

Dataland Software Web Log Storming

User Guide

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Overview

You won't believe how much information you can get from your web logs using this web log analyzer.

Web Log Storming is an **interactive, desktop-based Web Log Analyzer for Windows**. The whole **new concept of log analysis** makes it clearly different from any other web log analyzer.

Web Log Storming does far more than just generate common reports - it displays **detailed web site statistics** with **interactive graphs and reports**. Very complete **detailed log analysis of activity** from every visitor to your web site is only a mouse-click away.

In other words, **analyze your web logs like never before!**

It's easy to track **sessions, hits, page views, downloads**, or whatever metric is most important to each user. You can look at **referring pages** and see which **search engines** and **keywords** were used to bring visitors to the site. Web site **behavior**, from the **top entry and exit pages**, to the **paths** that users follow, can be analyzed. You can learn which **countries** your visitors come from, and which **operating systems** and **browsers** they use. You'll learn how your **bandwidth** is being used, and how much **time users spend** on your site. You can tell how popular your **files, images, directories**, and **queries** are.

In addition to standard web log analyzer features, **Web Log Storming** allows you to:

- Track individual visitors to the smallest details** – such are their previous visits and their path through your web site
- Easily improve your **ROI – stop wasting money and bandwidth** at low-quality traffic
- Extensive **on-the-fly filtering** and **complete interactivity** lets you to create unseen reports **in the second**
- Check if visitors **behave as you expect**. Maybe your links are not clear enough?
- Practically **unlimited number of interactive reports and graphs**
- Your logs are kept in **fast computer memory** allowing you to **view filtered results immediately**
- Keep your log files compressed to save disk space – it supports **zip, gz and tar files auto-uncompressing**
- Connect to **FTP** or **HTTP** server and **download** changed log file **automatically**

- ❑ **Export** reports to the **HTML** files, send them by **e-mail**, or copy them to the **clipboard**

See also:

- Log file formats supported
- Differences from other web log analyzers
- Terminology
- Getting started

Log file formats supported

Currently, Web Log Storming supports:

- IIS **W3C Extended** log file format
- Apache Combined** log file format

Differences from other web log analyzers

Web Log Storming uses a completely different way of reporting than other web log analyzers.

Web Log Storming	Other web log analyzers
Completely interactive log analyzer	Fair or no interactivity at all
Unlimited number of reports - use your imagination to create any log analysis report you want	Static reports are predefined and fixed
Filters (Parameters) can be set after log file reading. Remember, you can change the filters at any time	Filters are set before log file reading. If you want to change a filter, you need to wait for reading the log files again
Everything is clickable , and every click leads to different report	Only URLs are clickable , and they open your browser
Bookmark customized reports for later use	No bookmarks
Gives you an opportunity to track individual visitors to detailed session and hit information	Gives you summary statistics
Uses optimized memory model to process data	Some analyzers use databases for storing data. That's extremely slow

Terminology

In order to make using of Web Log Storming easier, it's important to understand vocabulary we use in software and this document. Let's start with most important words.

Hit. One hit is one single **request** to a file on a web server.

Session. One or more hits from the particular visitor make session. It's impossible to tell exactly what hits belong to one session, but goal is to achieve best guess. To determine boundaries of one session Web Log Storming uses IP address and session timeout value.

Visitor. Visitor is a guess of one physical person who visited web site. Visitor can visit site once or more times (one or more sessions). As with sessions, it's impossible to tell exactly what one visitor was.

Some of reasons for this possible inaccuracy are:

- One visitor can use more than one IP address. For example, she can use more computers (i.e. home and work) or use dial-up networks when hers IP address in most cases depends on the computer she connects through telephone line.
- More people can use the same computer.
- Some visitors use proxy servers (i.e. within their organization), and they will all have the same IP address.
- Some visitors are not physical people (i.e. search engine spiders).

It's clear that log files are not providing sufficient information to any of web log analyzers to achieve 100% of accuracy, but for statistical purposes it is enough.

As Web Log Storming allows you to browse statistics to details, maybe you will occasionally see some not so logical results, which is mostly not the case with other analyzers. Other analyzers show summary reports, and you don't have an option to easily check particular details.

Bandwidth is load of data that is transferred from server to client (visitor's computer).

Bps (bytes per second or bandwidth per second). In our case, it's a number of kilobytes that was transferred in one second. This information is not always available – to calculate it Web Log Storming needs time taken for one request, which is not standard part of Apache combined log files.

Referrer is a web site or page that brings the visitor to your site. For example, if visitor finds your site through Google search engine, referrer will be a Google.

Path is a sequence of pages and files your visitor accessed in one session.

Getting started

If you are first-time user of **Web Log Storming**, you will maybe need assistance.

To understand why Web Log Storming is different from other web log analyzers, you should read **Overview** and **Differences from other web log analyzers**. Also, you might need explanations about terminology we use in software and this document.

Once you are ready, continue with one of following topics.

1. Choose log files to process
2. See ready statistics
3. Browse through statistics
4. Use parameters
5. Improving performance

Choose log files

Web Log Storming is document based. That means that it has its own file format to keep an essential data. You can recognize files by an extension: **.WLS**.

To choose log files you should select **File/New** from the main menu. You should see **Project Properties** dialog.

Log files

You can choose more than one log file set. Sets can be located in different directories and/or could have different file names. You can enter exact file names or wildcards.

It's important to tell that sets do not need to originate from same site, or even, they don't need to be in same log file format.

Examples: **C:\Log Files*.log**
 C:\Log Files\2004*.zip

Dates

Limit dates that you want to examine. If you have more than one log file, Web Log Storming will remember what dates each of them contains, and it will not read them all next time.

Read all

All dates found in selected log files.

Read last

Reads only last number of days (based on today's date). We recommend you to use this option whenever it's appropriate.

Read between

Define start and end date to read.

Your domain

To avoid your site to be found in referrer lists, enter your domain name here.

Examples: **myveryowndomain.net**
 acme.com

Default index file

File name that will be added to URL when visitor accesses directory. For example, if URL was **\mydir** Web Log Storming will change it to **\mydir\index.html** (or whatever page is default on your site).

Examples: **index.html**
index.htm
index.php
default.asp

Time zone correction

If your web server doesn't log time in your time zone, you should enter the time difference here.

When you define those settings, click **Open** or **Save and Open** button.

Next: See ready statistics

See ready statistics

Once your log files are processed, you can use Reports tree to view reports.

This is more or less same thing that other analyzers offer you: view pre-defined reports. However, Web Log Storming is different, and this is not only thing that you can do with it. Read further to feel real strength of Web Log Storming.

