

MIS Innovation Park

Custom View: 10/1/11 - 12/4/11

October 1, 2011 12:00:00 AM – December 4, 2011 11:59:59 PM

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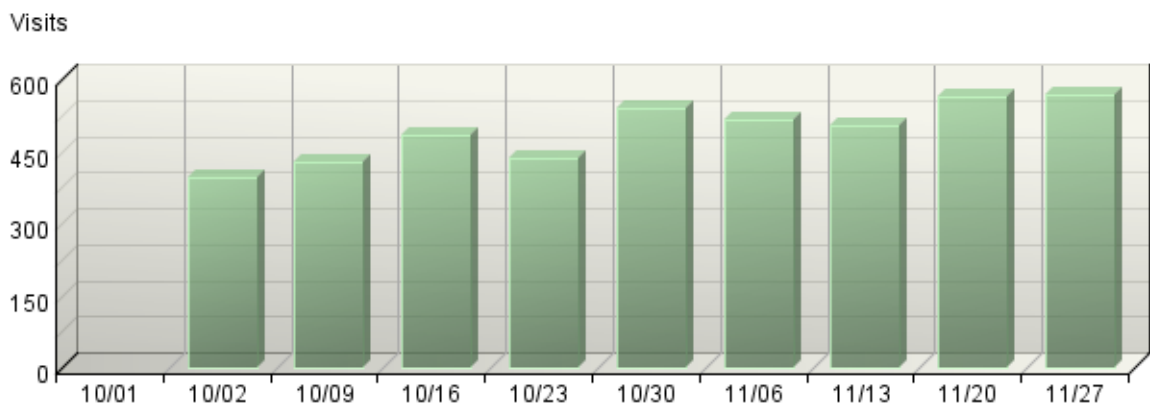
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Key Metrics Summary COL

This report provides key measures of your site's growth and performance over time. The trend intervals displayed depend on the selected report period.

Key Metrics Summary COL



Key Metrics Summary COL

Time Period	Visits	Page Views	Hits
09/25	0	0	0
10/02	397	780	8,895
10/09	430	1,021	7,931
10/16	483	617	13,669
10/23	434	541	8,733
10/30	540	846	11,729
11/06	517	766	6,443
11/13	506	643	6,468
11/20	563	868	5,892
11/27	568	782	7,259
Total	-	6,864	77,019

Key Metrics Summary COL - Help Card



Column Definitions

Average Visit Duration

The length (measured in minutes) of a visit to your web site.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Time Period

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-customer to customer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

This report shows activity to your site over time.

Uses and Interpretation:

This report allows you to analyze how various facets of activity evolve over time. You can for example track clickthroughs over time to determine at a glance whether your campaign ads have the expected effect on your traffic.

Note also how various measures change in relation to each other. This may allow you to spot unusual patterns of activity.

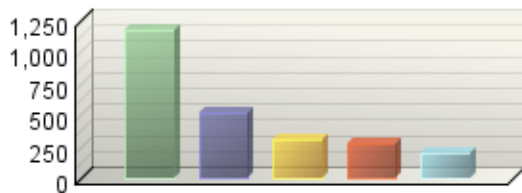
Note that visitors are counted only once per time period. If a visitor visits multiple times during one day, he will be counted only once for the value of the dimension during the first visit. For example: if a visitor makes two visits with two purchases, he will be counted in the Customer Value report only once for the value he had during the first visit.

Overview Dashboard

This dashboard provides an overview of the data available in the report template. You can click a graph title to navigate to the corresponding report page.

