



LiveSTATS.XSP

VERSION 7

LiveStats.XSP v7 Reporting Interface Guide

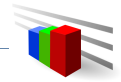
This guide looks at many of the features in the LiveStats.XSP Reporting Interface that help you get the most out of your web site statistics. User guides on Installation, the Administration Interface, and the Web Site Settings Interface are also provided in PDF. For complete documentation on LiveStats.XSP, including technical notes, FAQs and user guides for the custom utilities, please see the Support pages on our web site at www.deepmetrix.com.

Please note that this PDF was created to provide LiveStats.XSP customers with a printable version of the user guide. If you prefer to read this document on-screen through Adobe® Reader®, you may wish to increase the magnification, particularly to view the images.



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What this Document Covers

The LiveStats.XSP Reporting Interface introduces many industry firsts in real-time data visualization and interactive reporting. This document looks at many of the features found in the Reporting Interface that help you get the most out of your web site statistics.



Figure 1: The LiveStats.XSP Reporting Interface.



LiveStats.XSP includes more than 30 different web analytics reports. Some of the Reporting Interface features are:

- A Who's On report that displays web site traffic in real-time.
- A Stock Ticker showing the number of active visitors, total visitors, page views, and most viewed page statistics for the current day, week, and month.
- Interactive graphs and timelines.
- Geographic segmentation maps.
- Icons for browsers, operating systems, countries, and search engines.

This section covers:

- Accessing the LiveStats.XSP Reporting Interface
- Creating a hyperlink to the LiveStats.XSP Reporting Interface
- LiveStats.XSP Report Categories
- Selecting a report period
- Generating a report
- Interactive Report Features
- Report Customization
- Printing a Report
- Exporting a Report
- Emailing a Report

Related Documents

- If you just installed LiveStats.XSP and want an overall picture of setting up LiveStats.XSP, see the **Quick Start** document (also available in PDF). This section will step you through the basics of setting up LiveStats.XSP without getting into a lot of details.
- If you want to administer your configuration of LiveStats.XSP, like manage web sites, file extensions, data management, and view event messages, see **The Administration Interface** document (also available in PDF).
- If you want to modify the settings for a web site, like user accounts, dynamic content, custom reports, and client exclusions, see **The Web Site Settings Interface** document (also available in PDF).

Accessing the LiveStats.XSP Reporting Interface

The LiveStats.XSP Reporting Interface is accessed through a web browser, making it easy for you to view reports for a web site from the host computer (i.e. the computer on which LiveStats.XSP is installed) or virtually any computer with a browser on your network.

To access the Reporting Interface from the host computer:

1. Click **Start>Programs>DEEPMETRIX>LiveStats** (Figure 2) to access the Reporting Interface Login dialog.



Figure 2: Launching the LiveStats.XSP Reporting Interface Login dialog.

2. The Login dialog will open (Figure 3). The login fields are explained in the table below.

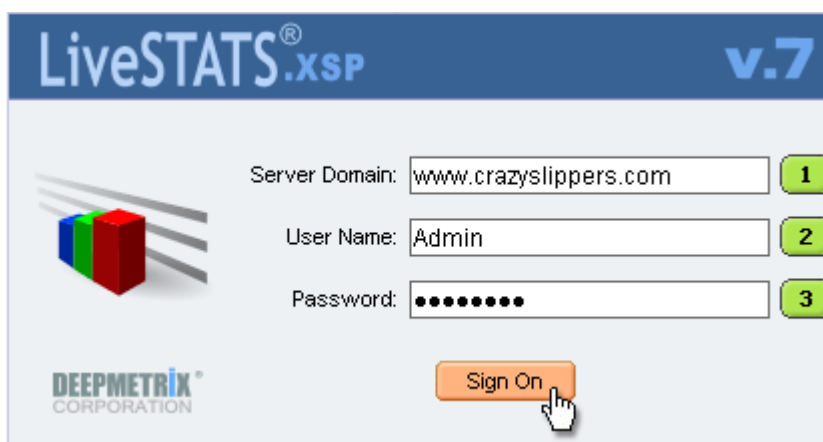
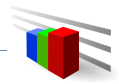


Figure 3: The LiveStats.XSP Reporting Interface Login dialog.

