



Getting Started Guide

Getting Started With Site Analytics

Setting up, configuring, and using your Site Analytics account.

Getting Started with Site Analytics

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Introduction

Now that you've purchased Site Analytics, you're probably anxious to find out how much activity your Web site is receiving. But before you do, it's a good idea to learn how it works and what you can do with it. With Site Analytics, you can:

- Export the data you capture to Microsoft Excel or Adobe PDF files.
- Choose from three graphing options: Bar, Area, and Line for at-a-glance conclusions.
- Understand how customers navigate through your site.
- Get down-to-the-minute answers with custom date ranges.
- See Real Time Stats that update every 30 minutes.

This Getting Started guide assists you in quickly setting up your Site Analytics account and associating it with your Web site. Additionally, we'll show you how to access your statistics and work with various types of reports.

SECURITY INFORMATION

For security reasons, it is important to keep your Site Analytics account password secure. Anyone with access to your password can potentially manipulate the settings on your account. If your password has been compromised, you can change it through the Site Analytics Control Panel.

► To Change Your Site Analytics Password

1. Log in to your [Account Manager](#).
2. Under the **My Products** section, select **Site Analytics Accounts**.
3. Click **Manage** for the associated Site Analytics account.
4. Click **Settings** in the green navigation bar at the top of the page.
5. In the **Password** text box, enter a new password.
6. In the **Confirm Password** text box, re-enter your new password. It must be an exact match.
7. Click OK.

CREATING A STRONG PASSWORD

The Site Analytics Control Panel enforces criteria that ensure your password cannot be easily hacked. To meet our security criteria, your password:

- Must contain between 7-14 characters.
- Must be made up of lowercase letters, uppercase letters, and numbers.
- Cannot begin with a number or symbol.
- Cannot contain backslashes, colons, single quotes, double quotes, spaces, or the caret symbol (^).
- Cannot contain your user name.

GETTING HELP

You can always find Site Analytics help located within our Help Center.

► To Access the Help Center

1. Log in to your **Account Manager**.
2. Click the **Help Center** link on the right side of the screen.



NOTE

The Help Center, which is a knowledge base with the most current Site Analytics information, opens in a new window.

3. In the **Select a Category** panel, select **Site Analytics**.
4. In the **Search for** field, enter a specific Site Analytics topic for which you need assistance.

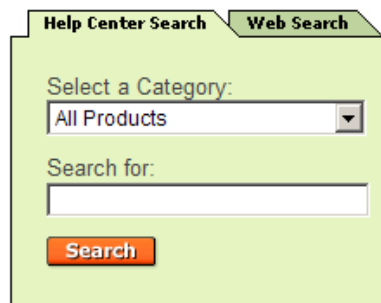


Fig. 1.1 - Add Site Analytics to Your Hosting Account.

The Help Center also provides context-sensitive help through question mark icons that appear beside select form fields. When clicked, these icons provide additional information.

You can also contact Customer Support directly for answers to your questions.

1. Setting Up Your New Site Analytics Account

Some set up is required to ready Site Analytics to receive and process site statistics. To begin this process, you need to set up your Site Analytics account to associate it with your Web site and configure it to the default hosting files and directory structure needed to upload content. If you have not purchased a Site Analytics plan, you will need to do so.

► To Purchase Site Analytics

1. Log in to your [Account Manager](#).
2. From the **My Products** menu, click **Site Analytics Accounts**.
3. Click the hyperlink labeled **Click here to purchase a Site Analytics Account** in the gray panel on the right.
4. Purchase Site Analytics, and then return to your [Account Manager](#).

SETTING UP YOUR ACCOUNT

Your account is not automatically set up when you purchase a Site Analytics plan. This must be done through the Site Analytics Control Panel.

► To Set Up Site Analytics

1. Log in to your [Account Manager](#).
2. From the **My Products** menu, click **Site Analytics Accounts**.
3. Click **Setup** for the **New Account** you want to setup. This step launches the Site Analytics control panel, where you will configure your Site Analytics account.