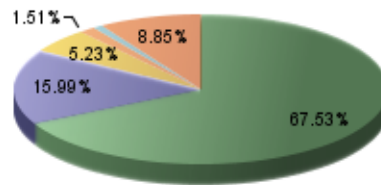
Pages

Visits



Referring Site

Visits



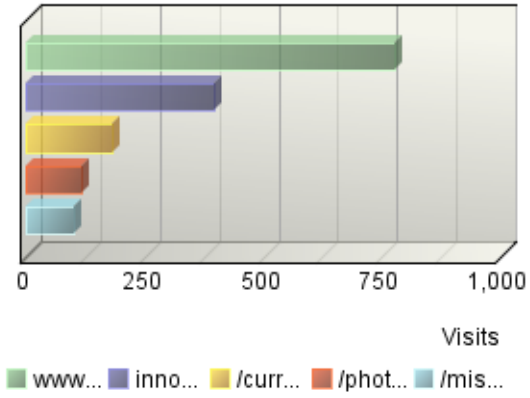
Visitor Summary

Visitors	2,859
Visitors Who Visited Once	2,476
Visitors Who Visited More Than Once	383
Average Visits per Visitor	1.58

Visit Summary

Visits	4,509
Average per Day	69
Average Visit Duration	00:06:50
Median Visit Duration	00:01:12
International Visits	19%
Visits of Unknown Origin	1%
Visits from Your Country: United States (US)	80%

Exit Pages



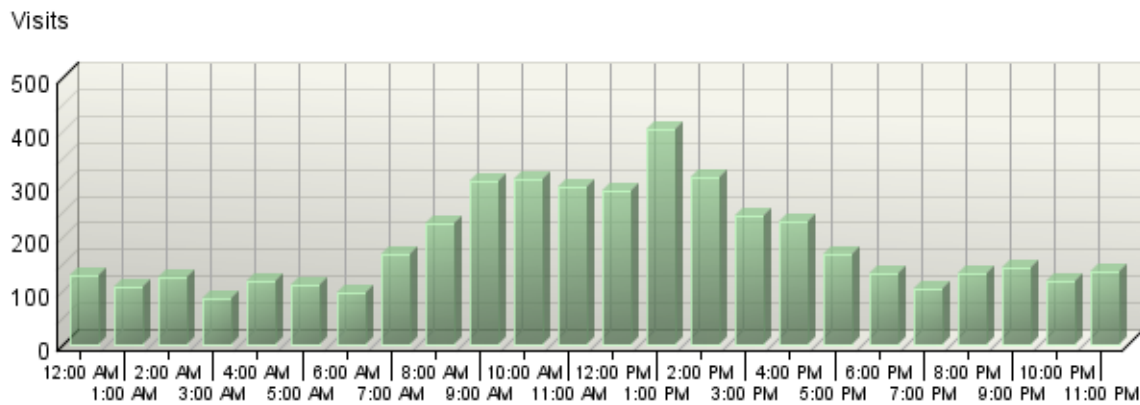
Page View Summary

Page Views	6,946
Average per Day	106
Average Page Views per Visit	1.54

Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.

Visits by Hour of the Day



Visits by Hour of the Day

Hour	Visits	% Visits
12:00 AM	130	3%
1:00 AM	109	2%
2:00 AM	127	3%
3:00 AM	87	2%
4:00 AM	120	3%
5:00 AM	113	3%
6:00 AM	98	2%
7:00 AM	168	4%
8:00 AM	228	5%
9:00 AM	306	7%
10:00 AM	311	7%
11:00 AM	295	7%
12:00 PM	287	6%

Hour	Visits	% Visits
1:00 PM	402	9%
2:00 PM	314	7%
3:00 PM	242	5%
4:00 PM	231	5%
5:00 PM	170	4%
6:00 PM	132	3%
7:00 PM	106	2%
8:00 PM	134	3%
9:00 PM	143	3%
10:00 PM	118	3%
11:00 PM	138	3%
Total	4,509	100.00%

Visits by Hour of the Day - Help Card



Column Definitions

Hour

Specified hour of the day being tracked. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Visits

Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

%

Percentage of visits to your site that occurred during the specified hour.