Reporting Interface Login Dialog Fields - Host Computer (Figure 3)	
Server Domain (1)	Type the domain of the web site for which you want to see statistic reports. e.g. www.crazyslippers.com
User Name (2)	The LiveStats.XSP Master Administrator Account User Name. Please note that the User Name is case-sensitive.
Password (3)	The password assigned to the LiveStats.XSP Master Administrator Account. Please note that the Password is case-sensitive.

3. Click the **Sign On** button.



To access the Reporting Interface from a remote location:

To access the Reporting Interface from a remote location, users must know the address of the LiveStats.XSP web interface.

Open a web browser on the remote computer.

1. In the **Address** box, type the address of the LiveStats.XSP web interface (Figure 4) and press **Enter**.



Figure 4: Launching the Reporting Interface Login dialog from a remote computer.

To type the address of the LiveStats.XSP web interface, use one of the following formats:

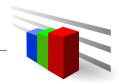
Address	Example
http://<domain>	http://livestats.xyzcompany.com/livestats
http://<IPAddress>	http://10.10.10.2/livestats
If you are on a Local Area Network (LAN): http://<hostcomputername>	http://XYZCOMPANY/livestats

2. The login page will open (Figure 5). The login fields are explained in the table below.



Figure 5: The LiveStats.XSP Reporting Interface Login dialog.

Reporting Interface Login Dialog Fields - Remote Computer (Figure 5)	
Server Domain (1)	Type the domain of the web site for which you want to see statistic reports. e.g. www.crazyslippers.com



User Name (2)	Type the name of a User Account for this web site. Please note that the User Name is case-sensitive.
Password (3)	Type the Password assigned to the User Name. Please note that the Password is case-sensitive.

3. Click the **Sign On** button.

Creating a Hyperlink to the Reporting Interface

You can speed access to the LiveStats.XSP Reporting Interface by creating a hyperlink that bypasses the Login screen and opens the Reporting Interface directly. This link lets you skip the Login screen even when your web site requires a user name and password.

Important: You should ensure that no unauthorized users have access to this link.

To link directly to the Reporting Interface for a web site, create a hyperlink with the following Login information. The fields are explained in the table below.

`http://<LiveStats.XSP Address>login.aspx?Domain=<Server Domain>&User=<User Name>&Password=<User Password>`

LiveStats.XSP Address	The address of the LiveStats.XSP Web Interface. This address may be a domain name, an IP address, or the computer name on a Local Area Network (LAN). For example, <code>http://computer.xyzcompany.com/livestats/</code> If you have selected to have LiveStats.XSP as the root folder for this web site, the address will not contain the "livestats" directory. For example, simply <code>http://computer.xyzcompany.com</code> .
Server Domain	The domain of the web site for which you want to see statistic reports (e.g. <code>www.crazyslippers.com</code>).
User Name	The LiveStats.XSP Master Administrator Account User Name.
User Password	The password assigned to the Master Account.

For example:

`http://computer.xyzcompany.com/login.aspx?Domain=www.crazyslippers.com&User=Admin&Password=Admin` or `http://computer.xyzcompany.com/livestats/login.aspx?Domain=www.crazyslippers.com&User=Admin&Password=Admin`

You may also want to create a hyperlink for people in your organization to jump directly from an intranet web page to the LiveStats.XSP Reporting Interface. In this case, use a User Account Name and Password for the web site in the hyperlink.



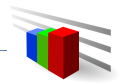
The LiveStats.XSP Reporting Interface

When launched, the LiveStats.XSP Reporting Interface will open to the Visits report (Figure 6).



Figure 6: The LiveStats.XSP Reporting Interface.