Next: Browse through statistics

Browse through statistics

Now you came to more sophisticated features. What exactly means "**Browse through statistics**"? It means that reports are click-sensitive. When you click at report item, you will see that Web Log Storming will show you some other report filtered by clicked item.

For example, if you look at Countries report, click at pie slice that represents **Canada** and you will see all sessions that came from Canada. Further, if you click one specific session, you will see its details and hits.

More advanced use is to right-click at item. You will get menu where you can choose some other report.

To complete browsing features, you can use **Back** and **Forward** buttons to "walk through" history.

Additional tool is **Keep parameters and select**. Right click at any item in Reports tree and choose this option to view other report with same parameters.

Next: Use parameters

Use parameters

Browsing is possible thanks to another unique feature of Web Log Storming: **on-the-fly parameters**.

When you browse, parameters are automatically set. However, you will often need to set them manually. On the leftmost part of main screen, choose **Parameters** tab.

Once you discovered a report and parameter combination that you will need in the future, bookmark it.

Next: Improving performance

Improving performance

From the beginning, we thought about the idea of "**live**" (or "**on-the-fly**") filters. That means that software doesn't know in advance what reports user want to see. It doesn't know what filter he will apply to inspect different cross-reports. Nothing is insignificant for the **Web Log Storming**. If user decides to get Countries report for visitors that saw a least popular page, he can get it with just few clicks – without need of reading log files again with different filters settings.

To accomplish this kind of full interactivity, we need to keep all relevant log data in the memory. Our team spent a substantial amount of time in developing highly optimized memory model. Our main goal was to find a meaningful compromise between speed of processing, searching and sorting on one side, and memory consumption on other side. In our opinion, results are more than satisfactory, especially if user keep in mind those facts and do few tweaks to achieve best results.

Just like the others, our software too supports well-known concept of global filters. While this is the only type of filters that other analyzers recognize, for the **Web Log Storming** it's the additional tool that is particularly useful for improving performance. If you exclude hits that you don't need in the reports, you will save a considerable amount of memory, which will considerably improve the speed of processing.

For example, your pages probably contain logos, background, buttons, divider images, stylesheets, scripts, etc, etc. Every of this collateral types of files will cause server to write another hit-line in the log file. Let's say that you have 10 links to those files on each of your pages (and you probably have more). That means that every page view will be recorded as 11 lines in log file. Now, if you **exclude** collateral files by defining **global filter**, you will save about **90% of used memory!** And that means that you will be able to analyze 10 times bigger time period **without losing performance or useful information.**

How exactly you will define your filter, really depends on your web site structure. One example can look like this:

```
-*.css; -*.gif; -/script/*; -/forum/*
```

Sign "-" in front of wildcards means "exclude", and wildcards can be delimited with ";" or ",".

Of course, if you eventually wish to inspect some of excluded files later, you always can make another project file with global filter that will include all or only files that you wish to analyze.

Main Menu reference

File

New Project

Lets you define new project

Open Project

Opens existing project from disk

Save Project

Save project to disk

Save Project As...

Change name and save project

Properties

Project properties

Export

Export all reports to the HTML pages

Send by E-mail

Send selected report by E-mail

Print Selected Report

Print selected report

Copy to Clipboard

Copy the content of the report to the clipboard

Exit

Bookmarks

Add Current Report to Bookmarks

Adds current visible project to bookmarks. Bookmark contains type of report and parameters.

Update Bookmark

If current visible report is bookmark, after changing parameters use update to make changes permanent.

Rename Bookmark

Change selected bookmark's name.

Delete Bookmark

Delete selected bookmark.

View

Based on IP and timeout

If this option is selected, reports are based on **time-limited** sessions.

Based on IP only

If selected, reports are based on **time-unlimited** sessions. That means that all hits from same IP address will be included in **one session**.

Use this option to easily see reports based on visitors instead on time-limited sessions.

All

View all visitors.

Human

View only sessions identified as a human.

Spiders

View only sessions identified as a spider (crawler).

Options

Program options.

Refresh

Recalculate current report.

Tools

Host Resolving

Host resolving tool.

Operating Systems

Browsers

Search Engines

Status and Errors

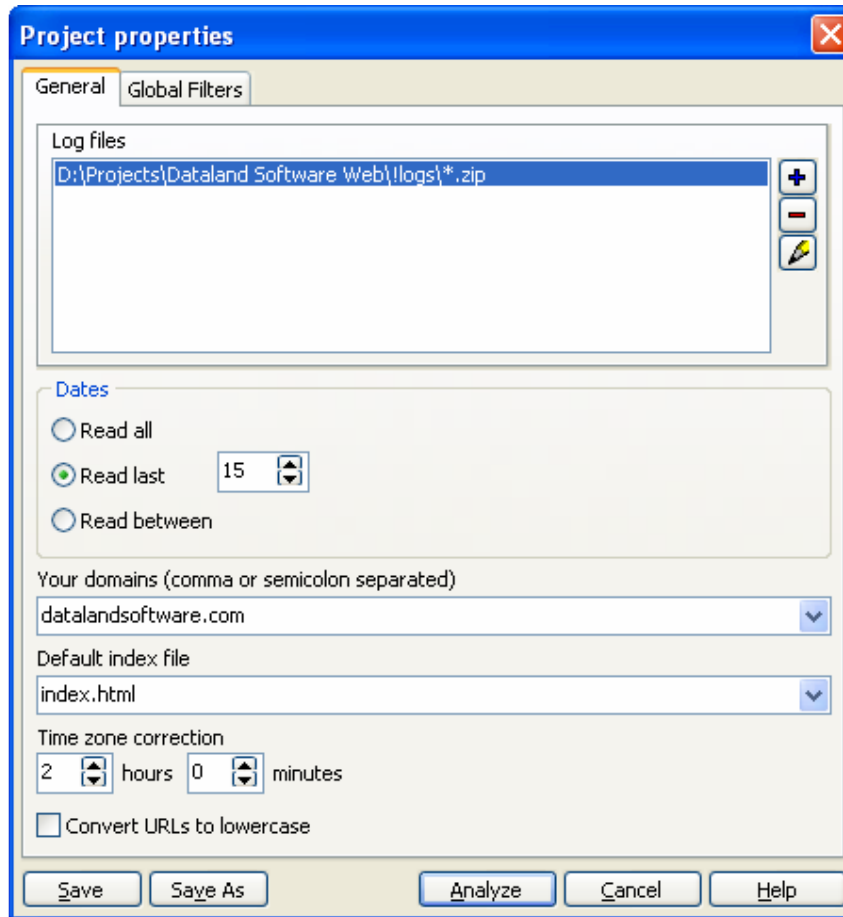
Change advanced system tables.

