

# Urchin

## User Guide



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E-Commerce  
Module

**Chapter 6**

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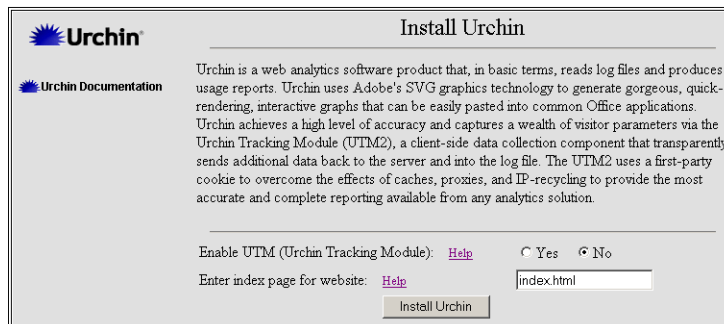
# Chapter 1: Installation

## Overview

Installing Urchin is a simple process. Once it is installed you will be able to use the graphs that Urchin offers to easily and quickly monitor many different aspects of your online presence.

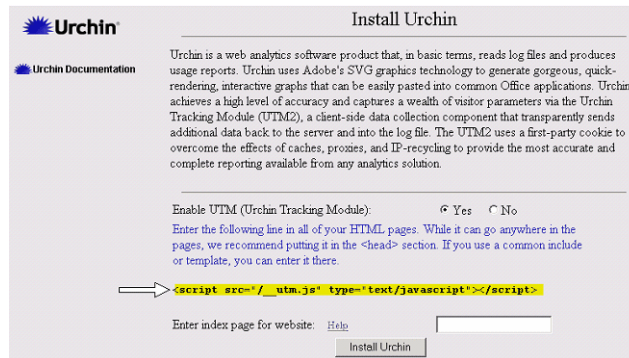
## Installing Urchin

To install Urchin, go to your Control Panel and click on the Urchin icon. Clicking on the Urchin icon will display the following page, which will direct you to Install Urchin:



You will be given the option to enable UTM (Urchin Tracking Module). UTM negates the effects of caching and identifies each visitor by using client-side first party cookies. If you do not want to enable UTM, click on Install Urchin, and you will receive a message that informing you that your request has been submitted to the server, wait ten (10) minutes for the operation to be completed, and then you may begin using Urchin.

If you have wish to Enable UTM, click Yes, and then click on Install Urchin, and the installation page for Installing Urchin with the UTM enabled will be displayed:



This page instructs you to insert the following snippet into all of your HTML pages:

```
<script src="/_utm.js" type="text/javascript"></script>
```

While you may place this line anywhere in the HTML source, it is recommended that you put it within the *head* element (that is, somewhere between `<head>` and `</head>`).

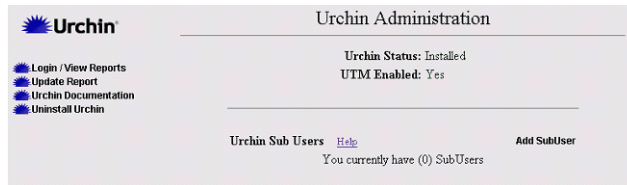
Click Yes, then click Install Urchin, and a message will be displayed informing you that your request has been submitted and will be completed within ten (10) minutes.

# Chapter 2: Login/View Reports

## Overview

Working with Urchin will allow you to take full advantage of the many charts and reports that the program offers. These charts and reports will allow you to create detailed, insightful and intuitive reports, which will help you in charting the visitors that come to your website.

Once Urchin is installed, you will be directed to the following page:



This page includes the following options:

- Login/View Reports
- Update Reports
- View Urchin Documentation
- Uninstall Urchin
- Add SubUser
- Delete SubUser

## Login/View Reports

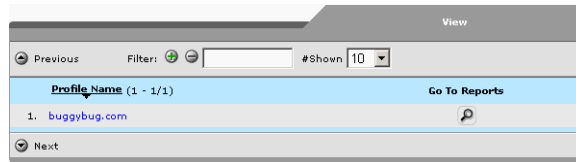
The Login/View Reports section allows you to see the Reports that have been ran for you by Urchin. You may also set and view your preferences in this section. The preferences include:

- Full Name
- Username
- Password
- Report Languages
- Region

To set or change the last two preferences, click on the drop-down box, make the desired changes and click **Update**.

## Viewing Reports

To view reports, click on **Login/View Reports** and click on the **Go To Reports** button, as shown on the screenshot below.

