



CIBC Site - 5/14/08

Yearly Report 2008

01/01/2008 00:00:00 - 05/13/2008 13:25:42

**General Statistics**

Help

This page provides a basic overview of the report. The Visits Over Time graph identifies the overall count of visits to your Web site. The General Statistics table provides statistics of the total activity for this Web site during the designated report period.



**General Statistics**

Successful Hits For Entire Site	14,121
Average Hits Per Day	105
Home Page Hits	N/A
<b>Pages</b>	
Page Views (Impressions)	13,911
Average Per Day	103
Dynamic Pages and Forms Views	1,057
Document Views	12,854
<b>Visits</b>	
Visits	11,361
Average Per Day	84
Average Visit Length	00:05:57
International Visits	10.28%
Visits of Unknown Origin	46.14%
Visits From Your Country: United States (US)	43.58%
<b>Visitors</b>	
Unique Visitors	2,780
Visitors Who Visited Once	1,937
Visitors Who Visited More Than Once	843

**General Statistics - Help Card**





**Average Hits Per Day** - Number of successful hits divided by the total number of days in the log file.

**Average Page Views Per Day** - Number of page views divided by the total number of days in the log file.

**Average Visit Length** - Average of all non-zero length visits in the reporting period. A zero-length visit occurs when all hits in that visit are logged with the exact same time stamp.

**Average Visits Per Day** - Number of visits divided by the total number of days in the log file.

**Document Views** - Number of hits to pages that are considered documents--not dynamic pages or forms--as defined by the system administrator.

**Dynamic Pages and Forms Views** - Number of hits to pages that are considered dynamic pages or forms. Reporting Center considers any URL containing options (with a question mark in the URL) a dynamic page. Any file with a POST command is considered a form.

**Hits** - Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Home Page Hits** - Number of times the home page (as defined in the profile) was viewed.

**International Visitors** - Percentage of visitors who are defined as "international visitors" by the system administrator.

**Page** - Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a document. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file with a POST command is considered a form.

**Page View (Impressions)** - A hit to any file classified as a page. Contrast the value for "Page Views" with the value for "Successful Hits For Entire Site," which includes hits to files of every type.

**Successful Hits For Entire Site** - Number of successful hits including HTML pages, images, forms, scripts, and downloaded files.

**Unique Visitors** - The total number of unique visitors during the report period. A unique visitor is identified by their IP address, domain name, or cookie.

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

**Visits From Your Country** - Percentage of visits from your country. The name of your country and the country code are shown. Your system administrator configures the selection for your country.

**Visits of Unknown Origin** - Percentage of visits where the visitor's domain name could not be determined or the country associated with the domain name could not be determined.

**Visitors Who Visited More Than Once** - Number of visitors who visited the site more than once during the reporting period.

**Visitors Who Visited Once** - Number of visitors who visited the site exactly once during the reporting period.

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The General Statistics page provides an overview of your Web site's performance and visitor behavior, and can help you determine which chapters will be most valuable to you.

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This report was generated by [WebTrends](#) Wednesday May 21, 2008 - 06:37:44



CIBC Site - 5/14/08

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01/01/2008 00:00:00 - 05/13/2008 13:25:42

**Top Pages by Visits**

Help

This identifies the most popular Web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.



