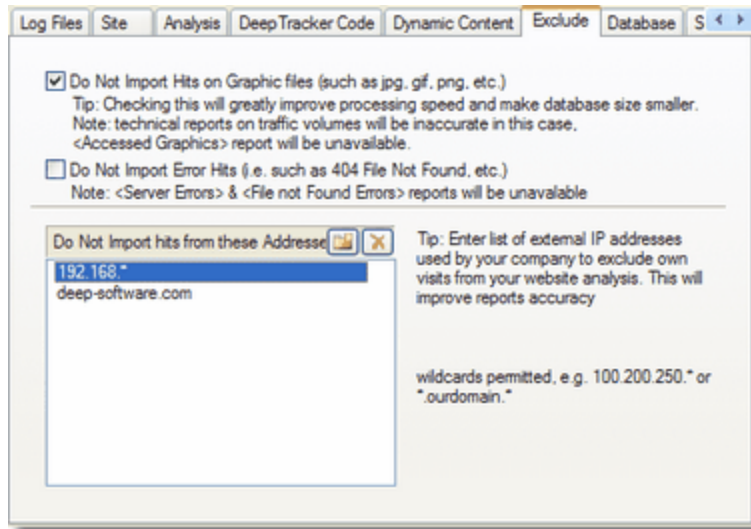
It contains the following settings:

- **Do not import hits on graphic files**: mark this check box to filter out hits on graphic files. This allows you to improve import speed about 3 times or more and have much smaller database depending on the amount of graphics on your site. Although some standard reports will be unavailable, such as Accessed Graphics report

  Note: There is not much useful information about visitors behaviour in hits on graphic files, since such reports mainly analyze hits on web pages. But you may decide to import graphics hits if you need such information as bandwidth, as graphics can consume a lot of site's bandwidth, or you want to specifically analyze what graphic files where accessed by visitors.

- **Do not import error hits**: mark this check box to filter out hits with error status.

  Note: Such errors include status codes 400 and more, such as 404 File Not Found, 401 Unauthorized, 500 Internal Server Error, etc. If this option is enabled all reports in Deep Log Analyzer will be based on successful hits only. Although some standard reports will be unavailable, such as "Page Not Found Errors", "Server Errors" in Diagnostic group. You may create another project with this option disabled to view these reports.

- **Do not import hits from these Addresses:** enter the list of IP address or host names, hits from which will not be analyzed. Your company's employees can visit your website often and it's a good idea to exclude such hits from analysis, as you want to analyze the behaviour of your customers or prospects. You may exclude individual addresses or whole IP segments using wildcards, for example: 25.26.56.83, 25.26.56.*

  Excluding visits from inside your company allows you to concentrate only on customer visits and clear and precise reports
- ![icon]: click to add a new address to the list
- ![icon]: click to remove the selected entry from the list

  Note: You need to enter either IP addresses or host names in this list, whichever your log files contain.

See Also

Project Settings Overview

Creating a New Project

7.2.9 Database tab

The Database window is the tab in the Project Settings wizard.
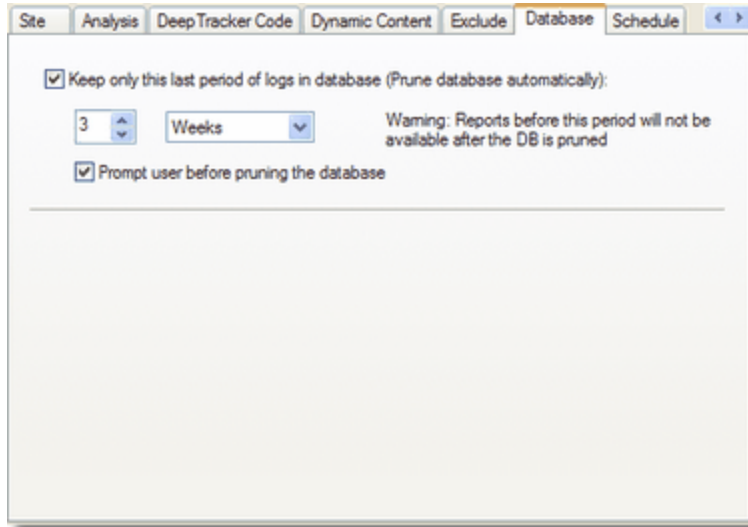
This window contains database maintenance settings for current project.

- **Keep only this last period of logs in database**: mark it to enable database pruning. Deep Log Analyzer keeps all hits data in internal database. The more hits is stored in the database, the bigger and slower it becomes. This option allows to delete older data from the database automatically.

Enter the number of days, weeks or months. Deep Log Analyzer will keep this most resent period of logs in the database. All older data will be discarded.

- **Prompt user before pruning the database**: if this checkbox is marked, Deep Log Analyzer will ask user confirmation before deleting old data.

Note: The actual deleting of data in project's database happens after the import of new log files, when you click Import Log Files button.

Note: After the data is deleted from the database reports for that corresponding period are not available anymore. If you need to view reports for older periods, you should still have it in old log files. Create another project in Deep Log Analyzer and import your older log files there.

Tip: Deleting data about old hits from the database allows Deep Log Analyzer to create reports faster.

To keep reports for old periods for archival reasons you can:

- export reports for older periods to HTLM and keep html files. Then delete old data from the database.

- create other reports in Deep Log Analyzer for older years/quarters

Tip: You can delete old data from the project manually. Settings in this window are not required then. Click Delete Imported Logs from database. Select "Prune Database up to" in Delete Data Window and select the date before which you want to delete the hits.

See Also

Data Storage

Project Settings Overview

Creating a New Project

7.2.10 Schedule tab

The Schedule window is the tab in the Project Settings wizard to setup automatic export of reports.
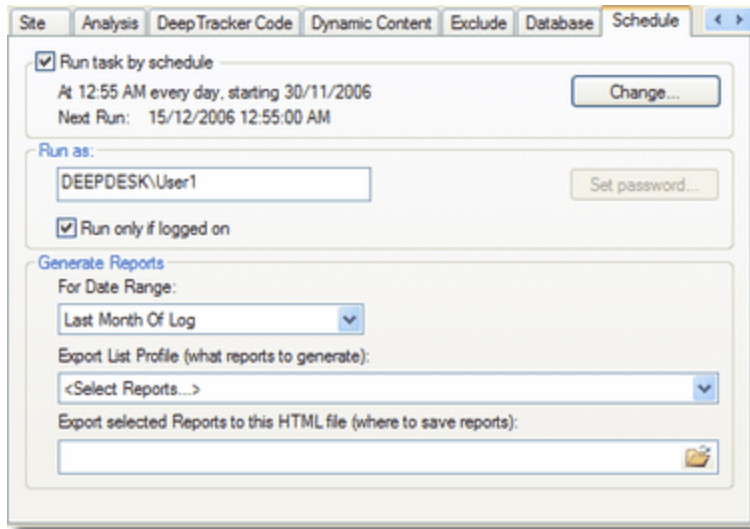
This window makes it easy to setup a schedule for automatic logs processing and reports export.

When Deep Log Analyzer runs the project by schedule it downloads and processed new and updated log files. Make sure you use the asterisk (*) wildcard in file names on Log Files tab so that Deep Log Analyzer could pick up newly created log files.

Then it exports reports for the selected dates info framed .html files. These .html reports can be published on the website

- **Run Task by Schedule**: mark this check box to enable automatic processing of this project. You can can see below what schedule is currently set and when is next run.

- **Runs As:** Enter Windows user name here. Deep Log Analyzer will run the project under this user account.

  - **Run only if logged on**: if marked the project will run only if this user is logged on the computer at the scheduled time. If you want the project to run in unattended mode, such as on a server, you need to clear this check box. In this case you will need to click **Set Password** button and enter the user's password. It is safe, as Deep Log Analyzer does not save the password.

- Click **Change button** to open edit project's schedule in this window:
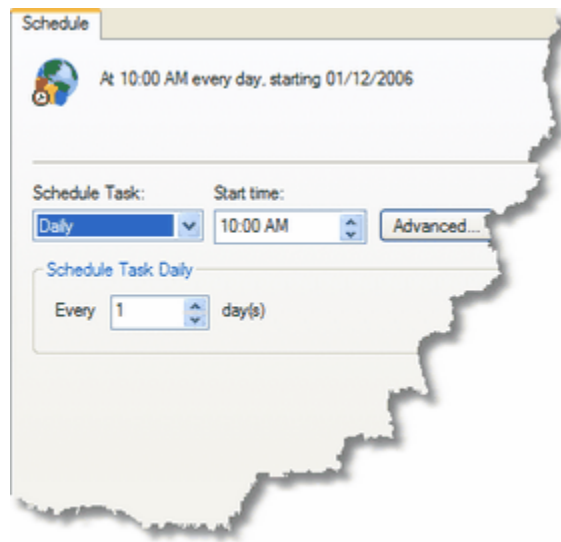
- **Schedule Task:** specifies how often the scheduled task runs. It can be Daily, Weekly, Monthly and so on.

- **Start time:** specifies the time of the day when the task is run.

- Depending on whether Daily, Weekly or other is selected in the first list, you can change more task settings below, such as selecting particular days.

- Select **Show multiple schedules** check box to enter more then one schedule for this project.

Most typical schedule for running reports would be daily. This allows to get updated reports for your website automatically every day for your review.

It's easy to set it up. Select Scheduled Task: Daily; Enter Start time: 10:00 AM for example, enter Every: 1 day. Click Ok.

Generate reports

This section controls what reports will be exported to .html files

- **For Date Range:** Select dates interval from the list for which the reports will be created in HTML format. You can choose any dynamic range from the list. The actual dates in a dynamic range change as new logs get imported and current date changes. For example, you can select *Last 28 Days, Last Week of Logs*, etc.
  Choose <Select Date Range> to enter dates absolute date range manually.

- **Export List Profile:** Select from the list what reports to export in HTML. Export list profiles here are the same as used in Export Reports List window. You can select any previously saved export profile here.
  Choosing *<Select Reports...>* in the list allows you to pick out reports manually from the list. Selecting *All Reports* will export all reports available at the time of export, even you add some custom reports later on.

- **Export selected reports to this HTML file:** select or enter index file name where you want the report to be exported. It's recommended to specify separate folder for the report, as it will create multiple .html, .png files and sub-folders in the selected folder.
  The folder entered here might not exist. The program will create all needed folders.

Note: Deep Log Analyzer uses Windows Scheduler service for running scheduled projects. This service must be started in order for reports to run automatically. You will also see multiple tasks in Windows Control Panel->Scheduled Tasks with names such as this: "DLA Taks.4d35f394-3196-48e5-9521-907d01000c45". These are tasks used internally by Deep Log Analyzer.

