

Urchin E-Commerce

User Guide



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Contents

Installation	Chapter 1	
	Overview	1
	Installing Urchin	1
	Installing Urchin with E-Commerce	2
	E-commerce	3
	Revenue Source	3
Login/View Reports	Chapter 2	
	Overview	4
	Login/View Reports	4
	Viewing Reports	5
	Pages and Files	6
	Navigation	6
	Referrals	7
	Domains and Users	7
	Browsers and Robots	7
Adding Sub Users	Chapter 3	
	Overview	9
	Adding sub users	9
Printing Reports	Chapter 4	
	Overview	10
	Looking at printing options	10
Other Chart Features	Chapter 5	
	Overview	11
	Showing/hiding information	11
	Filtering	11
	Viewing pages	12
	Getting chart help	12
	Visiting the Urchin Documentation Center	12
	Viewing charts by date range	12

E-Commerce
Module

Chapter 6

Overview 13
E-Commerce Graphs 13
Revenue Source Graphs 18

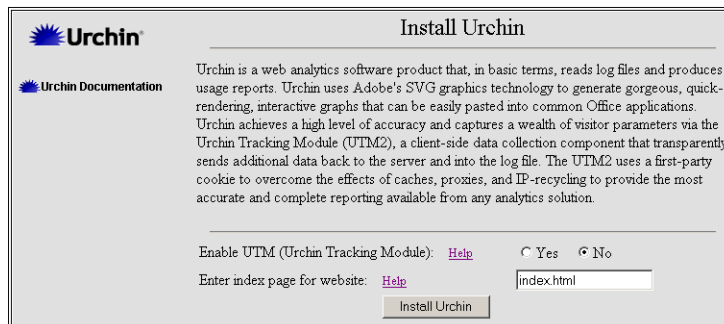
Chapter 1: Installation

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.

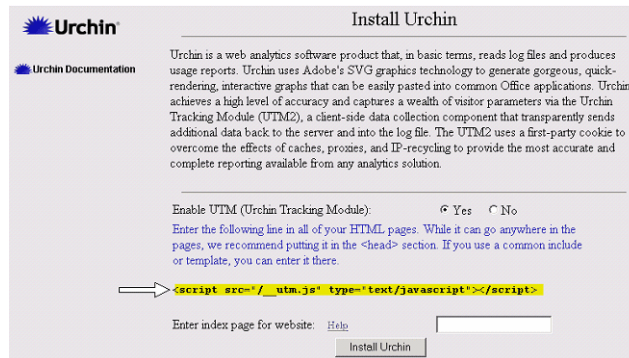
Installing Urchin

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>).

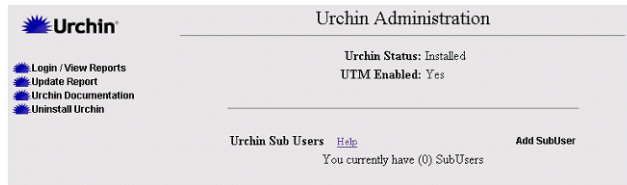
Click Yes, then click Install Urchin, and a message will be displayed informing you that your request has been submitted and will be completed within ten (10) minutes.

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

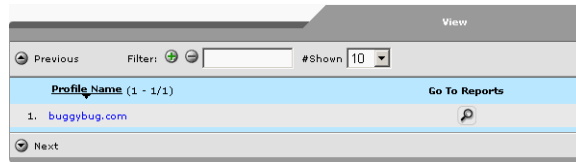
The Login/View Reports section allows you to see the Reports that have been ran for you by Urchin. You may also set and view your preferences in this section. The preferences include:

- 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.