After changing these tables, you need to re-read your log files.

Project Properties

In project properties dialog you define essential data such are log file locations etc. It's separated into two tabs: **General** and **Global Filters**.

General



Log files

You can choose more than one log file set. Sets can be located in different local directories or different servers and/or could have different file names. You can enter exact file names or you can enter wildcards.

It's important to tell that sets do not need to originate from same site, or even, they don't need to be in same log file format.

Examples: **C:\Log Files*.log**
 C:\Log Files\2004*.zip

Use Log File Location editor to define sets.

Dates

Limit dates that you want to examine. If you have more than one log file, Web Log Storming will remember what dates each of them contains, and it will not read them all next time.

Read all

All dates found in selected log files.

Read last

Reads only last number of days (based on today's date). We recommend you to use this option whenever it's appropriate.

Read between

Define start and end date to read.

Your domain

To avoid your site to be found in referrer lists, enter your domain name here.

Examples: **myveryowndomain.net**
 acme.com

Default index file

File name that will be added to URL when visitor accesses directory. For example, if URL was `\mydir\` Web Log Storming will change it to `\mydir\index.html` (or whatever page is default on your site).

Examples: **index.html**
 index.htm
 index.php
 default.asp

Time zone correction

If you web server doesn't log time in your time zone, you should enter the time difference here.

Convert URLs to lowervase

In case you server is Windows™ based, it doesn't distinguish filename letter case. In that situation you can turn this option on, so the requests `/INDEX.HTML` and `/index.html` will both be correctly analyzed.

When you define those settings, click **Open** or **Save and Open** button.

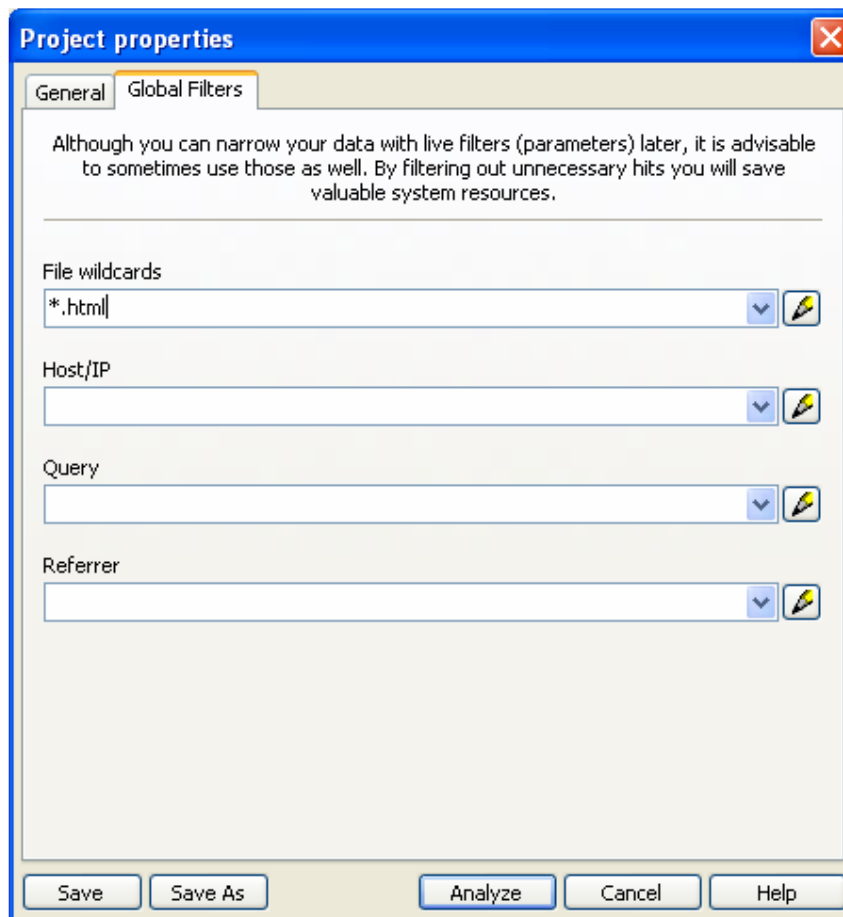
Global Filters

In case you want to read large amount of log files, it would be advisable to use global filters to save system resources.

Using global filters will slightly slow down reading (because of additional comparisons), but speed will be remarkably improved later, as result of reduced memory consumption.

You can use small include and exclude wildcard editor.

Note: these filters are applied to **hits**, and not to **sessions**. That means that, using referrer include filter, for example, will include **only hits that come directly from referrer**, thus you won't be able to see all session hits and visitor behavior.



File wildcards

Include and exclude file wildcards.

Host/IP

Host name or IP address include and exclude wildcards.

Query

Include or exclude queries.

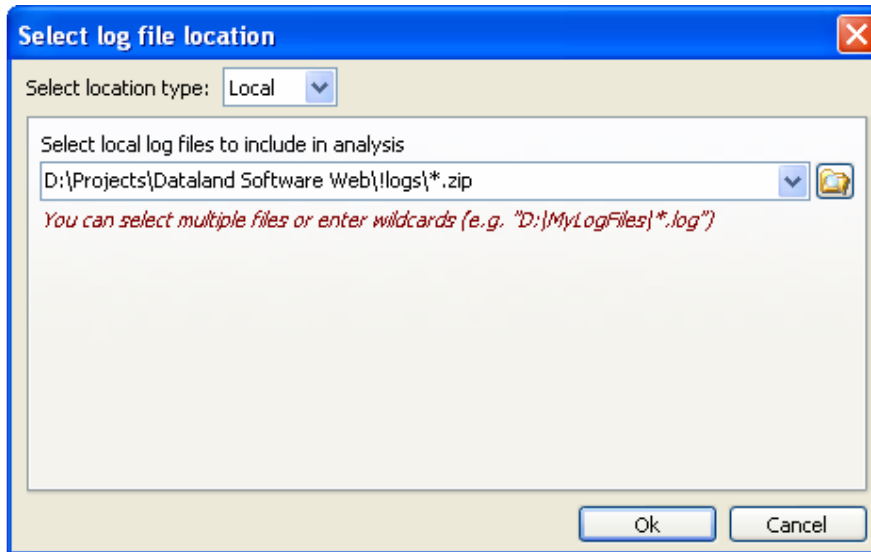
Referrer

Include or exclude referrers.

