

# Urchin 5 Web Analytics Software

## From Google



We do more than answer your pressing IT questions about your environment's security, availability and uptime. By teaming with Google Analytics, and its unique Urchin web analytics software, we help you answer your important marketing questions. Now you can ask and answer the important questions about your website — **"How are visitors getting to my site?" "How are they using my site?" And, most importantly, "Are my visitors becoming my customers?"**

You can fine-tune your website's design and functionality to maximize both your visitor's experience and/or your e-commerce revenue. It's low-cost, quick and easy, too. Urchin tracks your site's usage and trends and generates multiple reports to help you pinpoint opportunities for improvement.

To make it even quicker and easier, your Rackspace® Support Team will walk you through Urchin, explaining its features and helping you set up analysis and reporting for your primary site. From there, you have complete administrative power to set up reporting for all your sites. Now you have one high-powered hosting solution working with one high-powered web analytics solution, and that means endless possibilities.

### Simple Administration

Your Rackspace Support Team will work closely with you to help you set-up Urchin and explain its numerous features. Day-to-day administration is designed to be as intuitive and user-friendly as possible.

- Wizard-based setup for all major features
- Embedded help text to explain how specific metrics are calculated
- Low system resource utilization — run your web analytics on your webserver
- Your Rackspace team not only installs Urchin, but provides continued training and troubleshooting

### Comprehensive, Easy-To-Use Reporting

You can continuously work on honing your site's effectiveness based on Urchin's customizable reports.

- Export reports directly to Word, Excel and other programs
- Build custom reports that compare any metrics you choose
- View data in SVG-based Business Ready<sup>SM</sup> interactive charts and graphs
- Understand marketing campaign costs and effectiveness with Search Engine Marketing reports
- Leverage the Search Terms report to find the actual search engine keywords that lead to your site
- Optimize your site for the browser clients your visitors use with the New Client Parameters reports
- Analyze how visitors navigate your site with click-path analysis

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# Urchin 5 Web Analytics Software

## Sample Reports



**Urchin**

**Reports**

- ▼ Traffic
  - Sessions Graph
  - Pageviews Graph
  - Hits Graph
  - Bytes Graph
  - Summary
  - Load Balancing
- ▶ Pages & Files
- ▶ Navigation
- ▶ Referrals
- ▶ Domains & Users
- ▶ Browsers & Robots

**Date Range**

◀ 2005 ▶

Jan	Feb	Mar	Apr	May	Jun	
Jul	Aug	Sep	Oct	Nov	Dec	
Sun	Mon	Tue	Wed	Thu	Fri	Sat
→ 27	28	29	30	01	02	03
→ 04	05	06	07	08	09	10
→ 11	12	13	14	15	16	17
→ 18	19	20	21	22	23	24
→ 25	26	27	28	29	30	31

Date View: Default

Enter Range

Report: Hits Graph - www.yourwebsite.com.au  
Date Range: 11/27/2005 - 12/03/2005

Export: [T](#) [W](#) [G](#) [P](#)

**Range Total: 1,022,907 Daily Average: 146,129.57**

Reports: Hits Graph  
Date Range: 11/27/2005 - 12/03/2005

**? Help Information:**

**Hits Graph**  
This report shows the trend of recent activity on your website in terms of successful Hits over time. The default timeframe is one week, but this can easily be changed in the Date Range control area.

**Calculation Methodology**  
A "Hit" is simply a successful request to your web server from a visitor's browser for any type of file, whether an image, HTML page, an MP3 file, or any other type. A single web page can cause many Hits -- one for each image included on the page, etc.