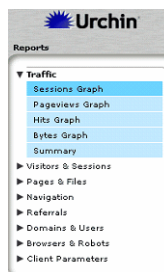


The following is a list of the different categories of graphs that you may view by clicking on **Go To Reports**:

- 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

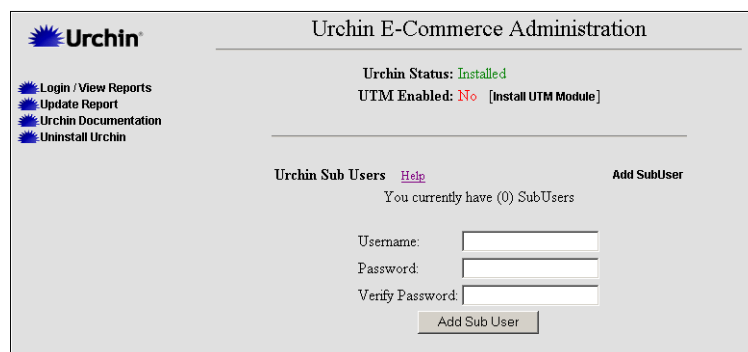
Overview

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.

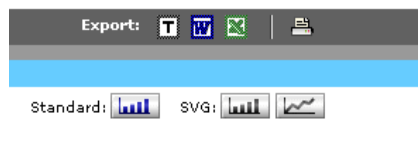
Chapter 4: Printing Reports

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.

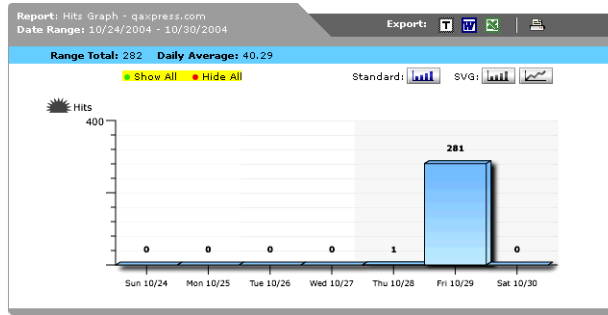
Chapter 5: Other Chart Features

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.

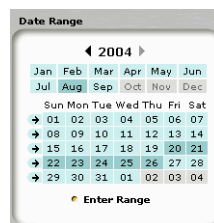
Getting chart help

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.

Chapter 6: E-Commerce Module

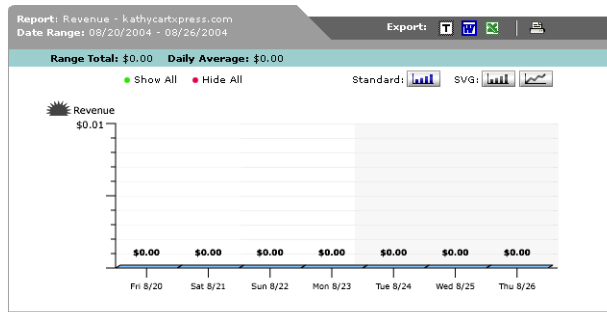
Overview

The Urchin E-Commerce module adds *E-Commerce* and *Revenue Source* reports. The *E-Commerce Reports* aid in analysis of revenue, product, and visitor trends. The *Revenue Source* reports correlates revenues against the various ways in which visitors find your site, and their locations. Urchin E-Commerce may also be ran with CartXpress, powered by osCommerce, allowing you to obtain the most up-to-date graphs and reports on your e-commerce business.

Note: To install Urchin E-Commerce with CartXpress, you must first install both CartXpress and Urchin.

E-Commerce Graphs

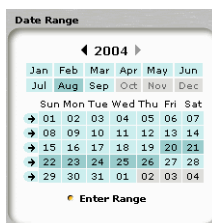
Revenue Source Graph



This report shows *revenue* each day over a pre-determined date range. The Total Revenue and Daily Average is shown at the top of the report. This chart also presents a series of presentation options, including Show All or Hide All figures. It also has three graph format options, these include Standard, SVG Bar, and SVG Line. To choose any of these presentation options, simply click on the appropriate link.

