



IndexTools Users Guide

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1 Introduction

The purposes of this User Guide are to:

- Teach you how to use IndexTools
- Get you started easily and rapidly
- Be a resource for your future use

IndexTools is a powerful and robust web analytics system that provides you the data you need to manage your website effectively. With IndexTools, you can determine and measure :

- Characteristics and sources of your visitors
- Where visitors go within your website
- Actions visitors take on your website
- How effective are your online advertising efforts

Just to give you an idea of the breadth and depth of information IndexTools makes available to you, here is a partial list of what you can do with IndexTools:

- Determine how many visitors arrive at your website from 'free' organic placements in search engines - by engine and search phrase. You can use this information to improve the traffic volume you get from search engines.
- Determine how many visitors arrive at your website from links - affiliates, business directories, link exchanges - any links at all.
- Measure the effectiveness of your email campaigns. Track visitors that arrive to your site from links in email campaigns and compare the effectiveness to your other marketing efforts.
- Determine the most popular paths that visitors take through your website. With this information, you can optimize your site to get the visitors to your key pages.
- Identify the number of first time visitors and returning visitors. You will know how effective your site is in attracting return visitors.
- If you organize your site into 'document groups' of pages, you will be able to measure the visitors to each document group separately. This will show you the relative popularity of different sections of your website.

- Measure the number of downloads and what category of visitors downloaded those files.
- Determine the 'bounce rate' of different pages and different sources of traffic. A typical bounce rate might be 50%, i.e. half the persons coming to your website leave after viewing only one page. Paying attention to bounce rates can help you improve the effectiveness of your pages and the quality of the traffic sources, so that more people navigate deeper into your website.
- Measure how many clicks it takes for visitors to get to key pages in your website. By reducing the number of clicks, you will improve the effectiveness of these pages.
- Determine the return on investment (ROI) for your promotional spends. You can identify the cost of the promotions and the revenue from the promotions. This information is available by traffic campaign, by type of visitor, and even by keyword. By modifying your spend based on this data, you can significantly improve your ROI.
- Set up specific 'scenarios' (a sequence of pages) that you want visitors to traverse and then measure how many visitors go from page to page. This is extremely useful for a shopping cart. Industry data shows that more than 65% of shopping carts are abandoned. You will be able to see how visitors progress from page to page in your cart. Then, you modify your shopping cart pages (or any other scenario) to minimize abandonment.

2 How IndexTools works

IndexTools uses a sophisticated, browser-based, tracking system to identify and track visitors through your website. With this system, IndexTools is able to identify details about your website visitors, where visitors go in your website, and what they do while in the website.

Note: IndexTools is not a log file analyzer. Browser-based systems and log file analyzers differ significantly in how they collect and interpret web traffic data. In general, browser-based systems are more suitable for evaluating visitor behavior and website performance than log file analyzers. If you would like to learn more about this, we invite you to read our white paper: [IndexTools vs Log File Analysis](#).

2.1 The short explanation

IndexTools identifies website visitors as first-time or returning visitors and which marketing campaign, if any, prompted their visit.

IndexTools identifies each page the visitor visits and what actions, if any, they take on or from that page. This may include:

Clicking on a link to go to a different page;

- Taking action on the page (e.g. submit form, download items, etc.);
- Exiting the website.

IndexTools maintains a database of your web traffic statistics and produces various reports on demand for your review.

2.2 The long explanation

IndexTools is installed by adding a JavaScript tracking code to each web page you wish to track, and by uploading a JavaScript include file to the web server. IndexTools generates a unique JavaScript tracking code and JavaScript include file for each project.

IndexTools assumes you will locate the JavaScript include file in the root folder, and the JavaScript tracking code references this location. If you locate the JavaScript include file elsewhere, then you must modify the JavaScript tracking code to reference this alternate location.

Upon loading a page, the browser processes the JavaScript tracking code. That code directs the browser to retrieve a small, invisible pixel from the IndexTools web server and to process the JavaScript include file. In so doing, detailed information about the visitor's activity is sent to the IndexTools database, and IndexTools sets (or resets) a cookie in the visitor's browser.

The first time a visitor visits the website, IndexTools sets a one-year, persistent cookie in their browser that includes a unique visitor ID number. During that visit, IndexTools identifies them as a first time visitor. On subsequent visits, IndexTools resets the cookie life to one year beyond the date of the visit, and identifies them as a returning visitor for the duration of that visit. If IndexTools is unable to set a cookie, then it will identify the visitor as a first time visitor. If the visitor has deleted the cookie, then IndexTools will identify them as a first time visitor.

IndexTools is able to set cookies in all browsers except those set to reject cookies at the highest security level. Research indicates this is less than 0.1% of all browsers. In the case that IndexTools cannot set a cookie, the system can still retrieve information from the JavaScript tracking code, the IP address and the web browser user agent.

You can define and track marketing campaigns within IndexTools by means of unique landing page or referring URLs; IndexTools will then identify which traffic campaign prompted a visit.

During a visit, IndexTools recognizes each time the browser loads a page from the website and records a 'page view'. **Note:** IndexTools does not distinguish how a page view occurs - e.g. initial visit, refresh, reload from cache, etc. IndexTools records all these as page views.

IndexTools enables you to define 'conversion actions' - e.g. actions taken by the visitor such as visiting a specific page, submitting a form, downloading a file, subscribing to a newsletter, etc. You can define conversion actions by editing the IndexTools tracking code on key pages or adding JavaScript to your HTML links. Thereafter, IndexTools will track conversions by visitors as below:

- If the visit is the first visit to the website, IndexTools attributes any conversion to the cause that prompted the visit (a marketing campaign, organic search engines, no referrer, etc);
- If the visit is a return visit and a specific marketing campaign prompted this visit, then IndexTools attributes any conversions to that specific campaign;
- If the visit is a return visit and no marketing campaign prompted this visit, then IndexTools attributes any conversions to the cause that prompted the first visit to the website.

IndexTools maintains detailed records of every visit to the website in its database. When you request a report, IndexTools mines this database to produce the reports in real time. All reports are defined by the time period you select.

3 How to install and set up IndexTools

IndexTools is relatively simple to install and set up. This section briefly describes the appropriate procedures, while the [Installation and Setup Guide](#) and the four Feature Guides provide you with detailed instructions.