[Urchin Documentation Center \(help.urchin.com\)](#) [Glossary of Terms](#)

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**Urchin**

**Reports**

- ▶ Traffic
- ▶ Pages & Files
- ▶ Navigation
- ▼ Referrals
  - Referrals
  - Referral Drilldown
  - Search Terms
  - Search Engines
  - Referral Errors
- ▶ Domains & Users
- ▶ Browsers & Robots

**Date Range**

◀ 2005 ▶

Jan	Feb	Mar	Apr	May	Jun	
Jul	Aug	Sep	Oct	Nov	Dec	
Sun	Mon	Tue	Wed	Thu	Fri	Sat
→ 27	28	29	30	01	02	03
→ 04	05	06	07	08	09	10
→ 11	12	13	14	15	16	17
→ 18	19	20	21	22	23	24
→ 25	26	27	28	29	30	31

Enter Range

Report: Referral Drilldown - www.yourwebsite.com.au  
Date Range: 11/27/2005 - 12/03/2005

Export: [T](#) [W](#) [G](#) [P](#)

Sessions: 16,521

Referrals (1-10) / 349	Sessions	Percent	0	67.22%
▶ (no referral)	11,105	67.22%	<div style="width: 67.22%;"></div>	
▶ www.somedomain.com	1,294	7.83%	<div style="width: 7.83%;"></div>	
▶ www.somedomain.com	1,224	7.41%	<div style="width: 7.41%;"></div>	
▶ google.com.au	814	4.93%	<div style="width: 4.93%;"></div>	
▶ www.somedomain.com	423	2.56%	<div style="width: 2.56%;"></div>	
▶ www.somedomain.com	304	1.84%	<div style="width: 1.84%;"></div>	
▶ www.google.com	274	1.66%	<div style="width: 1.66%;"></div>	
▶ ninemsn.com.au	73	0.44%	<div style="width: 0.44%;"></div>	
▶ search.yahoo.com	54	0.33%	<div style="width: 0.33%;"></div>	
▶ auda.org.au	52	0.31%	<div style="width: 0.31%;"></div>	
<b>View Total:</b>	<b>15,617</b>	<b>94.53%</b>		
<b>Total:</b>	<b>16,521</b>	<b>100.00%</b>		

Next

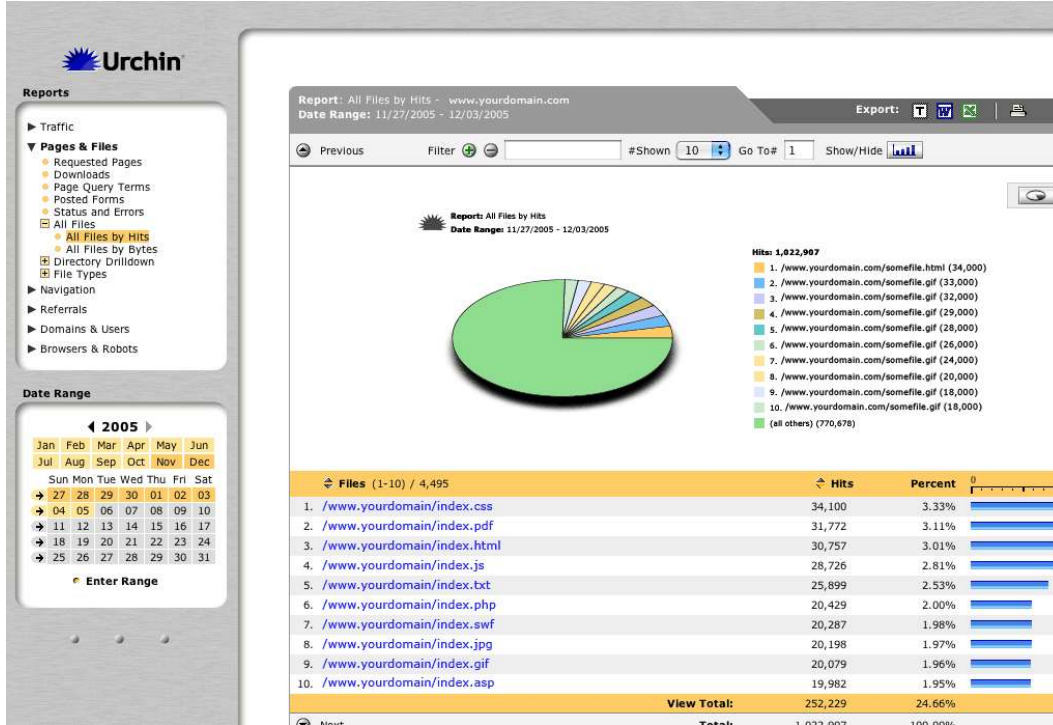
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## Sample Reports



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