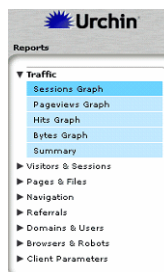


The following is a list of the different categories of graphs that you may view by clicking on **Go To Reports**:

- Traffic
- Pages and Files
- Navigation
- Referrals
- Domains and Users
- Browsers and Robots

To view any of the above reports, click on the name of the category of report in the **Report Box**, which appears on the screen after clicking **Go to Reports**.

Each category of report has a number of different reports in it. The following is a list of reports included in the various categories.



## Traffic

**Sessions** The number of sessions in a given period of time.

**Page views** The number of times the page was viewed in a given period of time.



**Hits** The number of times a page received a hit.

**Bytes** The number of KB's a page used in a given period of time.

**Summary** A summary of all the graphs in the category.

## Pages and Files

**Requested Pages** A graph showing what pages are requested.

**Downloads** A graph showing what files have been downloaded from your site.

**All Files** A pie graph of all the files that are listed.

**Directory of Pages Drilldown** A pie graph of all the pages in the directory of your site.

**Directory of Files Drilldown** A pie graph of all the files in the directory of your site.

**Page Query Terms** A graph showing the number of times a site has been hit.

**Posted Terms** A graph showing what forms have been requested from your site

**Status and Errors** A graph showing what errors (401 etc.) have appeared on your site.

## Navigation

**Entrance Pages** A graph that charts the number of times the entrance page was viewed.

**Exit Pages** A graph that tracks which pages on your site were viewed, each page is a different color

**Click Paths** A graph that tracks which paths were clicked on and used

**Click To and From** This graph tracks the number of pages that were clicked on during a visit

**Length of Pageview** This graph tracks the amount of time a visitor spent on a page during a visit to your site.

**Depth of Session** This graph tracks how in depth (i.e., how many times, how long spent) on each session.

**Length of Session** This graph tracks the amount of time each session lasts.

## Referrals

**Referrals** This graph tracks whether or not visitors were referred to your site.

**Referral Drilldown** This graph lists the top domains that bring visitors to your site

**Search Terms** This graph tracks the top keywords that bring visitors to your site.

**Search Engines** This graph tracks the top search engines that bring traffic to your site.

**Referral Errors** This graph tracks any referral errors that occur on your site.

## Domains and Users

**Domains** This graph tracks the networks your site visitors come from.

**Domain Drilldown** This graph lists the top-level domains your site visitors come from.

**Countries** This graph reports top-level domains by the countries from which they are based.

**IP Addresses** This charts the IP addresses used by visitors to your site.

**IP Drilldown** This chart breaks down the class of the IP addresses that visit your site.

**Usernames by Hits** This chart lists the top usernames that come to your site.

**Usernames by Bytes** This chart lists the top usernames, ranked by bytes.

**Usernames by Session** This chart lists the top usernames, ranked by sessions.

## Browsers and Robots

**Browsers by Sessions Drilldown** This graph lists the top browsers that are used to view your site, ranked by session

**Browsers by Hit Drilldown** This graph lists the top browsers that are used to view your site, ranked by hits.

**Browsers by Bytes Drilldown** This graph lists the top browsers that are used to view your site, ranked by network traffic.

**Platform by Sessions Drilldown** This graph lists the top operating systems (Windows, Mac, Linux etc.) that were used to view your site, ranked by sessions.

**Platform by Hits Drilldown** This graph lists the top operating systems (Windows, Mac, Linux etc.) that were used to view your site, ranked by hits.

**Platform by Bytes Drilldown** This graph lists the top operating systems (Windows, Mac, Linux etc.) that were used to view your site, ranked by quantity of network traffic.

**Combos by Session** This graph combines the browser and platform to produce a list of the most common set-ups to view your site, ranked by sessions.

**Robots by Hits** This graph tracks the robots and spiders that visit your site, ranked by hits.

**Robots by Bytes** This graph tracks the robots and spiders that visit your site, ranked by quantity of network traffic.

# Chapter 3: Adding Sub Users

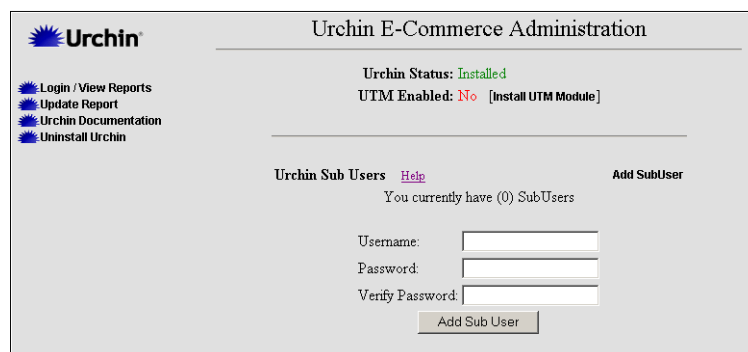
## Overview

A *sub user* is someone who has read-only access to reports generated by Urchin. The main advantage of creating a sub-user is the ability to give other people access to your Urchin reports without allowing access to your Control Panel.

