

HitBox[®] | PROFESSIONAL

USER'S MANUAL

TRAFFIC

TRAFFIC SUMMARY

The Traffic Summary gives you an overview of your site's total views, visits, referring URLs, most requested content, and most requested pages. The Traffic Summary display shows your current, forecasted, and average total views and visits for the current date and the month to date. Beneath the Total Views graphic, an average of the total views per visit is displayed, for the current date and the month to date. Beneath the Visits graphic, an average of the average time spent on the site is displayed.

The Visit Summary gives you a breakdown of URLs that referred traffic to your site most frequently, as well as the most requested content and pages. This information is provided to you for the current date and month to date.

TOTAL VIEWS

The Total Views statistic gives you a sum of all of your site views—both page views and reloads. The Total Views statistic measures only views seen by actual site visitors, as HitBox Professional does not measure views by spiders, robots, content harvesters, and the like.

PAGE VIEWS

The Page Views statistic represents the number of times each page of your Web site was viewed, excluding Reloads. The Page Views statistic measures only views seen by actual site visitors, as HitBox Professional does not measure views by spiders, robots, content harvesters, and the like.

VISITS

The Visits statistic shows how many visits were handled by your site for each selected time period (day, week, month, year). A visit, also known as a session, is defined as a new path through your site—created either by a new visitor or a returning visitor who has been away from the site for at least 30 minutes.

NEW VISITORS

New Visitors represents the number of visitors who have used one browser application to visit your Web site for the first time ever. This differs from the [Rolling Daily Unique](#) statistic in that rolling daily unique visitors are measured every 24 hours. A visitor can only be counted as a new visitor if they have never been to your site before. So, if a visitor comes to your Web site for the first time ever on Monday, and then returns on Wednesday, that visit is counted as a rolling daily unique visitor on both days, but as a new visitor only on Monday.

DAILY RETURNING VISITORS

The Daily Returning Visitors statistic measures, on a daily basis, the number of visitors who have returned to your site after their first-ever visit. New Visitors are not measured in this statistic, but if a new visitor returns to your site the same day as their initial visit, that second visit will be measured here. Visitors will be measured in this statistic once for each calendar day they visit your Web site.

To get a sense of how many times your visitors come back to your site, view the visitors Loyalty Index.

MONTHLY RETURNING VISITORS

The Monthly Returning Visitors statistic measures, on a monthly basis, the number of visitors who have returned to your site after their first-ever visit. New Visitors are not measured in this statistic, but if a new visitor returns to your site the same month as their initial visit, that second visit will be measured here. Visitors will be measured in this statistic once for each calendar month they visit your Web site.

RELOADS

The Reloads statistic shows the number of times visitors clicked on the "Refresh" or "Reload" button within 15 seconds of viewing any page on your site. If your pages are set up to auto-refresh (if you have stock information that updates automatically, for example) those auto-refreshes will be included in this statistic. If a visitor leaves a page, but returns within 15 seconds, they will also be measured as part of this statistic.

24 HOURS

The 24 Hours statistic measures the number of visitors who returned to your Web site after one hour and within 24 hours of their last visit. A visit is defined as a new path through your site—created either by a new visitor or a returning visitor who has been away from the site for at least 30 minutes.

DOWNLOADS

Traffic Downloads indicates the number of files downloaded from your site over time. Files that are considered Web page types are not measured in this statistic. If a page or file uses one of the following file extensions, it will not be measured as a download:

.htm	.cfm	.jsp	.pl	.php
.html .jhtml .shtml and variants	.asp	.cgi	.taf	.dll

PROXIES

The Proxies statistic measures the number of your site's total views that were viewed via a proxy server. Views are determined to be coming through a proxy server if the HTTP request contains the "via general" header.

ONE HOUR

The One Hour statistic measures the number of visitors who returned to your Web site within one hour on a new visit. A visit is defined as a new path through your site—created either by a new visitor or a returning visitor who has been away from the site for at least 30 minutes. This means that a visitor must leave your site for at least 30 minutes before returning to your site to be measured in this statistic.

RUSH HOURS

Rush Hours shows you the number of rolling daily unique visitors that came to your site at different times of day. The time is based on the visitor's time zone, meaning that if your visitor is in New York and you are in California, and that visitor comes to your site at 9 a.m. EST, they will be recorded as visiting your site at 9 a.m., even though your local time is 6 a.m.

