Reporting Center Tour: Launch Pad

The Reporting Center begins at the Launch Pad, a dashboard where you can access all areas of your account and see report summaries.
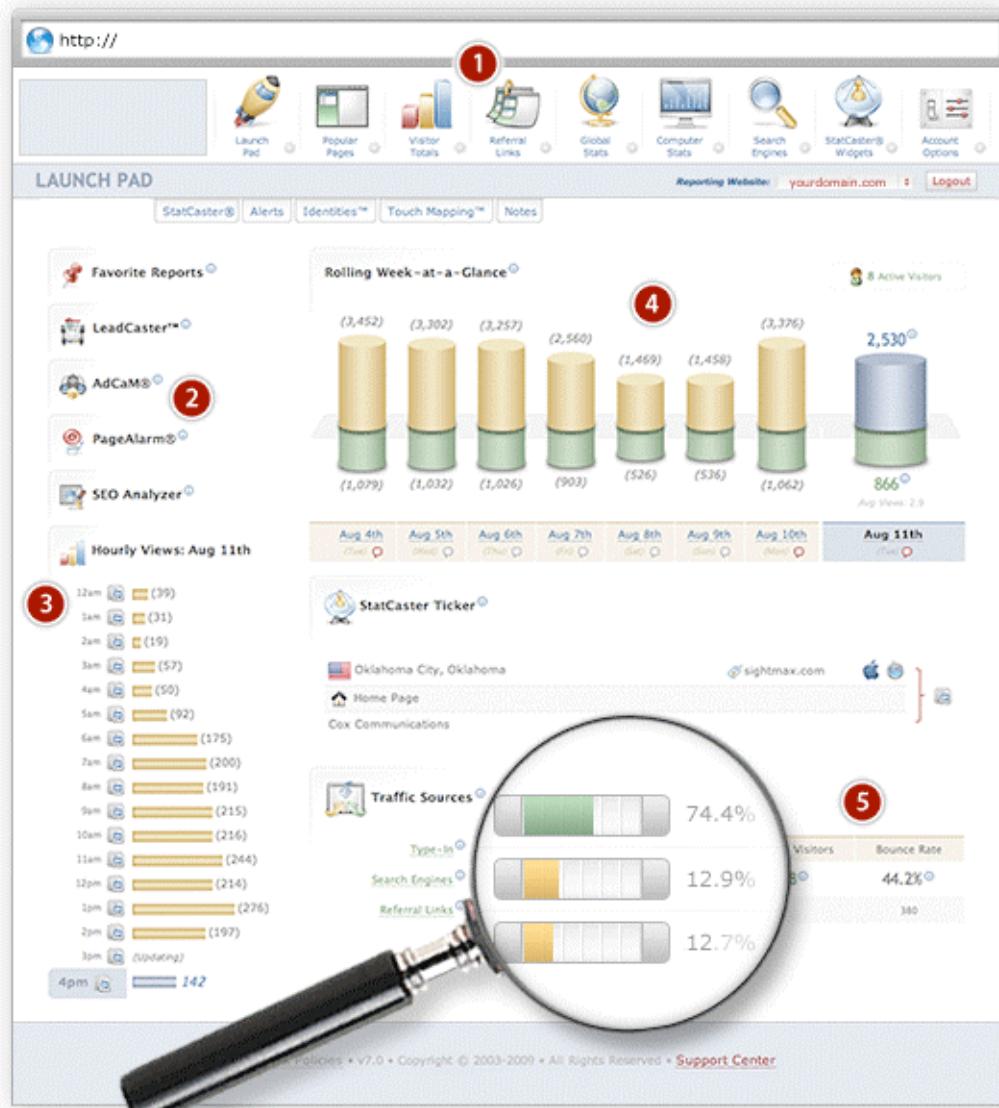
1. Icon navigation panel – This is a graphically-based report system, designed to give users a full at-a-glance overview, with the options of detailed, comprehensive information in a variety of sub-reports.

2. Quick access to modules and special reports – This short cut console allows you to take a quick look at a summary or jump to specific reports.