See Also

Exporting Reports

Project Settings Overview

Creating a New Project

7.3 Importing Log Files

When you import log file data, log files are parsed and data is copied to the relational database in Microsoft Access format called `hits.mdb`, which is located in the project's folder. Supported log file formats include CLF (Linux, Unix web servers) and W3C (Microsoft IIS web server).

When you import log files, Deep Log Analyzer does not re-import the complete log file. It only imports new data found in the specified date range that is not already in the database. For example, you may run Deep Log Analyzer every day and then choose to import the new log file data. Deep Log Analyzer imports the data from the previous day and refreshes the reports so that they include the new log file information.

Deep Log Analyzer will not import records for the overlapped periods of time form log files. This would cause duplicate hit records in the database and inaccurate reports. Every time you click Import Logs program starts import from the end time of logs already in database.

Deep Log Analyzer is able to process compressed log files without unzipping them. Supported compression formats include `.zip` (Windows) and `.gz` (Linux, Unix) formats.

> **Tip:** Compress log files that are stored on the web server, as they take much less space and are faster to download

Importing log files can be done in one of the following ways, depending on how you defined the location of the site's log files when you created the project:

Log file location	How website's logs are saved	What to do
Used wildcards	Data written to one log file	From the **Standard** toolbar, click **Import Logs** . DLA will import only the new records of the log file that appeared since last import. No overlapping time intervals will be imported
Used wildcards	Data written to many files	From the **Standard** toolbar, click **Import Logs** . DLA will import only the new parts of the log files and new log files that appeared since last import. No overlapping time intervals will be imported
Named an individual file	Data written to one log file	From the **Standard** toolbar, click **Import Logs** . DLA will import only the new records of the log file that appeared since last import. No overlapping time intervals will be imported
List of individual files	Data written to many log files	Add the new log files to the list. If you did not use wildcards in log file paths DLA is not be able to find newly created logs. You will need to add them to the list manually. No overlapping time intervals will be imported

> **Note:** Each project database has a size limit of 2 gigabytes (GB), which corresponds to about 3 GB of uncompressed log files. If your project's database size reaches the 2 GB limit, you should start a new project. You may want to consider creating new projects for shorter date intervals, e.g., every quarter, month or week.
> To make database size considerably smaller mark Do Not Import Graphics check box in Project Settings
> Also you will need to set up automatic clean up of old data from the database in Project Settings here

> **Note:** When you import log files that are located on a remote FTP server, Deep Log Analyzer first downloads the new or updated log files to `\Logs` subfolder in the project's folder on the hard drive, and then imports them into the database as it does with local logfiles.

> **Note:** Deep Log Analyzer can download and import log files every day for you automatically. Read here how to set up the project to run by schedule

7.4   Filtering Reports by Date

Deep Log Analyzer allows you to view reports data by any timeframe desired, from 1 day to the entire period of time for which logs data exists in the project's database, or any part thereof. The Calendar feature makes it easy to specify either a standard timeframe (such as a day, week, month), or any custom timeframe.

There are several ways to filter reports based on the date: selecting the dates on the calendar, selecting standard date range from the list or directly enter begin and end dates in Report Date Filter window.

Selecting date range in Calendar

It's the easiest way to view the reports for desired date range. To filter reports based on the date using the calendar:
1. Select the month on which you want to base the report by scrolling through the months (buttons are circled in orange below).
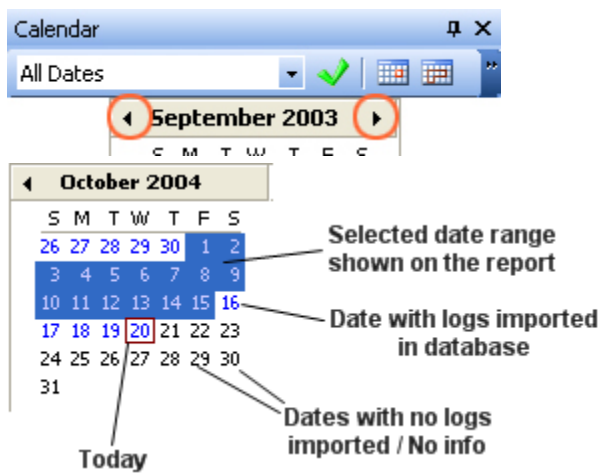
2. The dates for which logs data exist in database are highlighted with blue color
3. Click on the individual day to view report for that single day
4. Click and drag mouse pointer to select a desired date range for the report
5. If Calendar Bar is hidden click View-Calendar menu to make it visible

After you change date range selection in calendar, report on the active tab is refreshed immediately, displaying the data for the selected date range.

Selecting standard date range

To view report by a standard date range such as a day, week, month, etc. select the desired period in the drop down list in Calendar Bar, and the report's data will change accordingly.

The following standard date ranges are available:

Range	Description
All Dates	Use all dates in the imported log files
Following standard dates ranges are calculated based on the current date	
Today	Current day. May be the last day of log if there is no logs for today
Yesterday	Previous day
This Week	Week starting Sunday to Saturday or whatever the first day of week is

Last Week	Full previous week
Last 7,14,21,28 Days	Previous selected number of days including today from midnight to midnight
This Month	Current month from day one to the end of the month
Last Month	Full previous month
Following standard dates ranges are calculated based on the last date of imported logs. This is useful for analyzing older projects for previous dates that don't include current date	
Last day of Log	Last day of imported log file(s)
Day before last day of Log	Day before last day of log
Last Week of Log	Full last week of log
Previous Week of Log	Full week before last week of log
Last 7,14,21,28 Days of Log	Selected number of days including today from midnight to midnight
Last month of log	Full calendar month from day one to the end of the month that includes end of log date
Previous month of Log	Full calendar month before the last month of log

Click **Near Today** button in toolbar to select either today date or last day of log if there is no logs for today.

Click **All Dates** button in toolbar to display reports for all days available in imported log files

Direct dates input in Report Date Filter window

To filter reports based on the date using the Report Date Filter tool:
1. In the **Calendar** pane, click the **Enter Dates** button . The ***Report Date Filter*** window opens.

   Tip: As well as being able to select a report date range, the Report Date Filter tool also displays the date range of the logs stored in the database.
2. Select a date range from the **From** and **To** fields.
3. Click **OK**. The ***Report Date Filter*** window closes.

   The currently opened report is refreshed, displaying the data for the selected date range.

Notes

- Date range changes apply only to the report on active tab. Reports on other tabs are not affected and still show report for their respective date ranges

- After selecting a date range, all new reports you open will display data for that period until either the project is closed or a different date range is specified

Tip:

You may compare same report for different date ranges to find out how important statistics change over time or what effect some changes had. Open the report on two separate tabs and select different date range for each tab. Then switch between tabs to compare the reports visually.

7.5   Analyzing Your Website FAQs

For most up-to-date version of FAQ please visit our website: http://www.deep-software.com/faq.asp

Also read the Knowledgebase at our   Online Support Center

What volume of web server logs can be imported by Deep Log Analyzer?

Deep Log Analyzer imports data from log files into MS Access database. It uses separate database mdb file for each project. A single mdb file can have size up to 2 Gb. Data in a database is organized in much more efficient way than in raw log files since database is designed according to normalization rules. This is why log files take less space in the database than their original size. Also Access database can be compressed to take even less space. Also it is recommended to filter out graphics requests in project settings in order to have a smaller database.

How do I optimize Deep Log Analyzer to work faster?

Take into account that Deep Log Analyzer uses an advanced report caching technique for opening reports faster. This means that a report's query is actually executed only when you open report for the first time. Next times report has been loaded from a fast cache and it takes much less time. It allows you to browse your website statistics complex reports in real time without any delay. Here are some additional advices to make Deep Log Analyzer even faster:

1. Consider not importing graphics requests into the project database. Unmark corresponding check box on Excludes tab in Project Settings. Graphics requests usually take about 2/3 or more of all hits and have very limited useful information in them. Excluding improves logs import and report creation speed several times and makes your project database a few times smaller.

2. Do not import into the database hits generated by visitors from your company. Such "inside" visits can become a substantial part of all recorded web site activity. Excluding such hits improves import and report execution speed and results in less database size as well as makes your reports more accurate since they include only activity of your real visitors. Enter your companies external IP addresses in list on Exclude tab in Project Settings.

3. Consider creating new projects more often. Instead of importing all log files for your web site life time in a single project in Deep Log Analyzer create new project every quarter, month or even week (for larger web sites). Keep old data in other projects so that you could concentrate on the situation on the website. This will make reports much faster and easier to work with by eliminating data for unnecessary time periods. Use wildcards to specify log files sets for particular dates, for example c:\logs\ex0406*.log will import only log files for June 2004.

4. When importing log files click Background button located in import dialog window. This will minimize Deep Log Analyzer to system tray and it will continue importing process in the background allowing you to work comfortably with other programs. Deep Log Analyzer will be restored from background automatically when log parsing finishes.

5. Make sure your computer configuration matches the minimum system requirements. Basically Deep Log Analyzer performance depends most on two main factors: hard drive speed and CPU speed. Computer also should have enough RAM - 256 to 512 Mb is appreciated.

How can I make Deep Log Analyzer recognize more search engines?

Deep Log Analyzer currently can recognize more than hundred most popular internet search engines like Google, Yahoo, MSN, etc. In log file it can find search engine name and key phrase that referred visitor to your website. If you receive hits from some local search sites, you can add them to search engine definitions in search_engines.ini file.

They will then appear in all search engine reports in Deep Log Analyzer. Open search_engines.ini file in Notepad, add new line in the format like SE114=MySearchEngine into [SearchEngines] section. Than add new [MySearchEngine] section at the end of file and list the values that tell how to recognize hit from this search engine:

```
EngineIndicator1=mysearchengine.com
EngineIndicator2=mysearchengine.net
SearchPhraseIndicator1=?q=
SearchPhraseIndicator2=&q=
```

This allows to recognize referrer URL like http://www.mysearchengine.com?q=phrase1 as a hit referred by MySearchEngine with search keyword "phrase1" Search engine definitions are processed at the time of log file parsing, so the newly added definitions will work only for logs that you import later on. You may re-import log files to apply changes to all imported data.

It is recommended to back up ini file after editing or it will be overwritten if you reinstall the program. Or just keep a copy of added records in a separate file.

For more information please read this topic: Search Engine Definitions

How to add browser, spider or OS definitions?

You can add custom browser, search engine spider and OS definitions in user_agents.ini file. Look at Unrecognized Browsers report. It shows all User Agent fields found in imported log files that are not described in user_agents.ini. If you get lots of hits from some kind of user agent (for example new download manager) that Deep Log Analyzer does not recognize, you can add custom definition for this user agent. It will be then recognized as a standard browser. Definitions should be entered in the following format in `[Browsers]` section:

```
BROWSERXX=[Name],[Log file stamp used to find it]
```

For example:

```
BROWSER22=ReGet (downloader),ReGet
```

The same format is used for search engine bots (`[Spiders]` section on user_agents.ini) and OSs (`[Platforms]` section in user_agents.ini).
Back up edited ini-file as it can be overwritten when you install new version of Deep Log Analyzer.