UNIQUES

ROLLING DAILY UNIQUES

The Rolling Daily Uniques statistic measures the number of visitors who used one browser application to view your Web site one time within a 24-hour period, based on what time the visitor came to your site. In order for a visitor to be measured as a rolling daily unique, at least 24 hours must elapse between their visits to your site.

For example, if a visitor comes to your site on Tuesday at noon, and is measured as a rolling daily unique, they are considered a rolling daily unique again only after Wednesday at 12:01 PM. Note that HitBox Professional must be able to detect that visitors' browsers will accept cookies in order for visitors to be measured in this statistic.

Please note that the Week, Month, and Year tabs display a sum of the rolling daily unique visitors for that timeframe, **not** weekly, monthly, or yearly unique visitors. For example, if 1,000 rolling daily unique visitors are measured on Monday, and 1,000 rolling daily unique visitors are measured on Tuesday, the weekly tab will show that you have had 2,000 rolling daily unique visitors for that week to date.

ROLLING MONTHLY UNIQUES

The Rolling Monthly Uniques statistic measures the number of visitors who used one browser application to view your Web site one time within a 30-day period, based on when the visitor came to your site. In order for a visitor to be measured as a rolling daily unique, at least 720 hours must elapse between visits to your site.

For example, if a visitor comes to your site on January 15 at noon, and is measured as a rolling monthly unique, that visit is considered a rolling monthly unique again only after February 14 at 12:01 PM.

CALENDAR DAILY UNIQUES

The Calendar Daily Uniques statistic measures the number of visitors who used one browser application to view your Web site one time during a calendar day. In contrast to the Rolling Daily Unique which is based on a 24-hour clock, the Calendar Daily Unique is based on calendar days. For example, if a visitor comes to your site on Tuesday at 11 p.m., then returns on Wednesday at 9 a.m., the visits are counted as calendar daily uniques both times, even though it is less than 24 hours since the first visit. The visits however, count only as one Rolling Daily Unique.

Please note that the Week, Month, and Year periods display a sum of the calendar daily unique visitors for that timeframe, not weekly, monthly, or yearly unique visitors. For example, if 1,000 calendar daily unique visitors are measured on Monday, and 1,000 calendar daily unique visitors are measured on Tuesday, the



weekly period will show that your site had 2,000 calendar daily unique visitors for that week to date.

CALENDAR MONTHLY UNIQUES

Calendar Monthly Uniques measures the number of visitors who used one browser application to visit your Web site one time within a calendar month. This differs from Rolling Monthly Uniques in that calendar monthly uniques are based on the calendar month, not on a rolling 30-day period. For example, if a visitor comes to your site on January 31, and again on February 1, the visits are measured as calendar monthly uniques both times, even though there is less than 30 days between visits. The visits however, are considered as only one Rolling Monthly Unique.

REFERRERS

REFERRING URL'S

Referring URLs measures the top URLs that have referred visitors to your Web site. The "Bookmarks or directly referred URLs" list item indicates the number of visitors who do not have a referring URL. Many things—including typing the URL directly into the browser, using a Bookmark or Favorite, or following a link from an e-mail or newsgroup when using Outlook or Outlook Express—can cause this. HitBox Professional must be able to detect that visitors' browsers will accept cookies in order for their visits to be measured in this statistic.

Note that due to privacy concerns any information of a personal nature that may appear in a referring URL (such as user name, zip code, password) is removed from that URL before it is recorded and displayed by HitBox Professional. For more information regarding this and other privacy policies of WebSideStory, visit our [privacy center](#).

REFERRING DOMAINS

Referring Domains lists the top domain names that have referred visitors to your Web site. The "Bookmarks or directly referred URLs" list item indicates the number of visitors who do not have a referring domain. Many things—including typing the URL directly into the browser, using a Bookmark or Favorite, or following a link from an e-mail or newsgroup when using Outlook or Outlook Express—can cause this.

REFERRING MAJOR DOMAINS

Referring Major Domains shows the major domains (.com .edu .gov .net and so on) that have referred visitors to your Web site. If a domain is not listed in HitBox Professional's Major Domain group, it will not be measured in this statistic.