Key areas of the Reporting Interface are described in the table below.



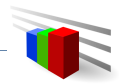
Reporting Interface (Figure 6)	
Feature	Description
Stock Ticker (1)	<ul style="list-style-type: none">Shows the number of active visitors, total visits, page views, and most viewed page for the current day, week, and month.
Button Bar (2)	<ul style="list-style-type: none">Provides options to Print, Email, Export reports and Logout.Provides access to the Settings Interface if the User has permissions.Provides access to the Administration Interface for the LiveStats.XSP Master Administrator Account.
Calendar (3)	<ul style="list-style-type: none">Lets you select the report period by day, week, or month of current or historical data.
Day, Week and Month (4)	<ul style="list-style-type: none">Allows you to quickly select the current day, week, or month for the active report period.
Report Groups (5)	<ul style="list-style-type: none">Lets you navigate report groups.
Reporting Settings (6)	<ul style="list-style-type: none">Depending on the report selected, settings in this area allow you to customize the report.
Related Reports (7)	<ul style="list-style-type: none">This menu will display all reports included in the selected Report Group.

Important: The Admin and Settings buttons on the Button Bar will not be displayed if the user account does not have permission to access these interfaces.

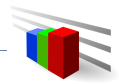
LiveStats.XSP Report Groups

LiveStats.XSP includes over 30 standard reports in six report groups plus custom reports:

Group	Description
Who's On	The Who's On report shows company name, host name/IP, time spent and location of current visitors to your site.



Traffic Reports	<p>This report group shows traffic units for visits, hits, page views, downloads, etc. Averages, Forecasts and Comparisons with the last like report period are also reported.</p> <ul style="list-style-type: none">• Visits• Visits by Cookie• Hits• Page Views• Bandwidth• Downloads• Page Views per Visit• Time Spent per Visit
Page Reports	<p>This group shows statistics for pages such as which pages were requested most often, which pages were the most common entry and exit points, which pages were most commonly the only page viewed for a visit, etc. Content groups allow you to view statistics for a group of similar web pages.</p> <ul style="list-style-type: none">• Pages• Entry Pages• Exit Pages• Pages Viewed Once• Time Spent per Page• Bad Requests• Content Groups• Media & Downloads• File Extensions
Visitor Info	<p>This report group reveals which browsers, operating systems, and languages were used by people when visiting your site. Also included is a report on visits from automated web site crawlers</p> <ul style="list-style-type: none">• Browser Types• Browser Operating Systems• Visitor Languages• Web Site Crawlers
Referrals	<p>This group shows which sites, search engines, key words and key word phrases referred visitors to your web site.</p> <ul style="list-style-type: none">• Referring Domains• Referring URLs• Search Engines• Search Phrases• Search Phrases by Search Engine



Demographics	<p>The reports in this group shows where your visitors come from. It also reports visits by the visitor company, ISP, or machine name.</p> <ul style="list-style-type: none">• Continent Breakdown• North American Countries• South American Countries• European Countries• Oceanic Countries• Asian Countries• African Countries• Company or ISP
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LiveStats.XSP **Custom Reports** provide statistics that meet criteria you define in a custom filter. For example, Custom Reports can show the number of visits that include a request for a certain page or came from a certain referrer, can capture referrers to a certain page or CGI parameters, etc. When creating a Custom Report through the Web Site Settings Interface, you can select which Report Group will include the new report.

Selecting a Report Period

When the LiveStats.XSP Reporting Interface is launched, the default report period is the current week.

You can select a different report period by using the LiveStats.XSP Calendar or using the Current Day, Week, or Month buttons. LiveStats.XSP will use the selected report period for every report until you select a new date.

The LiveStats.XSP Calendar

The LiveStats.XSP Reporting Interface includes an interactive calendar (Figure 7) that lets you select the date period for a report. The selected report period is displayed in orange.

