



Site Statistics

2016 - Fall Edition

User Guide - Table of Contents

[Overview](#)

[Use Case\(s\)](#)

[Accessing the Tool](#)

[Site Statistics Tools](#)

[Usage Stats](#)

[Menu Details](#)

[Best Practices](#)

[Frequently Asked Questions](#)

Overview

Site Statistics are a collection of reports about user interactions on the website. The tool allows for a quick gauge of usage from guests and members alike.

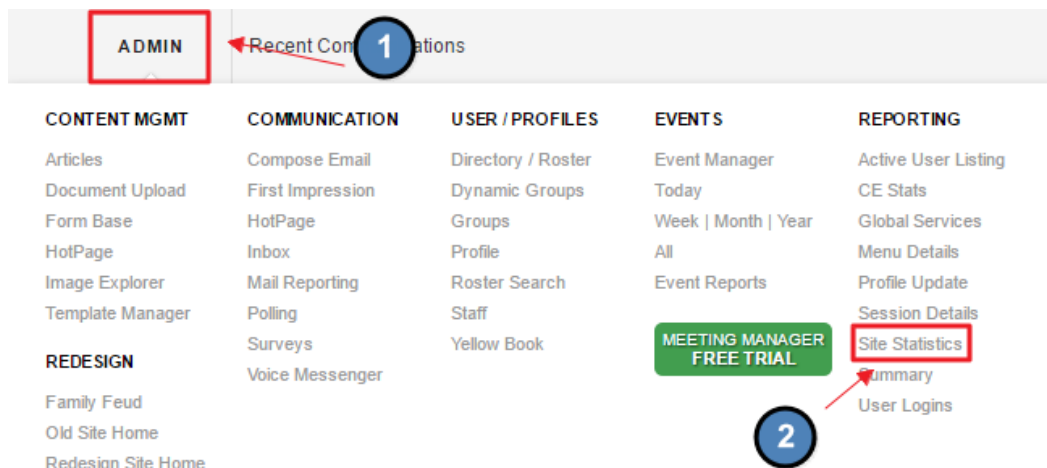
Use Case(s)

Using **Site Statistics** gives insight into user behaviors, which can be used to provide direction about what works and what does not work on the website. Regularly running **Site Statistics** can give powerful insights that will ultimately help make decisions on content and how to maximize exposure for the content you want to be seen.

Accessing the Tool

To access the email creation tools, follow the steps below depending on your access role.

Admins: Hover over **Admin** bar in the left hand corner of the screen, select **Site Statistics**.




Editors: Hover over **Admin** in the main navigation, select **Site Activity**, and then **Site Statistics**.



The following **Site Statistics Interface** will launch.

USAGE STATISTICS

Usage Stats | **Session Details** | **Menu Details** | **Global Services** | **User Logins** | **Summary** | **CE Stats**

Date Range: to Last Updated 10/3/2016 1:17 PM 

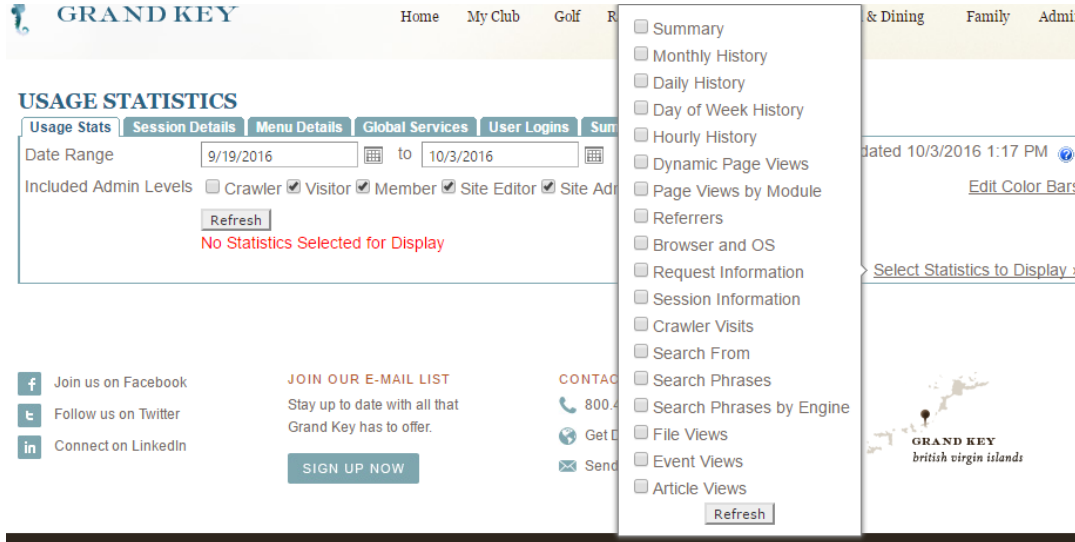
Included Admin Levels: Crawler Visitor Member Site Editor Site Admin Corp Admins [Edit Color Bars](#)