NOTE: the breakdown of the "Foreign" top-level domains may be seen on the "Countries" and "Continents" statistics.

REFERRING COUNTRIES

The Referring Countries statistic lists the number of visits that were made by visitors whose referring top-level domains fall into HitBox Professional's Country group (such as .us .jp .fr and so on). Visits will only be measured in this statistic if they meet one of these two criteria:

If they have come from a domain that uses a two-letter country code as its domain name suffix (for example domainname.uk website.fr and so on) and the country code that serves as the domain name suffix is listed in HitBox Professional's Country group, they will be listed under that country.



If they come to your site using a top-level domain that is considered a Major Domain (.com .org .gov .net and so on) visitors will be listed under Major Domains. Note that most U.S. domains fall under those major domains, so most of your traffic that comes from the United States will be included under Major Domains in this statistic.

REFERRING CONTINENTS

Referring Continents measures the number of visits that are made by visitors from each continent. A visitor's continent is determined by comparing their top-level domains to HitBox Professional's [Continent](#) group. Major Domains are listed as a separate item in this statistic, as they are not country- or continent-specific.

Note that most U.S. domains fall under those major domains, so most of your traffic that comes from the United States will be included under Major Domains in this statistic. Please see [the continents list](#) to review how WebSideStory has organized countries and territories into the different continent groupings.

SEARCH ENGINES

Search Engines lists the top search engines that have referred visitors to your Web site. Visitors coming to the site from search engines that are not listed in HitBox Professional's [Search Engine](#) group will not be measured in this statistic.

SEARCH ENGINES DETAILS VIEW

The Search Engines detail view provides you with a display of the keywords used to refer visitors to your site using the referring search engine.

SEARCH KEYWORDS

The Search Keywords statistic gives you a list of the most popular keywords used by visitors to find your Web site. If a visitor comes from a search engine that is not listed in HitBox Professional's [Search Engine](#) group, or if HitBox Professional is not able to parse keywords from that search engine, they will not be measured in this statistic.

HitBox Professional is not able to parse keywords from all search engine URL referrals. If a visitor comes to your site using a search engine that keywords cannot be parsed from, that visitor's visit will not be measured in this statistic. Please see the list of [search engines](#) to determine which search engines HitBox Professional is able to parse keywords from.



SEARCH KEYWORDS DETAILS VIEW

The Search Keywords detail view provides you with a display of the referring search engines that visitors associated with a particular keyword that led the visitor to your site.

SYSTEM

BROWSER VERSION

Browser Versions lists the browser applications—including versions—that rolling daily unique visitors used to visit your Web site. If a visitor uses a browser that is not included in HitBox Professional's [Browser](#) group, that visit is counted as "Other."

OPERATING SYSTEMS

Operating Systems provides a breakdown of the operating systems rolling daily unique visitors had running on the computers they used when they visited your Web site. If a visitor comes to your Web site and is using an operating system that is not listed in HitBox Professional's [Operating System](#) group, they will be measured under "Other."

SCREEN RESOLUTIONS

The Screen Resolutions statistic provides you with a breakdown of the screen resolution settings rolling daily unique visitors were using when they visited your Web site. If a visitor comes to your Web site and is using a screen resolution that is not listed in HitBox Professional's [Screen Resolution](#) group, they will be measured under "Other Resolutions."

COLOR PALETTES

The Color Palettes statistic shows the color palette settings rolling daily unique visitors were using when they visited your Web site. If a visitor comes to your Web site and has a color palette setting that is not listed in HitBox Professional's [Color Palette](#) group, they will be measured under "Unknown."

JAVASCRIPT VERSIONS

The JavaScript Versions statistic measures the different versions of JavaScript that visitors were running when they visited your Web site. HitBox Professional currently measures for JavaScript versions 1.0, 1.1, 1.2, and 1.3. If HitBox Professional is not able to detect a JavaScript version, the visitor will be classified as having "No JavaScript." If HitBox Professional detects that JavaScript is running, but is unable to match that JavaScript version to the four listed above, the visitor will be measured as running "Other Versions" of JavaScript.