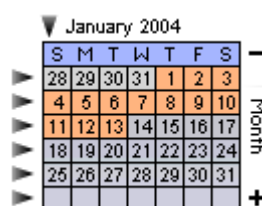
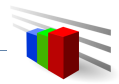





Figure 7: The LiveStats.XSP Calendar.



To select a day, week or month for a report on the LiveStats.XSP Calendar		
Day	Click the day from the calendar.	
Week	Mouse over the arrow next to the week. If statistics are available, the arrow will change to a red circle. Click the red circle to select the week.	
Month	Click the arrow located to the left of the month name. Click the minus (-) sign to view the previous month or click the plus (+) sign to view the next month.	

LiveStats.XSP can generate reports for any day, week, or month period up to 1 year (12 months) of site history.

Note: The LiveStats.XSP calendar only displays months that contain historical data for this web site. Days with statistics are shown in light gray.

You can quickly select the current day , week , or month  for the report period by clicking the buttons on the upper right of the report.

Generating a Report

The menu on the left side of the Reporting Interface lists all the LiveStats.XSP Report Groups. Once a Report Group is selected, all reports included in this group will be displayed in the **Related Reports** menu.

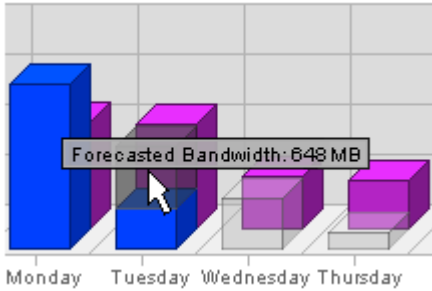

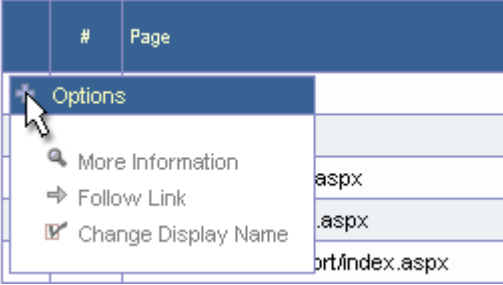
To display a report:

1. Click the Report Group (**5** in Figure 6) that includes the report you want to view.
2. Click the **Related Reports** drop-down menu (**7** in Figure 6) and select the report.
3. Click the **Display Report** button.



LiveStats.XSP Interactive Report Features

Examples of some of the LiveStats.XSP Interactive report features are provided in the table below.

Feature	Description
Hot Spots	Mouse over hot spots to display additional report details. 
More Button ⊕	Click the More button beside an item to display the complete name of the item. 
Option Button ⊕	Click the Option button beside an item to display options for additional report information. 
More Information Option 🔍	Click this icon in the Options drop-down menu to display more detailed information for specific list items in a report.
Follow Link Option →	Click this icon in the Options drop-down menu if you wish to launch the selected page in a new web browser.



<p>Change Display Name Option</p> <p><input checked="" type="checkbox"/></p>	<p>Click this icon in the Options drop-down menu to create a user-friendly alias for the selected page.</p> <p>Page URL Alias for /index.aspx</p> <p>Original Name /index.aspx This is the original Page URL</p> <p>Aliased Page URL <input type="text" value="Crazy Slippers Home Page"/> This is the Aliased Page URL that will be displayed in the Reporting Interface</p> <p><input type="button" value="Save"/> <input type="button" value="Cancel"/></p> <p>Type the user-friendly name for the page in the Aliased Page URL text box and click the Save button. This alias will be used for this web page in the Page reports instead of the page's URL.</p>
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Report Customization

Options for customizing a report are displayed in the Report Settings area at the top of the report (Figure 8) and depend on the report selected. Examples of some of these options are described below.

Figure 8: The Report Settings options.



Columns/Graphs

You can change how statistics are displayed in the reports through the **Report Style** options: Columns or Graph (1 in Figure 8). The setting is applied to all reports.