3.1 Installing basic features

(available in both the Premium and E-Business editions, except as noted)

Use Chapters 2 and 3 of the [Installation and Setup Guide](#) to install the JavaScript tracking code and 'include' file on your website.

You can customize the JavaScript tracking code to measure statistics for:

- Document groups
- Document names
- Conversion analysis (only in the E-Business edition)
- Revenue tracking (only in the E-Business edition)
- Order ID tracking (only in the E-Business edition)
- Registered member tracking

3.2 Installing advanced features

(available only in the E-Business edition)

3.2.1 Campaign Tracking

The Campaign Tracking feature enables you to identify and track visitor behavior by 'campaigns' that you define. You can use this feature to track online promotions such as CPC search engines (Overture, Google, etc), banner advertising, email campaigns, etc. You will be able to identify the visitor traffic generated by each campaign you identify.

Use Chapter 4 of the [Installation and Setup Guide](#) to set up campaigns

3.2.2 Conversion Analysis

The Conversion Analysis feature measures visitor behavior by enabling you to identify 'actions' that visitors take on your website, such as submitting a form, buying a product or service, subscribing to a newsletter, downloading a file, following specific links, and more. In combination with the Campaign Tracking feature you can measure the effectiveness of your promotional campaigns in obtaining the conversions you want. This is extremely useful when you need to evaluate promotion campaigns to determine those that are most cost-effective.

Use the [Conversion Analysis Feature Guide](#) to set up action codes that enable you to measure conversions.

3.2.3 Scenario Analysis

The Scenario Analysis feature enables you to set up a defined sequence of steps, i.e. a scenario, that you wish visitors to follow, such as a multi-step form submission, a shopping cart sales transaction, email subscription, and so on. This feature reports the percentage of visitors that progress each step along the defined scenario. This feature is extremely useful for evaluating and troubleshooting shopping cart abandonment.

Use Chapter 5 of the [Installation and Setup Guide](#) and the [Scenario Analysis Feature Guide](#) to define scenarios and install this feature.

3.2.4 Path Explorer

The Path Explorer feature enables you to determine the relative popularity of website links from page to page in your website. From a given web page, you can see the number and percentage of visitors who followed each link from that page. In addition, you can segment your visitors according to various criteria, such as CPC search engine visitors, organic search engine visitors, advertising campaigns, first time and returning visitors, and more. This enables you to compare how different visitor segment groups navigate your website.

Use Chapter 6 of the [Installation and Setup Guide](#) and the [Path Explorer Feature Guide](#) to install and utilize Path Explorer.

3.2.5 CPC Live Cost Analysis

CPC Live Cost Analysis enables you to measure the effectiveness of your paid search engine campaigns (also known as Pay Per Click or PPC). This feature combines the actual live data on your bid costs with the revenue generated by your website sales to measure the profitability of each CPC

keyword. This means you can obtain a detailed breakdown of your CPC advertising campaigns such as cost, revenue generated, cost per sale, return on ad spend, and more.

Use the [CPC Live Cost Analysis Feature Guide](#) to install this feature

3.3 An overview of IndexTools settings

You can configure your IndexTools account in the 'Settings' section. To access this section, click on the 'Settings' tab in the top navigation bar. There are up to nine areas within this section that you can use to setup and modify IndexTools (depending on which IndexTools edition you have purchased).

- **Personal setup** - Edit your personal information and change your personal password.
- **Billing setup** - Edit your organization's administrative and technical contact information, view billing history and change credit card details.
- **Users & roles** - Add and modify users, and set user rights.
- **Projects (web sites)** - Add new web sites to your account or edit the settings of web sites.
- **Report preferences** - Exclude your browser or a range of IP addresses from your reports. Set report defaults such as report period or number of rows.
- **Scheduled Email Reports** - Set up and customize scheduled web traffic reports to be emailed to you and your colleagues.
- **Action tracking** - Define actions to be tracked, such as a form submission, email newsletter registration, file download and more. The ACTION 01 variable is reserved for sales tracking. Actions are used to generate conversion rate reports.
- **Campaigns & PPC Tracking** - Set up campaign tracking, such as pay-per-click search engine tracking, email, affiliate, banner tracking and more.
- **Scenario Analysis** - Define a series of steps that a visitor must take to complete a transaction (a sale, a form submission etc.) so as to evaluate the effectiveness of this process.

4 How to use IndexTools

This 'how to' section will show you how to use IndexTools to measure and evaluate some key metrics of your website traffic flow.

In our opinion, the true value of metrics lies in using them to improve website performance. Therefore, this section includes not only the details of how to obtain key metrics using IndexTools, but also how to use these metrics to optimize your website performance.

4.1 How to set up IndexTools defaults

4.1.1 How to provide access for your colleagues

You may have several different persons who need access to your IndexTools account, but you do not want them all to be able to make changes to your reports etc. IndexTools is extremely flexible in enabling you to set up as many users as you like with different levels of access.

For example, you may decide to offer your web designer access to statistical reports, but not your billing details. If you're tracking several projects, you can create an account to offer a colleague or partner access to just one of those projects.

- Go to SETTINGS → Users & Roles;
- Follow the instructions to add new users and identify their levels of access.

4.1.2 How to exclude your own visits

Typically, you will visit your website from time to time, and you may even set your website as the default browser homepage. However, you probably don't want your own visits to the website to be counted in the traffic data. IndexTools makes it easy to eliminate your visits from the traffic data. The procedure below will eliminate the visits from any one specific computer (browser). If you use more than one browser on a specific computer (such as Internet Explorer and Netscape), then you need to follow the procedure below for each browser on that computer. (A simpler solution might be to exclude that company's IP address from your statistics. See section 4.1.3)

- Go to SETTINGS → Reports preferences;
- Under 'Project Settings' you will see a line item labeled 'Exclude Browser' and the status of that item - either 'enabled' or 'disabled'. If it is 'enabled', then IndexTools is not counting

your visits to the website. If it is 'disabled', then IndexTools is counting your visits to the website;

- To change the status, click on the 'Edit' button underneath the 'General Settings' section. This will bring up a new screen;
- To set IndexTools to ignore your visits, place a check in the box labeled 'Exclude browser'. To set IndexTools to count your visits, then uncheck the box;
- Scroll down until you see the 'Update' button. Click on this button. This is must be done in order to implement your selections. A common mistake is to make changes on this screen and then forget to press the 'Update' button;
- The previous screen is displayed with your changes.