COOKIES

The Cookies statistic shows the percentage of total views of your site by visitors' browsers set to accept or decline cookies. Visitors have the option to set their browsers to accept all cookies, refuse all cookies, or alert them when cookies are being served, so that the visitor can decide whether to accept or reject the cookie. In order for HitBox Professional to collect some of the statistical information it offers, visitors must have their browsers set to accept cookies. Note that visitors must have [JavaScript](#) enabled in order for HitBox Professional to be able to measure this statistic.

If HitBox Professional cannot detect whether a visitor's browser is set to accept cookies, that visitor will be measured under "Unknown or automated agent." Any automated agents that hit your site will also be measured under "Unknown or automated agent." Automated agents can include Keynote, service metrics, or Internet Explorer's offline gathering tool—the tool that enables Internet Explorer users to download sites for offline browsing.

Microsoft Internet Explorer 6 gives users increased control over their cookie and privacy settings. For more information about HitBox technology's compatibility with Internet Explorer 6, see [HitBox® Cookie Compliance with Microsoft Internet Explorer 6](#), in PDF format. Note you must have Adobe Acrobat Reader to read this file.

JAVA STATUS

Java Status measures rolling daily unique visitors' Java status when they visited your Web site—enabled versus disabled versus unknown. If HitBox Professional is unable to determine a visitor's Java status, their status is measured as "Unknown."

NETSCAPE PLUG-INS

Netscape Plug-ins lists the top plug-ins that were detected on rolling daily unique visitors' machines when they visited your Web site. Note that the plug-in information listed in this statistic is fed to HitBox Professional from the Netscape browser, so any redundancies in the list are due to inconsistencies in the way Netscape reports the presence of plug-ins.

Please note that visitors will be counted under each plug-in they have, so it is possible for one visitor to be measured multiple times in this statistic, and for the percentages of each plug-in to seem unusually high. For example, if you have six visitors, and they all have the same Netscape plug-ins on their machine, each plug-in will list those six visitors and each plug-in will represent 100 percent of the visitors measured, since all the visitors measured had each plug-in.

VISITORS

LAST 100 DOMAINS

Last 100 Domains provides a list of the last 100 rolling daily unique domains used by visitors when they came to your Web site, as well as the dates and times of those visits. The list is created by taking the visitor's IP address and finding the visitor's domain name through a reverse DNS lookup. If the domain name cannot be found, then no information will be listed. Due to privacy concerns, hostnames and IP addresses are not recorded, stored, or displayed in this statistic. IP addresses are used for the reverse lookup and then discarded. For more information regarding WebSideStory's privacy policies, please visit our [privacy center](#).

This list is updated constantly, based on traffic to your site, so if you have a large number of visitors, the visits listed in this statistic will change rapidly over the course of each day.

LOYALTY INDEX

The Loyalty Index measures the number of times visitors have used one browser application to visit your Web site.

Note that visitors who return to your site on the same day may be measured in more than one category. For example, a visitor comes to your site for the first time ever, and that visit is counted in the First Visit category. While the same visitor may return later that day, and be counted in the From 2 to 4 Visits category, but the first visit is **still** measured as a First Visit. Because of this, your totals for this statistic may be higher than your totals in other statistics.

Please note that the range of visits displayed in this statistic (such as First Visit, From 2-4 visits, and so on) are measured over the life of the visitor's cookie, NOT based on the timeframe tabs that you are using to view the statistic.

FREQUENCY INDEX

The Frequency Index measures how frequently visitors come to your Web site.

Note that visitors who return to your site on the same day may be measured in more than one category. For example, a visitor comes to your site for the first time ever, and their visit is counted in the First Visit category. Then, that same visitor returns later that day, and that visit is counted in the Twice a Day category, but their first visit is **still** measured in First Visit. Because of this, your totals for this statistic may be higher than your totals in other statistics.



Please note that the range of visits displayed in this statistic (such as First Visit, Once a day, and so on) are measured over the life of the visitor's cookie, NOT based on the timeframe tabs that you are using to view the statistic.

In order to be measured in the Once a Day category, at least 24 hours must elapse between a visitor's visits.