4. Enter the requested information and click **OK** to setup the Site Analytics account.

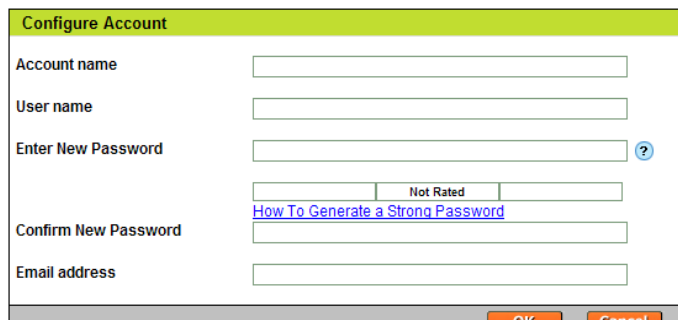


Fig. 1.1 - Set Up Account in your Site Analytics Control Panel.

5. Click **Add Site**.
6. Select the domain to associate with this Site Analytics account.
 - For a Shared Hosting, Quick Shopping Cart®, or WebSite Tonight® account: select the domain from the drop-down list.
 - For a Dedicated Hosting, Virtual Dedicated Hosting, or externally hosted account: select **Type in domain...**, and then manually enter the domain name.



NOTE

NOTE: When manually entering your domain name, do not include prefixes, such as http, https, or www.

7. Click **OK**.
8. Select Site Analytics Mode.
 - For a Shared Hosting or WebSite Tonight® account: select whether or not to enable Real Time mode.
 - For a Quick Shopping Cart®, Dedicated Hosting, Virtual Dedicated Hosting, or externally hosted account: only Real Time mode is supported.
9. Click **OK**.



NOTE

NOTE: Chapter 3 of this Getting Started Guide covers how to enable Real Time Stats.

2. Working with Site Analytics Reports

As exciting as it is to create and post a Web site, it's equally exciting to see that people actually visit it. Whether you're maintaining a business site or a personal site, you want visitors, and knowing your audience can help you tailor your site to their behavior.

There are many reports available to you through Site Analytics, including those providing information about your Web site's visitors and the pages accessed, as well as other site details. To collect information about your site activity, you need to access your Site Analytics account through the Hosting Control Center.

► To Log In to Your Site Analytics Account

1. Log in to your **Account Manager**.
2. Under the **My Products** section, select **Site Analytics Accounts**.
3. Next to the Site Analytics account you want to modify, click **Manage**.

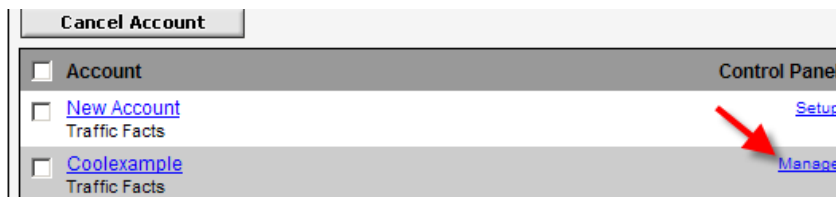


Fig. 2.1 - Open account link in your Account Manager.

4. Click the Site Analytics Account name on the left side of the screen.

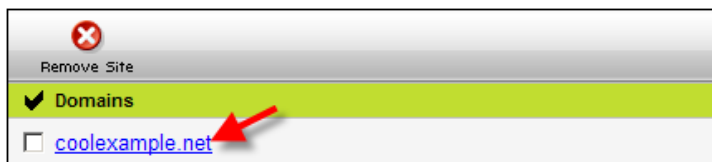


Fig. 2.2 - Open Account from Site Analytics Control Panel.

5. Enter the user name and password for this Site Analytics account, and then click **Login**.

Your Site Analytics Home page displays.

REPORT FEATURES

There are various report features in Site Analytics, including those that affect how you specify and focus a report, display a report, and what you can do with the report.

Date Range

Site Analytics lets you enter a specific date range for a report by selecting a month, day, and year for the beginning and end of the date range.

Calendar

You can use the Calendar to specify a month, day, and year to use as the report start and end dates. Click the calendar icon, select a date range, and then click Refresh View.



NOTE

NOTE: The Refresh View button applies only to calendar selections. You do not need click this when selecting a report, view, graph, or display.

Views

You can view each report in hourly, daily, or monthly views. The date range selected determines the views available for each report. Not all views are available for all reports.