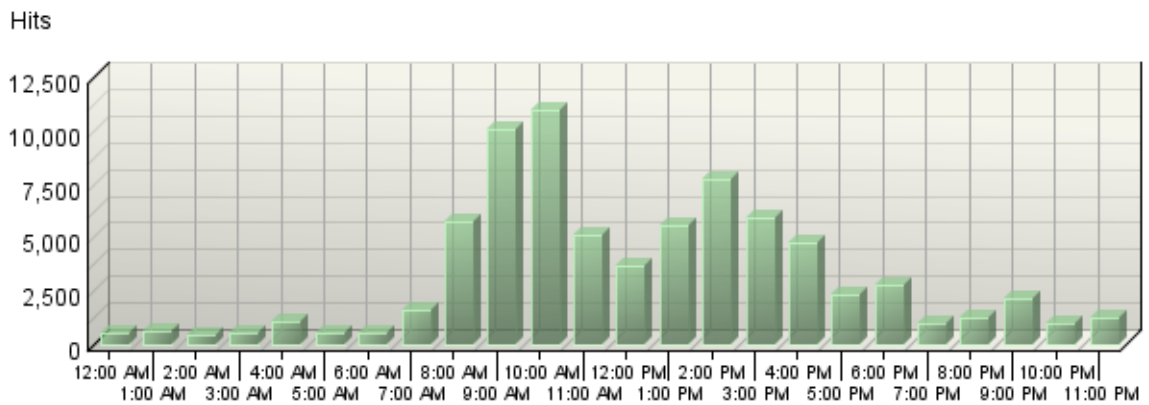
Report Descriptions

This information can be used to determine which hour of the day is best for system maintenance. Note that when a visit spans more than one hour, this report counts the visit only once. When you use a custom report with a dimension based on Hour of Day, the dimension can be counted multiple times per visit.

Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.

Hits by Hour of the Day




Hits by Hour of the Day

Hour	Hits	% Hits
12:00 AM	503	1%
1:00 AM	669	1%
2:00 AM	460	1%
3:00 AM	505	1%
4:00 AM	1,057	1%
5:00 AM	569	1%
6:00 AM	584	1%
7:00 AM	1,624	2%
8:00 AM	5,736	7%
9:00 AM	10,064	13%
10:00 AM	10,978	14%
11:00 AM	5,103	7%

Hour	Hits	% Hits
12:00 PM	3,643	5%
1:00 PM	5,574	7%
2:00 PM	7,761	10%
3:00 PM	5,954	8%
4:00 PM	4,779	6%
5:00 PM	2,380	3%
6:00 PM	2,796	4%
7:00 PM	1,028	1%
8:00 PM	1,267	2%
9:00 PM	2,164	3%
10:00 PM	970	1%
11:00 PM	1,290	2%
Total	77,458	100.00%

Hits by Hour of the Day - Help Card

 **Column Definitions**

Hour
Specified hour of the day being tracked. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Hits
Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

%
Percentage of hits to your site that occurred during the specified hour.



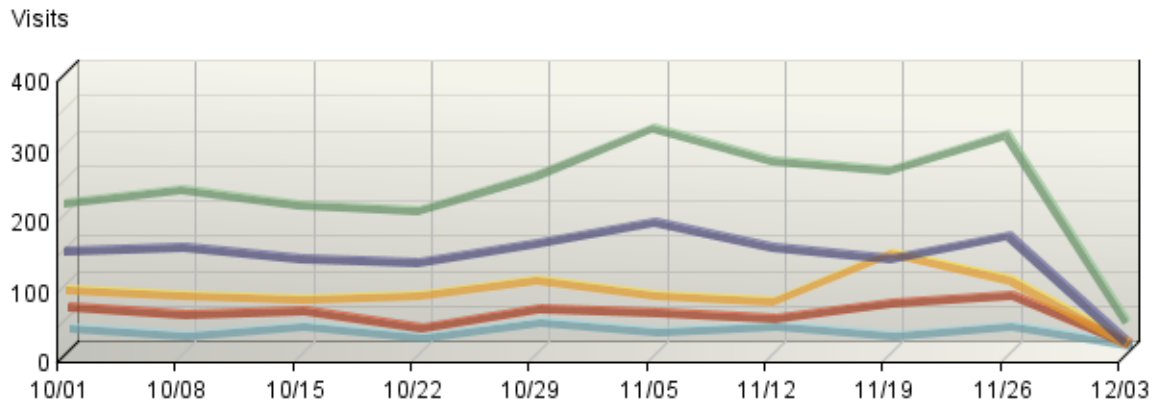
Report Descriptions

This information can be used to determine which hour of the day is best for system maintenance. Note that when a visit spans more than one hour, this report counts the visit only once. When you use a custom report with a dimension based on Hour of Day, the dimension can be counted multiple times per visit.