For more information please read this topic: Browser, Spider and OS Definitions

Can I create my own reports in Deep Log Analyzer?

You can design you own custom reports using SQL queries. It is potentially possible to create report on any aspect of the website usage you may ever need since all data from log files is imported in a well designed relational database. You may create new report based on any standard report. In this case SQL query will be copied to your new report and you'll be able to edit it. Deep Log Analyzer has advanced SQL query editor with syntax highlighting. To design good and useful reports you have to become familiar with database structure that you can see in diagram.jpg file provided with the software. Contact us in case you require assistance with designing your custom reports.

For more information please read this topic: Creating Custom Reports

What log file do I need? Where can I get the log files?

Deep Log Analyzer needs web server log files in order to analyze your web site and create reports. Every time the visitors come to your site and click on the links web server writes these actions to the log file. Log file contains records about all web pages and graphic elements requested by the users. Log files are usually stored on the web server computer. You need to ask you ISP or hosting company how to get the raw log files for your website. On Unix hosting log files usually have names similar to `access_log` or `access_log.gz`. On Winsows/IIS hosting files usually are named like `ex040423.log, ex040424.log`.
This software can not analyze log files from other programs, like proxy server logs, etc. Deep Log Analyzer can access log files via ftp or read logs from your local drive if you have copied them from the web server computer. Deep Log Analyzer can read log files archived in zip or gz.

Where is the projects data actually stored on my hard drive?

I want to back it up/I want to move it to another folder or drive. Deep Log Analyzer keeps files for all projects inside one single directory. Exact location varies from computer to computer and usually is `"C:\Documents and`

`Settings\All Users.WINDOWS\Application Data\DLA Storage\"`. To see where the Data Storage is located on your computer click File-Open menu and look at the bottom of the Open Project dialog. Projects are located in subfolders inside Data Storage directory. Each project folder contains hits.mdb file that is MS Access database containing imported log files.
If it is not enough free space on the hard drive with the storage you may move it to another drive. Click File-**Move Data Storage** menu to do it. Deep Log Analyzer will copy all files to the new location you entered.

For more information please read this topic: Data Storage

What kind of database does Deep Log Analyzer use?

Deep Log Analyzer imports web server log files into industry standard **MS Access** database. There is one separate mdb file for each project. Database file is named `hits.mdb` and located in project's subdirectory inside *Data Storage*.
You can simply open database in MS Access using `[File-Open Database in MS Access]` menu command.
Database is carefully designed according to normalization rules for speed- and size- efficient storage of web site log files data. To view database structure diagram click open `diagram.jpg` file located in Deep Log Analyzer directory or click View Database Diagram in Start menu. You can design custom query in MS Access and create custom report in the program based on that query.
Standard database format makes it easy to open the database in other programs where you need to access website statistical data.

Top Level Intro

This page is printed before a new
top-level chapter starts

Part VIII

8   Working With Reports

8.1   Reports Overview

Report Area - Displays the results of the generated report. There are two types of reports in Deep Log Analyzer that can be open in report area:

- *[General Statistics](#) - HTML based report that shows key statistics providing an immediate snapshot of website activity.*

- **Table and chart** report that shows numerical statics data followed by a graphical chart for best visual perception of the provided information.

Table and chart areas are divided by the movable splitter with buttons to customize how you view the data. For example:

- o To maximize the tables that contain the numeric data, click ▼.
- o To maximize the graphical chart part, click ▲.
- o To restore the display to its previous look, click ▬.

What you can do with the reports

Report tabs:

- Open **multiple reports** on separate tabs. Right Click on the report in list and click Open in New Window or click on the report in list while holding Shift key
- Quickly **switch** from one report to another by clicking on the report's tab. Press Ctrl+F6 or Ctrl+Tab to switch to the next report.
- **Sort** report by any column. Click on the column header to sort in ascending order, click once again to sort in descending order. Hold down Shift key while clicking to sort by multiple columns. You can sort separately records on each level. Sorting order is stored when you close and reopen the report. Sorting is reset when you close the project.
- Click ➕ Expand button to open all levels of the reports. Click ▬ Collapse button to close all open levels of the report and show only the upper level. Lower levels usually show some kind of the information logically relative to the expanded record of the upper level. Click + or - signs to expand/ collapse individual reports. This only applies to multi-level reports. There can be up to 3 levels in Deep Log Analyzer standard reports. Each level is color-marked differently.
- Click on the another level or move table cursor of in the table to view that part on graphical **chart**.
- **Export** report to HTML for easy emailing, sharing with colleagues, publishing on the website or storing for historical comparison. Click 🗐 button in toolbar to export active report.
- **Print Preview** and **Print** the report
- Choosing another **date range** in calendar immediately updates report on the active tab accordingly. Read more about [Filtering Reports by Date](#)
- **Compare** same report for different date ranges. Open two instances of the report on separate tabs and choose different date ranges in calendar for each tab. Switch between tabs to compare reports visually. Read more about [Filtering Reports by Date](#)
- Click on the URLs in the reports to open them in your web browser. Only cells with "hand" mouse pointer are clickable.
- View report in full screen mode. Clicking 🔳 button in toolbar (F11) hides all panes and maximizes report area to occupy all screen space. Click Close Full Screen button to restore normal view mode.

8.2   Viewing Report Properties

Structured Query Language. A language used by relational databases to query, update, and manage data.

A report's properties allow you to see what SQL queries are used to generate the report. For predefined reports you can only view the SQL queries, but with custom reports you can also change the SQL queries. The report's properties are displayed in the *Report Properties* window.

To view a report's properties:

1. In the **Reports** pane, click the name of the report. The report opens in the Report window.
2. In the **Reports** section of the **Tasks** pane, click **View Report Properties**.

   - OR -

   Right-click the report name and choose **Properties** from the shortcut menu.

8.3   Custom Reports

8.3.1   Creating Custom Reports

Structured Query Language. A language used by relational databases to query, update, and manage data. The organization of information within a database. The schema consists of table, field, and index definitions.

Although Deep Log Analyzer comes with a substantial number of predefined reports that cover many areas of website analysis, it also provides you with the option to design your own reports using SQL.

It is possible to create reports on any aspect of website usage because all of the data from the log files is imported into a relational database of industry standard MS Access format . You may create new reports based on any predefined report. You can create new reports using the predefined report's SQL query, and then you edit the SQL to create a custom report. Or you may create new custom report from scratch.

> **Tip:** Deep Log Analyzer comes equipped with an SQL query editor that includes advanced syntax highlighting for convenient editing of SQL query.

To design good and useful reports you:
- Must become familiar with Deep Log Analyzer's database structure. You can view the database schema by clicking **Start**, pointing to **All Programs**, pointing to **Deep Log Analyzer**, and clicking **View Database diagram**.
- Must be familiar with basics of relational databases and SQL language. You may want to visit the following websites for help building your SQL queries:
  - o http://www.w3schools.com/sql/default.asp
  - o http://www.microsoft.com/office/access
  - o http://support.microsoft.com/default.aspx?scid=http://support.microsoft.com:80/support/kb/articles/ Q189/6/57.ASP&NoWebContent=1
  - o http://www.google.com/search?q=sql

> **Tip:** Use Microsoft Access' query designer to more easily create custom report queries.

a. Open your project's database in Microsoft Access. Click **Tools-Open Database in MS Access** menu

> **Tip:** Your project's database can usually be found in the following location:
> `C:\Documents and Settings\All Users\Application Data\DLA Storage\Project Name\hits.mdb`

b. Create and design new query. Use the online help in Access for assistance.
c. Copy the text of the SQL query into the custom report in Deep Log Analyzer (step 5 below).

   - Or -

d. Save the query in Microsoft Access and enter the following SQL query in Deep Log Analyzer (step 5 below):

   `SELECT * FROM [Access Query Name]`

- Can contact us if you require additional assistance designing a custom report.

To create a custom report:

1. Right-click the **Custom Reports** folder, which can be found at the bottom of the **Reports** pane report hierarchy, and select **Create** from the shortcut menu.

The New Report Wizard opens.

2. From the reports list, choose a report on which you'd like to base the custom report, or, if you'd like to start from scratch and build a completely new custom report, choose **<none>**.
3. Click **Next**.
4. Change the name of the report to something more meaningful.

   For example, if you are creating a custom version of the Browsers report that does not include the browser's version, you could change the report's name to **Browsers - No version**.

5. Update or create the SQL query.
6. Click **Finish**.

    Note: SQL syntax errors may be identified by Deep Log Analyzer and an error message displays helping you determine where the error occurs.

8.3.2   Saving Custom Reports

Once you have created a custom report, you can save (or export) the report's settings. You may then add the report to another project or move the report to another computer (Read Loading Custom Reports). The report's settings are saved to a `.dxr` file.

To save a custom report:
1. From the **Reports** section of the **Tasks** pane, click **Save Custom Reports As**. The *Select Reports* dialog box opens.

2. From the **Available Reports** list, choose the report you wish to save, and then click [>].

    Tip: To remove a report from the **Reports to be Saved** list, select it and click [<].
3. Click **Next**. The *Select Reports File* dialog box opens.
4. Click **Browse**. The *Save As* dialog box opens.
5. Browse to where you want to save your file, type a name for the exported custom report, and click **Save**. The *Save As* dialog box closes and the *Select Reports File* dialog box displays the path and file name of the exported report in the **Reports File** field.
6. Click **Finish**.

8.3.3   Loading Custom Reports

Once you have saved a custom report, you can load (or import) the report's settings. The report's settings are saved to a `.dxr` file, therefore you will be loading the report settings from a `.dxr` file. Loaded reports appear in Custom Reports group in Reports Pane. Click on the newly added report to execute it and view the results.

To load a custom report:
1. From the **Reports** section of the **Tasks** pane, click **Load Custom Reports**. The *Open* dialog box opens
2. Browse for the `.dxr` file that contains the report settings.
3. Click **Open**. The report is added to the **Custom Reports** folder, which is found at the bottom of the **Reports** pane report hierarchy.

Once the report has been loaded, you can click it to view the output.

8.4   Exporting Reports

Export a single report

You can export all standard and custom reports to HMTL for easy emailing, sharing with colleagues, web publishing or storing for historical comparison. To export an individual report to HTML:
1. Click the name of the report that you wish to export.
2. From the **Report** menu, choose **Export to HMTL**.
3. Navigate to where you want to save the .html file.
4. Click **Save**.