- Hourly -- Shows data for each hour in the selected date range. Hourly view is available for date ranges of 3 months or less.
- Daily -- Shows data for each day in the selected date range. Daily view is available for date ranges of 3 months or less.
- Monthly -- Shows data for the selected date range by month.



NOTE

NOTE: Hourly views display as a total for all days in the date range, not as an average for the selected day. For example, the hourly view for visitors shows the total number of visitors at 7:00 p.m. for each day.

Graphs

You can view reports in a variety of graph formats, including bar, area, and line. To designate a graph type, select a type in the Graph drop-down list.

Display

Specify how many items to display on a page using the Display drop-down list. You can list 25, 50, 100, 150, 250, or 500 items to display in the report.

Sorting Results

Some reports are generated as lists and do not include an accompanying graph. For these reports, you can sort the results in ascending or descending order for each value in the report. To sort report data, click the appropriate column heading. This action switches the order of the results between ascending and descending order. This option is not available for all column headings or for those reports that utilize graphs.

Exporting Results

The header of each generated report displays options to export the report in the following formats:

- **Print:** Allows you to print a hard copy of any generated report. Clicking the Print button opens a printable version of the report in a new browser window.
- **Download to Excel:** Exports the data portion of the report into a Microsoft Excel spreadsheet that you can open or save to your computer.
- **PDF exports** both the graph and data portions of the report into a .PDF file that you can open or save to your computer.
- **Email** allows you to set up a schedule for sending emails. You specify the recipient, frequency, time, and reports to be sent.

GENERATING REPORTS IN SITE ANALYTICS

You can access the Site Analytics reports through either the Reports menu or the Reports panel, which appears at either the bottom or the right of the page.

► To Run and Modify a Site Analytics Report

1. From the **Reports** menu, select the category of report to generate.
2. Select the type of report to run. A report, with a predetermined date range is presented. Depending on the type of report, it might display slightly differently.
 - You can change the type of graph generated with the report by selecting a graph style from the Graph list. The graph is redrawn in the selected style.
 - You can change the report start date by selecting a month, day, and year from the Start Date lists.
3. Click Refresh View each time you make an update to generate an updated display.



NOTE

You can also change start and end dates by clicking on the Calendar icon to the right of the date fields. Changing dates in this manner does not require clicking Refresh View for the report to run.

REPORT CATEGORIES

On the Home page, you can see the general site statistics, over the last 7 days. However, there are many different reports you can view or even export from here. You can access Site Analytics reports through either the Reports menu or the Reports panel. You can also run any of the reports through Quick Reports, which is detailed later in this chapter.

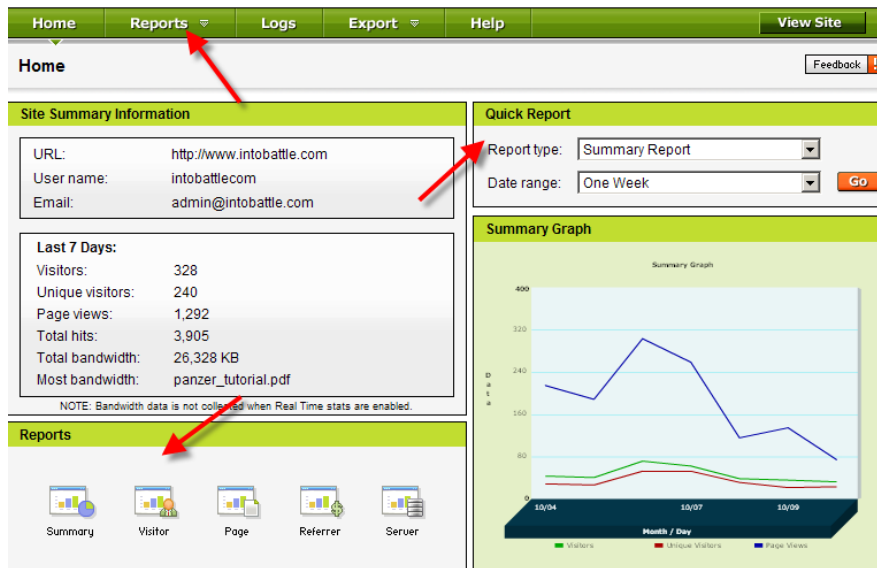


Fig. 2.3 - Multiple ways to access Site Analytics reports.