3. Today's hour-by-hour visitor details – A fast look for monitoring your visitor traffic hour by hour, in real time. This is also the launch point for comprehensive click path reporting.

4. Rolling week-at-a-glance – A great representative of the graphical reporting design, the Week-at-a-Glance page view chart shows a full current week of totals, with a detail icon for hourly reports for each day. The hourly reports have detail icons to allow even more in-depth data.

5. Traffic behavior – The launch pad provides an overview of a variety of traffic information, from a live StatCaster® Ticker showing current visitor information, to types of traffic, to current bounce rates. The launch pad is where you monitor the pulse of your Website activity.

Reporting Center Tour: Geographic Mapping

Geographic mapping means clear, graphic and engaging reports for local traffic and international visitor statistics.
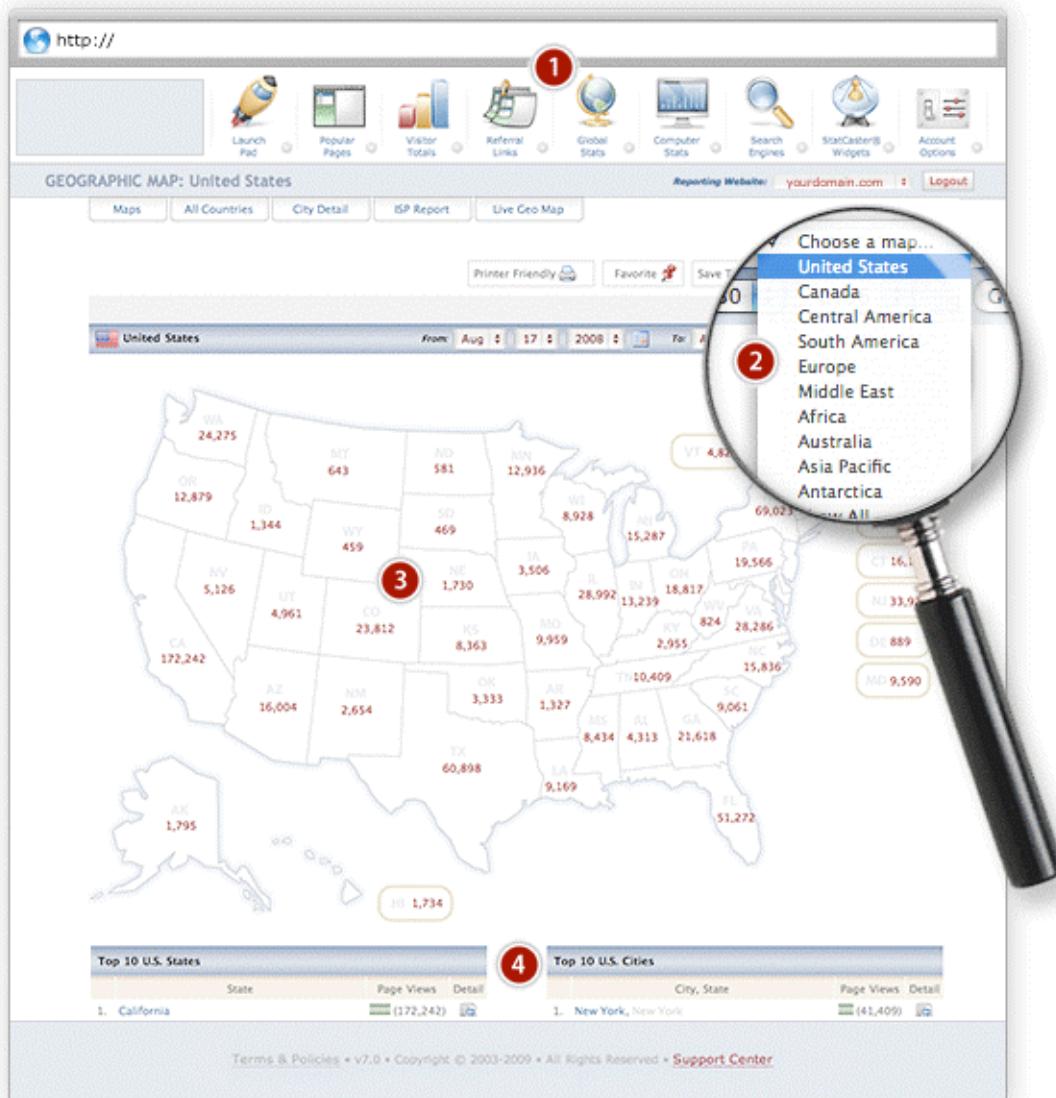
1. Iconic menu navigation – Access the detailed reports within the geographic mapping area by using the Search Engine magnifying icon. Click on the designated sub-menu for an overview of traffic from all countries, to read specific location details, see a list of IP addresses, and even see your local and global visitors LIVE, as they are actually coming to your site.