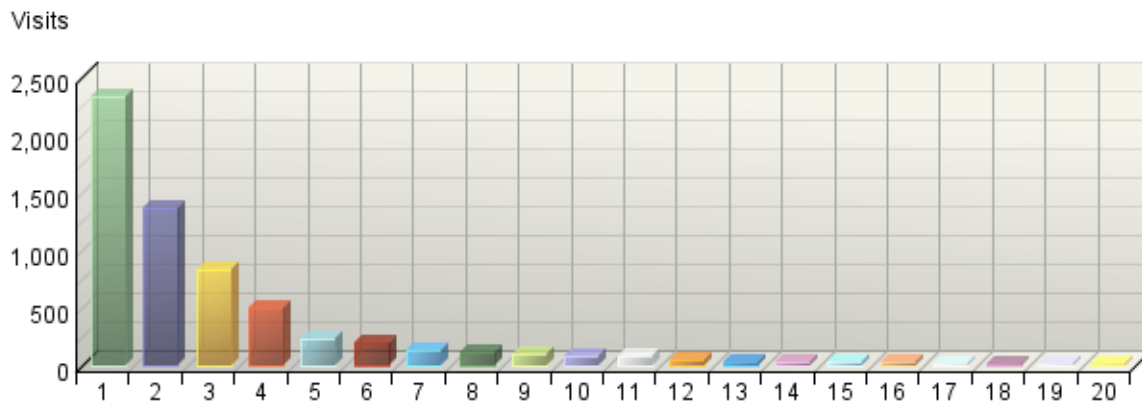
Directories

This report provides performance information for the most commonly accessed directories on your web site. For sites where the directory structure reflects the content structure, this information can help you understand patterns in the content visitors request. If your directory structure does not reflect content areas, you can use Content Groups reporting to see information about traffic to content areas.

Directories Trend



Directories



Directories

	Path To Directory	Visits	Hits	Kbytes Transferred
1.	http://www.innovation-park.com/	2,331	6,305	342,953
2.	http://www.innovation-park.com/images	1,359	33,477	332,553
3.	http://innovation-park.com/	826	1,992	91,337
4.	http://innovation-park.com/images	501	7,634	117,837
5.	http://www.innovation-park.com/agendas	236	4,269	1,393,669
6.	http://www.innovation-park.com/policies	199	10,470	531,223
7.	http://www.innovation-park.com/photos	129	157	11,114
8.	http://www.innovation-park.com/rfpinfo	109	655	97,248
9.	http://www.innovation-park.com/news	96	157	24,314
10.	http://innovation-park.com/agendas	85	10,338	1,460,710
11.	http://www.innovation-park.com/minutes	85	560	568,812
12.	http://innovation-park.com/cove_rest	57	120	20,547
13.	http://www.innovation-park.com/RFQ	38	74	12,781
14.	http://www.innovation-park.com/cove_rest	37	162	66,675
15.	http://www.innovation-park.com/job	25	28	972
16.	http://innovation-park.com/photos	25	27	1,678
17.	http://innovation-park.com/minutes	23	195	30,373
18.	http://innovation-park.com/RFQ	22	36	7,156
19.	http://innovation-park.com/rfpinfo	22	170	11,624
20.	http://innovation-park.com/news	22	72	5,139
	Subtotal for rows 1–20	-	76,898	5,128,715
	Other	-	560	168,545
	Total	-	77,458	5,297,260

Items 1–20 of 96

Directories - Help Card



Column Definitions

Path to Directory

The full URL path to the directory being analyzed.

Visits

Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Kbytes Transferred

Number of kilobytes of data transferred by the server from the specified directory to your visitors.