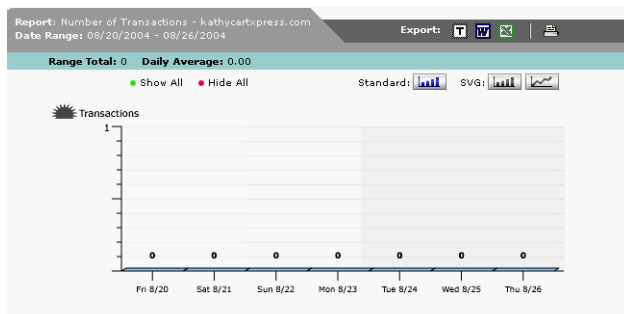
There are also three export formats available, T (Table), W (Microsoft Word), and X (Microsoft Excel).

Date ranges can be adjusted by clicking on the calendar near the bottom of the screen on the left hand side.



Note: All charts may be printed, by clicking on the printer icon on the top right hand section of the chart.

Transactions Graph



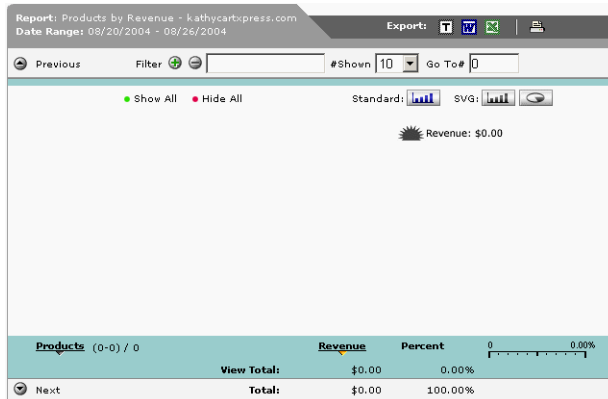
This report shows the number of *transactions* each day over a selected date range. The total number of transactions and average each day are shown at the top of the report.

This chart also gives you a series of presentation options, which include Show All or Hide All figures. It also has three graph format options, these include Standard, SVG Bar, and SVG Line. To choose any of these presentation options, simply click on the appropriate link.

There are also three export formats available, T (Table), W (Microsoft Word), and X (Microsoft Excel).

Date ranges can be adjusted by clicking on the calendar near the bottom of the screen on the left hand side.

Products by Revenue Graph



This report lists all the items sold on your website during a selected date range, the revenue each item brought in, and the percent of total sales that each represents.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

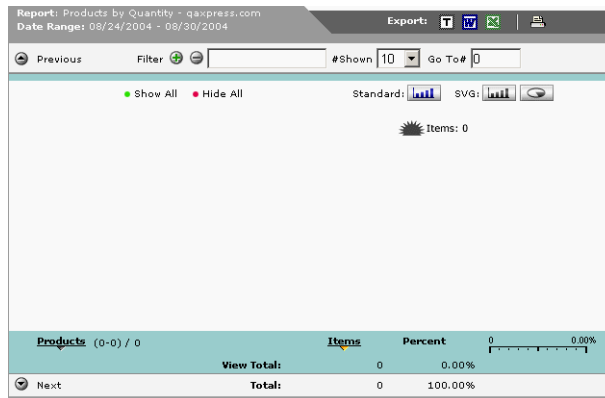
This chart also gives you a series of presentation options, which include Show All or Hide All figures. It also has three graph format options, these include Standard, SVG Bar, and SVG Line. To choose any of these presentation options, simply click on the appropriate link.

The chart also allows you to change the product amount by clicking on Products, you may also view revenue by clicking on Revenue, and the percentage of products vs. revenue, by clicking on Percent.

There are also three export formats available, T (Table), W (Microsoft Word), and X (Microsoft Excel).

Date ranges can be adjusted by clicking on the calendar near the bottom of the screen on the left hand side.