2. Global map tracking – This convenient pull down menu is a fast way to jump from map to map globally. There is a graphic map with visitor totals for every continent and country in the world. (Do you know how many people from Antarctica are visiting your site? You will now!)

3. Graphic regional details – Each map shows easy to read traffic totals by region, for a great at-a-glance update.

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5. More regional details – For more detailed needs, below each map is a complete listing of city, state, province, region as appropriate, showing rank, page views, country flag, and a detail tab that drills down even further. You get all the details needed for full, comprehensive reports.

Reporting Center Tour: Search Engine Keywords, Rank & Trends

Keywords are the core of online marketing and search engine optimization. These reports offer the advantage of seeing and customizing the keywords, search engines and SEO-related data is used.
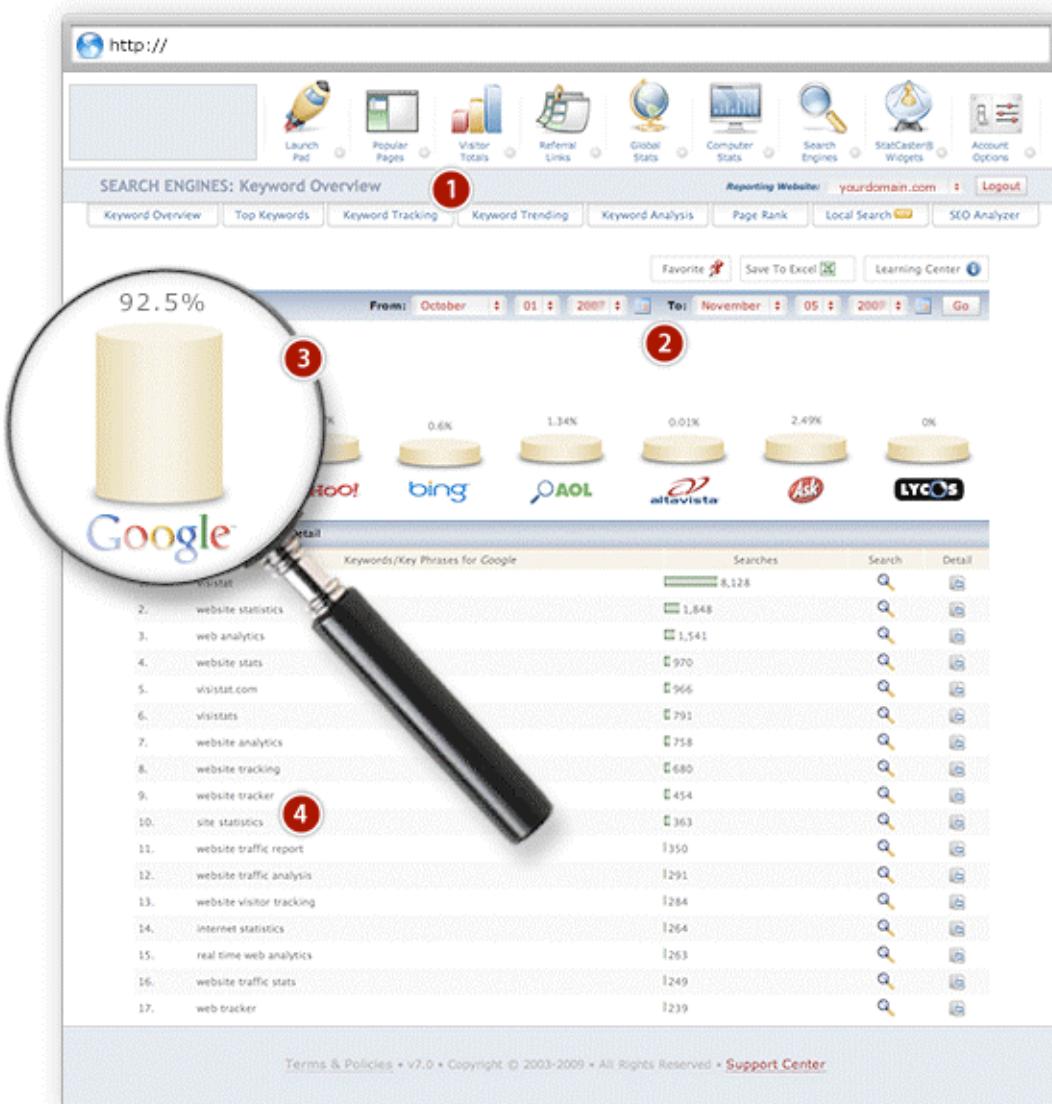
1. Quick sub-navigation tabs – Use these convenient "quick navigation" tabs for instant jumping from report to report. The sub-navigation tabs open up detailed keyword-related reports within the Search Engine reporting area.