Export List

Deep Log Analyzer also provides Export List feature that allows you to export multiple reports to a single framed HTML complex report. This complex format allows to navigate between exported group of reports in web browser. Export List is useful for easy publishing reports on the websites. This kind of export generates multiple HTML and .gif files in the directory you specify.

Export List can also be run automatically on schedule.

To export list of reports to HTML:
1. Click **Tools** - **Export List** menu. Export Reports List Window will open
2. Mark the check boxes near reports you want you want to include into export
3. Navigate to where you want to save the .html files.
4. You can save selected reports list and export path to an Export List Profile on top of the window. Click Save button. Later you can select this profile from the list.
5. Click **Export** to start exporting reports.

Export chart

For the reports that contain graphical chart, you can export the graph as an image in .png format. To export a report's graph:
1. Click the name of the report that contains the graph that you wish to export.
2. Click the arrows   to expand the menu to show all commands. Click **Export Chart**.
    • or right click on the chart in a report window and click Save to File
    • or press Alt+C
3. The *Save As* dialog box opens.
4. Navigate to where you want to save the file.
5. Click **Save**.

Top Level Intro

This page is printed before a new
top-level chapter starts

Part IX

9 Advanced Topics

9.1 DeepTracker Setup

Deep Log Analyzer uses DeepTracker technology for the best measurement accuracy of unique website visitors, sessions, returning visitors and other valuable website metrics.

Advantages of DeepTracker technology

✓ Uniquely identifies each session using session cookies

✓ Identifies sessions correctly when user's IP changes during the session

✓ Identifies visitors uniquely by permanent cookie

✓ Allows to detect returning visitors metrics accurately

✓ Overcomes proxying

✓ Overcomes caching by browsers and ISPs

✓ Records extended information about visitors systems such as:

- screen resolution;
- color depth;
- Javascript support;
- Flash version;
- system language;

✓ Records exact visitor's path

Installation

DeepTracker technology is easy to install and use in Deep Log Analyzer.

1. Enable DeepTracker method for your project

Open Project Settings in Deep Log Analyzer and go to Analysis tab. Mark "DeepTracker method" radio button in Session & Visitor Tracking section of the window

2. Upload tracking files to the website

You need to place *dla_tracker.js* and *dla_tracker.gif* files on your website. These files can be found in "{Program Files}\Deep Log Analyzer\DeepTracker\" folder. Upload them to them to the main directory of your website.

If site's page files are located in sub-directories of the website as well, you need to upload *dla_tracker.js* and *dla_tracker.gif* files into all such subdirectories too.

3. Add DeepTracker Code to web pages

DeepTracker Code is a small part of HMTL code that looks like this:

```
<!--Deep Log Analyzer DeepTracker code Start. Do not modify this code-->
<script src="dla_tracker.js" type="text/javascript"></script>
<script type="text/javascript">
   dtDoTrack();
</script>
<noscript>
   <a href="http://www.deep-software.com/" target="_blank">
     <img src="dla_tracker.gif?_dtjava=false" alt="website statistics" border=0>
   </a>
</noscript>
<!--Deep Log Analyzer DeepTracker code End-->
```

You need to get the code specific for your website. Open DeepTracker Code page in Project Settings. Click Copy to Clipboard button. Then open the editor you use to edit the website and paste this code right below <body> tag. This code should be inserted in all pages of the website. If your website design uses *includes* for displaying header on each page, it is the best place to insert the DeepTracker Code.

> **Tip:** If it is impossible to insert DeepTracker Code in ALL pages of the website try to insert it at least in the main page and possible landing pages (entry pages) of the website.

4. Check DeepTracker Code

Open Project Settings->DeepTracker code tab an Click *Check DeeptTracker code* button or click *File->Check DeepTracker Status* menu. This will verify if DeepTracker Code is correctly installed on the website.

Deep Log Analyzer will check for DeepTracker Code in the HTML code of site's main page and presence of *dla_tracker.js* and *dla_tracker.gif* files in website's root folder. Deep Log Analyzer will report if any problem found. Fix possible problem and click Check DeepTracker code button again to make sure that tracking is set up correctly. Then move on to the next step.

5. Enabling cookies recording in web server

This step is required to ensure that your web server records cookies information in the web log files. Deep Log Analyzer needs this information in logs to process data recorded by DeepTracker technology installed on the website. This is done differently on Apache (Unix hosting) and IIS (Windows hosting). Follow these instructions for your web server:

- **Apache web server - setup log files**
- **Microsoft IIS Server - setup log files**

6. Import log files

Import log files created after adding cookie field. Check Screen Resolution report. If it's not empty, DeepTracker technology is setup and functioning properly

9.2   Logging setup in Apache

Apache Web Server

Deep Log Analyzer supports CLF log files created by Apache web server. If you use DeepTracker method for session tracking, you need to enable Cookie field in Apache logs. Follow these instructions to change logs format in Apache web server:

1. Open APACHE_HOME/conf/http.conf file (APACHE_HOME represents the Apache install directory) on the webs server computer in a text editor of your choice. Normally it should have the line similar to the one below. Find it:
```
LogFormat "%h %l %u %t \"%r\" %>s %b \"%{Referer}i\" \"%{User-Agent}i\"" combined
```

2. Copy it to the line below and add {Cookie} field at the end. Assign this format specification a different name:
```
LogFormat "%h %l %u %t \"%r\" %>s %b \"%{Referer}i\" \"%{User-Agent}i\" \"%{Cookie}i\"" combined_cookie
```

3. Then modify CustomLog like line to use newly specified log format:
```
CustomLog logs_path/access.log combined_cookies
```

4. Save modified http.conf file

5. Verify http.conf syntax

   For Unix/Linux based systems
```
APACHE_HOME/bin/apachectl configtest
```

   For Windows
```
APACHE_HOME/bin/apache -t
```

   This should pass without any errors.

6. Restart Apache web server. Run this command from command prompt

    For Unix/Linux based systems

    ```
    APACHE_HOME/bin/apachectl restart
    ```

    For Windows. Open Services in Control Panel and Restart Apache service or issue following commands:

    ```
    net stop apache2
    net start apache2
    ```

7. Check log file format. Open web browser, visit the website and make a few clicks. Open `logs_path/access.log` file. Look at a few last lines of the log file. They should contain DeepTracker cookie at the end like in this sample:

```
192.168.1.101 - - [18/Dec/2006:11:51:31 -0800] "GET /buglist.html HTTP/1.1" 200 5485 "-"
"Mozilla/5.0 (Windows; U; Windows NT 5.1; en-US; rv:1.8.1) Gecko/20061010 Firefox/2.0"
"__dla_cc=84353-2109416784;__dla_sc=_dt_ss_uid%3D65650-51180020%26_dtscr%3D1680x1050x32%
26_dtlang%3Den-US%26_dtjava%3Dtrue%26_dtflash%3D9.0%20%20r28"
```

```
Notice presence of __dla_cc and __dla_sc cookies created by DeepTracker
```

Supported formats of Apache log

```
Deep Log Analyzer supports following formats of Apache log files.
```

```
Common log format (CLF) without referrers, user agent, and cookies. Referrals, search engines,
browsers, OSs, etc. reports will be empty.
```

```
    LogFormat "%h %l %u %t \"%r\" %>s %b" common
```

```
Combined log format:
```

```
    LogFormat "%h %l %u %t \"%r\" %>s %b \"%{Referer}i\" \"%{User-agent}i\"" combined
```

```
Combined log format with cookie field. Recommended format that allows to use DeepTracker
technology and allows to create a full set of reports
```

```
    LogFormat "%h %l %u %t \"%r\" %>s %b \"%{Referer}i\" \"%{User-Agent}i\"  \"%{Cookie}i\"" combined_cookie
```

Deep Log Analyzer also supports virtual host field (%v) in log files. It's used when you run a server with many virtual hosts, that use the same log file. Virtual host field should always be first:

```
    LogFormat "%v %h %l %u %t \"%r\" %>s %b \"%{Referer}i\" \"%{User-Agent}i\"  \"%{Cookie}i\"" combined_coo
```

9.3   Logging setup in IIS

Microsoft IIS Server

Deep Log Analyzer supports W3C log files created by MS IIS (Microsoft Internet Information Services) web server. If you use DeepTracker method for session tracking, you need to enable Cookie field in IIS logs. Follow these instructions to setup format of log file created by in IIS web server.

1. Open Internet Information Services (IIS) Manager from Start menu->Control Panel->Administrative Tools

2. Right Click on the website and click Properties. go to Web Site tab, select Active Log Format: W3C Extended Log File Format. Click Properties
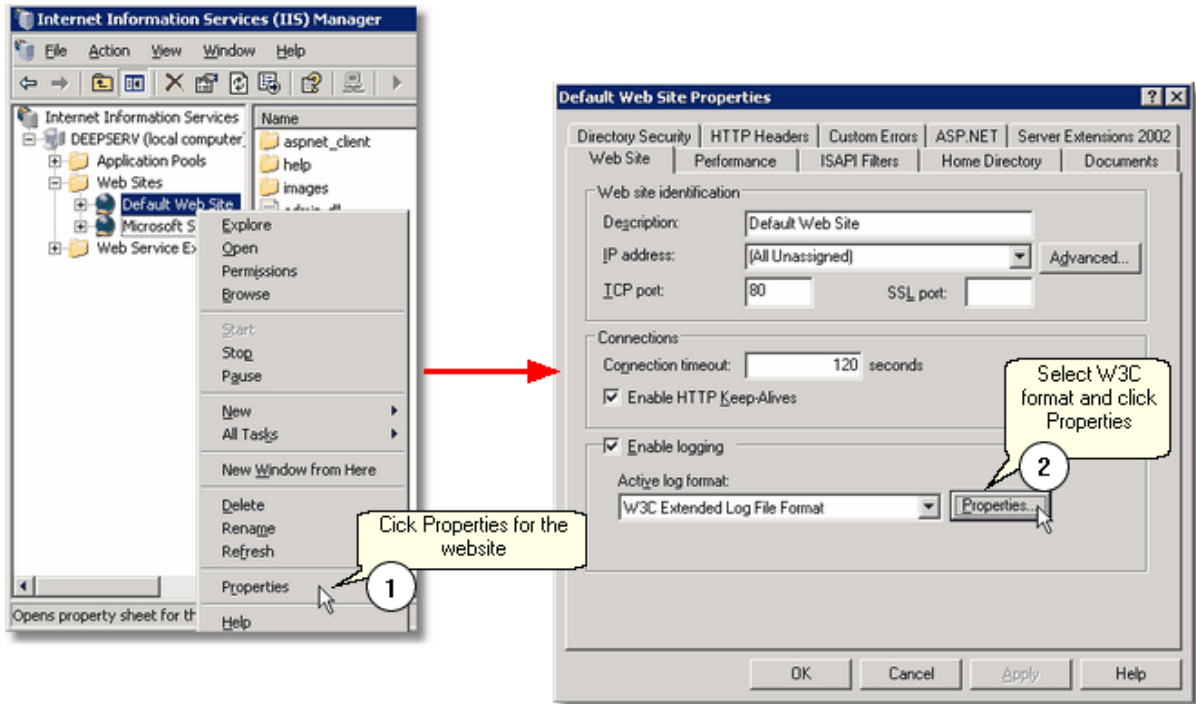
3. In Logging Properties Window go to Advanced tab. Mark at least the fields listed below. Make sure Cookie is marked if you use DeepTracker session tracking method in Deep Log Analyzer. If you have more fields selected, it does not cause any problems with Deep Log Analyzer.
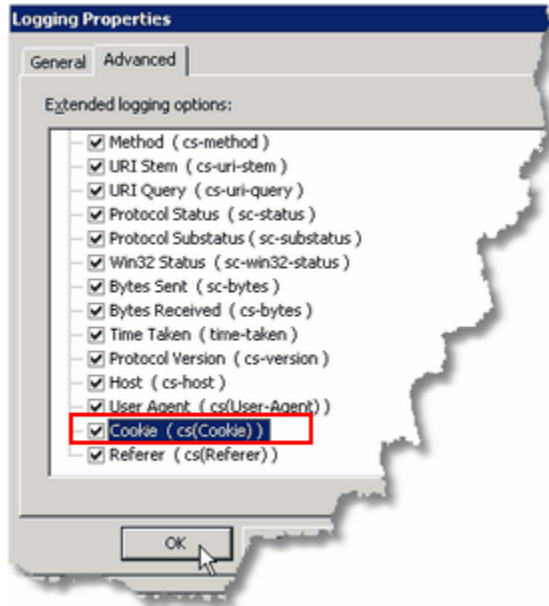
These fields in W3C file are required for best reporting:

- Date (date)
- Time (time)
- Client IP Address (c-ip)
- User Name (cs-username)
- Server Port(s-port)
- Method (cs-method)
- URI Stem (cs-uri-stem)
- URI Quesry (cs-uri-query)
- Protocol Status (sc-status)
- Bytes Sent (sc-bytes)
- Time Taken (time-taken)
- Host (cs-host)
- User Agent (cs(User-Agent))
- Cookie (cs(Cookie)) - required only if DeepTracker method is selected in Deep Log Analyzer
- Referer (cs(Referer))

4. Check log file format. Open web browser, visit the website and make a few clicks. IIS usually keeps its log files in this folder: *C:\WINDOWS\system32\LogFiles*. Open last .log file. Look at a few last lines of the log

file. They should contain DeepTracker cookie at the end like in this sample and all other fields:

```
2006-12-01 00:05:50 W3SVC4045 C27384-57916 70.87.39.67 GET /images/clients.swf - 80 -
128.125.97.224 HTTP/1.1 Mozilla/4.0+(compatible;+MSIE+6.0;+Windows+NT+5.1;+SV1;+.NET+CLR
+1.1.4322) __dla_cc=29658-2077989892;+__dla_sc=_dt_ss_uid%3D9215-1474221040%26_dtscr%
3D1280x1024x32%26_dtlang%3Den-us%26_dtjava%3Dtrue%26_dtflash%3D8.0 - www.deep-software.com 304
0 0 212 575 46
```

Notice presence of *__dla_cc* and *__dla_sc* cookies created by DeepTracker

9.4 Data Storage

I want to back it up/I want to move it to another folder or drive. Deep Log Analyzer keeps files for all projects inside one single directory. Exact location varies from computer to computer and usually is `"C:\Documents and Settings\All Users\Application Data\DLA Storage\"`. To see where the Data Storage is located on your computer click File-Open menu and look at the bottom of the Open Project dialog. Projects are located in subfolders inside Data Storage directory. Each project folder contains hits.mdb file that is MS Access database containing imported log files.

If it is not enough free space on the hard drive with the storage you may move it to another drive. Click File-**Move Data Storage** menu to do it. Deep Log Analyzer will copy all files to the new location you entered.

9.5 Deep Log Analyzer Options

Click Tools->Options menu in Deep Log Analyzer to open Options Window:
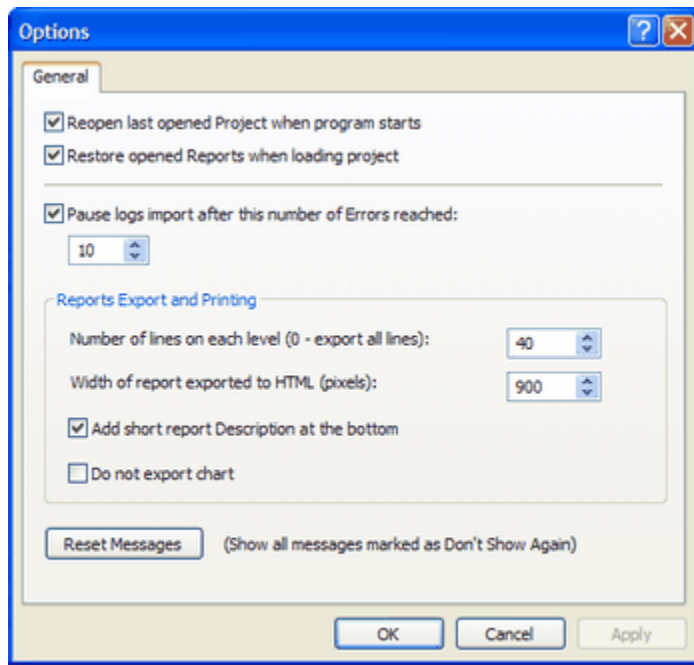
Right click on any field in this window and click What's This? to read about it

9.6   Search Engine Definitions

A website that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought

Deep Log Analyzer currently can recognize more than hundred most popular internet search engines, such as Google, Yahoo, MSN, etc. It can find in log file a search engine's name and key phrase that referred visitor to your website. If you receive hits from some local search sites, that Deep Log Analyzer does not recognize in standard configuration, you can add them to search engine definitions in **search_engines.ini** file located in Deep Log Analyzer folder (by default it's *C:\Program Files\Deep Log Analyzer*).

Newly added engines and search phrases will appear in all search engine reports in Deep Log Analyzer after you import (or reimport) log files. Open search_engines.ini file in Notepad, add new line in the format like `SE114=MySearchEngine` into `[SearchEngines]` section. Than add new `[MySearchEngine]` section at the end of file and list the values that tell how to recognize hit from this search engine:

```
EngineIndicator1=mysearchengine.com
EngineIndicator2=mysearchengine.net
SearchPhraseIndicator1=?q=
SearchPhraseIndicator2=&q=
```

After these changes DLA will recognize referral URL like `http://www.mysearchengine.com?q=phrase1` as a hit from *MySearchEngine* search engine with search keyword "*phrase1*".

Search engine definitions are processed at the time of log file parsing, so the newly added definitions will work only for logs that you import later on. You may re-import log files to apply changes to all imported data. It is recommended to back up your edited .ini file or it will be overwritten when you reinstall the program. Or just keep a copy of added records in a separate file.

Requests for files from visitors. Each HTML document and graphic file counts as a separate hit, so hits are not always an accurate representation of the number of different visitors to your site. Hits are also referred to as requests.
A website that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought
A referral occurs when any hyperlink is clicked on that takes a web surfer to any page or file in another website; it could be text, an image, or any other type of link. When a web surfer arrives at your site from another site, the server records the referral information in the hit log for every file requested by that surfer. If a search engine was used to obtain the link, the search engine name and any keywords used are recorded as well.

9.7   Browser, Spider and OS Definitions

Automated program that "crawls" the Web, generally for the purpose of indexing web pages for use by search engines. Because most web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines have many spiders working in parallel.

Deep Log Analyzer can recognize most of modern browsers, operating systems and search engine spiders.

But you can add custom browser, search engine spider and OS definitions in **user_agents.ini** file. Look at Unrecognized Browsers report. It shows all User Agent fields found in imported log files that are not described properly in user_agents.ini. If you get lots of hits from some kind of user agent (for example new download manager) that Deep Log Analyzer does not recognize, you can add custom definition for this user agent. It will be then recognized as a standard browser and will appear in all browser-related reports. Definitions should be entered in the following format in `[Browsers]` section:

```
BROWSERXX=[Name],[Log file stamp used to find it]
For example:  BROWSER22=ReGet(downloader),ReGet
```

The same format is used for search engine robots (search spiders). Add records to `[Spiders]` section on user_agents.ini file in the following format:

```
SPIDERXX=[Name],[Log file stamp used to find it]
For example: SPIDER1=AltaVista,vscooter
```

You may also add new *Operating System* definitions to `[Platforms]` section in user_agents.ini in the following format:

```
PLATFORMXX = [Name],[Log file stamp used to find it]
PLATFORM1 = Windows XP,Windows NT 5.1
```

Notes

- Make sure that browsers, spiders and OSs numbering in their respective sections are continuous with no gaps

- Log file stamp is checked for match against user agent filed in the log file

- Do not change the order of the standard definitions provided with the program

- Back up edited ini-file as it can be overwritten when you install new version of Deep Log Analyzer

Automated program that "crawls" the Web, generally for the purpose of indexing web pages for use by search engines. Because most web pages contain links to other pages, a spider can start almost anywhere. As soon as it sees a link to another page, it goes off and fetches it. Large search engines have many spiders working in parallel.
A website that enables users to locate information on the World Wide Web. Search engines use keywords entered by users to find Web sites which contain the information sought
Requests for files from visitors. Each HTML document and graphic file counts as a separate hit, so hits are not always an accurate representation of the number of different visitors to your site. Hits are also referred to as requests.
Fields in an extended web server log file identifying the browser and platform used by a visitor. This includes graphical browsers, text-only browsers and non-visual browsers such as audio or braille browsers, search engine robots.

Top Level Intro

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Part

X
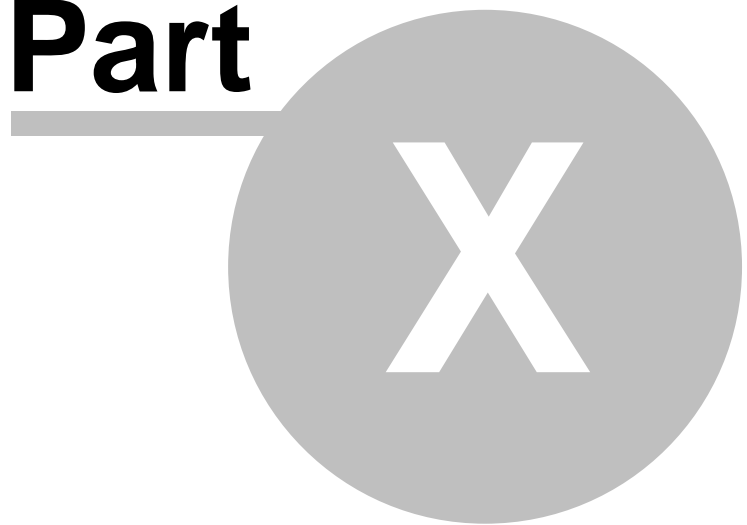
10   Standard Reports

10.1   General Statistics Report

General Statistics Report

This report shows your website's key statistics providing an immediate snapshot of website activity. This overview report is the starting point of the website analysis. Click this icon ◐ to open related detailed report in new report tab.