There are five reports categories, each focusing on a particular aspect of site traffic. The categories are Summary, Visitor, Page, Referrer, and Server. If, prior to purchasing Site Analytics, you used analog statistics with your site, you also have a History category.

From each category, you can run a variety of reports. When you select a report category, Site Analytics automatically generates the first report in that category. The Reports drop-down list displays all available reports in the category. To run a subsequent report, select it from the list.

Summary Reports

The Summary report provides an overview of the number of visits to the site and the overall number of pages viewed. This report is useful in understanding the amount of traffic to the site. You can also obtain summary information for a specific date range.

Calendar Reports

The Calendar report indicates the traffic patterns for the Web site on a day-by-day basis. This report displays the overall number of visits, the number of unique visitors, and the overall number of pages viewed on a given day. You can also view traffic patterns within a specific date range.

Visitor Reports

Visitors reports provide information about the visitors to your Web site, such as whether they are new or returning, where they are located, and what browser they are using. You can focus the type of Visitors Report, running individual reports on the following topics.

Most Active Visitors

The Most Active Visitors report identifies the visitors who spent the most accumulated time on your site according to each visitor's IP address. Visitor locations are displayed as a red "X" on the map portion of the report. This report is an effective way of gauging the value of advertising or identifying markets that generate many visitors to the site.

Visitor Detail

This report is available only by running the Most Active Visitors report and clicking a visitor IP address, and shows detailed information about a particular visitor to your site, including his or her ISP, geographic location (country, region, and city), number of hits, and number of page views. The information provided in this report is valuable for honing your Web site marketing efforts.

Visitor Paths

The Visitor Paths report shows visitor behavior on the Web site by displaying the page-by-page clickstreams taken by visitors. The clickstream represents the path taken from the entry page to the exit page. This report is useful in determining the most popular pages in the site and can be used to streamline the paths to popular features of the site.

This report defines a page as any document with a file extension, such as .htm, .html, .asp, and others. If the site contains dynamic pages or forms, these are not included in the path.

Browsers

The Browsers report identifies the most popular Web browsers that visitors to your site use. The report is useful in designing and configuring the site for optimal visitor viewing.

Operating Systems

The Operating Systems (OS) report identifies the OS running on the computer used to access the site. This report is useful in determining how to handle OS compatibility issues and in deciding whether to provide downloads in formats unique to a particular OS.



NOTE

NOTE: When a computer requests access to the Web server, it usually identifies its OS. However, not all computers will identify this information to the Web server; these OS are classified as Unknown.

Countries

The Countries report indicates each visitors' country of origin. Site Analytics determines the location by examining the visitor's IP address. The geographical user information enables you to build site content and ad campaigns targeting particular countries.

Regions

The Regions report identifies the region and country of site visitors. This user information helps you build site content and ad campaigns targeting particular regions of a country.

Page Reports

Page reports provide information on specific pages, so you can analyze the effectiveness or popularity of each page on your site. Page reports can also be focused to supply individual page report information, including the following reports.

Page Views

Daily Page Views shows the number of times each page has been accessed by visitors and provides data on the general amount of traffic on the site. Page views represent each time a single page is accessed, whereas hits can represent multiple items (images, charts, plug-ins) being accessed within a single page view.

Page Requests

Page Requests identifies the number of times a specific page in the site has been requested and the average amount of time visitors have spent on the specified page. This report is helpful in determining the most popular pages in the site.



NOTE

NOTE: Pages with dynamic content may be high on this list because the report only looks at the HTML page, not a specific ASP or PHP page.

Entry Pages

The Entry Pages report identifies the first page viewed as each visitor entered the site. Entry pages are usually a home page or a page that generates a substantial amount of views as a result of a link from an outside site.

Exit Pages

The Exit Pages report identifies the last page viewed as each visitor exited the site. If the home page appears prominently on this list, it may indicate that the site is not inviting to visitors or that your site is being accessed accidentally.

Conversion Summary (Real Time only)

The Conversion Summary overviews the success of a specific AD ID based on lead and invoice conversion success.