Sub users must log in through your domain access. For example, if your domain is *bigxpress.com* they would log in through *http://bigxpress.com:9999*.

## Adding sub users

To add a sub user, click on Add SubUser:



The screenshot shows the 'Urchin E-Commerce Administration' interface. On the left is a navigation menu with the Urchin logo and links for 'Login / View Reports', 'Update Report', 'Urchin Documentation', and 'Uninstall Urchin'. The main content area displays system status: 'Urchin Status: Installed' and 'UTM Enabled: No [Install UTM Module]'. Below this, there are links for 'Urchin Sub Users' and 'Add SubUser'. A message states 'You currently have (0) SubUsers'. At the bottom, there is a form with three input fields: 'Username:', 'Password:', and 'Verify Password:'. An 'Add Sub User' button is positioned below the 'Verify Password' field.

From the page that is displayed, add your User Name, and create and verify a Password. Click Add SubUser.

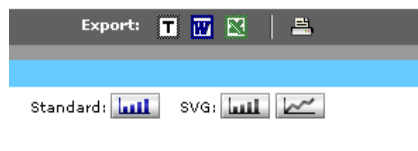
# Chapter 4: Printing Reports

## Overview

Urchin/Urchin E-Commerce offer you a variety of formats in which you may print out your reports. The choice of format is given to you so that you may determine which one best suits your need for printing a particular chart.

## Looking at printing options

The different methods for printing are distinguished by different symbols located in the top right corner of the charts, as shown below:



The symbols are as follows:

- **T** Tab Separated (text)
- **W** Word Document
- **X** Excel Format
- **Printer** Printer Friendly View
- **Standard** Standard Bar Graph
- **SVG** SVG Graph or SVG Line

To view the reports in any of the above formats, simply click on the corresponding symbol. All reports may be printed out by clicking on the printer icon in the top right hand section of the chart.

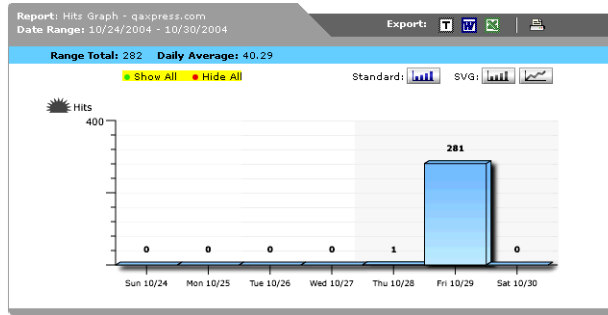
# Chapter 5: Other Chart Features

## Overview

As well as letting you choose the various formats in which you may wish to view your charts; many of the Urchin charts have other features that you may find beneficial. This chapter will look at just a few of these to give you a feel for what is available.

## Showing/hiding information

Many of the charts will offer you the *Show All/Hide All* option, such as the Hits Graph shown in the screenshot below:



By clicking on either the Show All or Hide All link, you will be able to either show all information or hide all information but the newest addition.

## Filtering

Most of the charts used in Urchin will allow you to use the *Filter* option.



This option quite simply allows you to filter which entries you wish to view. It also allows you to determine which entries you wish to view by entering a range in the radio box next to #Shown. You may then determine the exact chart you wish to view by clicking on the number in the radio box next to Go To #.

## Viewing pages

The Previous/Next links simply allow you to either view the Previous page of charts, or the Next page of Charts by clicking on the appropriate link.

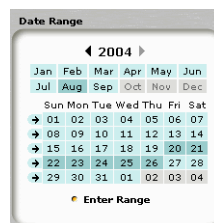
## Getting chart help

At the bottom of each chart there is a section entitled Help Information. This section contains relevant help information for each particular chart, such as what the title of the chart really means, i.e., what exactly a Referral is referring to in this chart. It also contains information on the methodology used to calculate the information in the chart. There is also a Notes section reserved for miscellaneous information about the chart.

## Visiting the Urchin Documentation Center

Clicking [Urchin Documentation Center](#) takes you to the official repository of technical and help information for Urchin; clicking [Glossary of Terms](#) takes you to a web analytics glossary.

## Viewing charts by date range



The Date Range option allows you to choose a period of time in which to view charts by using the calendar shown in the above screenshot.