4.1.3 How to exclude visits by colleagues

Many persons in your company or organization might visit your website every day (tens, hundreds, even thousands). Usually, you do not want their visits included in the traffic statistics. If your organization has a static IP address, then IndexTools can exclude their visits *en masse*. Just follow the procedure below to set this up. If your organization has a dynamic IP address, then you will have to follow the procedure itemized earlier to exclude their visits computer by computer and browser by browser.

- Go to SETTINGS → Exclude your browser and edit report defaults;
- Click on the 'Edit' button below the 'General Settings' section;
- In the box labeled 'IP filtering', enter the static IP address for your company;
- Scroll down until you see the 'Update' button. Click on this button. This is must be done in order to implement your selections. A common mistake is to make changes on this screen and then forget to press the 'Update' button;
- The previous screen is displayed with your changes.

4.1.4 How to adjust the number of rows in a report

IndexTools makes it possible for you to display up to 100 rows in a report. You can set a default number of rows in the 'Settings' area as described below. Also, you can modify the number of rows dynamically as you view a specific report.

- Go to SETTINGS → Exclude your browser and edit report defaults;

- Click on the 'Edit' button underneath the 'General Settings' section;
- Scroll down to the 'Statistics' section and set both the default period and number of rows for your reports;
- Scroll down until you see the 'Update' button. Click on this button. This is must be done in order to implement your selections. A common mistake is to make changes on this screen and then forget to press the 'Update' button;
- Now IndexTools will automatically display the default number of rows you selected for all reports.

To change the number of rows IndexTools displays when you are viewing a specific report:

- Scroll to the bottom of the report;
- There you will find an input box with dropdown selections for the number of rows;
- Select the number of rows you wish to view and press the 'Ok' button;
- IndexTools will reformat the page to display the report with the number of rows you selected;
- This change will persist for the duration of your login session.
- The next time you log in IndexTools will reset to display the number of rows you originally configured in your Settings.

4.1.5 How to adjust the reporting time period for reports

There are two ways to select the reporting time period - one dynamically and the other as a default in the Settings. If you do nothing at all, IndexTools uses the current day as the default time period.

Select report period dynamically

- When you access the 'Reports' section, you'll see at the top of the left-hand column a section entitled 'Report Period'.
- The time period for the reports is set to the default (as you select in the 'Settings' and as described below).
- To change this report period, simply click on the button that says 'Custom Range'.

- Click on one calendar date to select the beginning of your custom reporting range, Click on a second date to define the end of the period.
- Click on the 'Ok' button.

IndexTools now displays all the reports for this session with the report period you selected. You can change the report period as many times as you wish during this session.

- When you leave IndexTools, it will automatically return to the default report period for your next visit.

Select report period by default

- Go to SETTINGS → Report preferences → Exclude your browser and edit report defaults
- Click on the 'Edit' button underneath the 'General Settings' section.
- Scroll down to the 'Default Report Period' section and select the desired time period (day, week, or month).
- Scroll down until you see the 'Update' button. Click on this button. This is must be done in order to implement your selections. A common mistake is to make changes on this screen and then forget to press the 'Update' button.

Now IndexTools will automatically use your default report period when you initially access the reports.

4.1.6 How to add a website (project) to your IndexTools account

The IndexTools E-Business edition enables you to manage up to three websites (or projects) under one account. The reports are completely separate, and you can manage access to them independently. It is as if you had three different IndexTools accounts.

Note: E-business accounts include three projects; Premium edition and trial accounts include one project; You can add additional projects for a small monthly charge - please contact your sales representative.

Most of the time you will track one website with one project.

In some cases, you may wish to divide one website across multiple projects. Imagine, for example, a website published in English, Spanish and French; Since each language audience is distinct, you might choose to track each language in a separate IndexTools project.

In other cases, you may wish to track multiple websites under one project. The issue here is how you define and track your marketing campaigns. Imagine, for example, you manage one main website, and a microsite built around a specific product or brand. By managing these websites in one project, you can track visitors that arrive at your microsite as the result of a marketing campaign, and then progress to the main website to make a purchase. If you track these sites in different projects you won't be able to associate the purchase on your website to the marketing campaign that brought your visitor to the microsite.

To add or manage projects:

- Go to SETTINGS → Projects (web sites) → Manage projects
- Follow the instructions therein.

Note: Each IndexTools project must have its own distinct tracking code. Do not use the code for one project in another project, as this will not provide you with the correct information. Should you require additional projects, you can purchase these separately.

4.1.7 How to group multiple domains in one project

The IndexTools E-Business edition provides you with three projects, each identified by a unique tracking code. As long as each page you wish to track contains the same tracking code, the traffic data for those pages will appear in the same set of reports (i.e. project).

In some cases, you may run identical versions of your website under different domains (e.g., 'www.yourwebsite.com' and 'www.yourwebsite.net'). Since each page of your website might have two names, this would cause confusion in your reports. For example, in your Top Entry Pages report, you would see different entries for 'www.yourwebsite.com/index.html' and 'www.yourwebsite.net/index.html', which are actually the same page.

The solution is to 'group' your domains. In other words, you need to tell IndexTools that each page with the address 'www.yourwebsite.net' should be mapped to 'www.yourwebsite.com' in your reports.

To group domains and URLs:

- Go to SETTINGS → Projects (websites) → Group domains, URLs
- Follow the instructions therein.

4.1.8 How to set up IndexTools to report correctly for your time zone

When you first set up your IndexTools account, you entered a time zone for your website or business. IndexTools uses your time zone selection to calculate the times and calendar data for your reports.

If you need to change your time zone, do so as follows:

- Go to SETTINGS → Exclude your browser and edit report defaults
- Click on the 'Edit' button underneath the 'General Settings' section.
- Scroll down to the 'Time Zone' section and select the appropriate time zone.
- Scroll down until you see the 'Update' button. Click on this button. This is must be done in order to implement your selections. A common mistake is to make changes on this screen and then forget to press the 'Update' button.
- Now IndexTools will automatically keep track of your data according to the time zone you selected.