No Statistics Selected for Display

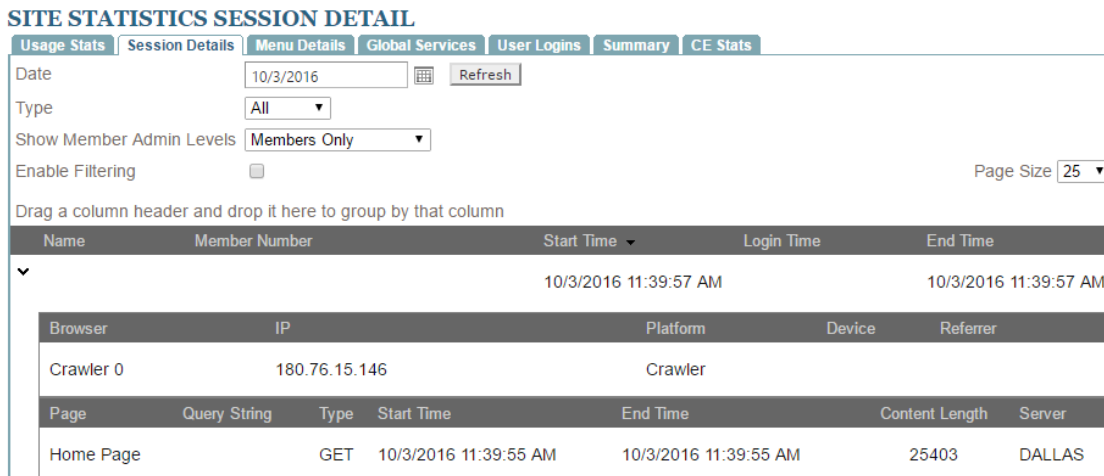
[Select Statistics to Display »](#)

Site Statistics Tools

Usage Stats: provides in-depth statistics about user interactions, such as: daily history, hourly history, search phrases, and more. The most useful **Usage Stats** will be covered later.



Session Details: shows all of the pages visited for a single visitor on a given day. This is not commonly used.



Menu Details: provides an overview of the site navigation and how many clicks each menu item has for a given time frame.

MENU DETAIL STATISTICS

Usage Stats | Session Details | **Menu Details** | Global Services | User Logins | Summary | CE Stats

Current Date Range: to

Statistics are updated nightly at midnight local time

Menu Item	Clicks
Current Site	--
> HOME	120
> MY CLUB	102
> My Club at Grand Key	102
> My Profile	88
> My Reservations	93
> My Reservations - Calendar	85
> My Statement	101

Global Services: provides statistics for services such as the Directory and Calendar. This is not commonly used for everyday purposes.

GLOBAL SERVICE STATISTICS

Usage Stats | Session Details | Menu Details | **Global Services** | User Logins | Summary | CE Stats

Current Date Range: to

Global Button	Clicks
Calendar	2
Inbox	14

Clubessential 'Global Services' include the Directory, Calendar, News and Inbox modules, and on occasion the Photos, Links and Search modules. Hits within each module, such as clicks to tabs or links on the page, are tracked and displayed below. To view hits from your site navigation or menu, please refer to the 'Menu Detail' tab.

User Logins: statistics for the number of user logins which can be grouped to show useful data about members.

USER LOGIN STATISTICS

Usage Stats | Session Details | Menu Details | Global Services | **User Logins** | Summary | CE Stats

Current Date Range: to

Admin Access to Display User Site Editor Site Administrator

User Type to Display Members Staff

Group By Date User Browser Operating System

Summary: shows number of hits by visitors and users for the site group by months. This is used as a general overview for **site statistics**, but does not contain statistics commonly used to drive decisions about the site.