Pages	Visits	%	Avg Time Viewed
1. <i>Page Has No Title</i> <a href="http://www.sci.utah.edu/robots.txt">http://www.sci.utah.edu/robots.txt</a>	9,256	76.77%	00:01:42
2. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/">http://www.sci.utah.edu/ncrr/</a>	659	5.47%	00:02:01
3. <i>Page Has No Title</i> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php">http://www.sci.utah.edu/ncrr/wiki/index.php</a>	357	2.96%	00:02:16
4. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/Current_events/">http://www.sci.utah.edu/ncrr/wiki/index.php/Current_events/</a>	210	1.74%	00:00:24
5. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Workshops:W...">http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Workshops:W...</a>	186	1.54%	00:00:22
6. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Core:Imaging/">http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Core:Imaging/</a>	100	0.83%	00:02:50
7. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Projects/">http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Projects/</a>	99	0.82%	00:00:50
8. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/Talk:Main_Page/">http://www.sci.utah.edu/ncrr/wiki/index.php/Talk:Main_Page/</a>	82	0.68%	00:01:24
9. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/overview/intro.html">http://www.sci.utah.edu/ncrr/overview/intro.html</a>	70	0.58%	00:05:18
10. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/software/biopse.html">http://www.sci.utah.edu/ncrr/software/biopse.html</a>	68	0.56%	00:00:39
11. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/Main_Page/">http://www.sci.utah.edu/ncrr/wiki/index.php/Main_Page/</a>	52	0.43%	00:01:02
12. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/software/map3d.html">http://www.sci.utah.edu/ncrr/software/map3d.html</a>	36	0.30%	00:02:49
13. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/software/">http://www.sci.utah.edu/ncrr/software/</a>	27	0.22%	00:00:58
14. <b>302 Found</b>	22	0.18%	00:00:00

	<a href="http://www.sci.utah.edu/ncrr/wiki/index.php/">http://www.sci.utah.edu/ncrr/wiki/index.php/</a>			
15.	<b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/software/datasets/">http://www.sci.utah.edu/ncrr/software/datasets/</a>	22	0.18%	00:01:00
16.	<b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/&lt;b/">http://www.sci.utah.edu/ncrr/&lt;b/</a>	21	0.17%	00:00:00
17.	<b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Collab:Trie...">http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Collab:Trie...</a>	16	0.13%	00:01:47
18.	<b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Project:Mes...">http://www.sci.utah.edu/ncrr/wiki/index.php/CIBC:Project:Mes...</a>	16	0.13%	00:02:30
19.	<b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/">http://www.sci.utah.edu/ncrr/</a>	16	0.13%	00:00:00
20.	<b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/workshops/workshop02/">http://www.sci.utah.edu/ncrr/workshops/workshop02/</a>	15	0.12%	00:05:47
<b>Subtotal</b>		<b>11,330</b>	<b>93.97%</b>	<b>00:01:49</b>
<b>Other</b>		<b>727</b>	<b>6.03%</b>	<b>00:01:33</b>
<b>Total</b>		<b>12,057</b>	<b>100.00%</b>	<b>00:01:47</b>

#### Top Pages by Visits - Help Card



**Avg Time Viewed** - Average length of time the specified page was viewed.

**Pages** - A document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a document. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page. Any file with a POST command is considered a form. If the page has a title, you will see the title of the page and the URL. Otherwise, you will see the URL and the words "Page Has No Title."

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

**%** - Percentage of the total visits in which the visitor viewed this page at least once.



Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

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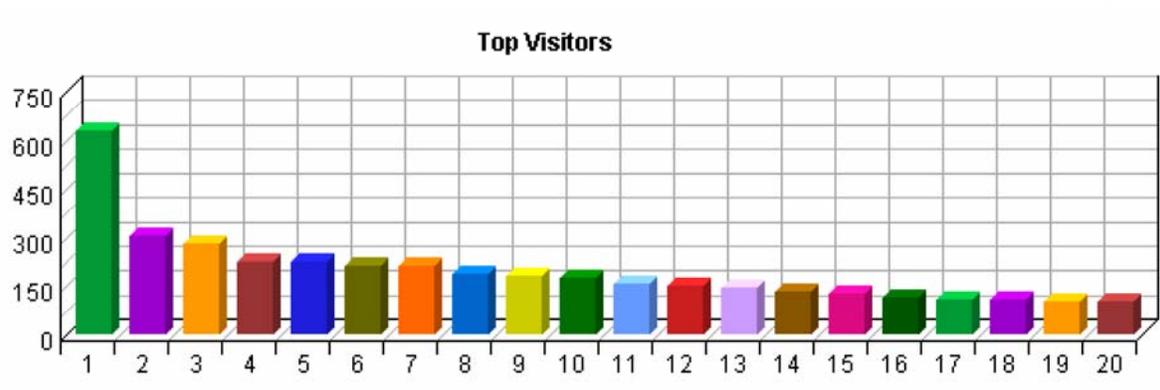
Yearly Report 2008

01/01/2008 00:00:00 - 05/13/2008 13:25:42

**Top Visitors**

Help

This page identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.