2. Date range customization – You can compile valuable, specific and custom keyword reports by date range and periods of time. Get data on one day, or select multiple-year periods...whatever you need. And, you can save your reports in a Microsoft Excel® file for offline use.

3. Search engine reports – Learn how many of your visitors find you through the top search engines. With a quick at-a-glance chart, you can instantly see the percentage of visitor usage engine by engine.

4. Search engine and keyword search details – By clicking on the keyword's Detail icon in at the end of the line, you will access a full keyword report for the searches performed with that phrase.

This is extremely helpful, as you can see the search keywords or phrases, how often they were used for the selected date range. By clicking the Search magnifying glass icon on the same line, you will go to the search engine and actually see the current results for that keyword search.

Reporting Center Tour: Page Popularity

Page popularity is an indispensible report for watching the performance, effectiveness and value of every page on your Website.

1. Very detailed page information – This report provides a wealth of information on your most popular Web pages, including rank, popularity percentage, and page views.

2. Page renaming option – A unique feature that offers more customizable convenience for page popularity reporting. This allows you to put a "friendly" name label on your Web pages, for better and faster recognition or report definition.

For example, rather than have a long URL that is less descriptive, you can rename the page with a shorter and more specific name for easier identification.

3. In-depth report details – Amazing information is available through the page isolation details (the red flag icon). See your individual visitors by location, click path and much more.

Read the full statistics in a very easy to understand format. You also have the option to save any reports needed to view later or present in a meeting.