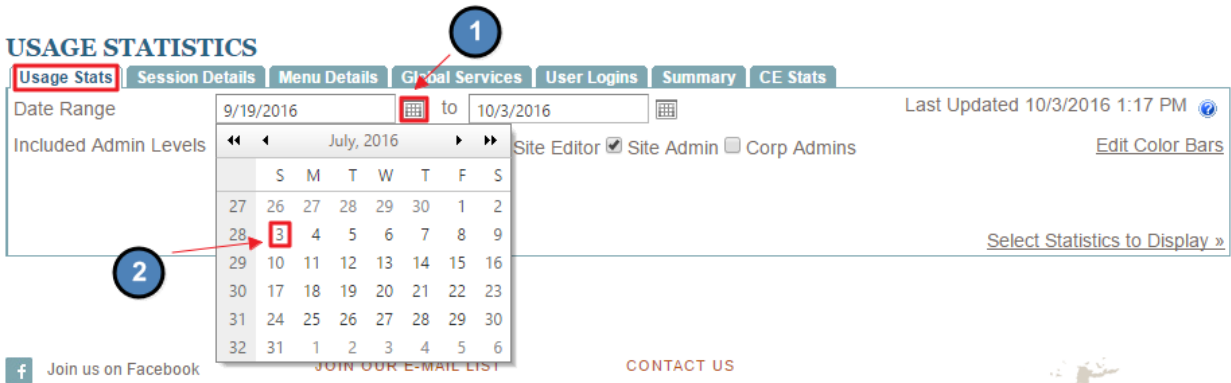
[Select Statistics to Display »](#)

Summary for Selected Date Range ?						
Type	Unique IPs	Number of Sessions	Unique Page Hits	All Page Hits	Content Transferred	
Crawler	210	5,403	5,395	5,395	531 MB	
Visitor	103	201	496	517	40 MB	
Member	1	2	4	4	487 KB	
Site Editor	0	0	0	0	-	
Site Admin	0	0	0	0	-	
Corp Admins	6	71	703	1,088	579 MB	
All Traffic	316	5,677	6,598	7,004	1 GB	

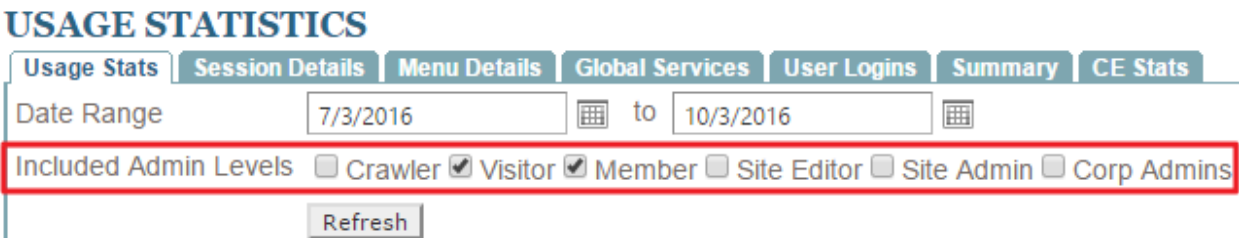
Usage Stats

Most versatile tool for gauging member interaction, and is the most used statistic.