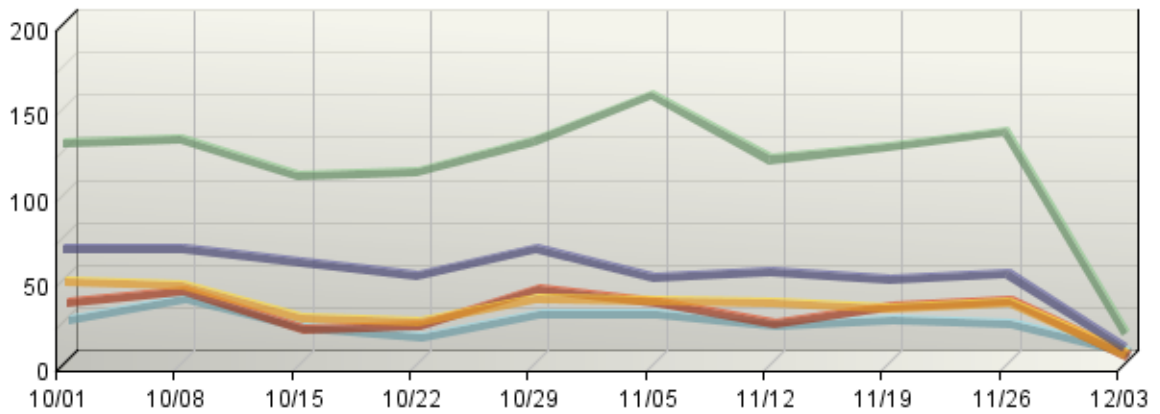
Report Descriptions

This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

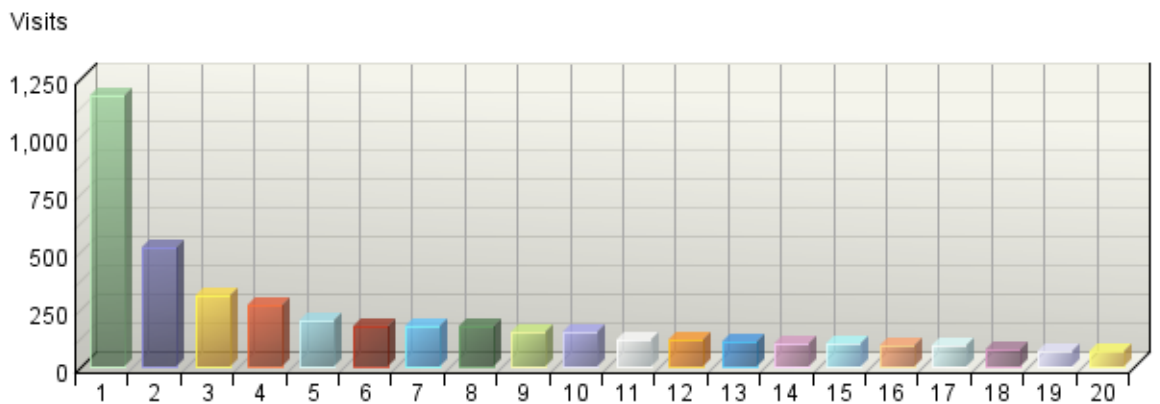
Top Pages

This report provides key measures of your site's growth and performance over time. The trend intervals displayed depend on the selected report period.

Top Pages Trend



Top Pages



Top Pages

	Pages	Visits	Page Views	Hits	Average Visit Duration
■	1. Innovation Park http://www.innovation-park.com/	1,171	1,366	1,366	2.49
■	2. Innovation Park http://innovation-park.com/	517	620	620	3.55
■	3. Innovation Park http://www.innovation-park.com/mis-sion.asp	310	435	435	5
■	4. Innovation Park http://www.innovation-park.com/cur-rentlist.asp	269	304	304	3.8
■	5. Innovation Park http://www.innovation-park.com/overview.asp	198	237	237	4.87
■	6. Innovation Park http://www.innovation-park.com/photo.asp	178	202	202	4.29
■	7. Innovation Park http://www.innovation-park.com/meetings.asp	178	248	248	5.65
■	8. Innovation Park http://www.innovation-park.com/in-dex.asp	176	207	207	5.54
■	9. Innovation Park http://www.innovation-park.com/news.asp	153	187	187	5.37
■	10. Innovation Park http://www.innovation-park.com/ip_lcrda.asp	151	184	184	6.08
■	11. Innovation Park http://www.innovation-park.com/contact.asp	116	138	138	5.49
■	12. Innovation Park http://www.innovation-park.com/why.asp	113	133	133	6.99
■	13. Innovation Park http://www.innovation-park.com/facts.asp	108	129	129	7.66