Products by Quantity Graph



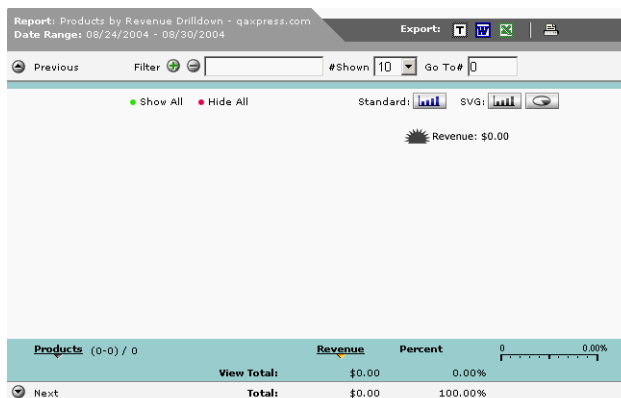
This report lists each item that is sold on your website, ranked by the quantity of each item that was sold during a pre-determined date range.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

This chart also gives you a series of presentation options, which include Show All or Hide All figures. It also has three graph format options, these include Standard, SVG Bar, and SVG Line. To choose any of these presentation options, simply click on the appropriate link.

The chart also allows you to change the product amount by clicking on Products, you may also view revenue by clicking on Revenue, Items will allow you to see what items you are tracking, and the percentage of items vs. revenue by clicking on Percent.

Products by Revenue Drilldown



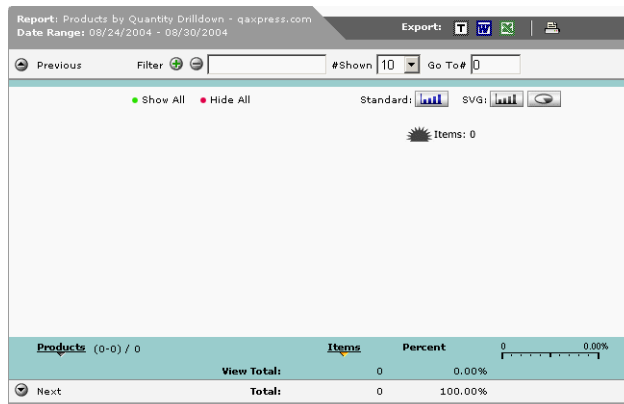
This report lists the items that are sold on your website, ranked by revenue, and expressed also by percentage of total. By clicking the arrow next to any item, you can drill-down to see the actual product codes, if any, for each variation of the item.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

This chart also gives you a series of presentation options, which include Show All or Hide All figures. It also has three graph format options, these include Standard, SVG Bar, and SVG Line. To choose any of these presentation options, simply click on the appropriate link.

The chart also allows you to change the product amount by clicking on Products, you may also view revenue by clicking on Revenue, Items will allow you to see what items you are tracking, and the percentage of items vs. revenue by clicking on Percent.

Products by Quantity Drilldown



This report lists each item that was sold on your website, ranked by the quantity of each that was sold during a pre-determined date range. By clicking the arrow next to any item you can drill-down to see the codes, if any, for each variation of the item.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

This chart also gives you a series of presentation options, which include Show All or Hide All figures. It also has three graph format options, these include Standard, SVG Bar, and SVG Line. To choose any of these presentation options, simply click on the appropriate link.

The chart also allows you to change the product amount by clicking on Products, you may also view revenue by clicking on Revenue, Items will allow you to see what items you are tracking, and the percentage of items vs. revenue by clicking on Percent.

E-Commerce Summary Graph

Report: E-Commerce Summary - qaxpress.com	
Date Range: 08/24/2004 - 08/30/2004	
Total Revenue	0.00
Total Transactions	0.00
Average Revenue Per Transaction	0.00
Average Revenue Per Day	0.00
Average Transactions Per Day	0.00
Average Revenue Per Session	0.00

This report shows total and average revenue and transactions over a pre-determined date range.

Revenue Source Graphs

To view the Revenue Source Graphs, scroll down to **Revenue Source** in the list of graphs on the left hand side of the screen.

