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SOCS WEBSITES+APPS
TRAINING

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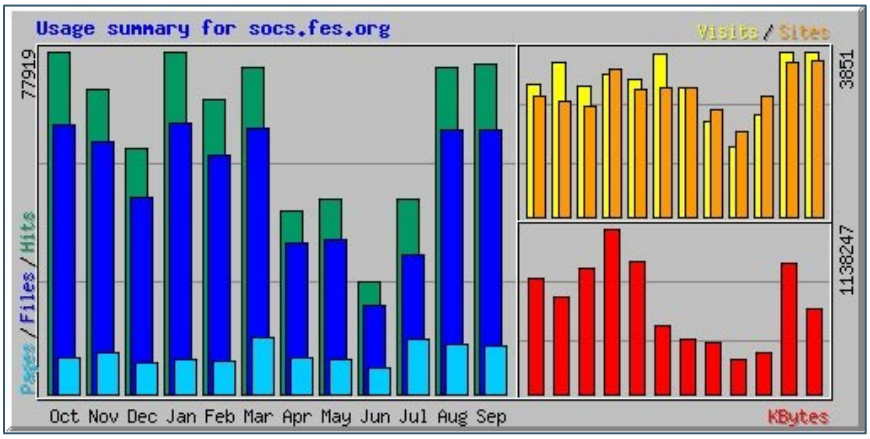
Tracking Site Usage



(Monthly Traffic Report)

Ways to Track Site Usage

There are multiple ways in which you can track the usage of your site. Listed below are descriptions of some of those ways in which you can monitor the activity on your site.

Calendar: If you have user access, determine how many people are signed up to receive calendar updates.

1. **Log In** to your website.
2. Click on **Users**.
3. Click on the **Public Tab**.
4. Click on **Search** under **Find User**.

Note: *This screen will show all individuals signed up to receive calendar reminders. This list includes names and e-mail addresses of your calendar administrators. You'll want to factor that into your count.*

News Updates: Contact FES Client Support at socssupport@fes.org to see a list of your News Update subscribers.

Traffic Reports: Allows you to monitor and evaluate the traffic on your SOCS site. Traffic reports can tell you three important things:

1. Peak times and dates.

2. Most frequently viewed pages.

3. Information that is being downloaded or printed.

How to Access Your Traffic Reports

Traffic Reports is a password-protected user privilege. Contact SOCS Support to obtain the username and password for this feature.

1. **Log In** to your site and select the **Traffic Report** option.

2. For a monthly analysis, including daily averages, click on a specific month in the **Summary by Month** report.

Definitions to Help You Understand Your Report

Hits: Number of times your site is accessed during the month/day/hour etc. (could include situations where a URL is mistyped, resulting in unintentional access of your site).

Visits: Indicates users who intended to visit your site and are interested in information on your site (people who go there and do something).

File: Users who "take something" from the site (i.e. downloading or printing).

KBytes: Amount of data they are taking away.

Page: Includes all data contained on the page requested.

Sites: The number of unique IP addresses/host names that accessed your site.

Entry Page: The page first visited when a user enters the website.

Exit Page: The page visitors depart from when they exit your website.

Referrer: The report tracks where visitors, who don't type your url to access your site, were able to find your site. Users can access a page through a hyperlink in an external web page or by using a search engine.

User Agents: A searchable database as used by browsers, search engines, web directories, download managers, link checkers, proxy servers and web filtering tools used to locate your site.

The traffic report provides information on many aspects of your site. Tracking these reports is a simple way to establish a baseline for future monitoring. Once you have this baseline information, you can do a month-to-month comparison on hits, visits and files to gauge your site's success.