Log File Location

In this dialog you can define location of raw log files. Web Log Storming supports three types of locations: **Local**, **FTP** and **HTTP**.

Local



You can choose more than one log file set. Sets can be located in different directories and/or could have different file names. You can enter exact file names or you can enter wildcards.

Examples: **C:\Log Files*.log**
 C:\Log Files\2004*.zip

FTP

FTP server address and Port

Type FTP server address and port.

Passive

Turn on if you need to connect in passive mode in order to use FTP server.

Resume if possible

If this option is turned on, Web Log Storming will try to resume log files instead of downloading whole file again. Note that resuming is not always possible.

FTP path to log files

Enter path on FTP server where log files are located.

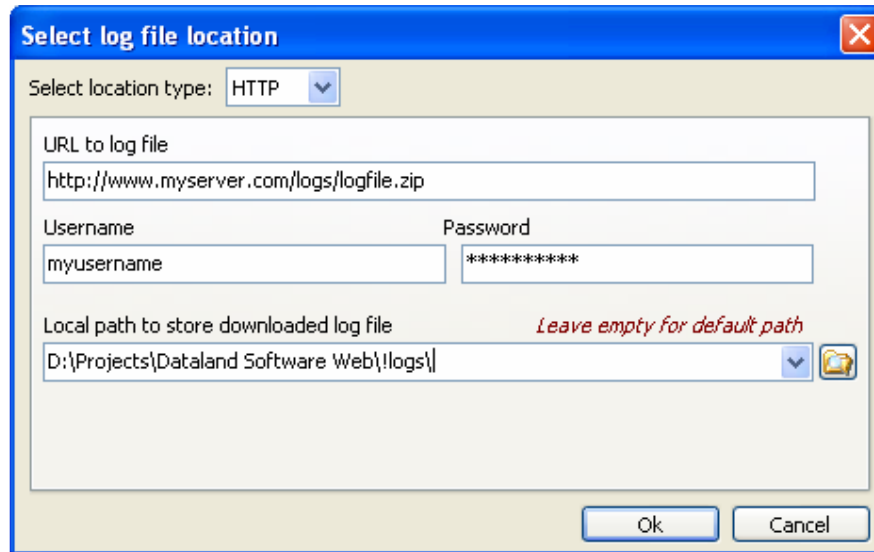
Username and Password

Enter username and password needed to login on the FTP server.

Local path to store downloaded log files

Enter local path where downloaded files will be saved. If you leave this field empty, log files will be saved in the default folder ("...\Application Data\Web Log Storming\Cache").

HTTP



The screenshot shows a dialog box titled "Select log file location" with a close button in the top right corner. The dialog contains the following fields and controls:

- "Select location type:" dropdown menu set to "HTTP".
- "URL to log file" text box containing "http://www.myserver.com/logs/logfile.zip".
- "Username" text box containing "myusername".
- "Password" text box containing "*****".
- "Local path to store downloaded log file" text box containing "D:\Projects\Dataland Software Web\logs\". To the right of the text box is a folder icon and the text "*Leave empty for default path*".
- "Ok" and "Cancel" buttons at the bottom.

URL to log file

Type the exact URL to the log file (wildcards are **not** supported, due to nature of HTTP server).

Username and Password

Enter username and password if needed to login on the HTTP server. If your server doesn't require login, leave those fields empty.

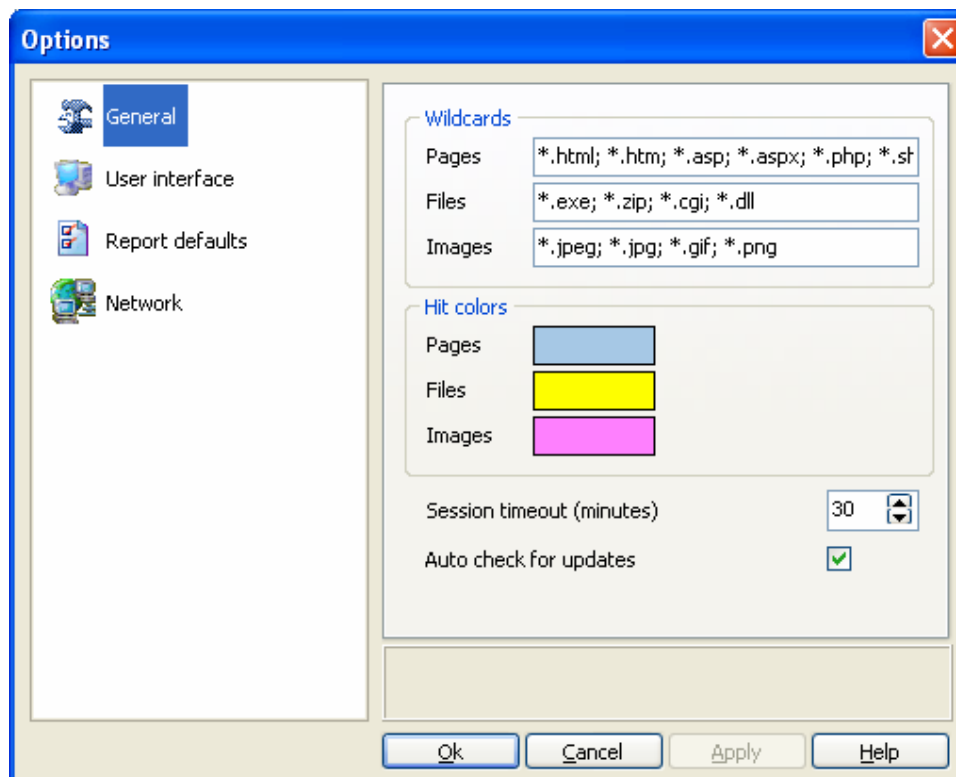
Local path to store downloaded log file

Enter local path where downloaded file will be saved. If you leave this field empty, log file will be saved in the default folder ("...\Application Data\Web Log Storming\Cache").

Options

Here you can set program options.

General



Wildcards

Page, file and images wildcards.

Hit colors

Customize color of particular type of hits.