Revenue Region Drilldown Graph

Report: Revenue by Region Drilldown - qaxpress.com	
Date Range: 08/24/2004 - 08/30/2004	
Previous Filter #Shown 10 Go To # 0 Show All Hide All Standard: [Bar Chart] SVG: [Bar Chart]	
Revenue: \$0.00	
Regions (0-0) / 0	Revenue
View Total:	\$0.00
	0.00%
Next	Total: \$0.00 100.00%

This report lists the top *regions* where your website's buyers live in, ranked by Revenue. The state or province will be displayed when you click on the arrow next to each entry. The regional information is captured from the buyer's address at the time of the transaction.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

The chart also allows you to change the region report by clicking on Regions, you may also view revenue by clicking on Revenue, and the percentage of revenue per region by clicking on Percent.

Revenue by City Graph

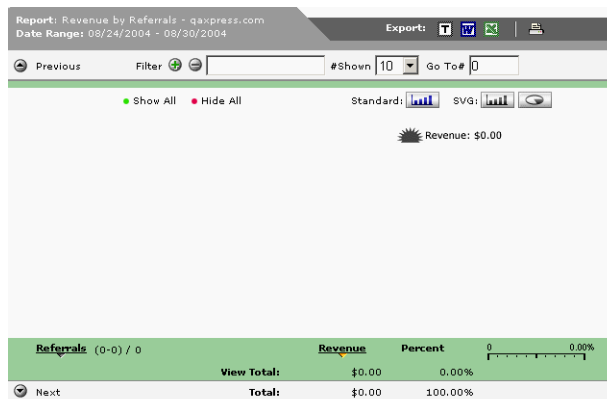


This report lists all the *cities* your website's buyers purchased from, ranked by revenue, over a pre-determined date range. The city information is captured from the buyer's address at the time of the transaction.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

The chart also allows you to change the city report by clicking on Cities, you may also view revenue by clicking on Revenue, and the percentage of revenue per city by clicking on Percent.

Revenue by Referrals Graph



This report lists the referring URLs that brought orders to your site, ranked by revenue. For sessions without an external referral, i.e., a visitor goes directly to your site, a No Referral entry is made. This allows you to compare the percentage of revenue from external links vs. visitors that already know about your site.

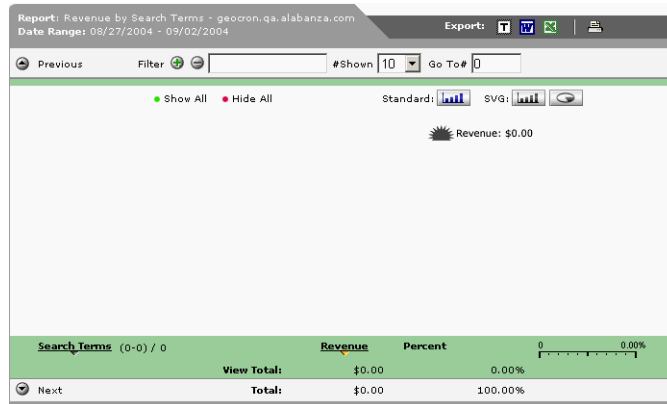
Calculation Methodology

For each session that directly created a transaction, the revenue amount is correlated with the referral for that session. All sessions are scanned for external referrals. This is determined by using the domains list in the configuration for this site. If an external referral is found, then the base-URL of the referral is entered and incremented. The base-URL does not include query parameters. If no external referral is detected then the *No Referral* entry is used.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the **Enter** key. To graph any item over time, click the corresponding icon on the right side of the screen.

The chart also allows you to change the referral report by clicking on Referrals, you may also view revenue by clicking on Revenue, and the percentage of revenue per referral by clicking on Percent.

Revenue by Search Terms Graph



This report lists the *search terms*, also known as *keywords*, from referrals that brought in orders to your site, ranked by revenue, over a pre-determined date range. To list all phrases with a particular word, enter the word in the filter at the top and press Enter. The Total at the bottom of the report will now represent the total for all search phrases that contain that word.