	Visitor	Visits	%
1.	66.231.188.75	626	5.51%
2.	bl1sch2042002.phx.gbl	302	2.66%
3.	h-68-166-223-3.snvacaid.covad.net	280	2.46%
4.	ip-78-137-163-133.dedi.digiweb.ie	227	2.00%
5.	12.108.127.159	225	1.98%
6.	bl1sch2041305.phx.gbl	216	1.90%
7.	cOf.entireweb.com	215	1.89%
8.	bl1sch2033904.phx.gbl	189	1.66%
9.	bl1sch2042504.phx.gbl	185	1.63%
10.	ip-122-152-128-49.asianetcom.net	178	1.57%
11.	cm2.sjl.kavam.net	156	1.37%
12.	ec2-72-44-49-14.z-1.compute-1.amazonaws.com	153	1.35%
13.	by1sch4030209.phx.gbl	146	1.29%
14.	209.249.86.210	136	1.20%
15.	crm79.image.search.mud.yahoo.net	128	1.13%
16.	ec2-72-44-50-194.z-1.compute-1.amazonaws.com	116	1.02%
17.	cluster.worio.com	108	0.95%
18.	www.isc.swlabs.org	107	0.94%
19.	202.179.180.51	105	0.92%
20.	lpsdm.thalescomputers.fr	103	0.91%
<b>Subtotal</b>		<b>3,901</b>	<b>34.34%</b>

Other	7,460	65.66%
Total	11,361	100.00%

## Top Visitors - Help Card



**Visitor** - The IP address, domain name, or cookie of the visitor.

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

% - Percentage of visits to your site by the specified visitor.

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Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

**Note:** If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.

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12. <b>302 Found</b> <a href="http://www.sci.utah.edu/ncrr/software/map3d.html">http://www.sci.utah.edu/ncrr/software/map3d.html</a>	36	0.30%	00:02:49
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<b>Subtotal</b>		<b>11,330</b>	<b>93.97%</b>	<b>00:01:49</b>
<b>Other</b>		<b>727</b>	<b>6.03%</b>	<b>00:01:33</b>
<b>Total</b>		<b>12,057</b>	<b>100.00%</b>	<b>00:01:47</b>