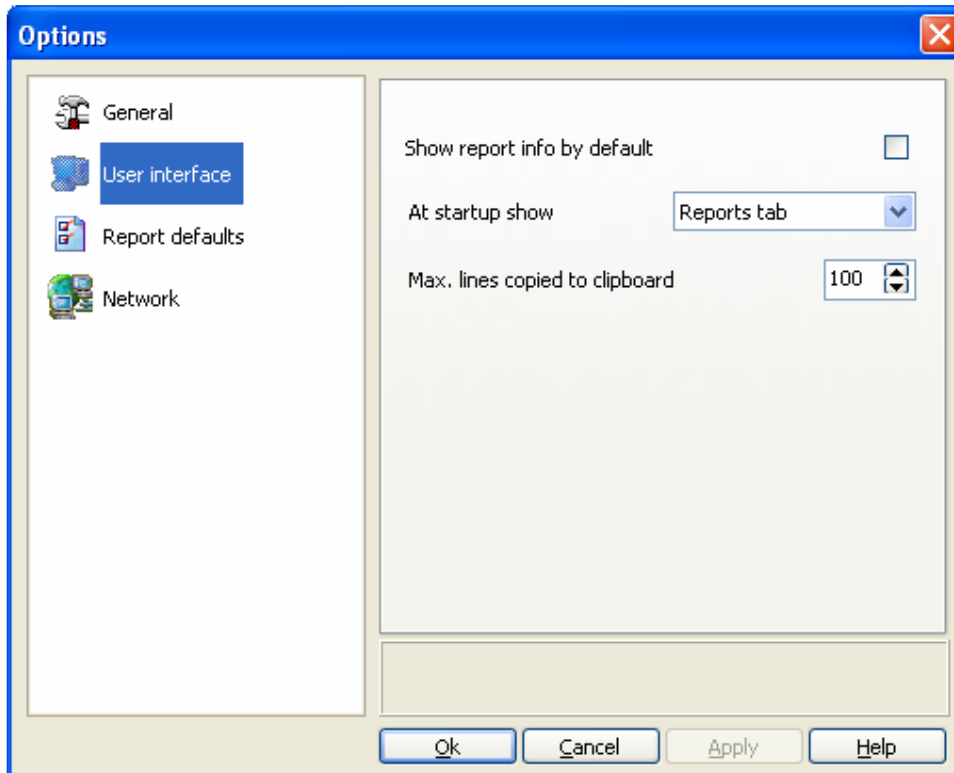
Session timeout (minutes)

Session timeout to use when analyzing sessions. You need to read log files again after changing.

Auto check for updates

If selected, Web Log Storming will automatically check whether there is a new version available.

User interface



Show report info by default

Turn on or off automatic short report info showing.

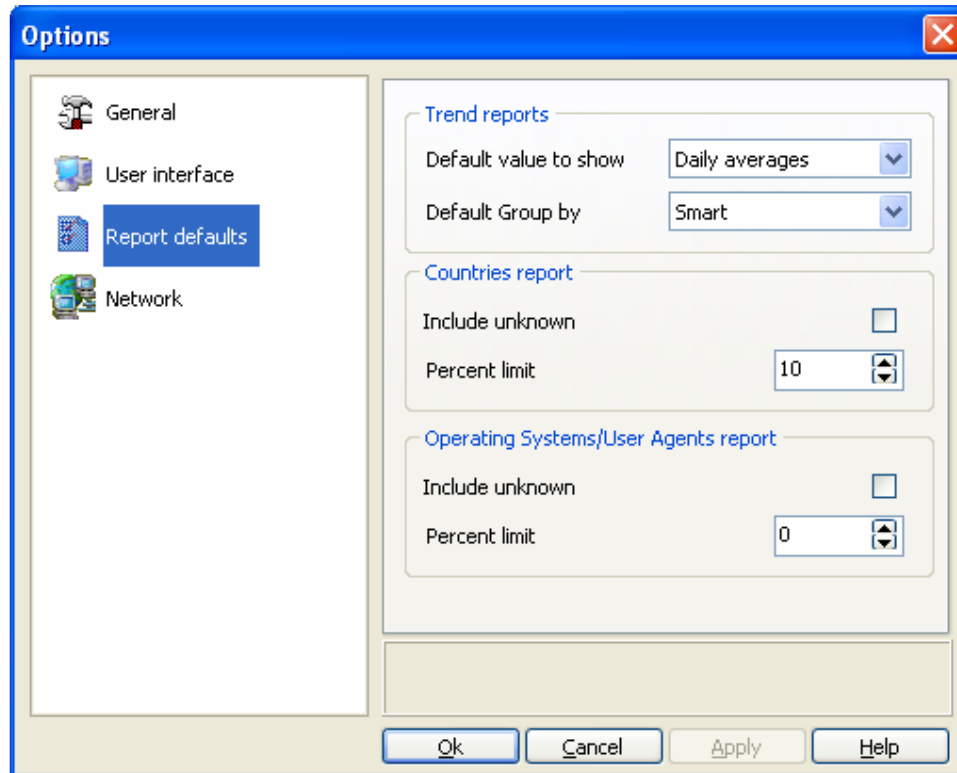
At startup show

Choose tab to be shown at startup. Available options: **Reports tab** and **Parameters tab**.

Max. lines copied to clipboard

Limit number of lines when copying report content to clipboard. Copying of extremely large amount of lines can take a while.

Report defaults



Trend reports

Default value to show

If report isn't grouped by day, this option controls default value to show. Available options are **Daily averages** and **Totals**.

Default Group by

Controls default Group by setting of trend reports. If set to **Smart**, Web Log Storming will automatically determine Group by to achieve best visibility.