VISITOR DOMAINS

The Visitor Domains statistic lists the top domains that rolling daily unique visitors were associated with when they visited your Web site. If a visitor's domain is included within HitBox Professional's [Major ISP](#) group, it will be listed under the Major ISPs category. Otherwise, it will be listed as a separate domain. If you click on the Major ISPs item, you will be taken to the [Internet Service Providers](#) statistic, where you can view a list of the ISPs that visitors were using.

VISITOR MAJOR DOMAINS

Visitor Major Domains shows the major domains (.com .edu .gov .net and so on.) that rolling daily unique visitors were associated with when they visited your Web site. If a domain is not listed in HitBox Professional's [Major Domains](#) group, it will not be measured in this statistic.

VISITOR COUNTRIES

The Visitor Countries statistic lists the rolling daily unique visitors whose top-level domains fall into HitBox Professional's [Country](#) group (such as .us .jp .fr and so on). The country visitors come from is determined by comparing their IP address to a list of IP addresses assigned to each country. This is different from how Referring Countries are measured: with referrers, HitBox Professional does not have access to any IP addresses from referring sites.

Due to privacy concerns, IP addresses are used only to determine the visitor's country and are then discarded. WebSideStory does not record, store, or display IP addresses for any reason. For more information regarding WebSideStory's privacy policies, please visit our [privacy center](#).

NOTE: the breakdown of the "Foreign" top-level domains may be seen on the "Visitor Countries" and "Visitor Continents" statistics.

VISITOR CONTINENTS

Visitor Continents measures the number of rolling daily unique visitors who come to your site from each continent. A visitor's continent is determined by comparing their country (determined based on their IP address) to HitBox Professional's [Continent](#) group. Please see the [continents list](#) to review how WebSideStory has organized countries and territories into the different continent groupings.

TIME ZONES

Time Zones shows the number of rolling daily unique visitors that came to your Web site from each of 24 time zones. JavaScript gathers the visitor's local time information, then the time zone is extrapolated from the time on the visitor's computer versus the current time on the HitBox Professional servers, which are located in San Diego, California.

For example, if the time on the visitor's computer is the same as that on the HitBox Professional servers, then they are placed in the same time zone. If the time on the visitor's computer is one hour ahead, they are placed one time zone ahead of the servers.

INTERNET SERVICE PROVIDERS

The Internet Service Providers statistic provides you with a breakdown of the Major Internet service providers (ISPs) that rolling daily unique visitors used when they visited your Web site. If a visitor comes to your site using an ISP that is not included in HitBox Professional's [Major ISP](#) group, they will be measured under "Others."

LANGUAGES

Languages provides you with a breakdown of the language settings (character support) rolling daily unique visitors were using when they came to your Web site. Note that if a visitor is using a language setting that is not included in HitBox Professional's [Language](#) group, they will not be measured in this statistic.

In order to be measured properly in this statistic the language setting in a visitor's browser must be as follows:

For Internet Explorer: The language setting in the browser and the "Regional Setting" in the visitor's Windows Control Panel must be the same.

For Netscape Navigator: The visitor must be using the specific language version of the browser application, the language setting the visitor selects within the browser is not sufficient.

MOST VISITED CATEGORIES

The Most Visited Categories statistic lists the HitBox site categories most often visited by your rolling daily unique visitors. When HitBox customers set up their

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accounts, they categorize their site based on a list of choices provided by WebSideStory. The cookies provided to visitors when they visit HitBox sites include this category information. When visitors come to your site, HitBox Professional can display which site categories they have been to.

This information is not weighted. If a visitor goes to six entertainment sites, they are measured once in the Entertainment category.

Note that category information is based on HitBox client sites. Category information is not available for sites that visitors go to outside of the HitBox Community.

CONTENT

MOST REQUESTED CONTENT

Most Requested Content lists the most frequently viewed content types of your Web site. Note that the content groups are determined by you, by using the content group variable in the HitBox Professional code. See [Designating Content Groups](#) for more information.

SINGLE ACCESS CONTENT

Single Access Content lists the visits in which visitors viewed only one content group. For example, if a visitor goes directly to a section of your Web site [coded for content](#) as catalog pages, views several pages within your catalog, then leaves your site without visiting any other site pages or pages coded for other content groups, such navigation is considered as Single Access Content.

NAVIGATION

TOP PATHS

Top Paths lists the top paths visitors take through your Web site. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Paths that only include single views are not measured in this statistic. See [Single Access Pages](#) for this information.