4.1.9 How to set up IndexTools to regularly email reports to you

You may want to access the IndexTools on a regular basis to obtain performance reports. Typically, you will want to access several reports.

IndexTools makes it easy by enabling you to arrange for the reports to be emailed to you and your colleagues automatically, instead of you having to access the reports on the web. This is a time saving convenience.

- Go to SETTINGS → Scheduled Email Reports → Customize and schedule reports for email delivery
- Click on the 'Add' button.
- Select the reports and input parameters appropriate to meet your report needs.
- Input the email addresses that should receive this report, separated by commas.
- Click on the 'Add' button to implement this report.

IndexTools will now add this report to a list of automatic reports. You can add, delete, and modify reports from this screen.

Note: The default number of rows for automatic reports is 200 rows.

4.1.10 How to set up Campaign Tracking to identify sources of visitors

IndexTools enables you to identify specific sources of traffic by with Campaign Tracking. You set up a campaign by defining it in the 'Settings', and you see the results of your campaign in your reports.

Campaign Tracking is a powerful means to evaluate the effectiveness of traffic sources. By using campaigns, you will be able to measure the number of visitors, bounce rates, conversion rates, ROI and more for each of your designated traffic sources.

Follow the steps below to set up a campaign:

- Log in to your account;
- Enter the Campaign Management interface;
- Choose a campaign type and click on the 'Add Campaign' button;
- Specify a name for your campaign;
- Specify the referrer or the entry page pattern of the campaign;
- Click 'Add'.

Your campaign reports will be available in the reports section under the Marketing menu.

From this time forward, the campaign will be active, however it will not apply to historical data..

One common source of errors is in spelling your referrer or landing page incorrectly. If this information is entered incorrectly, IndexTools will not be able to measure your campaign traffic.

Another common problem is campaign tracking string conflicts, as in this example:

URL contains: 'ref=overture'

URL contains: 'ref=overtureuk'

Since both tracking strings are defined with 'URL contains' and both strings contain the phrase 'ref=overture', IndexTools will report this as a conflict.

After you have set up your campaign, test it by accessing the landing page or website using the campaign identifiers you selected. Then, check in the traffic reports to see that your visit was recorded properly.

4.1.11 How to group sections of content for reports

You may wish to measure Page Views of a certain group of pages, regardless of what folders these pages reside in. IndexTools makes it easy for you to designate a 'Document Group' of pages. These can be any pages you wish in your website. You define them as belonging to a particular Document Group by adjusting one line of the JavaScript code on those pages. You can have as many different Document Groups as you like. Please refer to the [Installation and Setup Guide](#) for further instructions.

Designate Document Groups

- Change one line of the JavaScript code:
- From: `//var DOCUMENTGROUP`
- To: `var DOCUMENTGROUP="Whatever name you wish"`

4.1.12 How to name your web pages for reporting purposes

Many IndexTools report offer you the option of viewing by URL or page title. In many cases, it's easier to grasp the essence of a report by viewing page titles rather than URLs. You can set the page title displayed in your IndexTools reports by editing the DOCUMENTNAME variable in the JavaScript tracking string.

Note: If you don't use the DOCUMENTNAME variable, then IndexTools will use as a default the HTML title tag. If neither option is available the IndexTools will either leave the title blank (in most reports) or list the page title as 'unknown' (in Path Analysis).

Designate Document Titles

- Change one line of the JavaScript code:
- From: `//var DOCUMENTNAME`
- To: `var DOCUMENTNAME="Whatever name you wish"`

4.1.13 How to set up actions for Conversion Analysis

IndexTools provides a means for you to identify certain visitor behaviors or actions that you wish to measure. These can include completing a purchase, submitting a form, clicking on a link and more.

To set up IndexTools to measure Conversions, you must install Action Codes in the JavaScript on the key pages or links and provide the appropriate identification of these Action Codes in the IndexTools Settings. The [Conversion Analysis Feature Guide](#) describes this process in detail. In addition, you will find instructions in the Settings area as below:

- Go to SETTINGS → Custom actions & Conversion tracking

Note: If you want to define an action for a file or PDF download you need to customize the link syntax instead of the customization code on the page:

Original link:

```
<a href="setup.exe">Installation Guide</a>
```

Link with custom action:

```
<a href="setup.exe" onClick="ACTION='05'">Installation Guide</a>
```

Note: This solution works as long as you don't define an action in your IndexTools tracking code. If you need to define an action for a link as well as in your tracking code, please contact your IndexTools support representative for assistance.

Note: It is not strictly necessary to define a custom action for a file download. Exit links and downloads are tracked automatically even if you have not defined an action.

4.2 Visitors - who are they and where do they come from

Some of the most important metrics of your website performance relate to visitor traffic. IndexTools offers you numerous reports that provide insight on this traffic.

It is important to understand the difference between 'visitors' and 'unique visitors' (see Glossary). Also note that all IndexTools reports are based on visits, unless the report is specifically identified as unique visitors.

IndexTools combines most of the visitor reports into a navigation section labeled 'Visitors', located under the left side navigation heading 'Report Type'. The descriptions below show you how to use IndexTools to measure various aspects of visitor traffic.

4.2.1 How to determine the number of visitors

Your first visitor traffic metric is probably the number of visitors during a given time period.

- Go to REPORTS → Visitors → Daily Visitors, Weekly Visitors or Monthly Visitors

This report includes visitors per day over the selected period.

Note: These are not 'unique visitors' - you may see multiple visits by the same unique visitor in this data.

4.2.2 How to determine and interpret First Time and Returning Visitors

First time visitors are new to your website, while returning visitors have been to your website previously. The knowledge of their relative numbers may be important to you.

Go to REPORTS → Visitors → First Time vs. Returning

4.2.3 How to determine and interpret Unique Visitors

'Unique visitors', as defined in the Glossary, are distinctly different visitors during a period. If the same visitor visits your website more than once during the period, IndexTools counts only one occurrence of a unique visitor.

- Go to REPORTS → Visitors → Daily Visitors

4.2.4 How to determine visitors by Document Group

If you set up Document Groups in your website, then IndexTools will measure how many visitors visited these sections of the site. This is helpful when you want to determine the relative popularity of key sections of the website.