Conversion Detail (Real Time only)

The Conversion Detail report documents each individual real-time conversion (Lead or Invoice) a particular AD ID receives.

Most Popular Day

The Most Popular Day report indicates the day of the week, within a specified range, the site received the most visitors.

Most Popular Hour

The Most Popular Hour report indicates which hours of the day the site received the highest number of visitors.

Referrer Reports

Referrer reports provide information on specific Web sites, URLs, search engines, and keywords that lead visitors to your site.

Referring Domains

The Referring Domains report identifies the top domains that provided referrals to your site. These domains are often search engines or other sites that carry a link to the site.



NOTE: Direct referrals are those that come directly to the site without being referred by another Web site or search engine. Direct referrals are not included in this report.

Referring URLs

The Referring URLs report identifies specific pages on the Internet that refer visitors to the site. This can be helpful in determining where traffic to the site originates.

Search Engines

The Search Engines report lists the search engines used by visitors that provided links to the site. This report is useful in determining the search engine that provides the most referrals to the site.

Keywords

The Keywords report identifies the most common keywords that potential visitors use when conducting a search that ultimately brings them to the site. These are keywords that visitors associate with the site and can be used to update the META KEYWORD tag on each page to increase search engine hits.

Keyphrases

The Keyphrases report identifies the most common keyphrases that potential visitors use when conducting a search that ultimately brings them to the site. These are keyphrases that visitors associate with the site and can be used to update the META KEYWORD tag on each page to increase search engine hits.

Server Reports

Server reports provide statistical information from the server about your Web site, including download, bandwidth, and error data. Like the previous reports, you can focus the Server reports to determine specific information, including the following reports.

Sessions

The Sessions report provides information on visitor behavior while they are in the site. A browser session is any period of time between when the visitor enters and exits the site. As such, a single visitor may record multiple sessions.

Hits

The Hits report identifies the number of times any item or specific page in the site is requested or accessed by visitors. This report is useful in determining the total number of times pages, or files within a page, are requested in a given period. The number of hits is almost always greater than the number of page views and visitors to the site.

File Requests

File Requests identifies the number of times a specific file (image, document, template, etc.) in the site is downloaded by visitors. This report is useful in determining what non-page type files within the site are most often visited.

File Bandwidth

The File Bandwidth report lists the files on the site that consume the most bandwidth. The bandwidth calculation is generated by multiplying a file's size by the number of times it is downloaded. This report is useful in determining which files may need optimization.

File Types

The File Types report identifies the number of times a file type (image, document, template, etc.) in the site has been downloaded by visitors. This report is useful in determining what files within the site are most often downloaded.

Bandwidth

The Bandwidth report summarizes the amount of bandwidth the site consumed during the given date range. Values are expressed in either kilobytes or megabytes, depending on bandwidth used. This report is useful in comparing the actual bandwidth required by your site with the amount of bandwidth allocated by your hosting plan.

Errors

The Errors report indicates if any of the files or pages on the site triggered errors during the specified time period, including 404 ("Page Not Found" errors). If errors are detected, the report displays the file(s) in question and the number of errors generated.

History Reports

Site Analytics brings your Web site traffic history from your Analog account into a new report category - History Reports. This report category is only available if you previously used our Analog analysis product. If you were not using this program, History Reports are not available to you.

History reports include a general summary that provides a snapshot of site traffic during the period previously reported by the Analog analysis solution, as well as weekly, quarterly, and yearly reports detailing page requests and total requests made to your site. This report also includes browser, operating system, and file type summaries for the period collected by the Analog solution.

WORKING WITH QUICK REPORTS IN SITE ANALYTICS

Any report can be run as a quick report from the Site Analytics Home page, using a predetermined date range: one week, two weeks, three weeks, one month, two months, or three months. Using Quick Reports is the fastest way to run a particular report.

► To Run a Quick Report

1. From the **Report Type** list, select a report.
2. From the **Date Range** list, select a date range.
3. Click **Go**.

PRINTING SITE ANALYTICS REPORTS

You can print all reports generated by Site Analytics from within the application.

► To Print a Report in Site Analytics

1. Once you have generated a report, click **Print** in the header. This step opens a printable version of the report in a new browser window.
2. Click **Print Page** in the upper left corner of the window, or select **Print** in your browser's File menu.