	Pages	Visits	Page Views	Hits	Average Visit Duration
14.	Innovation Park http://www.innovation-park.com/policies.asp	100	116	116	6.08
15.	Innovation Park http://www.innovation-park.com/minutes.asp	96	119	119	6.92
16.	Innovation Park http://innovation-park.com/index.asp	91	131	131	12.86
17.	Innovation Park http://www.innovation-park.com/Scholarships.asp	89	94	94	4.67
18.	Innovation Park http://www.innovation-park.com/parknews.asp	79	83	83	1.74
19.	Innovation Park http://www.innovation-park.com/CoveRest.asp	66	71	71	7.53
20.	Innovation Park http://innovation-park.com/CivilEngRFQ1107.asp	66	80	80	5.43
Subtotal for rows 1–20		-	5,084	5,084	-
Other		-	1,861	1,861	-
Total		-	6,945	6,945	-

Items 1–20 of 177

Top Pages - Help Card**Column Definitions****Average Visit Duration**

The length (measured in minutes) of a visit to your web site.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Pages

Any displayed page. You can specify for each profile the types of files that qualify as a page. These settings can be changed by the WebTrends administrator.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-customer to customer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

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Uses and Interpretation:

This report allows you to analyze how various facets of activity evolve over time. You can for example track clickthroughs over time to determine at a glance whether your campaign ads have the expected effect on your traffic.

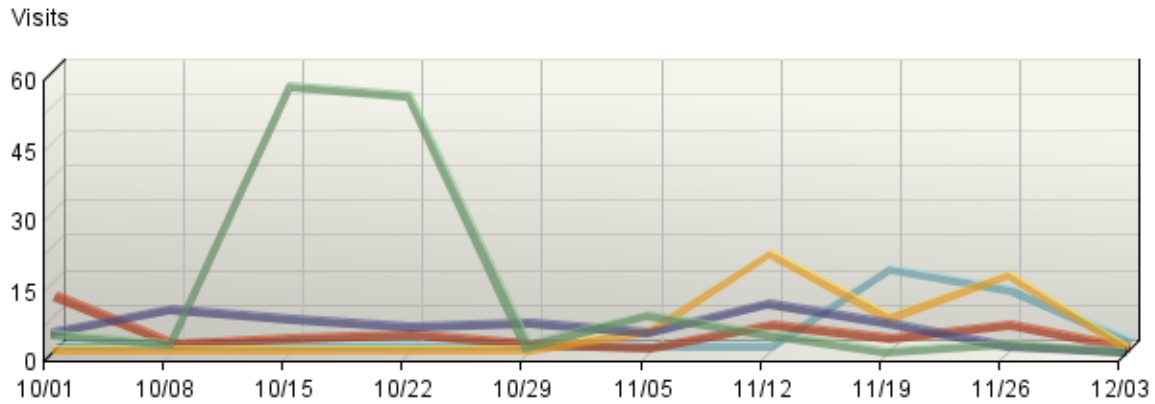
Note also how various measures change in relation to each other. This may allow you to spot unusual patterns of activity.

Note that visitors are counted only once per time period. If a visitor visits multiple times during one day, he will be counted only once for the value of the dimension during the first visit. For example: if a visitor makes two visits with two purchases, he will be counted in the Customer Value report only once for the value he had during the first visit.