- Go to REPORTS → Visitors → Visitors by Document Group

4.2.5 How to determine your most recent visitors

IndexTools collects detailed information on visitors as they visit the website. It presents some of these details for each visitor - such as IP address, origin, landing page, pages visited, time on site, search phrase (if applicable), country, US state and system details.

IndexTools presents this information in order of the most recent visit.

- Go to REPORTS → Visitors → Last Visitor Details

4.2.6 How to determine the sources of visitors

IndexTools makes it possible to identify the sources of visitors by several means. This can be useful in evaluating website performance. The following sources are not exclusive. In other words, a given visitor will be reported in as many different sources as appropriate.

Referrer Sources

A referrer is a page that links to your website, including search engine results pages. IndexTools provides a report that shows you how many visitors came to your website from which other web pages. You can view this data broken down according to URL or by domains. Typically, you will find the domain version most helpful.

- Go to REPORTS → Marketing → Referrers → Referring Domains or Referring URLs

Note: 'No referrer' means visitors who arrived by bookmark, manual entry into the address bar, text based email links, and spawned web pages (new browser windows).

Search Engine Sources

It can be helpful to be able to determine which search engines are sending you traffic and which search phrases are generating that traffic. If you are not receiving traffic from a search engine, you may wish to check whether that search engine has indexed your website. If it has not, then you may wish to submit your website to that engine. If it has, you may wish to investigate how to better optimize your web pages to attract search engine traffic.

IndexTools identifies search engines by matching the referrer IP address to a database of search engine IP addresses. Note that this will include both the organic (free) traffic and traffic from paid search engine campaigns.

If you run paid search campaigns (Google AdWords, Overture, etc), then you should configure your IndexTools Campaign Settings to identify the traffic from these sources. IndexTools makes it easy to separate paid search traffic from organic search engine traffic.

Note: Your paid search engine campaigns will provide traffic partner websites as well as the main search engine. Some of these partner sites will not be search engines. Therefore, IndexTools will not record the traffic generated from these non-search engine partners as traffic from the search engine.

To determine the total traffic from a search engine (including organic traffic, 'paid-for' traffic, but excluding partner traffic):

- Go to REPORTS → Marketing → Search Engines → Engines or Phrases

To determine only the 'organic' traffic from search engines:

- Go to REPORTS → Marketing → Search Engines → Organic Search Engines or Organic Search Phrases

Demographic Sources

IndexTools determines many demographics about visitors based upon their IP address and to whom that IP address is assigned. This information is organized and presented as follows:

- Go to REPORTS → Demographics → select:
 - ◇ Language
 - ◇ Organization
 - ◇ Countries
 - ◇ Areas of the World
 - ◇ Time Zones
 - ◇ 'US States

Campaign Sources

If you set up Campaign Tracking (see section 4.1.10), you can view the traffic generated by your campaigns as follows:

- Go to REPORTS → Marketing → Campaign Summary

Therein, you will find traffic for all your campaigns and all 'non-campaign' traffic.

Note: You may find that the campaign traffic measured by IndexTools is often less than the campaign traffic reported by the traffic source (such as a PPC engine, directory link, etc). This difference is due to differences in how your traffic source measures a visitor and how IndexTools measures a visitor. The traffic source counts a click on a link to your website as a visitor. However, IndexTools only counts a visitor if the webpage is loaded in a browser and the JavaScript code executed. Whether or not the JavaScript code executes depends on whether the page is fully loaded, the position of the code on the page, and whether JavaScript is turned off in the visitor's browser. Typically, IndexTools' visitor numbers will be up to 10% lower than your traffic source's numbers.

4.3 Page Metrics - what they are and how to interpret them

'Page metrics' are measurements relating to pages and aggregates of pages.

4.3.1 How to determine Page Views

A 'page view' is one instance of a visitor viewing a page. Each view of the same page by the same visitor is counted as an independent page view.

IndexTools records a page view every time a page is loaded into a web browser and the JavaScript code that page is executed. This includes the first visit to the website, any page refreshes, any reloads of the page from a cache, and so on.

If your visitor has turned off JavaScript at the browser, then IndexTools still records a visit but cannot pick up visitor data such as the referrer (which web page the visitor arrived from), IP address, country, US state or system data such as browser version, operating system, screen resolution and so on.

Visitors without JavaScript are recorded in the above reports as 'unknown'.

If your visitors has turned off cookies, then IndexTools records a visit but cannot tell whether the visitor is a first-time or returning visitor. Visitors without cookies are recorded in the visitor reports as 'unknown'.

If a visitor arrives without cookies and without JavaScript ...

Page views are a rough way to measure website popularity, as well as the level of visitor interest. The more page views per visitor, presumably the more interest visitors have in the website.

Aggregate of all page views

- Go to [REPORTS](#) → [Summary](#) → [Page Views](#)

or

- Go to REPORTS → Pages & Files → Page Views

Individual pages views

- Go to REPORTS → Pages & Files → Most Requested Pages → By URL or By Title

Document Group Page Views

If you have set up your pages into Document Groups, then you can measure the page views of each Document Group.

- Go to REPORTS → Pages & Files → Page Views by Document Group

Directory Page Views

IndexTools also reports the total of page views for each directory in your website structure. This is helpful to determine relative areas of interest by visitors in lieu of or in addition to Document Groups.

- Go to REPORTS → Pages & Files → Top Directories

Page Views per Visitor Session

This is the total number of page views divided by the number of visitor sessions (aka number of visitors). This is a useful measure of the degree of interest visitors may have in your website. The more interested they are, the more pages they visit.

- Go to REPORTS → Activity → Page Views per Session

Downloaded Files

IndexTools records a 'download' each time a visitor clicks on a download file. There is no need to set this up in the Settings. IndexTools knows automatically that a file is available for download and keeps track of the download attempts.

- Go to REPORTS → Pages & Files → Downloads → Downloads by Full URL or Downloads by File Name

Note: IndexTools records the click on the download file. It does not determine if the download was completed.

Download Pages

IndexTools also automatically knows which pages contain downloadable files. It records the number of page views of these download pages, even if there was no download by the visitor.