When the **Columns** option is selected (default), the Current Total, Average, Forecasted/Change, and Percentage statistics will be displayed in side by side columns.

	#	Page	Total Page Views	Average Page Views Historically	Forecasted Page Views this Period	Percent of Page Views
+	1.	/index.asp	3,518	4,437.29	5,068.82	20.16%

Figure 9: A report in Columns mode.

When the **Graph** option is selected, statistics for Current, Average, Last, and Forecasted/Change statistics will be represented by an interactive Comparison graph.

	#	Page	Total Page Views	Comparison
+	1.	/index.asp	3,518	current avg last forecasted 3,518 - 5,068.82

Figure 10: A report in Graph mode.

Changing the Display List Size of Reports

You can change how many items are listed in the reports through the List Size setting (2 in Figure 8). The setting is applied to all reports.

To change the number of items listed in tables, click the **Display Top # in Report** drop-down menu and select the list size. Options are: 10, 25, 75 and 100 items.

Filtering by Keyword

You can filter many LiveStats.XSP reports by keyword. For example, you can filter reports to display only certain items such as pages within a specific directory or referrals from a specific domain.

Page reports and Referrals reports use keywords to filter page or referrer URLs. Browser reports use keywords to filter browser tags. For example, if you filter by the word "information," only pages with "information" in the URL will be displayed.

To filter a report, type the word(s) to filter by in the **Keyword(s)** text box (3 in Figure 8) and click the **Filter** button. The filter will only be applied to the selected report.



Selecting a Group

The Content Groups report in the Pages Report Group let you see statistics for configured groups of similar web pages.

You can also view any of the reports in the Pages Report Group *by* content group. Select the name in the **Group** menu (4 in Figure 8) and click the **Display Report** button.

This setting will be applied to all reports in the Pages Report Group. To return to the default view, select "Ungrouped Pages" from the menu and click the **Display Report** button.

The Button Bar

The Button Bar at the top of the Reporting Interface (2 in Figure 6) provides up to six options: Admin, Print, Email, Export, Settings, and Logout.

Important: The **Admin** and **Settings** buttons on the Button Bar will not be displayed if the user account does not have permission to access these interfaces.

Accessing the Administration Interface

If the user has logged in with the LiveStats.XSP Master Administrator Account, the **Admin** button will be displayed on the Button Bar. Click this button to open the LiveStats.XSP Administration Interface.

Accessing the Settings Interface

If the user has logged in with the LiveStats.XSP Master Administrator Account or with a User Account with access to the Web Site Settings Interface for this web site, the **Settings** button will be displayed on the Button Bar. Click this button to open the LiveStats.XSP Web Site Settings Interface for this web site.

Printing a Report

To print a report, click the **Print** button. LiveStats.XSP creates a "print friendly" version of the report in a new window. You can print this version from your web browser using the browser's Print command.



Emailing a Report

You can email any LiveStats.XSP report or an Executive Summary report for any selected report period to any address through the Email function in the Reporting Interface.

To email a report:

1. Click the **Email** button on the Button Bar. The **Email Report** dialog will open (Figure 11).
2. From the drop-down list at the top of the dialog, select the report you want to email: the current report (e.g. Pages Report) or an Executive Summary Report for the selected report period. The **Subject** text box will display the report that has been selected to be emailed.
3. Type the email address of the person you would like to receive the report in the **To** text box. You can also type an email address of a person you would like to receive a copy of the emailed report in the **CC** text box (optional).
4. The **From** text box will display the default "From" address for your emailed reports. This address will be displayed in the email's "From" field. If you want to modify the address, clear the default address from the text box and type the new address. Modifying the "From" address in this dialog will only affect this email and will not reset the LiveStats.XSP Default "From" address.
5. Select the **Format** of the report: **HTML** or **PDF**.
6. Click the **Email Report** button to send the selected report.

Email Report

Email the Pages Report for Week of Jan 4th 2004...