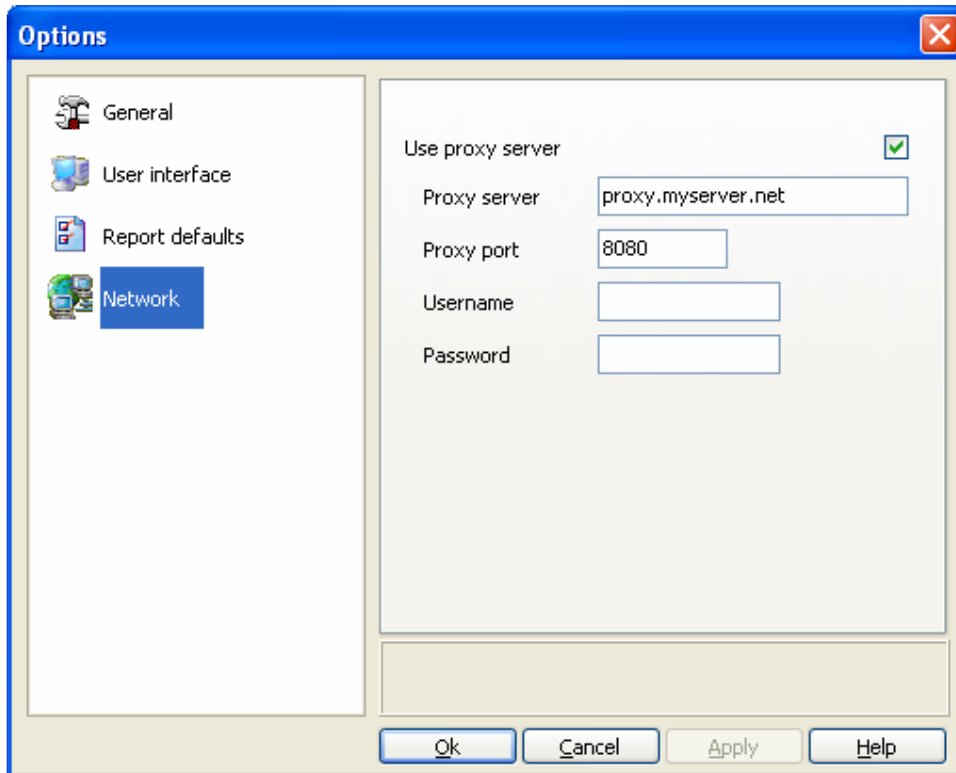
Countries report

Set defaults for countries Pie parameters.

Operating Systems/User Agents report

Set defaults for operating systems and user agents Pie parameters.

Network



Use proxy server

Turn proxy server on or off.

Proxy server

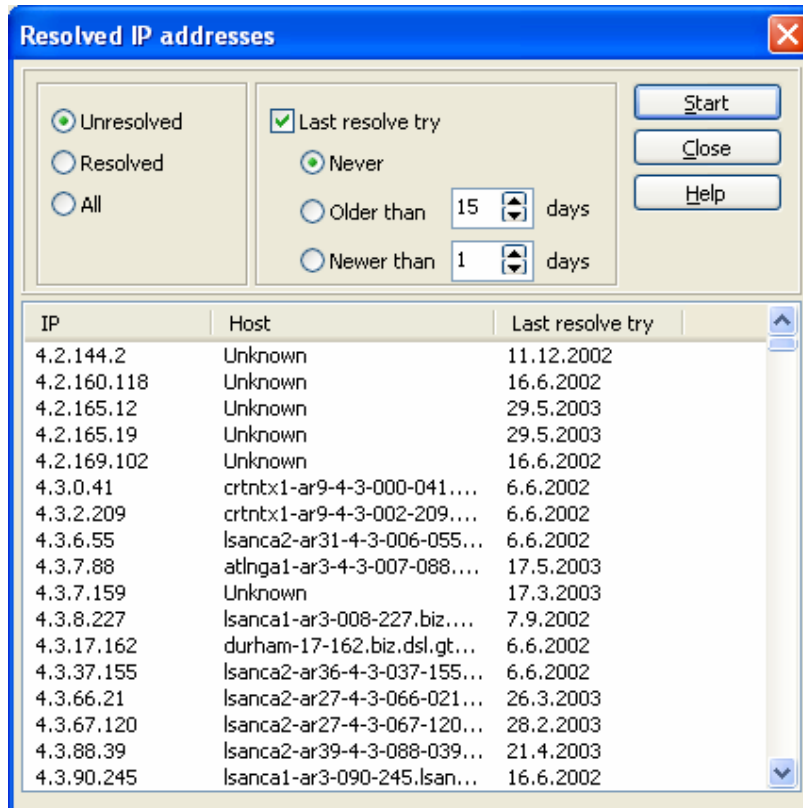
Enter proxy server's address.

Username and Password

Enter username and password if required.

Host Resolving

In case your server doesn't resolve IP addresses to host names automatically, you can use this tool. Note that Web Log Storming must have access to the internet while resolving.



Use top part of window to resolve group of IP addresses, and bottom part (ant it's right-click menu) to select and resolve individual addresses.

Unresolved

Resolve **unresolved** addresses only (including those that are Unknown).

Resolved

Resolve again **resolved** addresses only.

All

Resolve all, resolved and unresolved addresses.

Last resolve try

Limit resolving according to last resolving date.

Never

Resolve only those that never tried to be resolved.

Older than

Resolve addresses resolved before appropriate number of days.

Newer than

Resolve addresses resolved in last number of days.

When you set appropriate options, click **Start** to start resolving.

Advanced Editors

Use advanced editors to customize **operating system**, **browser**, **search engine** and **status/errors descriptions**.

Operating Systems, Browsers and Status/Errors

These three categories are edited in the same way.

If found

Part of text that should be searched in raw user agent or status.

Consider it as

Human-readable description.

Search Engines

This editor is slightly more complicated than others. Here you can define four values (although only first two are mandatory).

If found

Part of text that should be searched in raw referrer text. It also represents the human-readable name of search engine.

Search Query begins with

Enter value identification of search query. Each search engine uses different value identification. For example, for Google it's "**q**", for Exite it's "**qkw**". Warning: don't include a "=" character!

Next two columns are not mandatory.

Result page nr. Begins with

Value identification of result page number. Some search engines use simple page number, while others use starting result number. For example, Google uses:

start=20

That means that result page starts from 20th result, which means that result has been found on 3rd page.

Page number divided with

To correct different page number considerations, enter value that page (or starting) number should be divided with to get **real** page number. If search engine already puts real page number, enter **1**. Else, in general, enter number of results that search engine shows per page.

Don't let be confused with a question "*What if visitor sets custom number of results per page?*" Answer is: "*You don't care!*" You don't need to know about each visitor's custom settings – you need to know about approximate site rating for particular search phrase.

Reports

Reports are separated into several groups.

- Overview
- Traffic
- Top files and queries
- Referrers
- Visitor behavior
- Visitor info
- Status/Errors
- Raw data
- Bookmarks

Overview

Overview report gives you summary information about access data currently loaded into the memory

Dates covered

Start date

Date and time of first hit in memory

End date

Date and time of last hit in memory

Total time

Difference between end and start date and time

Sessions and hits

Total sessions

Total number of sessions

Average session per day

Average number of sessions per 24 hours. It's calculated on hour basis.

Total hits

Total number of hits

Average hits per day

Average number of hits per 24 hours. It's calculated on hour basis.

Average hits per session

Average number of hits in one session.

Page views and Downloads

Total different pages viewed

Number of pages viewed **at least once** in session. Note that **three hits** on same page by same visitor will be counted as **one page view**.

Average different pages viewed per session

Average number of unique page hits in one session. See note above.

Total different files downloaded

See above.

Average different files downloaded per session

See above.

Visitors**Total visitor IP addresses**

Number of different IP addresses used by visitors.

Average session per IP address

Average number of sessions used one IP address.

Average visitors at one moment

Average number of visitors browsing the site at random moment.