TOP PATHS DETAIL VIEW

Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path.

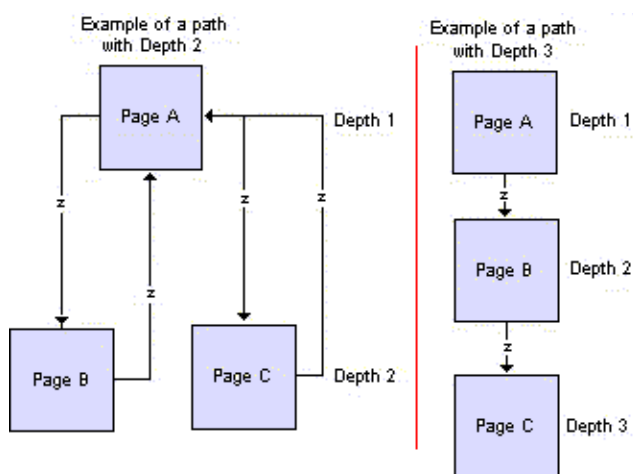
DURING 1ST VISIT

The During 1st Visit statistic lists the top paths visitors took when they visited your Web site for the first time.

DURING 4TH VISIT

The During 4th Visit statistic lists the top paths visitors took when they visited your Web site for the fourth time.

DEPTH OF VISIT



Depth of Visits shows how deep your visitors go into your Web site. Depth is calculated by determining the number of pages from an entry page (depth 1) that a visitor goes into a site.

In the first example, the visitor returns to the first page (depth 1) between viewing page B and page C. The visitor has traveled a page depth of 2.

In the second example, the visitor goes directly from page B from page C. Even though each visitor saw the same **number** of pages, the **depth** of the visits is measured differently. The more pages your visitors view without returning to a

previously viewed page, the deeper the path into your site.

A depth measurement of "2 pages" refers to how far into the site a visitor goes before returning to a previously viewed page.

AVERAGE DEPTH OF PAGES

The Average Depth of Pages lists every coded page of your Web site along with the average number of pages a visitor viewed on your site before they got to that page. This will tell you how long it took, on average, for visitors to find specific pages.

For example, if your catalog page was viewed in 60 paths, and half of those views were at a depth of two (half of the measured visitors went from the entrance page to the catalog page), and half were at a depth of one (half of the measured visitors came directly to the catalog page), then your average depth of pages for that page would be two (1.5 rounded up)—or $(30 \times 2) + (30 \times 1) / 60$.

TIME SPENT ON SITE

Time Spent on Site measures the ranges of time visitors spend on your Web site. Time spent on exit pages is not collected. Note that if a visitor leaves your site and returns within 30 minutes they are still considered to be on the same visit, and the amount of time they were away before they came back to your site will be counted as part of the time they spent on your site. For example, if a visitor comes to your site and spends 15 seconds on the home page, 5 seconds on the catalog page, 7 seconds on a product page, leaves your site for 20 minutes, and then returns to your home page, that visitor will be measured as spending between 11 and 30 minutes on your site.

This statistic also includes an average for the time your visitors spend on your site. This average is calculated with the following formula:

$$\text{Avg} = (S_x * V_x) / T$$

Where

S is the sum of each time range average multiplied by each time range (for example, (time range 1's average * time range 1's value) + (time range 2's average * time range 2's value)) + (time range 3's average * time range 3's value))

A is the average of time range x (for example, the 30–60 minute time range's average is 45 minutes)

X is the time range (for example, 30–60 minutes)

V is the number of visits in that time range

T is the total number of visits counted

AVERAGE TIME SPENT ON PAGES

Time Spent on Pages lists the amount of time spent by visitors on each page of your Web site. Time spent on exit pages is not collected.

This statistic also provides you with an average time spent on each page. This average is calculated with the following formula:

$$\text{Avg} = T_p / (T_V - S_V)$$

Where:

Tp = Total Time Spent on Page

TV = Total views for that page

SV = Single Access Views of that page

EXIT LINKS

Exit Links tracks links your visitors use to leave your site. In order to be measured in this statistic, the domain that visitors go to must be different than your site domain. For example, if a visitor goes from <http://sales.hitboxenterprise.com> to <http://marketing.hitboxenterprise.com> that navigation is not measured in this statistic.