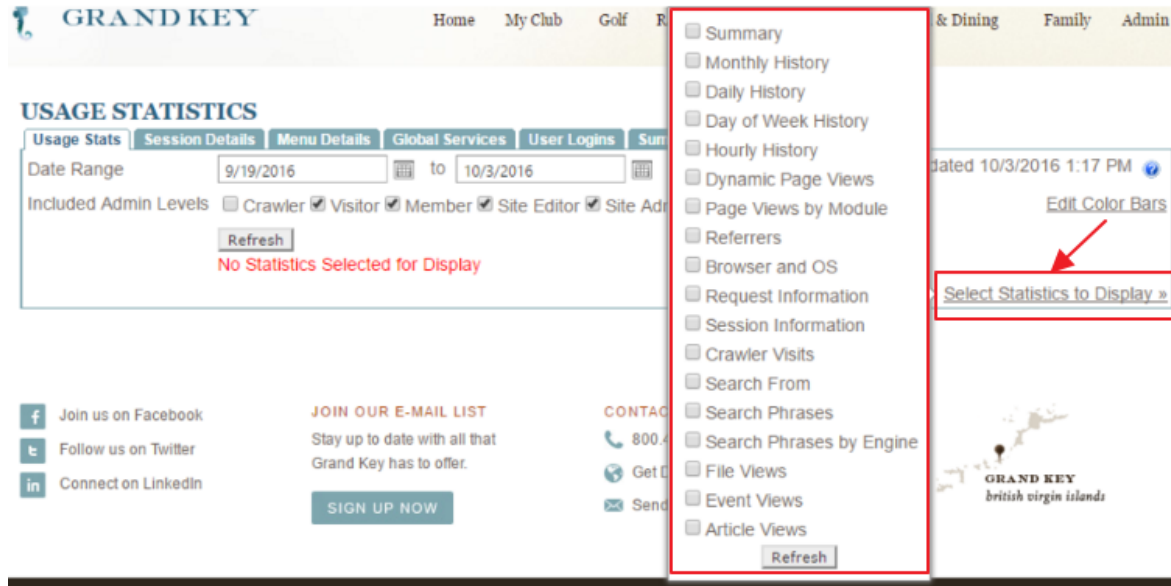
Date Range: using the datepicker, adjust the date range in order to capture data from a certain time frame. It is best to only review a few months at a time, as the more months are reviewed the longer it can take to pull data.



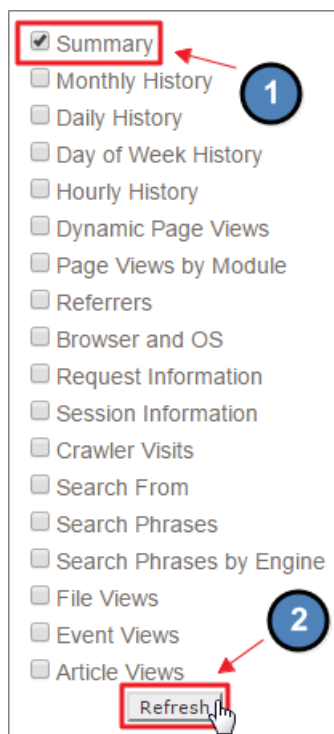
Included Admin Levels: allows to view stats for visitors, members, admins, and editors. In most cases, uncheck admins and editors as this may skew the numbers of meaningful data.



Statistics: all stats that can be displayed under **Usage Stats** are enabled or disabled here. Hover over the **Select Statistics to Display** button. Use the checkboxes to determine which stats to review. You may select one or multiple statistics to review.



Once a stat is selected via the checkbox, click **refresh** to capture data in the interface.



Summary: provides an overview of several key statistics used for general traffic patterns.

[Select Statistics to Display »](#)

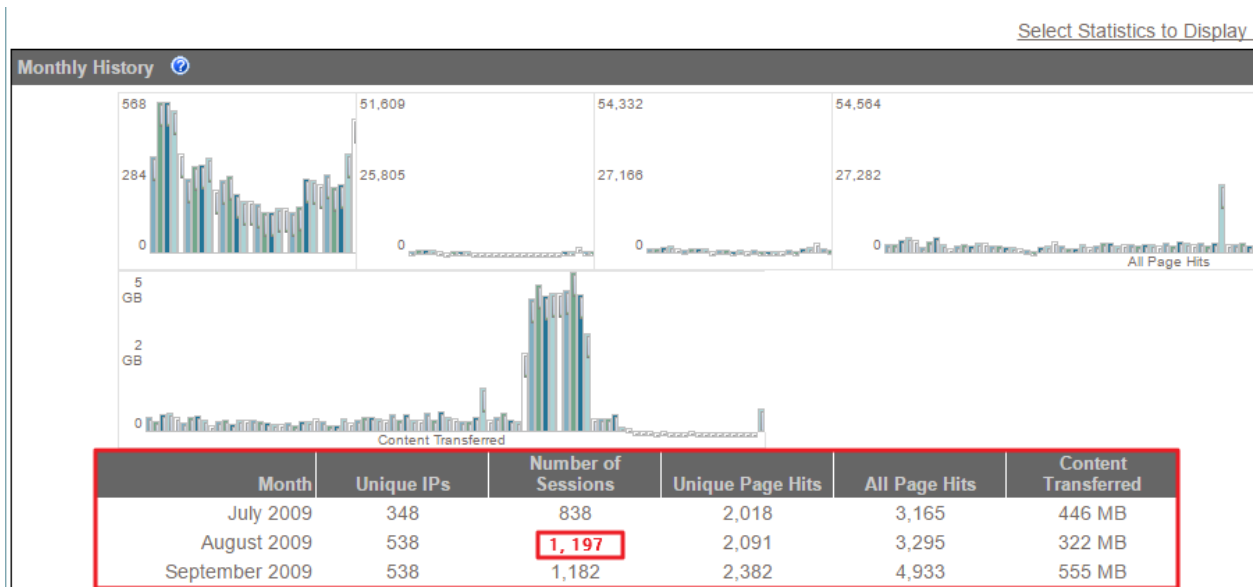
Summary for Selected Date Range ?						
Type	Unique IPs	Number of Sessions	Unique Page Hits	All Page Hits	Content Transferred	
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Corp Admins	6	71	703	1,088	579 MB	
All Traffic	316	5,677	6,598	7,004	1 GB	