This report shows statistics for the dates interval currently selected in calendar.

10.2   Accessed Resources

10.2.1   Top Pages Report

Top Pages Report

This report shows the popularity of the web pages on your website. Pages are ranked by the number of times the page was requested by the visitors (number of hits). Deep Log Analyzer considers request to only files with specific extensions as pageviews. These extensions include html, htm, asp, aspx, php, and others. CSS stylesheets, javascript files, graphics (gif, jpg, etc.), sound (wav, mp3,...), video (avi, mpg,...) files are not considered as pages and are not shown in this report. Data Transferred column shows how many total Kb were transferred by the web server to the visitors for each viewed page.

Click Expand button in toolbar or + signs to view second level of the report. Second level shows the list of referrers that lead visitors to this page. Referring ULRs are ranked by the number of referrals (shown Number of Hits column). If referrer is a search engine recognized by Deep Log Analyzer that row also includes search engine name and search phrase used to find your website's page. NO REFERRAL row means that the file was requested directly by typing URL in the browser or by referral from another page on your website (in case if Remove Self Referrals option is on in Project Settings)

Benefits

- See whether most visitors view important website content. If not, you may need to restructure or change pages layout on your website to

ensure that this critical information can be easily located.

Notes

- This report includes both successful and error hits

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table.

Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- Page names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.
For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2
You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi?articleid=10123; article.cgi?articleid=1452. In this case you should specify in Project Settings to retain only articleid parameter as it controls what is actually displayed on the web page.

10.2.2 All Accessed Files Report

All Accessed Files Report

This report shows the popularity of the all files located on your website including web pages, graphics, media and other files. Files are ranked by the number of times they were requested by the visitors (number of hits). This report includes files with all extensions.

Data Transferred column shows how many total Kb were transferred by the web server to the visitors for each requested file

Notes

- This report includes both successful and error hits

- File names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.
For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2
You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi?articleid=10123; article.cgi?articleid=1452. In this case you should specify in Project Settings to retain only articleid parameter as it controls what is actually displayed on the web page.

10.2.3 Top Downloads Report

Top Downloads Report

This report shows the popularity of the files downloaded from on your website. Downloads are ranked by the number of times files were requested by the visitors (number of hits). Deep Log Analyzer considers request to only files with specific extensions as downloads. These extensions include zip, exe, rar, tar, etc. Web pages (html, asp, php, etc.), graphics (gif, jpg, etc.), sound (wav, mp3,...), video (avi, mpg,...) files are not considered as downloads and are not shown in this report.

Data Transferred column shows how many total Kb were transferred by the web server to the visitors for each downloaded file

Notes

- This report includes both successful and error hits

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- This reports may show more hits than the number of times file was actually downloaded. This may be caused by the following facts. Many people use download manager programs for downloading large files from the Internet. These programs may split files into sections and download them separately. This results in multiple requests to the same file recorded in the web server log with Partial Content status code (206) and increase the number of hits displayed respectively.
Also visitors may cancel download process before end resulting in the hit recorded in log file not corresponding to the actual complete file download.

To track actual number of downloads of some important files get additional custom reports available on Deep Software website here: http://deep-software.com/morereports.asp

10.2.4 Accessed Graphics Report

Accessed Graphics Report

This report shows the popularity of the graphic files viewed by the visitors on your website. Graphic files are ranked by the number of times they were requested by the visitors (number of hits). Deep Log Analyzer considers only files with specific extensions as graphic files. These extensions include gif, jpg, bmp, ico, png, etc. Web pages (html, asp, php, etc.), sound (wav, mp3,...), video (avi, mpg,...) files are not considered as graphics and therefore are not shown in this report.

Data Transferred column shows how many total Kb were transferred by the web server to the visitors for each graphic file

> **Warning:** This report may contain no rows (be empty) with the default Project Settings. This is because by default it does not import hits on graphic files. If you need to see this report open Project Settings, switch to Excludes tab and unmark Do Not Import Hits on Graphic File check box. Then reimport your log files into the DLA project. This will result in much larger database size and slower import and reports as hits on graphics usually take a considerable portion of all hits in the log file.

Notes

- This report includes both successful and error hits

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

10.2.5 Entry Pages Report

Entry Pages Report

This report shows the popularity of web pages site visitors use to enter the website. Entry page is the first web page requested by the visitor during his visit. Number of Hits column shows the number of times visitors entered the website through the particular page.

Deep Log Analyzer considers only files with specific extensions as pages.

These extensions include html, htm, asp, aspx, php, and others. CSS stylesheets, javascript files, graphics (gif, jpg, etc.), sound (wav, mp3,...), video (avi, mpg,...) files are not considered as pages and are not shown in this report.

Notes

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

10.2.6 Visitors Bouncing Rate

Visitors Bouncing Rate

This report is important for Internet marketers, as it's a good for them to design the strategies to reduce the bouncing rate for the key web pages to the minimal level. When website has an acceptable low bouncing rate you can concentrate on increasing the purchase rate.

Benefits

- Bouncing rate report helps to identify the efficiency of design, layout, copywriting of the different important pages on the website such as home page and e-commerce campaigns landing pages. Create unique URL parameters or landing pages for the advertising campaigns and track each of them separately in this report

- Find out if you attract the right audience to the website. If your visitors are interested in the website content they browse deeper into the site and show lower bouncing rate.

Columns:
Entry page - page name used by the visitors to enter the site
Entries - number of times visitors entered the website trough the web page, first requested page in the visit
Bounced - number of times visitors left the website without viewing any more pages , i.e. did not request more pages from the web server
% Bounced - percentage of visits that where bounced from this page, i.e. Bounced/Entries*100%

Notes

- This report includes only successful pageviews and does not take into account error page requests, such as not found pages (resulting in Error 404)

- Take into account that this report is based on number of visits and not on the number of unique visitors. Same visitor may come to site many times, i.e. have many visits recognized by the program

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- Page names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.
For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2
You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi?articleid=10123; article.cgi?articleid=1452. In this case you should specify in Project Settings to retain only articleid parameter as it controls what is actually displayed on the web page.

10.2.7 Exit Pages Report

Exit Pages Report

This report shows the popularity of web pages on which visitors exit the website. Exit page is the last web page requested by the visitor during his visit. User exits website when he closes his browser window, clicks on the external link or directly enters the URL in the address field and goes to another site. Number of Hits column shows the number of times visitors exited the website through the particular page.

Deep Log Analyzer considers only files with specific extensions as pages. These extensions include html, htm, asp, aspx, php, and others. CSS stylesheets, javascript files, graphics (gif, jpg, etc.), sound (wav, mp3,...), video (avi, mpg,...) files are not considered as pages and are not shown in this report.

Notes

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

10.2.8 Entry Files Report

Entry Files Report

This report shows the popularity of files visitors use to enter the website. Entry file is the first file requested by the visitor during his visit. Number of Hits column shows the number of times visitors entered the website through the particular file. This report is similar to Entry Pages Report but it includes all files such as graphics and downloads and not only web pages.

10.2.9 Single Access Pages Report

Single Access Pages Report

This report shows the web pages ranked on the number of times this page was the only one requested during a visit. As a user arrives to the website and leaves it without going deeper the second column in this report is incremented. This column is identical to Bounced column in Visitors Bouncing Rate report. Optimize your pages to reduce this number

Notes

- This report includes only successful pageviews and does not take into account error page requests, such as not found pages (resulting in Error 404)

- Take into account that this report is based on number of visits and not on the number of unique visitors. Same visitor may come to site many times, i.e. have many visits recognized by the program

- You may configure the file extensions list by which Deep Log Analyzer

recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- Page names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.
For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2
You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi?articleid=10123; article.cgi?articleid=1452. In this case you should specify in Project Settings to retain only articleid parameter as it controls what is actually displayed on the web page.

10.2.10 Directories Report

Directories Report

This report shows the popularity of the web site directories (folders). The report is ranked by the number of times (Hits) visitors requested web pages or any files located in that directory.

Directory name does not include website domain name. To get a full url of the directory add your website domain name at the beginning. For example, /images/ directory means htp://www.site.com/images/. Data Transferred column shows the total number of Kb transferred by the web server to visitors from the directories.

Benefits

- Find out what logical parts or topics of your website are popular, as websites are usually grouped by folders logically.

Notes

- This report includes both successful and error hits

- / directory means the website's root directory. It includes, for example, requests to files such as htp://www.site.com/index.htm, htp://www.site.com/page1.htm, etc.

Requests for files from visitors. Each HTML document and graphic file counts as a separate hit, so hits are not always an accurate representation of the number of different visitors to your site. Hits are also referred to as requests.

10.2.11 Top Level Directories Report

Top Level Directories Report

This report shows the popularity of the web site top level directories (folders). The report is ranked by the number of times (Hits) visitors requested web pages or any files located in that top level directory and all its subdirectories. For example, all hits on files in such folders as \pages\topic1\, \pages\topic1\subtopic\, \pages \topic2\ will be grouped and displayed in this report as hits on top level \pages\ directory.

Directory name does not include website domain name. To get a full url of the directory add your website domain name at the beginning. For example, /images/ directory means htp://www.site.com/images/. Data Transferred column shows the total number of Kb transferred by the web server to visitors from the directories.

Benefits

- Find out what logical parts or topics of your website are popular, as websites are usually grouped by folders logically.

Notes

- This report includes both successful and error hits

- / directory means the website's root directory. It includes, for example, requests to files such as htp://www. site.com/index.htm, htp://www.site.com/page1.htm, etc.

Requests for files from visitors. Each HTML document and graphic file counts as a separate hit, so hits are not always an accurate representation of the number of different visitors to your site. Hits are also referred to as requests.

10.3 Site Navigation

10.3.1 Popular Paths through Site

Popular Paths through Site

This report shows the popularity of paths traveled by website's visitors starting with their Entry Page and to their Exit Page. Each row lists one or more pages in the order they were viewed separated by dash symbols. Each user visit has its own path. These paths are grouped and the number of visits with such path is shown in the respectable column.