A visitor going from <http://sales.hitboxenterprise.com> to www.websidestory.com, is measured in this statistic.

Note that Exit Links can only track links that are in your site pages. If a visitor types a URL directly into the browser, or uses a Bookmark or Favorite, the exit link will not be measured in this statistic.

HitBox Professional must be able to detect that visitors' browsers are running JavaScript, version 1.2 or higher, in order to be measured in this statistic. Visitors who are using computers running the Macintosh operating system are not measured in this statistic.

PAGES

MOST REQUESTED PAGES

Most Requested Pages lists the most frequently viewed pages of your Web site.

You may see a list item called "Unknown pages." Normally, if you do not give your page a name using the page name ("PUT+PAGE+NAME+HERE") variable in the HitBox Professional code, the page naming feature in the code will default to the page title within the HTML <title></title> tags of your page. But in order for this default feature to work, visitors must have JavaScript enabled. So the "Unknown pages" list item represents pages on your site that were **not** named using the page name variable ("PUT+PAGE+NAME+HERE") and that were viewed by visitors who have JavaScript **disabled**.

ENTRY PAGES

Entry Pages lists the top pages that have been viewed as the Entry Page and the number of times it was viewed as the Entry Page. An Entry Page is defined as the first page the visitor views on a Web site at the start of a new path. [Single Access](#) pages are included in this measurement.

EXIT PAGES

Exit Pages lists the top pages that have been the Exit Page and the number of times it was viewed as the Exit Page. An Exit Page is defined as the last page a visitor views on a Web site. [Single Access](#) pages are included in this measurement.

SINGLE ACCESS PAGES

A Single Access Page is defined as a page that was the only page in a path. This statistic identifies the top pages that are counted as Single Access Pages and the number of times each is viewed as a Single Access Page.

PAGES VIEWED PER VISIT

Pages Viewed per Visit lists the number of unique pages viewed during each visit. This statistic only includes pages the first time they are viewed, so if a visitor comes to your site and goes to the home page, the about us page, back to the home page, and then to the contact us page, they will be measured as viewing three pages, not four, as the return visit to the home page is not counted.

DOWNLOADS – PAGES

The Downloads statistic in the Pages menu lists all files downloaded from your site, based on total downloads for each file. Files that are considered Web page types are not measured in this statistic. If a page or file uses one of the following file extensions, it will not be measured as a download:

.htm	.cfm	.jsp	.pl	.php
.html .jhtml .shtml and variants	.asp	.cgi	.taf	.dll

HitBox Professional must be able to detect that visitors' browsers are running JavaScript, version 1.2 or higher, in order to be measured in this statistic. Visitors who are using computers running the Macintosh operating system are not measured in this statistic.

PAGE TYPES

The Page Types statistic measures your site's most requested page types, based on their file extensions. This means it will show the percentage of times your .cgi .html .asp and other page types were viewed during site visits.

DIRECTORIES VISITED

The Directories Visited statistic lists the most visited directories within your Web site.

FILES NOT FOUND

Files Not Found provides you with a list of the URLs that are considered to be non-existent—pages that visitors attempted to view and instead received a 404 "File Not Found" error page. Visitors must be running [JavaScript](#) in order to be measured in this statistic.

In order to measure this statistic, you must place specific HitBox Professional Error Page code onto the 404-error page that your server uses.

BROKEN LINK PAGES

Broken Link Pages provides a listing of Web pages that are referring broken links. The Files not Found statistic shows you a list of links that visitors tried to use that were broken or non-existent on your site. The Broken Link Pages statistic shows you what pages visitors were on when they tried to get to those broken links. This includes external referrers as well as internal pages. Visitors must be running [JavaScript](#) in order to be measured in this statistic.

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The "Not Referred" list item indicates the number of broken links that do not have a referring page. Many things—including a visitor typing the broken URL directly into the browser, using a Bookmark or Favorite, or following a link from an e-mail or newsgroup when using Outlook or Outlook Express—can cause this.

In order to measure this statistic, you must also be using the specific HitBox Professional Error Page code in the 404-error page that your server uses, and be tracking Files Not Found.