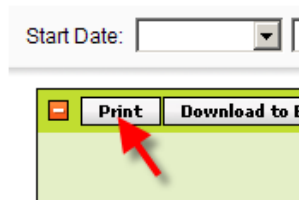


Fig. 2.4 - Print Button

3. Close the browser window to return to Site Analytics.

EXPORTING SITE ANALYTICS REPORTS

Exporting To Excel

You can export any report to Microsoft Excel. Use this feature to create spreadsheets comprising single or multiple reports.

► To Export Reports to Excel

1. From the **Export** menu, select **Excel Reports**.



Fig. 2.5 - Export to Excel.

2. From the **Display** list, select the number of rows displayed on each report page.
3. From the **View** list, select a Daily, Hourly, or Monthly view.
4. Select the checkboxes next to the report names you want exported to Excel.
5. Click **Generate Report**.

Exporting in PDF Format

You can also export any report to your desktop in Adobe PDF format. Use this feature to create PDF documents comprising a single or multiple reports, tailored to your specific needs. Both the graph and data displays are exported.

► To Export Reports in PDF Format

1. From the Export menu, select **PDF Reports**.



Fig. 2.6 - Export as PDF.

2. From the **Display** list, select the number of rows displayed on report page.
3. From the **View** list, select a Daily, Hourly, or Monthly view.
4. From the **Graph** list, select Bar, Area, or Line format.
5. Select the checkboxes next to the report names you want exported as a PDF file.
6. Click **Generate Report**.

Exporting History Reports

These reports are not available to you unless you were previously using our Analog analysis product. You can export any of the History reports in either an Adobe PDF or Microsoft Excel format.

► To Export History Reports in PDF Format

1. From the Export menu, select **PDF History Reports**.
2. Select the checkboxes next to the report names you want exported as a PDF file.

PDF History Report

Check All
 General Summary
 Yearly Request Summary
 Operating System Summary

Weekly Request Summary
 Browser Summary
 File Type Summary

Quarterly Request Summary

Fig. 2.7 - History Reports Options

3. Click **Generate Report**.

► To Export History Reports in Excel Format

1. From the Export menu, select **Excel History Reports**.
2. Select the checkboxes next to the report names you want exported to Excel.

Fig. 2.8 - History Reports Options

3. Click **Generate Report**.

EMAILING SITE ANALYTICS REPORTS

Site Analytics can compile and send your traffic reports through email. Use the Site Analytics interface to define the date range of the selected report(s) and the frequency at which you want to email report. You may select any combination of reports for your email report.

► To Schedule a Report Email

1. From the Export menu, select **Email Reports**.



Fig. 2.9 - Export to Excel.

2. From the **Display** list, select the number of records to display on one page.
3. In the **To Address** field, enter the email address to which the report will be sent.
4. In the **From Address** field, enter the email address from which the report will originate.
5. In the **Report Range** list, select the date range for which the report(s) will be run: One Day, One Week, or One Month.
6. In the **Report Style** list, select the report format: HTML, Excel, or PDF.
7. Specify when and how often the report(s) will be run by selecting the appropriate values from the Frequency, Day, and Hour lists.

8. Select the checkboxes next to the report names you want emailed.
9. Click **Add Report**.



NOTE

NOTE: You can also access this interface by clicking **Email** in the header of any generated report. Doing this automatically selects the appropriate report checkbox.

► To Cancel a Scheduled Email Report

1. From the **Export** menu, select **Email Reports**.
2. In the **Scheduled Emails** panel, click **Delete** next to the report you want canceled.

3. Working with Real Time Stats

Real Time Stats allows you to view your site statistics in nearly real time conditions, so you can see almost immediately how changes to your site impact your traffic.



NOTE

Real Time data is not immediately available in Site Analytics. Because we capture exit page information, we have to wait for a few minutes to guarantee that the client has actually left the site. The time is currently set for 30 minutes.

► To Enable Real Time Statistics

1. Log in to your [Account Manager](#).
2. From the **My Products** menu, click **Site Analytics Accounts**.
3. Click **Manage** next to the account you want to modify. This step launches the Site Analytics Control Panel in a new window.
4. Click **Configuration**.
5. Ensure that **Enable Real Time Stats?** is selected.