Bandwidth**Total bandwidth**

Total data size transferred from your site.

Average bandwidth per second

Speed of data transfer of your visitors. Note that *time spent* value must exist in your log files.

Average bandwidth per session

Average data size transferred per one session.

Average bandwidth per hit

Average data size transferred per one hit.

Time spent**Total time spent**

Total time spent on your site.

Average time spent per session

Average time spent per one session.

Traffic

Traffic reports show you server load through the time.

- Visitor trend
- Hits trend
- Bandwidth trend
- Bps trend

Visitors trend

Report shows number of sessions through the time. Click at bar to see sessions occurred in particular date/time range.

Bars are representing average or total sessions in date/time range.

Red line represents cumulative average. For example, for the first bar in chart, cumulative average is equal to bar value. For the second bar in chart, it's equal to average between first and second bar values. And so on.

See also:

Group By parameters

Hits trend

Report shows number of hits through the time. Click at bar to see hits occurred in particular date/time range.

Bars are representing average or total hits in date/time range.

Red line represents cumulative average. For example, for the first bar in chart, cumulative average is equal to bar value. For the second bar in chart, it's equal to average between first and second bar values. And so on.

See also:

Group By parameters

Bandwidth trend

Report shows size of transferred data in megabytes through the time. Click at bar to see sessions occurred in particular date/time range.

Bars are representing average or total bandwidth in date/time range.

Red line represents cumulative average. For example, for the first bar in chart, cumulative average is equal to bar value. For the second bar in chart, it's equal to average between first and second bar values. And so on.

See also:

Group By parameters

Bps trend

Report shows transfer speed through the time. Click at bar to see sessions occurred in particular date/time range.

Bars are representing average transfer speed in date/time range.

Red line represents cumulative average. For example, for the first bar in chart, cumulative average is equal to bar value. For the second bar in chart, it's equal to average between first and second bar values. And so on.

See also:

Group By parameters

Top files and queries

This group of reports shows most popular files on your site, most popular directories and most popular queries (URL parameters).

- Pages
- Files
- Images
- Directories
- Queries

Pages

Report shows most popular pages visited. Note that if same page is visited more than once in same session, it will be counted as only one.

File

File name of page

Count

Number of sessions visited page

Percent (%)

Share in total page visits

Bandwidth

Data transferred while downloading this page

Percent (%)

Share in total page bandwidth

Bw/Sess

Data transferred per session for specific page

Files

Report shows most popular files visited. Note that if same file is visited more than once in same session, it will be counted as only one.

File

File name of file

Count

Number of sessions visited file

Percent (%)

Share in total file visits

Bandwidth

Data transferred while downloading this file

Percent (%)

Share in total file bandwidth

Bw/Sess

Data transferred per session for specific file

Images

Report shows most popular images visited. Note that if same image is visited more than once in same session, it will be counted as only one.

File

File name of image

Count

Number of sessions visited image

Percent (%)

Share in total image visits

Bandwidth

Data transferred while downloading this image

Percent (%)

Share in total image bandwidth

Bw/Sess

Data transferred per session for specific image

Directories

Report shows most popular directories visited. Note that if same directory is visited more than once in same session, it will be counted as only one.

File

File name of directory

Count

Number of sessions visited directory

Percent (%)

Share in total directory visits

Bandwidth

Data transferred while downloading this directory

Percent (%)

Share in total directory bandwidth

Bw/Sess

Data transferred per session for specific directory

Queries

Report shows most popular queries. Query (or URL parameter) is text that comes after question mark ("?") in URL. It can be used for additional tracking of referrers, users, etc.

Query

Query text

Count

Number of sessions used query

Percent (%)

Share in total query uses

Bandwidth

Data transferred while using query

Percent (%)

Share in total query bandwidth

Bw/Sess

Data transferred per session for specific query

Referrers

This group of reports shows most popular referrers to your site. Also, here you can see additional referrer information such as search keywords.

- Referrer Pages
- Referrer Groups
- Search Engines
- Search Engine Phrases
- Search Engine Words

Referrer pages

Report shows most popular referrer pages. Referrers are sites that have link(s) to your site, and that generate traffic.

Referrer

Referrer page

Count

Number of sessions initiated from referrer page

Percent (%)

Share in total referrals

Bw/Sess

Data transferred per session

Referrer groups

Report shows most popular referrer groups. Referrers are sites that have link(s) to your site, and that generate traffic. Referrer group is text that remains when you remove all page and country specific parts of URL. In other words, `www.google.com` and `www.google.co.uk` both belong to the same referrer group: **google**.

Referrer Group

Referrer group

Count

Number of sessions initiated from referrer group

Percent (%)

Share in total referrals

Bw/Sess

Data transferred per session

Search engines

Report shows most popular search engines. Report is similar to Referrer Groups report with difference that only search engine sites are shown.

Referrer Group

Search engine group

Count

Number of sessions initiated from search engine

Percent (%)

Share in total referrals

Bw/Sess

Data transferred per session

Search engine phrases

Report shows most popular search engines phrases. Shows most used search engine queries that lead visitors to your site.

Phrase

Phrase text

Pages

Result page number(s) that visitor found you at

Count

Number of sessions initiated from specific search phrase

Percent (%)

Share in total visits

Bw/Sess

Data transferred per session

Search engine words

Report shows most popular search engines words. Similar to Search Engine Phrases report, but phrases are divided into individual words.

Word

Word text

Count

Number of sessions initiated when specific search word used

Percent (%)

Share in total visits

Bw/Sess

Data transferred per session

Visitor behavior

Here you can see the most popular ways visitors browse through your site. These reports show you sequences of page views and file downloads.

- Top Entry pages
- Top Exit pages
- Paths

Top Entry pages

Report shows most popular entry page(s) or file(s).

Path

Visit sequence

Count

Number of sessions used specific sequence

Percent (%)

Share in total visits

See also:

Path parameters

Top Exit pages

Report shows most popular exit page(s) or file(s).

Path

Visit sequence

Count

Number of sessions used specific sequence

Percent (%)

Share in total visits

See also:

Path parameters

Paths

Report shows most popular page(s) or file(s) visit sequence.

Path

Visit sequence

Count

Number of sessions used specific sequence

Percent (%)

Share in total visits

See also:

Path parameters

Visitor info

These reports show you visitor information that can be found in log files.

- Countries
- Operating Systems
- Browsers

Countries

Report shows top countries your visitors originate from. Countries are determined by inspecting their IP addresses. Click at pie slice leads you to the sessions from specific country.

See also:
Pie parameters

Operating Systems

Report shows top operating systems your visitors use.