Notes

- This report shows only to top 1000 of all available paths. To see more records create a custom report based on this report and remove TOP 1000 from its SQL query. Maximum total length of path is 255 characters

- This report includes only successful pageviews and does not take into account error page requests, such as not found pages (resulting in Error 404)

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- Page names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.
For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2
You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi? articleid=10123; article.cgi?articleid=1452. In this case you should specify in Project Settings to retain only articleid parameter as it controls what is actually displayed on the web page.

10.3.2 Came From Page

Came From Page

This navigation report shows how visitors reach particular pages on your website. First level of the report

shows web pages ranked by the number of pageviews. Click Expand button in toolbar or + sign to view second and third levels of the report. Second level contains the web pages from which visitors surfed to the expanded page on first level ranked by number of times they did it. In other words, page on the second level of the report was requested right before the page on the first level. EXTERNAL line on the second level shows the number times visitors came to this page from external site or by direct request in browser. Expand 3rd level under EXTERNAL to view a list of external referrals to this page raked by the number of hits

Benefits

- Find out how visitors reach goal web pages on your website. View what pages are most effective at driving visitors to your buy, subscription, download or other key pages.
- Analyze users behaviour on the website

Notes

- This report includes only successful pageviews and does not take into account error page requests, such as not found pages (resulting in Error 404)

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table.

Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- Page names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.
For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2
You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi?articleid=10123; article.cgi?articleid=1452. In this case you should specify in Project Settings to retain only articleid parameter as it controls what is actually displayed on the web page.

10.3.3 Left To Page

Left To Page

This navigation report shows to what destination URLs visitors leave particular pages on your website or what links they click on web pages. First level of the report shows all web pages ranked by the number of pageviews. Click Expand button in toolbar or + sign to view seconds level of the report. Second level contains the web pages to which visitors surfed after the page expanded on first level ranked by number of times they did it. In other words, page on the second level of the report was requested right after the page on the first level. EXITED SITE line on the second level shows the number times visitors left the site after viewing the web page.

Benefits

- Find out how visitors reach goal web pages on your website. View what pages are most effective at driving visitors to your buy, subscription, download or other key pages.

Notes

- This report includes only successful page views and does not take into account error page requests, such as not found pages (resulting in Error 404)

- You may configure the file extensions list by which Deep Log Analyzer recognizes files as pages, downloads and graphics. To do this open config.mdb file located in DLA's folder in MS Access and edit FileExtension table. Add, remove file extensions or change the type of the extension. It is recommended to reimport (delete from database and import again) log files into the project after editing file type definitions in order to have the changes reflected in the reports.

- Page names in this report may include URL parameters as specified on Dynamic Content tab in Project Settings window. If Retain URL Parameters option is marked on Deep Log Analyzer will show requests to the same page with different parameters as requests to the different pages and put them in separate rows in this report.

For example, the following requests will be shown in separate rows: default.asp, default.asp?ref=ad1, default.asp?ref=ad2

You should also turn on Retain URL Parameters option if your website's pages content is dynamic (database driven sites) and is controlled by URL parameter(s), for example: article.cgi?articleid=1000; article.cgi?articleid=10123; article.cgi?*articleid=1452*. In this case you should specify in Project Settings to retain only *articleid* parameter as it controls what is actually displayed on the web page.

10.4 Visitors Activity

10.4.1 Top Visitors Report

Top Visitors Report

This report shows the website visitors ranked by the number of visits. Visitor column shows user's IP address or host name, whatever is presented in the web server's log file. User's country is shown in a separate column.

Click Expand button in toolbar or + sign to view second level of the report. It shows user's operating system and browser. Take into account, that user may visit your website several times with different browsers. In this case there will be a separate record for each browser of this user along with the number of visits for each browser. Automated search robots/spiders visited website are identified by the spider name in Browser/Search Spider column.

Benefits

- See the most active visitors on your website and how often they return
- Find out if you attract right visitors to the website based on their geographical location

Note

- This report shows only to top 1000 of all visitors as their actual number can be very large. To see more records create a custom report based on this report and remove TOP 1000 from its SQL query or change the number.

- User's country is determined by Deep Log Analyzer using IP-To-Country database. This is fast and reliable method that does not require reverse DNS lookups.

10.4.2 Visits History Report

Visits History Report

This report shows the number of visits per day.

Benefits

- Find out how your website's traffic changes over time

Note

- This report is different from Hits History report. Each visit consists of one or more hits. This report is more accurate in showing the trend of your website popularity.

10.4.3 Hits History Report

Hits History Report

This report shows the number of hits per day. Data Transferred column show the total amount of data in Kb transferred by the web server to site visitors during each day.

Benefits

- Find out how your server load changes over time

Note

- This report is different from Visits History report. Each visit consists of one or more hits. This report is more accurate in showing the trend of workload on your web server.

10.4.4 Visitors Stay Length Report

Visitors Stay Length Report

This report shows how long visitors remain on your website. Visit Duration column shows the average length of visit. Number of Visits column shows the total number of visits with such length. Assess this information in light of your site content. Program considers that visit continues as long as web server receives hits from that visitor with time intervals no more than Visit Timeout value, specified in settings. As soon as <Visit Timeout> time elapsed and no hits received, visit is considered finished.

Note

- This report is affected by the visit timeout value, specified in Project Settings on Site tab

- Visits with only one hit are considered to be 0 seconds long

10.4.5 Depth Of Visit Report

Depth Of Visit Report

Shows how many pages users view in one visit when browsing your website. First column shows the number of pages seen and the second column shows the number of visits with such number of page views.

Benefits

- This report shows depth of site exploration, how engaged visitors are.

Note

- This report does not include visits by search engine bots

10.4.6 Popular Days of Week Report

Popular Days of Week Report

This report shows how traffic on your website changes depending on the day of week. Number of hits and Kbytes transferred are grouped by the day of week in this report.

Benefits

- Find out in what days your website gets more traffic generating more server load. Most sites get less traffic on weekends

Notes

- Week day names and first day of the week (Sunday or Monday) are taken from your local Windows regional settings. You may change Windows regional settings and reimport logs to change this report.

10.4.7 Visits by Day of Week Report

Visits by Day of the Week Report

This report shows many total visits your website gets in each day of week during all report period.

Benefits

- Find out in what days your website gets more visits. Most sites get less visits on weekends

Notes

- Week day names and first day of the week (Sunday or Monday) are taken from your local Windows regional settings. You may change Windows regional settings and reimport logs to change this report.

10.4.8 Popular Hours of Day Report

Popular Hours of the Day Report

This report shows how traffic on your website changes depending on the time of day. Total number of hits and Kbytes transferred for all report period are grouped by the hours of day in this report.

Benefits

- Find out in what time of day your website gets more traffic generating more server load.

10.4.9 Visits by Hour of Day Report

Visits by Hour of the Day Report

This report shows how number of visits on your website changes depending on the time of day. Total number of visits for all report period are grouped by the hours of day in this report.

Benefits

- Find out in time of day your website gets more visits.

10.4.10 Authenticated Users Report

Authenticated Users Report

This report shows the User Names that were used during user authentication as required by your site, ranked by the number of visits. This reports shows information only for secure sites that require user authentication. Only users authenticated by methods that record the user names in web server log file will be reported, for example is Apache server '.htaccess' method. Country column shows the user's country

Note

- User's country is determined by Deep Log Analyzer using IP-To-Country database. This is fast and reliable method that does not require reverse DNS lookups.

10.4.11 Number of Visits per Visitor Report

Number of Visits per Visitor Report

This report shows how many times most visitors visited your website. This illustrates visitors loyalty.

Benefits

- See how loyal your site visitors are

- Find out if your site content makes visitors want to return. Low visitor return values in this report usually indicate a lack of appropriate site content. However some sites are designed to be viewed only once, other sites (such as news publications) are designed to be viewed daily. So consider this report in context of your website destination

10.4.12 Top Countries Report

Top Countries Report

This report illustrates the countries in which your site visitors are located ranked by number of unique visitors from that country.

Benefits

- Find out if you're attracting to your web site prospects from the appropriate geographical locations

Note

- User's country is determined by Deep Log Analyzer using IP-To-Country database. This is fast and reliable method that does not require time consuming reverse DNS lookups.

- Deep Log Analyzer will not be able to determine user's country if the log file contains his domain name instead of IP address

10.5 Referrals and Search Engines

10.5.1 Referring Sites Report

Referring Sites Report

This report shows the referrer websites that drive visitors to your site ranked by the number of hits received from that referrer. Referral Site column shows only the top level domain names. Click Expand button in toolbar or + sign to drill down to the individual pages of the website that have links to your site.

Benefits

- See the traffic sources of your website

- Find out how effective your advertising complains are

- Assess the link popularity of your website

Note

- Click on the referrer URL in the report to open it in your default browser

- This report includes both successful and error hits

10.5.2 Referring Sites History Report

Referring Sites History

This report illustrates how the number of referrals changes over time for each referrer website. Click Expand All button in toolbar or + sign to view the daily history of hits for individual referrer websites. Upper level of the reports shows the total number of hits for the referrer, which is the same as in Referring Sites report.

Benefits

- See how the number of clicks on the external links to your website changes over time

- Find out how long the effect of your advertising complains lasts for

Notes

- Click on the expanded second level of the report to see that part of information on the graphical chart. Click on the upper level to switch graphical chart back to main view

- This report includes both successful and error hits

10.5.3 Referring Pages Report

Referring Pages Report

This report shows the external referrer web pages that bring visitors to your site ranked by the number of hits received from that referrer. URL column shows the web page address and Number of Hits columns shows the number of referrals generated by the link on that page.

Benefits

- See the traffic sources of your website

- Find out how effective your advertising complains are

- Assess the link popularity of your website

Note

- Click on the referrer URL in the report to open it in your default browser

- This report is different from Referring Sites Report. It shows all individual referral web pages (not sites) on one level of the report

- This report includes both successful and error hits

10.5.4   Top Search Engines Report

Top Search Engines Report

This report shows a list of search engines used by the visitors to find your website ranked by the number of referrals (Number of Hits column) from each search engine. Click + sign or Expand button in toolbar to drill down into the search phrases for each search site. Second level shows the list search phrases and respective number of hits from each phrase. Open 3rd level of the report to see on what pages users landed on your website after clicking the link in search results for each phrase.

Deep Log Analyzer recognizes most of the modern search engines. If your website gets hits from some local search sites that are not recognized by DLA, you can add them to

Search Engine Definitions. If you do that, referrals from them will also appear in this and other search engines related reports.

Benefits

- Optimize the website for search engines

- Find out how effective different SEO (search engine optimization) technics are

- See the results of search engine marketing

Notes

- Click on any record in expanded lower level of the report to see that part of information on the graphical chart. Click on the upper level to switch graphical chart back to main view

- This report includes both successful and error hits

10.5.5   Search Engines History Report

Search Engines History Report

This report illustrates how the number of referrals from each search engine changes over time. Click Expand All button in toolbar or + sign to view the daily history of hits for individual search engine. Upper level of the reports shows the total number of hits from each search engine, which is the same as in Top Search Engines Report.