#### Top Pages by Visits - Help Card



**Avg Time Viewed** - Average length of time the specified page was viewed.

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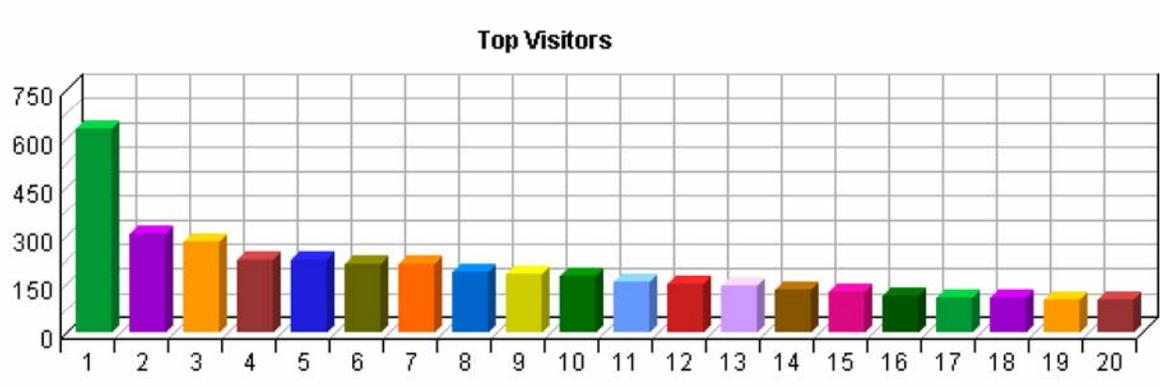
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6.	bl1sch2041305.phx.gbl	216	1.90%
7.	cOf.entireweb.com	215	1.89%
8.	bl1sch2033904.phx.gbl	189	1.66%
9.	bl1sch2042504.phx.gbl	185	1.63%
10.	ip-122-152-128-49.asianetcom.net	178	1.57%
11.	cm2.sjl.kavam.net	156	1.37%
12.	ec2-72-44-49-14.z-1.compute-1.amazonaws.com	153	1.35%
13.	by1sch4030209.phx.gbl	146	1.29%
14.	209.249.86.210	136	1.20%
15.	crm79.image.search.mud.yahoo.net	128	1.13%
16.	ec2-72-44-50-194.z-1.compute-1.amazonaws.com	116	1.02%
17.	cluster.worio.com	108	0.95%
18.	www.isc.swlabs.org	107	0.94%
19.	202.179.180.51	105	0.92%
20.	lpsdm.thalescomputers.fr	103	0.91%
<b>Subtotal</b>		<b>3,901</b>	<b>34.34%</b>

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Total	11,361	100.00%

## Top Visitors - Help Card



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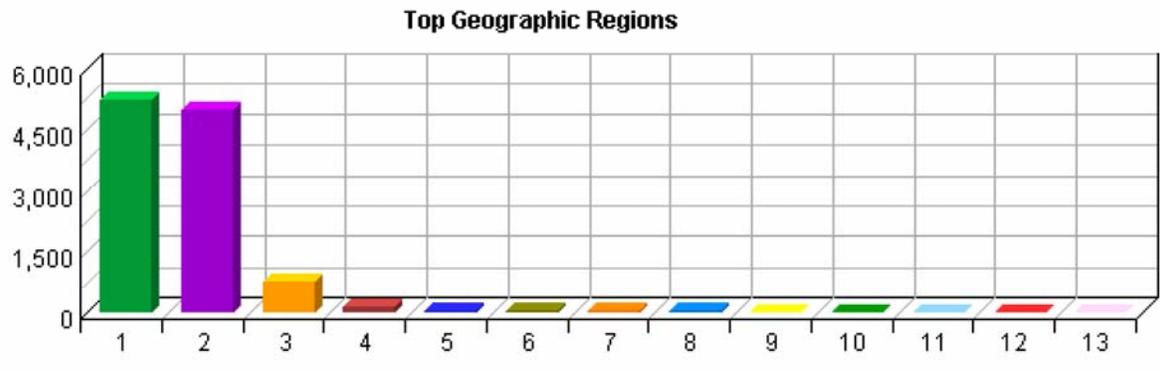
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### Top Geographic Regions

Help

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



Geographic Regions	Visits	%
1. Region Unspecified	5,242	46.14%
2. North America	4,983	43.86%
3. Western Europe	761	6.70%
4. Asia	166	1.46%
5. Eastern Europe	66	0.58%
6. Australia (AU)	42	0.37%
7. Northern Europe	38	0.33%
8. South America	37	0.33%
9. Middle East	15	0.13%
10. Pacific Islands	5	0.04%
<b>Total</b>	<b>11,361</b>	<b>100.00%</b>

#### Top Geographic Regions - Help Card



**?** **Geographic Regions** - The geographic part of the world where visitors to your web site are located. "Region Unspecified" represents visitors whose geographic region could not be determined. Two methods exist for identifying the location of each visitor:

WebTrends GeoTrends Database - If GeoTrends is turned on for this profile, the region is determined by looking up the visitor's IP address in this database.

Domain Name - The region can be determined by the domain name. The domain name can be identified if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution.

**Total** - The total visits.

**Visits** - Number of visits from this geographic region. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle

beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

% - Percentage of total visits that were from this geographic region.



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

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

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