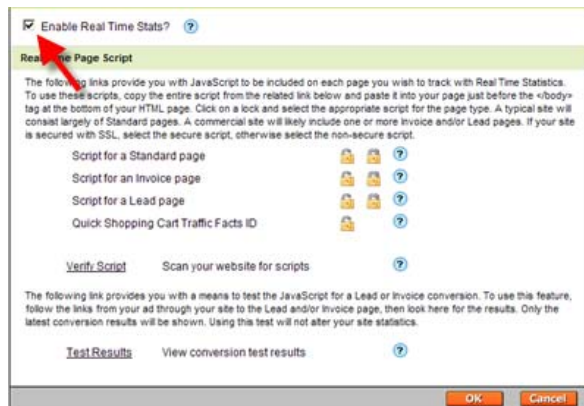


Fig. 3.1 - Enable Real Time Stats.

6. Click **OK**.

Real Time Stats is now enabled in Site Analytics. However, for this feature to work, you need to add a small Javascript at the bottom of every page on your site.

FINDING YOUR REAL TIME CODES

The Real Time feature obtains its data from a small JavaScript you place on each page, rather than retrieving it from the server log files, which are available only after midnight each day. Enabling Real Time alone is not enough to collect data on your entire site. You must also add the Real Time JavaScript code to each page you want to track.

You can generate your Real Time codes in the Site Analytics Control Panel.

► To Access Your Real Time Codes

1. Log in to your [Account Manager](#).
2. From the **My Products** menu, click **Site Analytics Accounts**.
3. Click **Manage** next to the account you want to modify. This step launches the Site Analytics Control Panel in a new window.
4. Click **Configuration** under the Actions heading. This step launches the Real Time Stats page.
5. Follow the instructions on the page to select the appropriate script icon.

The JavaScript to be included on each page you want to track with Real Time Statistics is displayed.

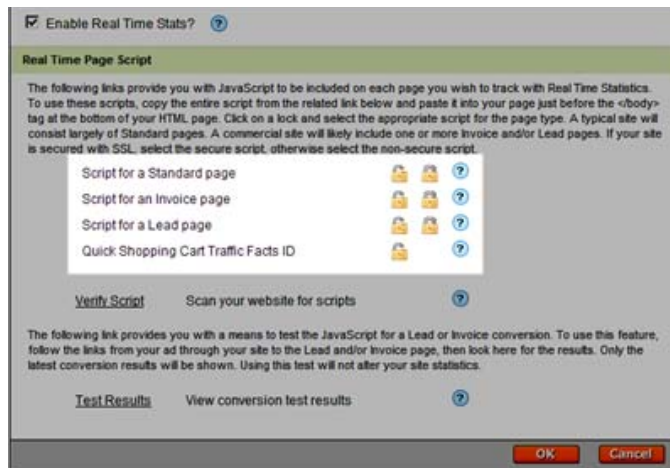


Fig. 3.2 - Finding Real Time Codes.

Different Types of Page Scripts in Real Time Site Analytics

When Real Time Stats are enabled, you can access the Site Analytics Control Panel to automatically generate script snippets to insert on each page. The scripts are typically one line JavaScripts, and are identical for each tracked page.

An example of the Standard page script is:

```
<script type="text/JavaScript"
src="http://rt.trafficfacts.com/tf.php?k=
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX&c=s"></script>
```



NOTE: This example script does not reference an actual account. The string of "X"s represents a Real Time account number the system generates for you.

On lead and invoice pages, there is additional code to track the invoice number and amount, if desired. An example of that code is:

```
<script type="text/JavaScript"><!--
var TFN = 'xxx'; // Change xxx to the invoice number

var TFA = '$$$'; // Change $$$ to the invoice amount (numeric only)--></script>
```

The page types are as follows:

Standard

The script you want on all pages that are not invoice or lead pages. It allows us to track page hits.

Invoice

The script you want on invoice pages. It tracks invoice conversions for a particular Ad ID.

Lead

The you use to track the conversion success of pages that are not actual invoice pages, but are pages you want track the conversion success of a particular AD ID for. It sends a conversion, but sends an arbitrary amount.