- **Unique IPs:** roughly the number of unique visitors. Counts visits from a single computer as 1 unique visit.
- **Number of Sessions:** number of overall visits. This will count if the user lands on the site and then exits. Returning users will count as a separate session.
- **Unique Page Hits:** shows the number of unique hits. Does not count page refreshes.

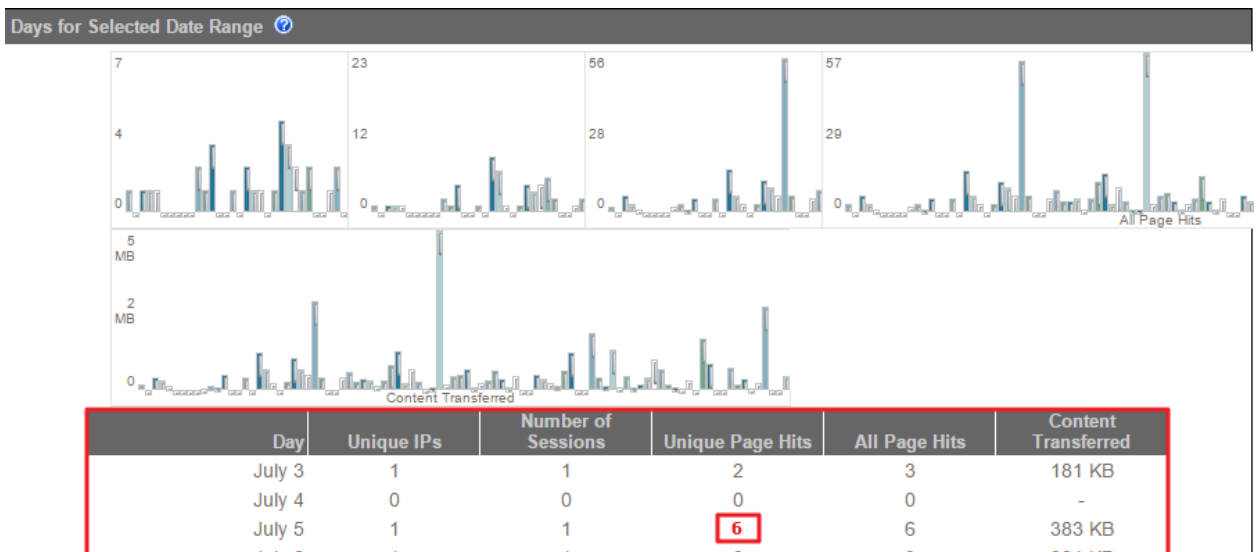
Monthly History: gives summary grouped by month. Here we disregard the date range. This allows you to compare month to month stats, like an email campaign.

The screenshot shows the Site Statistics interface. On the left is a navigation menu with various report types. The 'Monthly History' option is checked and highlighted with a red box. A blue circle with the number '2' points to this checkbox. Below the menu is a 'Refresh' button, also highlighted with a red box, with a blue circle and the number '3' pointing to it. On the right, the summary table is visible. A blue circle with the number '1' points to the 'Select Statistics to Display »' link in the table's header.