- Go to REPORTS → Pages & Files → Download Pages → By URL or BY Title or By Content Group

4.3.2 How to determine Entry Pages

An 'entry page' is the first page a visitor views when accessing your website. This entry page may be specifically designed to be an entry page (by making it attractive to search engines or by identifying it as a landing page in Campaign Tracking) or it may be happenstance that a visitor arrives first on a given page.

By knowing which pages are entry pages, you can work to improve those pages so that visitors are more likely to progress further into the website.

- Go to REPORTS → Navigation → Entry Pages → By URL or By Title

4.3.3 How to determine Single Access Pages

A 'single access' page is one that the visitor both enters and from which they exit. It is the only page a visitor sees of your website.

Single access pages occur for two reasons: First, the visitor traffic may not be appropriate for the website (not within your target marketing. i.e. 'lower quality'), e.g. they are looking for tennis shoes and your website is about mountain climbing. The solution here is to improve your traffic acquisition to obtain higher quality traffic and eliminate lower quality traffic.

Second, the page may not engage the visitor to draw them further into the website. The solution here is to improve the attractiveness of the page to entice the visitor further into the website, e.g. emphasize benefits (what is in it for them) to the visitor.

- Go to REPORTS → Pages & Files → Single Access Pages → By URL or By Title

4.3.4 How to determine Bounce Rates

IndexTools records a 'bounce' for each single access event. It then calculates bounce rates for the website overall and each individual page.

The bounce rate is another means of expressing single accesses to your website.

Individual Pages

- Go to REPORTS → Navigation → Bounce Rate → By Entry Page URL or By Entry Page Title

or

- Go to REPORTS → Summary → Bounce Rate (by default this will be by entry page URL)

Website

- Go to either of the above reports.
- Scroll to the bottom of the report.
- The aggregate bounce rate is displayed on the last line.

4.3.5 How to determine Exit Links

You most likely have 'exit links' on your website, i.e. links that take a visitor off the website. It can be helpful to determine the relative popularity of these links. If you are losing a lot of visitors to exit links before they have a chance to interact with your website, you may wish to reevaluate the usefulness of those links.

IndexTools automatically identifies exit links and provides you with two reports as below:

- Go to REPORTS → Navigation → Exit Links → Exit Links By Full URL or Exit Links By Domain
- Go to REPORTS → Navigation → Exit Links → Pages with Exit Links → By URL or By Title or By Document Group

Note: If you're mapping two or more domains to the same website (for example, if you host a '.net' and a '.com' version of your domain name) or running subdomains (e.g. 'admin.yourwebsite.com' and 'support.yourwebsite.com') then IndexTools may error report links to such pages as exit links. The solution is to map these additional domains to your primary domain (see 'How to manage multiple domains in one project'; section 4.1.7)

4.3.6 How to determine Clicks to Pages

IndexTools defines the number of pages visited prior to visiting a specific page as 'clicks to pages'. This is a measure of your website's complexity. Ideally, you want people to find your key pages with the minimum number of clicks.

- Go to REPORTS → Navigation → Clicks to Pages → By URL or By Title

4.4 Visitor behavior on your website

IndexTools provides several means to evaluate how visitors interact with your website. This is a dimension beyond simply what and how many pages are visited.

4.4.1 How to measure Conversions

A Conversion is a visitor who completes an action that you have pre-determined that you wish to measure. In Section 4.1 of this document, you have instructions on how to set up Action Codes to implement the measurement of Conversions. In addition, the [Conversion Analysis Feature Guide](#) provides detailed instructions and information.

Once you have set up the Action Codes, IndexTools will automatically measure and report Conversions.

- Go to REPORTS → Marketing → Conversions → select:
 - ◇ Conversion Summary (presents all occurrences of all actions)
 - ◇ Conversion by Campaign
 - ◇ Conversion by Referring Domains
 - ◇ Conversion by Referring URLs
 - ◇ Conversion by Search Engines
 - ◇ Conversion by Search Phrases
 - ◇ Conversion by Languages
 - ◇ Conversion by Organizations
 - ◇ Conversions by Countries
 - ◇ Conversions by Entry Pages (by URL or Title)
 - ◇ Conversions by Organic Search Engines
 - ◇ Conversions by Organic Search Phrases

Note: IndexTools collects this data only from the time you installed the Action Codes, not retroactively.

4.4.2 How to measure Scenarios

A 'scenario' is a series of steps that you pre-define that you wish a visitor to undertake, such as completing a sales transaction, multi-part form submission etc. You can use the data you obtain in Scenario Analysis to evaluate the effectiveness of the process and identify areas for improvement.

For example, assume you have a four-step sales process. With Scenario Analysis, you discover that the majority of your sales abandonment is occurring between steps two and three. Therefore, you can now focus your efforts on step two to minimize abandonment.

To set up a Scenario Analysis

- Go to SETTINGS → Scenario Analysis → Add New Scenario
- Follow the instructions

In addition, the [Scenario Analysis Feature Guide](#) contains detailed instructions and information.

Note: It is crucial that you input URLs and fractional URLs correctly. A small typo will result in no data. Test your Scenario Analysis by completing the scenario yourself to insure it is working correctly.

Note: IndexTools will record data for the Scenario Analysis from the time you implement it, not retroactively.

Note: Scenarios are not exclusive. Two or more scenarios may share the same entry or exit points, or have pages in common, which means that some visitor transactions may be recorded in more than one scenario.

To obtain Scenario Analysis reports

- Go to REPORTS → Marketing → Scenario Analysis

4.4.3 How to track the revenue generated by different traffic sources

If you have a direct sales website, it can be very useful to be able to determine the amount of revenue each traffic source is generating. Then, you can manage your traffic sources to optimize your revenue and minimize your marketing costs.

Set up Revenue Tracking

The IndexTools [Installation and Setup Guide](#) provides detailed instructions on how to set up your IndexTools system to track revenue. It only requires the addition of one line of JavaScript tracking code on your sales confirmation page.

Note: IndexTools will report revenues from the time you set up the JavaScript code to do so. It is not retroactive.