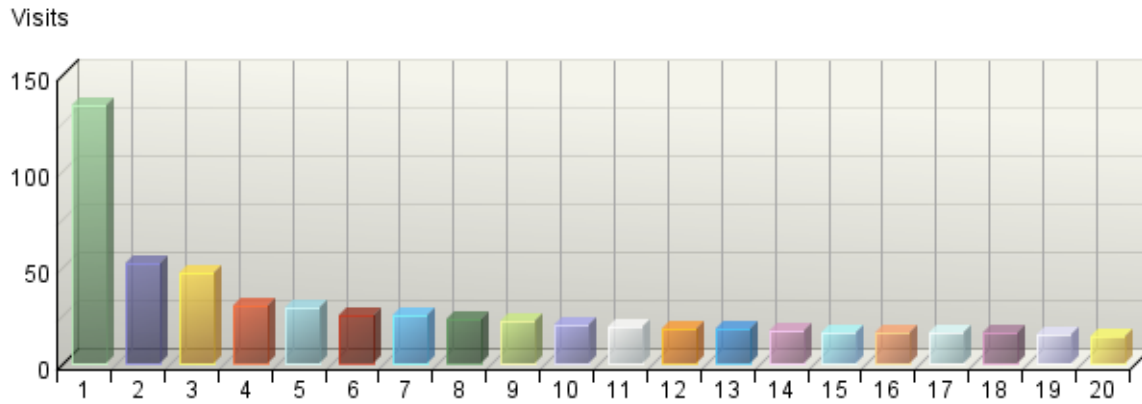
Downloaded Files

This report identifies the most popular files downloaded from your site.

Downloaded Files Trend



Downloaded Files




Downloaded Files

	Downloaded Files	Downloads	Visits	% Visits
1.	http://www.innovation-park.com/policies/LCRDA Policy Manual V2.pdf	9,828	134	7%
2.	http://innovation-park.com/cove_rest/Sign-Specifications.PDF	104	52	3%
3.	http://www.innovation-park.com/rfpinfo/RFP Investment 11-06 Final3.pdf	478	47	2%
4.	http://www.innovation-park.com/news/Food truck flyer Aug2011.pdf	43	30	2%
5.	http://www.innovation-park.com/RFQ/2011 RFQ Branding Final.pdf	64	29	1%
6.	http://www.innovation-park.com/agendas/Oct2011BOG Packet.pdf	622	25	1%
7.	http://innovation-park.com/images/IP Newsletter FINAL.pdf	290	25	1%
8.	http://www.innovation-park.com/agendas/080211BOGMtgAgendaPacketFinal2.pdf	483	23	1%
9.	http://innovation-park.com/agendas/11 01 11BOGAgendaPacketFinalv3.pdf	1,411	22	1%
10.	http://www.innovation-park.com/cove_rest/Approved PUD Amendment 100901.pdf	121	20	1%
11.	http://innovation-park.com/images/Winner RELEASE FINAL 5-14-08.pdf	22	19	1%
12.	http://www.innovation-park.com/cove_rest/Covenants and Restrictions OR 984 Page 2269.pdf	38	18	1%
13.	http://www.innovation-park.com/images/LCRDA Chair Letter to Innovation Park Tenants.pdf	143	18	1%
14.	http://innovation-park.com/images/Newsletter FINAL(1).pdf	115	17	1%
15.	http://www.innovation-park.com/rfpinfo/LCRDA Landscaping and Grounds Services RFP 11-01.PDF	21	16	1%
16.	http://www.innovation-park.com/policies/Bylaws of LCRDA 5-10-11.pdf	25	16	1%
17.	http://www.innovation-park.com/agendas/11 01 11BOGAgendaPacketFinalv3.pdf	509	16	1%
18.	http://www.innovation-park.com/images/IP-SummerNewsletter_v2oFINAL.pdf	99	16	1%

	Downloaded Files	Downloads	Visits	% Visits
19.	http://innovation-park.com/images/Tai-Yang FINAL 2-26-08.pdf	20	15	1%
20.	http://innovation-park.com/RFQ/2011 RFQ Branding Final.pdf	22	14	1%
Subtotal for rows 1–20		14,458	572	29.53%
Other		14,440	1,365	70.47%
Total		28,898	1,937	100.00%

Items 1–20 of 522

Downloaded Files - Help Card




Column Definitions

Files
The path and filename of the file being analyzed.

Downloads
Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted. Note that downloaded PDF files may cause an inflated count.

Visits
Number of visits that accessed the specified files. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

 **Report Descriptions**

If you are using an SDC data source, then this report is not applicable.

This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.