Deep Log Analyzer recognizes most of the modern search engines. If your website gets hits from some local search sites that are not recognized by DLA, you can add them to

Search Engine Definitions. If you do that, referrals from them will also appear in this and other search engines related reports.

Benefits

- Optimize the website for search engines

- Find out when your website's positions in the search engine result pages (SERP) has been changed on main search engines

Notes

- Click on any record in expanded lower level of the report to see that part of information on the graphical chart. Click on the upper level to switch graphical chart back to main view

- This report includes both successful and error hits

10.5.6 Top Search Sites Report

Top Search Sites Report

This report shows a list of search sites used by the visitors to find your website ranked by the number of referrals (Number of Hits column) from each search site. Search site in this report means the domain name of search engine website. For example, Google has many international domains such as google.com, google.ca google.co.uk, google.co.jp, etc. All domains, from which some referrals were received, will be listed in this report in separate rows. First column shows the name of search engine, second column represents search engine's domain name and third column shows respective number of referrals.

This report is a detailed by domain version of upper level of

Top Search Engines Report. Deep Log Analyzer recognizes most of the modern search engines and their search phrases. If your website gets hits from some local search sites that are not recognized by DLA, you can add them to Search Engine Definitions. If you do that, referrals from them will also appear in this and other search engines related reports.

Benefits

- Optimize the website for search engines

- See from what international versions of search engines your visitors come

Notes

- Click on the search site URL in the report to open it in your default browser

- This report includes both successful and error hits

10.5.7 Top Search Phrases Report

Top Search Phrases Report

This report shows a list of search phrases used by the visitors on different search engines to find your website. Report is ranked by the total number of referrals (Number of Hits column) generated by each search phrase. Click + sign or Expand button in toolbar to drill down into the search engines for each search phrase. Second level shows the list search engines were this phrase was entered with the respective number of hits.

Deep Log Analyzer recognizes most of the modern search engines and their search phrases. If your website gets hits from some local search sites that are not recognized by DLA, you can add them to Search Engine Definitions. If you do that, referrals from them will also appear in this and other search engines related reports.

Benefits

- Use right keywords when optimizing the website for search engines

- See what search phrases drive visitors to your site

- Find out if keywords, for which you optimized website, perform well on search engines

Notes

- Click on any record in expanded lower level of the report to see that part of information on the graphical chart. Click on the upper level to switch graphical chart back to main view

- This report includes both successful and error hits

10.5.8 Search Phrases History Report

Search Phrases History Report

This report illustrates how the total number of referrals generated by different search phrases on all search engines changes over time. Click Expand All button in toolbar or + sign to view the daily history of hits for individual search phrase. Upper level of the reports shows the total number of hits from each search phrase, which is the same as in Top Search Phrases Report.

Deep Log Analyzer recognizes most of the modern search engines and their search phrases. If your website gets hits from some local search sites that are not recognized by DLA, you can add them to Search Engine Definitions. If you do that, referrals from them will also appear in this and other search engines related reports.

Benefits

- Optimize the website for search engines

- Find out when your website's position in search engine result pages (SERP) has been changed for main keywords

Notes

- Click on any record in expanded lower level of the report to see that part of information on the graphical chart. Click on the upper level to switch graphical chart back to main view

- This report includes both successful and error hits

10.5.9 Spiders History Report

Spiders History Report

This report illustrates day-by-day history of search spiders visits. Upper level of the report shows the total number of hits for each spider, which is the same as in Search Spiders Visits Report.

Click Expand All button in toolbar or + sign to view the daily history of hits for individual spider. Drill down to the 3-d level to view the list of files requested by the spiders on each individual day.

Benefits

- See when search spiders visit your website

- Find out when search robots indexed your recently added web pages

Notes

- This report includes only search spiders recognized by Deep Log Analyzer. It can recognize more than 250 spiders. But you can make DLA to recognize even more crawlers by editing definitions file.

- Hits from spiders that are not recognized by DLA are shown in Unrecognized Browsers Report

- Deep Log Analyzer determines spider name by User Agent field in the log file

- This report includes both successful and error hits

10.5.10 Search Spiders Visits Report

Search Spiders Visits Report

This report shows the search engine spiders or "webcrawlers" that access your website ranked by number of hits from each spider. Data Transferred column shows the amount of traffic in Kbytes transferred to each spider. Click + sign or Expand button in toolbar to drill down into the web pages indexed by each spider with the number of hits and data transferred for each page.

Benefits

- Find out if search spiders index all of your key web pages

- See what robots visit your website

Notes

- This report includes only search spiders recognized by Deep Log Analyzer. It can recognize more than 250 spiders. But you can make DLA to recognize even more crawlers by editing definitions file.

- Hits from spiders that are not recognized by DLA are shown in Unrecognized Browsers Report

- Deep Log Analyzer determines spider name by User Agent field in the log file

- This report includes both successful and error hits

10.6   Visitors System Info

10.6.1   Browsers Report

Browsers Report

This report shows the web browsers used by visitors to access your site ranked by number of hits with each browser. Data Transferred column shows the amount of traffic in Kbytes transferred to the visitors by each web browser. Click + sign or Expand button in toolbar to drill down into the browsers versions and see the number of hits and data transferred by browser versions.

Benefits

- Find out what browsers are used to view your website and optimize your website design for viewing in most popular browsers

Notes

- This report includes only web browsers and download managers recognized by Deep Log Analyzer. You can make DLA to recognize more specific browsers by editing browsers definitions.

- This report contains no hits from automated search spiders that are presented in a separate Search Spiders Visits Report and no hits with the browsers DLA can not recognize listed in Unrecognized Browsers Report

- Deep Log Analyzer determines web browser name by User Agent field in the log file

- Correct browser can not be determined for some hits as not all records in the log file contain user agent field

- This report includes both successful and error hits

Requests for files from visitors. Each HTML document and graphic file counts as a separate hit, so hits are not always an accurate representation of the number of different visitors to your site. Hits are also referred to as requests.

10.6.2   Unrecognized Browsers Report

Unrecognized Browsers Report

This report shows user agents used by visitors to access your website that Deep Log Analyzer can not recognize and identify as known browsers. Report is ranked by the number of hits with each user agent. Data Transferred column shows the amount of traffic in Kbytes transferred to the visitors by each web browser.

If your website gets a significant number of hits from some unrecognized user agent you may want to add it to browsers definitions. It will then move to Browsers Report.

Notes

- Deep Log Analyzer determines web browser name by User Agent field in the log file

- This report includes both successful and error hits

10.6.3 Operating Systems Report

Operating Systems Report

This report shows the Operating Systems installed on visitors computers ranked by number of hits from each OS. Data Transferred column shows the amount of traffic in Kbytes transferred to the visitors. Click + sign or Expand button in toolbar to drill down into the browsers on the selected OS and see the number of hits and data transferred by each browser.

Benefits

- Find out what operating systems are used by your website visitors

Notes

- This report includes only operating systems and web browsers recognized by Deep Log Analyzer. You can make DLA to recognize more specific operating systems and browsers by editing definitions file.

- Deep Log Analyzer determines operating system and web browser name by User Agent field in the log file

- Correct OS and browser can not be determined for some hits as not all records in the log file contain user agent field

- This report includes both successful and error hits

10.6.4 Screen Resolution Report

Screen Resolution Report

This report shows statistics on the screen resolution set on visitors's computers. Report is ranked by number of visits with each resolution.

Benefits

- Find out what screen resolution are used to view your website and optimize your website design for viewing in most popular resolutions

Notes

- This report requires **DeepTracker Code** installed on the website

10.6.5 Color Depth Report

Color Depth Report

This report shows statistics on the screen color depth set on visitors's computers. Report is ranked by number of visits with each color depth. 32 bit color depth means highest color quality, 16 bits is medium color quality

Notes

- This report requires **DeepTracker Code** installed on the website.

10.6.6 JavaScript Support Report

JavaScript Support Report

This report how many visitors have JavaScript support enabled in their browsers. Second level of the report shows web browser names with enabled and disabled javascript support

Notes

- This report requires **DeepTracker Code** installed on the website

10.6.7 Flash plugin/addon Versions Report

Flash plugin/addon Versions Report

This report shows statistics on the Flash plugin /addon installed in the browsers of website visitors. Second level shows names of the web browsers with particular Flash version. The report is ranked by the number of visits with each version of Flash.

Benefits

- Check if most visitors have Flash version that supports particular features that you might use in the Flash files used in your web site's design

Notes

- This report requires **DeepTracker Code** installed on the website

10.6.8 System Language Report

System Language Report

This report shows statistics on the visitors' browser language. The language is set in Firefox browser in Options->Advanced->Language and in IE in Internet Options->General->Language.
Second level of the report shows countries of visitors with particular system language. Country is determined form IP address using IP-To-Country database.
This gives you an interesting information about in which countries the language is used. For example, you can see that French (fr) used (in top to bottom order) in France, Canada, Belgium, Switzerland

Notes

- This report requires **DeepTracker Code** installed on the website

10.7 Diagnostic

10.7.1 Server Errors Report

Server Errors Report

This report shows the different errors occurring on your website. Click + sign or Expand button in toolbar to view the referrers list that led visitor to the website page resulting in error.

Status Code Definitions:
http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html#sec10

IIS Status Codes:
http://support.microsoft.com/default.aspx?scid=kb;en-us;318380

Benefits

- Use the information in this report to diagnose and fix errors. A large number of errors can decrease your website's usability and reputation.

10.7.2 Page Not Found Errors Report

Page Not Found Errors Report

This report shows the files that caused Page Not Found (404) errors on your website. Click + sign or Expand button in toolbar to view the referrers list that possibly contain broken link to the web pages on your site. This is often happens when a page is renamed or deleted from your website.

Status Code Definitions:
http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html#sec10

IIS Status Codes:
http://support.microsoft.com/default.aspx?scid=kb;en-us;318380

Benefits

- Use the information in this report to eliminate broken links

10.7.3 Incomplete Downloads/Requests Report

Incomplete Downloads/Requests Report

This report shows Partial Content (status code 206) errors occurring on your website. This error means that requested file was not fully transferred to the visitor. This often happens when users cancel download of large files or become disconnected during download.

Status Code Definitions:
http://www.w3.org/Protocols/rfc2616/rfc2616-sec10.html#sec10

IIS Status Codes:
http://support.microsoft.com/default.aspx?scid=kb;en-us;318380

Notes

- Visitors may use special downloader programs that download large files by parts causing multiple requests to the file recorded in log. All such requests appear in log file as incomplete downloads.

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