See also:
Pie parameters

Browsers

Report shows top browser, download manager or other type of application your visitors use.

See also:
Pie parameters

Status/Errors

These reports show you important data about statuses and errors occurred while visitors are browsing your site.

- Status/Errors
- Page not found (404)

Status/Errors

Report shows status and errors occurred while visitors are browsing through your site.

Status

Status code

Description

Status code description

Count

Count of hits resulted with specific status

Percent (%)

Share of total hits

Page not found (404)

Report shows accessed files that resulted with 404 error (file does not exists).

File

File name of page

Count

Number of sessions visited page

Percent (%)

Share in total page visits

Bandwidth

Data transferred while downloading this page

Percent (%)

Share in total page bandwidth

Raw data

These reports show you raw and detailed data.

- Sessions
- Hits
- Raw User Agents

Sessions

Report shows raw session list.

Date and time

Starting date and time

Host

Host IP address or name

Hits

Total number of hits

Pages

Total number of different pages visited

Bandwidth

Total bandwidth

Referrer

Session referrer

Hits

Report shows raw hits list.

Date and time

Date and time of hit

Host

Host IP address or name

File

File accessed

Query

Query, if exists

Status

Result status

Bandwidth

Size of data transferred

Referrer

Page referrer

Raw User Agents

In addition to Operating Systems and Browsers reports, this report shows raw user agent texts.

User Agent

Raw user agent text

Count

Number of sessions used specific user agent

Percent (%)

Share in total sessions

Parameters

Parameters are used to narrow results. **Web Log Storming** allows you to change parameters (filters) and see results immediately, which is one of its main strengths. Other web log analyze products let you change filters only **before** reading files.

Some parameters are available in all reports:

- Date
- File
- Referrer
- Visitor

Others are report specific and allow you to control the appearance of specific report:

- Group By
- Path
- Pie parameters

General

General parameters are used with all reports.

- Date
- File
- Referrer
- Visitor

Date

Limit dates report is based on.

All

All available dates are covered.

Range

Range of dates.

Relative

Available options:

- Today
- Yesterday
- Last 7 days
- Last 30 days
- This week
- Last week
- This month
- Last month
- This year
- Last year

Relative date parameter is more suitable for Bookmarks.

From hour, To hour

Limit results to specific time of the day range.

Day of the week

Limit results to specific day of the week.

Month of the year

Limit results to specific month of the year.

File

Limit reports by filters related to file and related data.

Must match the same hit

If this checkbox is checked, **Wildcards**, **Query** and **Status** parameters should all match the one hit in the same time. If you leave this option unchecked, parameter will relate to session instead to hit.

Example: **Wildcard** = **/page1.html**, and **Query** = **GoogleAdword**

If **not checked**, session will be included if visitor comes from GoogleAdword, and hit at page1.html **anytime**.

If **checked**, session will be included **only** if visitor comes from GoogleAdword and landed **exactly** to page1.html.

Wildcards

File names/wildcards to be covered. In addition to standard wildcard format, file wildcard recognizes "+" character in front of it.

Examples:

+/page1.html, +/page2.html, -/dir/*

Means: visited **both**, **page1** and **page2** and not visited any file from **/dir/**.

/page1.html, /page2.html, -/dir/*

Means: visited **any**, **page1** or **page2** and not visited any file from **/dir/**.

-.gif|spec*.gif

Means: exclude **all gifs** except **spec*.gif**.

***.gif|spec*.gif**

Means: include **only gifs**, but don't include **spec*.gif**.

*Note: same effect can be accomplished with ***.gif, -spec*.gif***

Queries

Limit report results to whole or part of the queries.

Example:

version=1.0*, *version=1.1

Status

Limit results to request status. Wildcards are not supported here.

Examples: **200**
404

Path

Limit results to sessions with specific page sequence.

Examples:

/index.html, /dir/*, *

Means: landed at index.html, then directly visited any file from /dir/ directory.

/index.html, *, /dir/*

Means: landed at index.html, then **exited** from any /dir/* page. Between can be zero or more pages.

***, /index.html**

Means: all that exited from index.html.

Referrer

Referrer parameters are divided into two parts:

- Referrer** and **Referrer Group**
- Search Phrase** and **Search Word**

You cannot use both fields from the same part because there is no sense.

Those two parts can be combined by logical **AND** or logical **OR**.

Examples:

Referrer Group: **google**

AND

Search Phrase: **My Company**

Gives answer to question: *Anyone who came from Google searching for "My Company"*.

Referrer Group: **google**

OR

Search Phrase: **My Company**

Gives answer to question: *Anyone who came from Google **or** searched for term "My Company" at any search engine.*

Wildcards are supported.

Visitor

Filter by visitor related data.

Visitor's IP address

Enter IP address or part of it.

Example: **111.222.***

Visitor's host name

Filter by visitor's textual host name.

Country

Select country from the list.

Operating System

Select recognized operating system from the list.

Browser

Select recognized browser from the list.

Raw User Agent text

Enter wildcard for raw user agent. Use this when you need advanced filtering.

Report specific

Report specific parameters allow you to control appearance of specific reports.

- Group By
- Path
- Pie parameters

Group By

Control trend type reports.

Value type

Available options: **average** or **total**. Default is **average**.

If **Group By** field is other than **Day**, this field controls the values in the report. If **average** is selected, Web Log Storming calculates and shows daily averages.

Group By

To avoid large number of bars, result can be grouped by custom time range. Available options:

- Day
- Day of week
- Week
- Month
- Month of year
- Hour

Path

Control path type reports.

All

Paths will contain unlimited number of pages/files, and every of them will be counted separately.

Group first/Group last

Limit number of pages/files to be considered as one item.

Example:

Group first, 1
Shows entry pages/files.

Group last, 2

Shows paths grouped by 2 last pages/files.

Pie parameters

Control appearance of pie type reports.

Include unknown

If checked, Unknown values will be included in report.

Percent limit

If greater than zero, it will cut off small percent values and count them as "Other". Limit means that "Other" percent cannot exceed that number.

Wildcards

Most of the parameters support include and exclude wildcards and can be separated with **semicolon** (";") or **comma** (","). Supported operators are:

empty	<i>Include</i>
"-"	<i>Exclude</i>
"+"	Must include (only makes sense for file parameters)
" "	<i>Except</i>

Examples:

condition1, -condition2

Means: **condition1** must be **true**, **condition2** must be **false**.

-condition1 | condition2

Means: if **condition1** is **false**, include only if **condition2** is **true**.

condition1 | condition2

Means: if **condition1** is **true**, exclude if **condition2** is **true**.

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