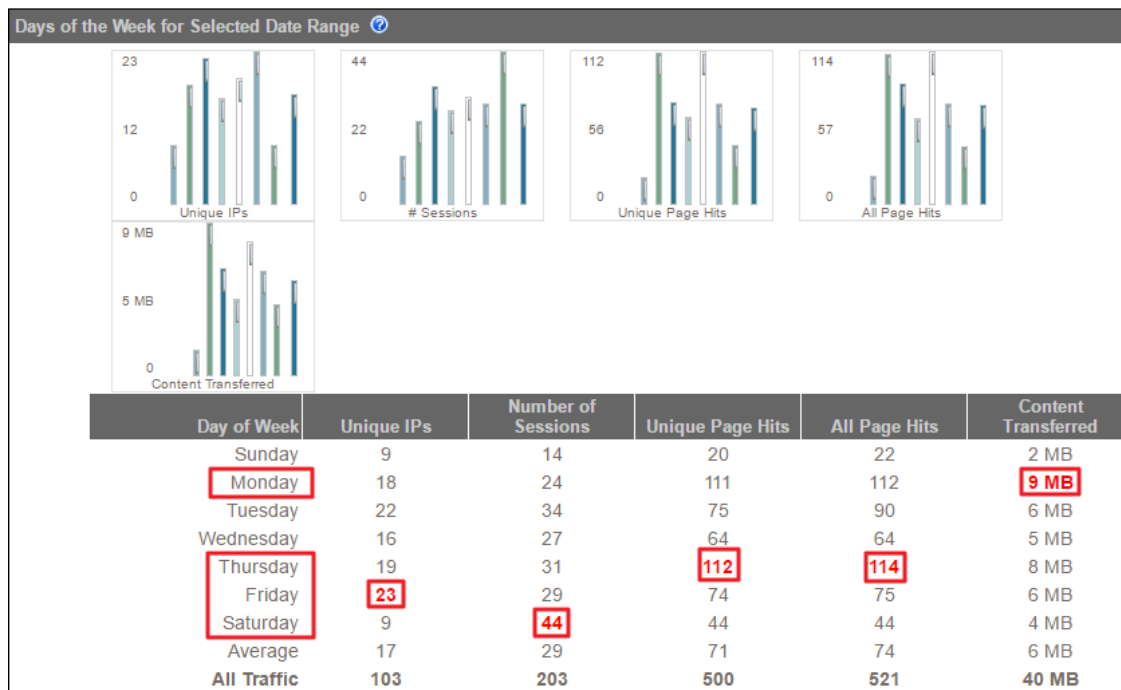
The first graph will show the Monthly history. Below this is a table of raw figures that will show the top number in red.



Daily History: shows stats for each day in a range. This can be used for more precise details about traffic. Table of raw figures will show the top number in red.



Day of the Week History: groups stats by day of the week. This will show which days of the week are most popular for traffic. This data is very useful in deciding what days of the week to release campaigns or generate new content.



Along with **Day of the Week History**, we can view **Hourly History** in tandem to pinpoint not only which day is most popular but which hour of the day is most popular. Combined, these two stats reveal the best day of the week and time of day to market towards your membership.

Hour	Unique IPs	Number of Sessions	Unique Page Hits	All Page Hits	Content Transferred
12 AM	1	1	3	4	445 KB
1 AM	3	32	32	32	3 MB
2 AM	2	2	4	4	644 KB
3 AM	0	0	0	0	-
4 AM	5	5	16	16	2 MB

Dynamic Page Views: groups the unique page hits and all page hits by page. This will show the most popular pages for a selected date range. Useful when looking to cross market, so ensure that the marketing pieces are placed on the most popular pages.

Dynamic Page Views for Selected Date Range ?				Export
Page Name	Unique Page Hits	All Page Hits	%	
Tee Times	73	77	31.30%	
Newsletter	29	29	11.79%	

Page Views by Module: groups page views by modules on the website. Modules are the Directory, Calendars, Articles, and Statements. This is not used as frequently for tracking activity.