Reports of revenue by traffic sources

Once you set up Revenue Tracking, IndexTools will automatically report on revenues generated by the traffic sources. You can view these revenues in any of the Conversion reports:

- Go to REPORTS → Marketing → Conversions → select:
 - ◇ Conversion Summary (presents all occurrences of all actions)
 - ◇ Conversion by Campaign
 - ◇ Conversion by Referring Domains
 - ◇ Conversion by Referring URLs
 - ◇ Conversion by Search Engines
 - ◇ Conversion by Search Phrases
 - ◇ Conversion by Languages
 - ◇ Conversion by Organizations
 - ◇ Conversions by Countries
 - ◇ Conversions by Entry Pages (by URL or Title)
 - ◇ Conversions by Organic Search Engines
 - ◇ Conversions by Organic Search Phrases

4.4.4 How to measure paid search ROI using Live CPC Cost Analysis

IndexTools offers a very powerful feature that retrieves the dynamic costs you pay for promotion at the leading paid search engines (Google, Overture, FindWhat and many more) and matches that with the revenue you earn from these promotions to track your paid search return on investment (ROI).

IndexTools calculates your ROI down to the level of individual keywords, so that you can optimize your campaigns and increase revenues while reducing marketing costs.

(Note: CPC Live Cost Analysis is available as an add-on to the E-Business edition.)

Setup

The setup for this feature is not trivial. To set up Revenue Tracking you need to customize your JavaScript tracking code with the Action 01 and Revenue variables as well as, optionally, the Order ID variable. To retrieve your CPC costs, and to track your CPC campaign results, you need to add a tracking string to the landing page URLs you enter into your paid search campaign settings, as well as enter that tracking string into your IndexTools campaign settings.

Please refer to the [CPC Live Cost Analysis Feature Guide](#) for detailed instructions.

Reports

- Go to REPORTS → Marketing → CPC Live Cost Analysis

4.4.5 How to evaluate the popularity of internal links using Path Explorer

A unique, optional feature of IndexTools is the ability to measure the relative popularity of links on each page of your website. By using the Path Explorer plug-in to your browser (Internet Explorer 5.5 and higher), you can view the numbers and percentages of visitors who clicked on links from one page in your website to another.

With this knowledge, you can optimize your pages for the visitors who take the links you prefer.

The [Path Explorer Feature Guide](#) contain detailed instructions on how to install and implement Path Explorer for your website. The Path Explorer results are presented in the Browser Interface rather than in the REPORTS.

5 Glossary

ACC

Short for *average cost per click*: the cost of your marketing campaign, divided by the number of clicks generated. This is a metric used in IndexTools Live Cost Analysis to measure the effectiveness of your paid search marketing campaigns.

Action variable

A variable in the IndexTools tracking code that you can use to track actions, such as a sale, member registration, email newsletter subscription or file download. The ACTION 01 variable is always used to track sales, but you customize the other ACTION variables to define and track custom actions. (For further details, please see the IndexTools Installation & Setup Guide.)

ASP

Short for *application service provider*. IndexTools is an 'on-demand service, eg we serve you over the web, rather than selling you a software you download to your computer.

Bounce rate

When a visitor views one page, but decides not to proceed further into the website, this visit is recorded as a *bounce*. A high bounce rate might indicate that a marketing campaign is not well targeted, or that the entry page does not do enough to sell the benefits of your website.

Campaign

Within IndexTools, a *campaign* is a marketing initiative defined for the purposes of tracking. IndexTools can track paid search campaigns, email, banner, referral and affiliate campaigns.

Click-through rate

This term is defined as the number of Internet users who click on a web link, divided by the number of users who view that page.

Conversion action

You can define specific actions you wish your visitors to take, and track these actions within the IndexTools reporting system. Such actions might include a sale, a form submission or a file download. You define these actions with the ACTION variable in your IndexTools tracking code. Action tracking is available as a feature in the IndexTools E-Business edition.

Conversion analysis

Once you've defined an action for the purposes of IndexTools tracking, you can analyze that action against a number of other variables. For example, you can see how many people who entered your website through a marketing campaign went on to purchase a product.

Conversion funnel

Within IndexTools Scenario Analysis, the *conversion funnel* is a graphic representation of the steps your web visitors take toward completing an action, such as a sale or form submission. Scenario Analysis is available as a feature of the IndexTools E-Business edition.

Cookie

This term describes a small file that a web server creates on a web browser's PC. IndexTools uses cookies for the purposes of tracking visitor activity on a website. IndexTools does not collect personal information such as name or contact information.

CPA

Short for *cost per action*: the cost of your advertising divided by number of actions. This is one metric used in IndexTools Live Cost Analysis to measure the effectiveness of your paid search marketing campaigns.

CPC

Short for *cost per click*, an increasingly common way of pricing online advertisements. As an advertiser, you only pay when an Internet user clicks on the advertisement to visit your website.

Document group

You can define distinct areas of your website, or *document groups*, for purposes of tracking. For example, you might want to track how many users visit your website's 'about' section, as compared to the 'products' section. You can define document groups in the IndexTools tracking code that you add to each web page.

Entry page

This is the page where a web visitor enters your website. Because any page of your website might show up in search engine results, any page might become an entry page.

Exit page

This is the page where your visitor decided to abandon your website. If large numbers of visitors are exiting at this page you might want to improve the navigation or content.

Exit link

This is a link your visitors use to exit your website. If large numbers of visitors are exiting through a link to another website, then you may want to contact the website owner to ask for a reciprocal link.

Hit counter

This term describes a graphic image that records how many people have viewed a given page of your

website. While hit counters are usually free, they don't provide the richness of actionable data you get from a fully featured web analytics product such as IndexTools.

IP address

An IP address is a unique set of numbers that identifies a computer or device on the Internet.

JavaScript

An easy-to-use scripting language that can be inserted into web pages to create various effects. To track your website with IndexTools, you need to add a bit of JavaScript code to each page you wish to track.

Log file analysis

When users visit your website, your web server records this activity in a special file called a *log file*. While log file analysis can provide many insights into your web site activity, this method is inherently less accurate than page-tagging solutions such as IndexTools.

Metric

A metric is any datapoint in the IndexTools reporting system (e.g. page views, unique visitors, etc) that when taken over time communicates vital information about your web performance.

New visitor

IndexTools identifies a new visitor to your website by checking whether the IndexTools cookie is installed on that visitor's computer. IndexTools only uses cookies to track non-personally identifiable information including the session ID, referrer, and how many times the visitor has returned to the website.