Reporting Center Tour: Visitor Totals, Page Views & Unique Visitor Reporting

It is essential to be able to determine what type of site traffic makes up visitor totals. This report differentiates between total page views and unique visitors. Plus, the visitor data records human visitors only.
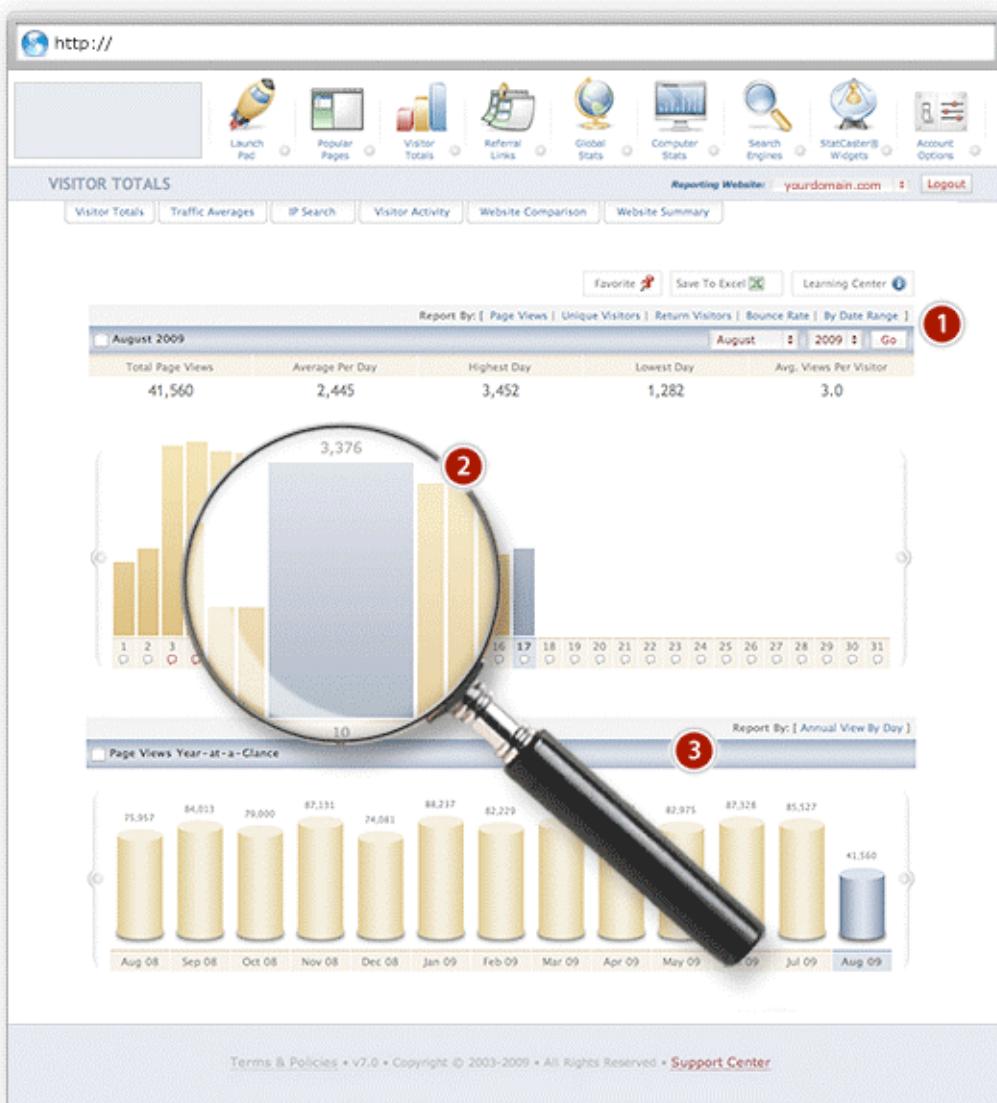
1. Sub-navigation links – When you are ready to go deeper into your visitor reports, use this convenient sub–menu to see unique and return visitor, bounce rate and page view reports, or break them down into date ranges.

2. Numbers by day – Drill down inside the monthly traffic chart with a simple click, and see any days' total numbers.

3. Page views-at-a-glance – This is a handy and very quick graphic report for checking your visitor traffic by page views.

The monthly chart clearly shows traffic numbers for a quick assessment when time is limited. Each day can also be viewed by hourly breakdown and user click path using the detail icon.

Reporting Center Tour: Referral Links

Referral links tell you where visitors clicked on the Web to get to your site, and let you see exactly what Web pages link back to your site, as well. With this report, you have the added advantage of full click path details on your visitors—indispensable visitor history.

1. Filter reports – Easy filtering is available, by landing page, to watch specific pages. You can see a temporary list, or exclude the filtered pages from your reporting.

(Note: this does not delete data or prevent tracking, it only regulates what shows in your report.)

2. URL and landing page lists – The main report page clearly displays a list of active referral links and their corresponding landing pages.

This makes it easy to click back to where your visitor originated, to monitor link integrity and further research the sites that link to yours.

3. Referrer report details – This incredible report provides visitor data and full click path details for every referral link.

Through this area you can follow exactly what pages your referral visitors touch within your site, and what page they leave on.