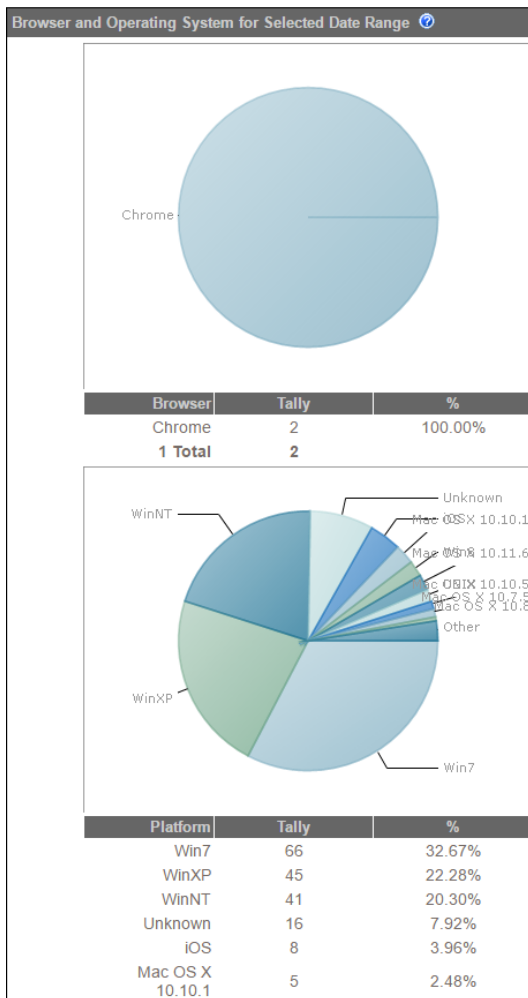
Page Views by Module for Selected Date Range ?			
Page Name	Tally	Content Transferred	%
Home Page	199	14 MB	53.78%
Dynamic Module	165	17 MB	44.59%
View Image	6	176 KB	1.62%
3 Total Pages Viewed 370		31 MB	

Referrers: shows stats for visitors who arrived from another location.

Referrers for Selected Date Range [?](#)

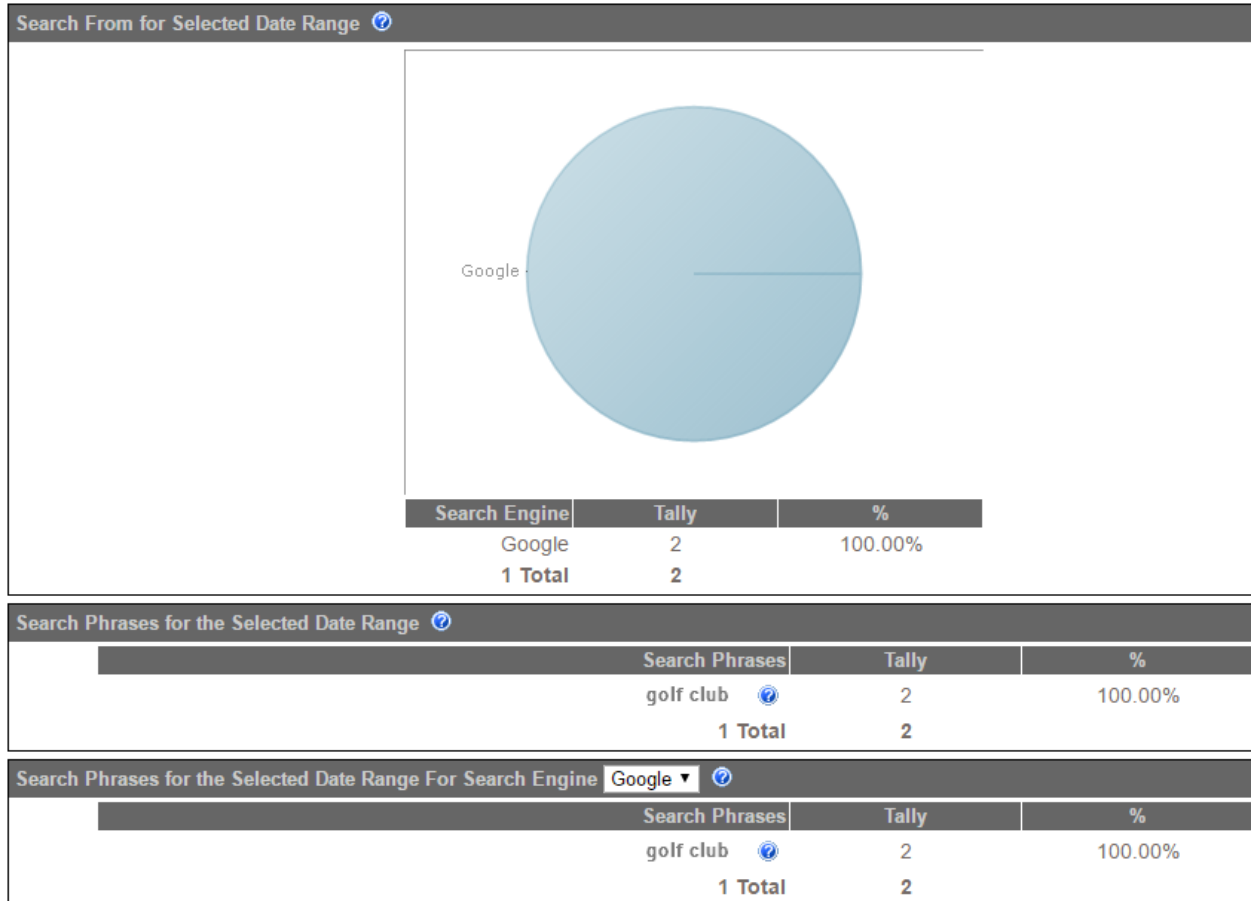
Referrer URL	Tally	%
http://old.grandkeyclub.com/	40	52.63%
http://1-99seo.com/	27	35.53%
http://1-free-share-buttons.com/	3	3.95%
http://yandex.ru/	3	3.95%
http://www.google.com/	2	2.63%
http://www.google.bg/	1	1.32%
6 Total Referrers 76		