Organic search engine traffic

This term describes search engine traffic that arrives at your website as a result of a regular search engine query, and not as the result of a paid search engine advertising campaign.

Organic search phrases

IndexTools uses the term 'organic' to describe any search engine activity (engines, phrases, visits) not associated with a paid search campaign.

Page tagging

This term describes a category of web analytics products, such as IndexTools, that track website activity by means of a JavaScript tag inserted into the HTML code of each page.

Page view

This term describes one view of one web page. It is recorded whenever a tagged page is loaded in a browser and the JavaScript counter code executed. Page views will be recorded whenever a web page

is loaded from the server, from a cache, or is refreshed. Page views are not the same as the number of unique visitors who view a given page.

PPC

Short for *pay per click*, a popular form of advertising pioneered by search engines such as Overture and Google. As an advertiser, you only pay when an Internet user clicks on your advertisement to visit your website.

Referrer

This term describes a website or web page that sends a visitor to your website.

Returning visitor

A visitor to a website who already has the IndexTools cookie set in the browser. This assumes that cookies and JavaScript are enabled on the browser. A person who does not have cookies enabled and who has turned off JavaScript in their browser, will be recorded as a first time visitor upon all visits to a website. The IndexTools cookie is a persistent cookie with a one-year life. The lifetime is renewed upon each visit to the website.

ROAS

Short for *return on ad spend*, a term used in IndexTools Live Cost Analysis to measure the profitability of a given PPC keyword. This number represents the revenue generated by a keyword, divided by the cost of that keyword, expressed as a percentage.

ROI

Short for *return on investment*. Used in reference to paid search advertising, this number represents your ROAS (see above) minus any associated costs of running the campaign (website overhead, cost of creative, etc).

Search Listing

This term describes a keyword purchased at a paid search engine.

Search Phrase

This term describes the actual words an Internet user typed into a search engine to arrive at your website (whether through organic search or a paid search campaign).

Shopping cart abandonment

When a web visitor takes steps toward an online purchase, without completing that purchase, this is referred to as *shopping cart abandonment*. With IndexTools Scenario Analysis, you can analyze each step of the shopping process to identify why your visitor abandoned the process. Scenario Analysis is available with the IndexTools E-Business edition.

Tracking string

This term describes a web address containing additional characters used to identify users visiting your website as a result of specific marketing campaigns. The following is an example of a typical Google tracking string:

<http://yourwebsite.com/landingpage.html?campaign=google&kw=your+keyword>

Unique visitor

This term describes a distinct visitor to your website, measured during a given period, excluding any repeat visits. For example, imagine your total web traffic consists of ten Internet users, each of whom visits your website once a week. Your weekly report would register ten unique visitors and ten visitor sessions, while your monthly report would register ten unique visitors and 40 visitor sessions.

URL

Short for *uniform resource locator*. This is the unique address of a website or page, presented in a form that humans can understand. Computers translate the URL into a machine-readable IP address.

Example: <http://www.indextools.com>

Visitor session

This term describes one continuous visit to your website. When an Internet visitor first loads a page from your website IndexTools creates a unique session ID to track that visitor's activity. The visitor session continues until that user has been inactive for more than 30 minutes.

6 Available Reports

The following is a complete list of the reports currently available in the IndexTools E-Business edition:

Summary

- General Statistics
- First Time vs Returning
- Page Views
- Referring Domains
- Browsers
- Page Views by Content Group
- Visitors by Content Group
- Last Visitor Details
- Bounce Rate

Visitors

- Last Visitor Details
- Daily Visitors
- Weekly Visitors
- Monthly Visitors
- Visits
- First Time vs Returning Visits
- Visitors by Content Group

Demographics

- Languages
- Organizations
- Countries
- Areas of the Worlds
- Time Zones
- US States

Pages & Files

- Page Views
- Most Requested Pages
 - By URL
 - By Title
- Page Views by Content Group
- Top Directories
- Downloads
 - By Full URL
 - By File Name
- Download Pages
 - By URL
 - By Title
 - By Content Group

Navigation

- Entry Pages
 - By URL
 - By Title
- Bounce Rate
 - Of All Visits
 - Of First Time Visits
 - Of Returning Visits

Exit Pages

By URL

By Title

Exit Links

Exit Links by Full URL

Exit Links by Domain

Pages with Exit Links

Clicks to Pages

By URL

By Title

Path Analysis

Path Analysis by URL

Path Analysis by Title

Path Analysis by Content Group

Path Analysis by during visits 1-4

Paths for Conversion

Paths for Conversion by Title

Paths for Conversion by Content

Marketing**Campaign Summary****Conversions**

Conversion Summary

Sales Details

Visitors Sale Cycle

Number of Visits Till Conversion

Conversions by Campaigns

Conversions by Referring Domains

Conversions by Referring Urls

Conversions by Search Engines

Conversions by Search Phrases

Conversions by Languages

Conversions by Organizations

By Entry Pages

By URL

By Title

By Organic Search Engines

By Organic Search Phrases

Referrers

Referring Domains

Referring URLs

Search Engines

Engines

Phrases

Organic Search Engines

Organic Search Phrases

Scenario Analysis**Live CPC Cost Analysis****System****Browsers****Browser Versions****JavaScript Support****JavaScript Version****Operating Systems****Operating System Versions****Screen Resolutions**

Color Palettes
Cookie Support
Java Support

Activity

Page Views per Session
Average Length of Visit
Top Browsing Hours
Most Active Server Hours

7 Further Resources

The following is a list of other helpful documents and the links to download them. Some of our clients report they've found it handy to print these PDFs and collect them in one three-ring binder.

Document	Description
IndexTools Users Guide	A practical, 'how to' guide to using IndexTools
Installation Guide	The <u>essential</u> guide to installing IndexTools
Enterprise Installation Guide	The <u>essential</u> guide to installing IndexTools 8 Enterprise
Conversion Analysis Feature Guide	Description, setup and troubleshooting for this feature
Live Cost Analysis Feature Guide	Description, setup and troubleshooting for this feature
Scenario Analysis Feature Guide	Description, setup and troubleshooting for this feature
Path Explorer Feature Guide	Description, setup and troubleshooting for this feature
IndexTools vs Log File Analysis	Discusses the IndexTools tracking methodology