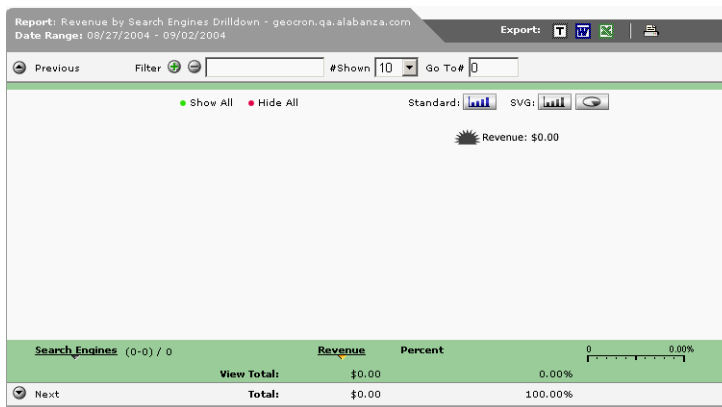
Calculation Methodology

Each time a session directly creates a transaction, the revenue amount is correlated with the search term. Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, the query of the referral is scanned for search variables. If a search variable is found, then its term is entered with the revenue amount. The list of search variables can be controlled in Urchin's configuration.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding icon on the right side of the screen.

The chart also allows you to change the search terms report by clicking on Search Terms, you may also view revenue by clicking on Revenue, and the percentage of revenue per search term by clicking on Percent.

Revenue by Search Engines Drilldown Graph



This report lists the search engines that sent customers to your site, ranked by revenue generated by those customers, over a pre-determined date range. By clicking the arrow next to any entry, you can drill-down and see the search terms people used to find your website and make subsequent purchases.

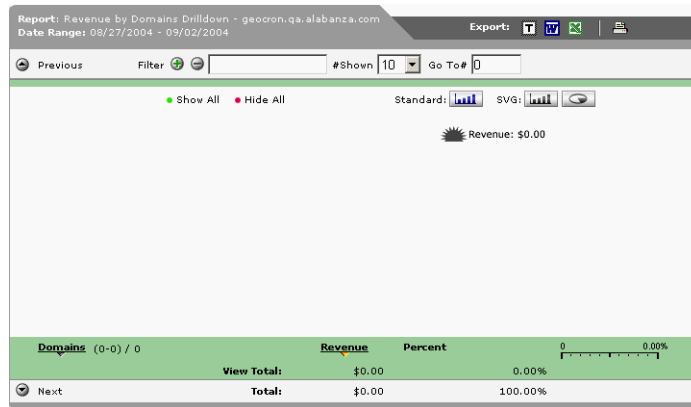
Calculation Methodology

For each session that directly created a transaction, the revenue amount is correlated with the search engine for that session. Each session is scanned for an external referral, which is determined using the domains list in the configuration for this site. If an external referral is found, then the referral query is scanned for search variables. If a search variable and term is found, then the search domain and term are entered with the revenue amount. The list of search variables can be controlled in Urchin's configuration.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the Enter key. To graph any item over time, click the corresponding graph icon at the right side of the screen.

The chart also allows you to change the search engines report by clicking on Search Engines, you may also view revenue by clicking on Revenue, and the percentage of revenue per search engine by clicking on Percent.

Revenue by Domains Drilldown



This report lists the top-level domains that your website's buyers used to access your website, ranked by Revenue. By clicking the arrow next to any entry, you can see the subdomains within each top-level domain. Top-level domain examples include .com, .net, .uk, etc. Revenue amounts for each purchase are correlated to the domain of the buyer.

Note: To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the **Enter** key. To graph any item over time, click the corresponding icon on the right side of the screen.

For more information on Urchin's other charts and graphs, as well as how to set Preferences and Profiles, see the Urchin User Guide located in your Control Panel.