To: marketing@crazyslippers.com

Cc: sales@crazyslippers.com

From: admin@xyzcompany.com

Subject: Pages report for Week of Jan 4th 2004

Format: HTML PDF

Email Report Cancel

Figure 11: Emailing a LiveStats.XSP report.



Note: Weekly and Monthly Executive Summary reports will be automatically emailed to user accounts that have been configured to receive them.

Exporting a Report

To export a report:

1. Click the **Export** button on the Button Bar.

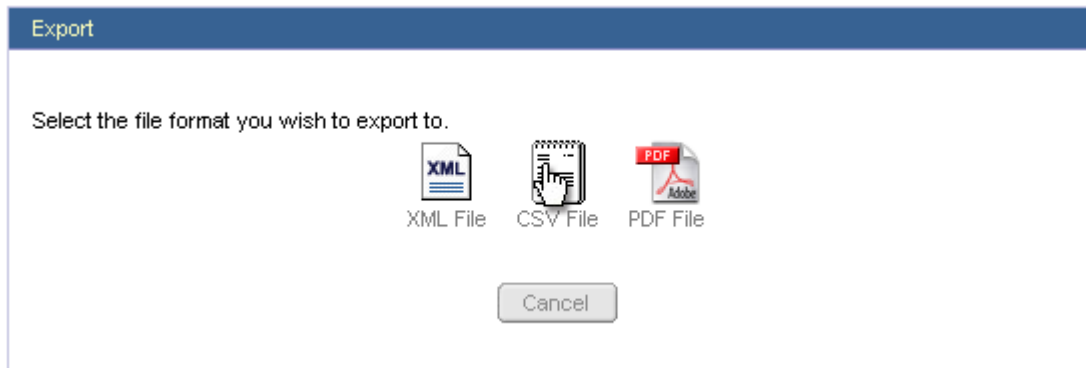


Figure 12: Choosing a file format to export a LiveStats.XSP report.

2. Click the icon for the file format you want the report data saved to your hard disk: **XML File**, **CSV File**, or **PDF File** (Figure 12).
3. Right click the icon for the selected file format and select "Save Target As" (Figure 13).

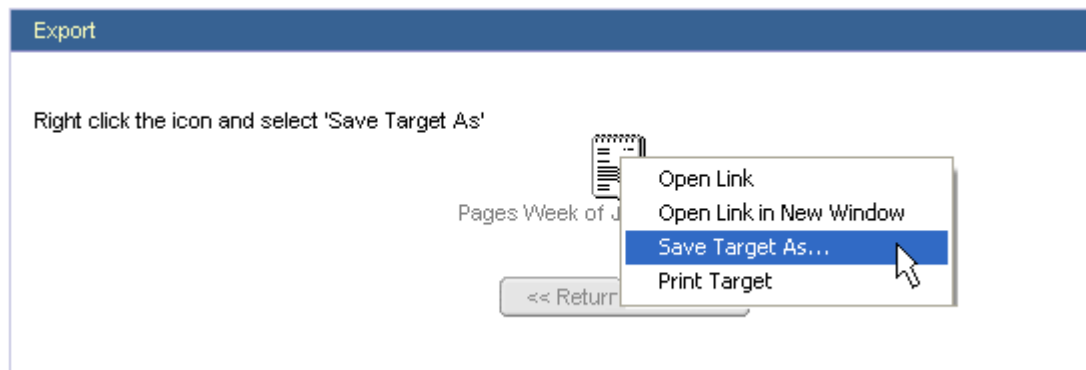


Figure 13: Exporting a LiveStats.XSP report.

4. Select the location and save the file.

Logging Out

Click the **Logout** button on the Button Bar to log out of the LiveStats.XSP Reporting Interface.



What's Next?

For information on configuring LiveStats.XSP or web sites to be tracked, see the documents listed in the **Related Documents** section.

For the complete LiveStats.XSP documentation, please see the Support pages on the web site at **www.deepmetrix.com**.

Support questions? Please email **support@deepmetrix.com**.

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