NOTE: Once you've generated the appropriate code, paste it into the bottom of your page's HTML code, above the </body> tag.

4. Adding Site Analytics to a Subdomain or Aliased Domain

You can set up separate Site Analytics Accounts for each subdomain and aliased domain you have hosted with us. This means you can track your subdomain or aliased domain site separately from the primary account it is under. However, this feature has certain requirements in order to function:

Set Up a Site Analytics Account for Your Primary Domain

Before adding Site Analytics to an aliased domain or subdomain, you must affiliate the primary domain with a Site Analytics Account. Once you add the primary domain, all aliased domains or subdomains are available to add to a Site Analytics account.

Select From Accounts Hosted with Us

To use Site Analytics with any subdomain or aliased domain, all accounts must be hosted with us. Even if your primary account is hosted with us, if your subdomains or aliased domains are hosted elsewhere, you cannot set them up within a Site Analytics Account.

Set Up Individual Site Analytics Accounts

You must have a separate Site Analytics account for each subdomain or aliased domain whose statistics you want to track.

Do Not Use the Primary Account's Root Directory

Your subdomain or aliased domain should not point to the root directory of the primary account. To work with Site Analytics, you must direct the subdomain or aliased domain to a specific folder within the primary hosting account.

Select a Unique Subdomain and Alias Domain Path

If you have multiple subdomains or aliased domains pointing to the same subdirectory within the primary hosted account, you are only able to select one of those domains to set up in Site Analytics. To track information for multiple subdomains or aliased domains, ensure each one is pointing to a unique directory within the primary hosting account.

ADDING SITE ANALYTICS TO A SUBDOMAIN OR ALIASED DOMAIN

If your primary domain is not affiliated with a Site Analytics account, you cannot select the subdomain or aliased domain for a new Site Analytics account.

► To Add Site Analytics to your Aliased Domain

1. Log in to your **Account Manager**.
2. From the **My Products** area, click **Site Analytics Accounts**.
3. Click **Setup** for the **New Account** you want to setup. This step launches the Site Analytics control panel, where you configure your Site Analytics account.



NOTE: If you do not have a New Account option, you need to purchase a new Site Analytics account through the "Click here to purchase a Site Analytics Account" link in the gray Manage Site Analytics section.

4. Enter the requested information and click **OK** to setup the Site Analytics account.

Configure Account	
Account name	<input type="text"/>
User name	<input type="text"/>
Enter New Password	<input type="password"/> ?
	<input type="text"/> Not Rated How To Generate a Strong Password
Confirm New Password	<input type="password"/>
Email address	<input type="text"/>
<input type="button" value="OK"/> <input type="button" value="Cancel"/>	

Fig. 3.1 - Set Up Account in your Site Analytics Control Panel.

5. Click **Add Site**.
6. Select the select the subdomain or aliased domain to associate with this Site Analytics account.
 - For a Shared Hosting, Quick Shopping Cart, or WebSite Tonight account: select the domain from the drop-down list.
 - For a Dedicated Hosting, Virtual Dedicated Hosting, or externally hosted account: select **Type in domain...**, and then manually enter the domain name.
7. Click **OK**.

8. Select Site Analytics Mode.
 - For a Shared Hosting or WebSite Tonight account: select whether or not to enable Real Time mode.
 - For a Quick Shopping Cart, Dedicated Hosting, Virtual Dedicated Hosting, or externally hosted account: only Real Time mode is supported.
9. Click **OK**.

Your Site Analytics account is set up. If Real Time settings are inactive, it can take up to 24 hours before any statistical information for your site is recorded and available. However, with Real Time settings active, your information may be available in less than an hour.

REMOVING A PRIMARY DOMAIN FROM SITE ANALYTICS

Once you have set up your Site Analytics accounts with a subdomain or aliased domain, there are certain factors you need to consider when removing your primary domain's Site Analytics Account.

With Real Time Settings On

If you remove your primary domain from an existing Site Analytics account, any subdomains or aliased domains under that primary domain remain active in their own accounts.

With Real Time Settings Off

If you have Real Time settings inactive on your primary domain account and then remove it, the subdomains and aliased domains remain attached to their Site Analytics Accounts. However, no logs will be processed for any of these domains once the primary domain is removed.