Browser & OS: information about what software and devices are being used to access the site.



Request Information, Session Information, and Crawler Visits: very specific, infrequent uses.

Search Statistics: shows comprehensive search stats based on what words people are using to find the website.



- **Search From:** shows visitors grouped by search engine.
- **Search Phrases:** lists tops search phrases that lead visitors to the site.
- **Search Phrases by Engine:** shows top search phrases by the search engine.

File Views: shows stats for the files in the document upload. If documents on the site have too few views, then additional marketing efforts can be made based on this stat.

File Views for the Selected Date Range ?		
File Name	Tally	%
ambassador_Preview.pdf	1	25.00%
Brunch_Menu.pdf	1	25.00%
MSU Article 2007-07-03.pdf	1	25.00%
Soften the Edge 2007-07-04.pdf	1	25.00%
4 Total Files 4		

Menu Details

Shows the number of clicks on each menu item for a given time range.

MENU DETAIL STATISTICS

Usage Stats		Session Details		Menu Details		Global Services		User Logins		Summary		CE Stats	
Current Date Range	9/3/2016	to	10/3/2016	Refresh	Export								
Statistics are updated nightly at midnight local time													
Menu Item	Clicks												
Current Site	--												
› HOME	120												
› MY CLUB	102												
› My Club at Grand Key	102												
› My Profile	88												
› My Reservations	93												
› My Reservations - Calendar	85												
› My Statement	101												

Useful for making several decisions such as:

- Deciding where to place a page that could go in several locations.
- Deciding where to place new cross marketing material.

Best Practices

1. It is important to check **Site Statistics** every so often before big decision making with content, or after sending campaigns. By understanding and using **Site Statistics**, you can then begin to make informed decisions on what to market, where to market, and when to market.
2. The most important **statistics** are the **Usage Stats**, where the majority of information on amount of traffic and when such traffic occurred can be found. This information can help in determining where to post new content and when to market this content.
3. When reviewing data in a date range, only choose a few months at a time. If a large number of months are reviewed at once, it can take the data considerable time to load. Reviewing large amounts of data at once can also be hard to read. Instead, review **statistics** frequently to keep up to date with the trends on the site.
4. Increase your target marketing by posting content on popular days and times so that more traffic is likely to see this. To do this, review the **Hourly and Day of the Week History**. Take an extra step and review **Menu Details** to find the most visited pages on the site, so that the marketing material can be placed on those pages.
5. Do you have important information that has low hits? Try moving it into an email marketing campaign, or moving it to another popular page.

Frequently Asked Questions

There are a lot of Site Statistics - where should I start?

Begin with with the **Usage stats** tab, as this is where the majority of the information regarding your site's traffic patterns can be found.