eMeansBusiness GROUP
### e-Business solutions

Your guide to Matrix Stats

Showing the most up-to-date statistical information on your website traffic.

To start.

1. Connect to the Internet
2. Type in the address bar:

   http://matrixstats.yourdomainname.com (*OR* .co.uk whichever is your website address)

3. (Note - there is no "www" in this address)
4. On your keyboard, press the 'return' or 'enter' button
5. Immediately a pop-up box will appear requesting your Username and Password
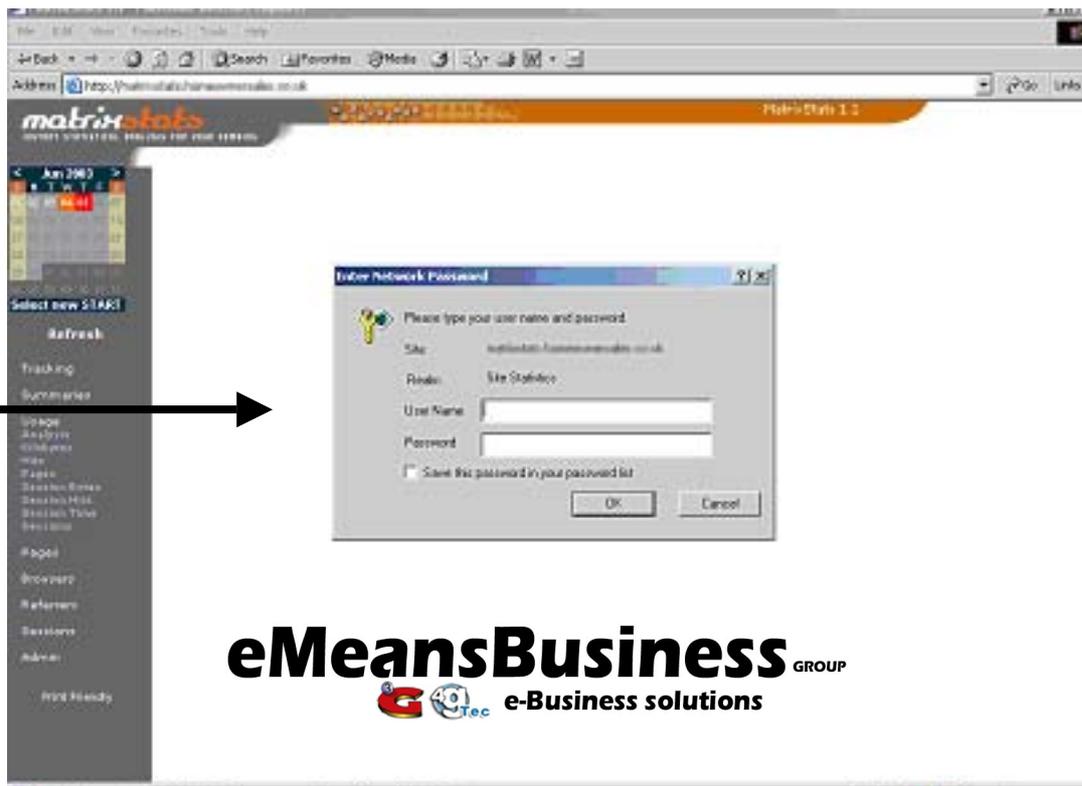
6. In the 'Username' box, type in your username (all lowercase)
7. Then in the 'Password' box, type in your password (all lowercase)

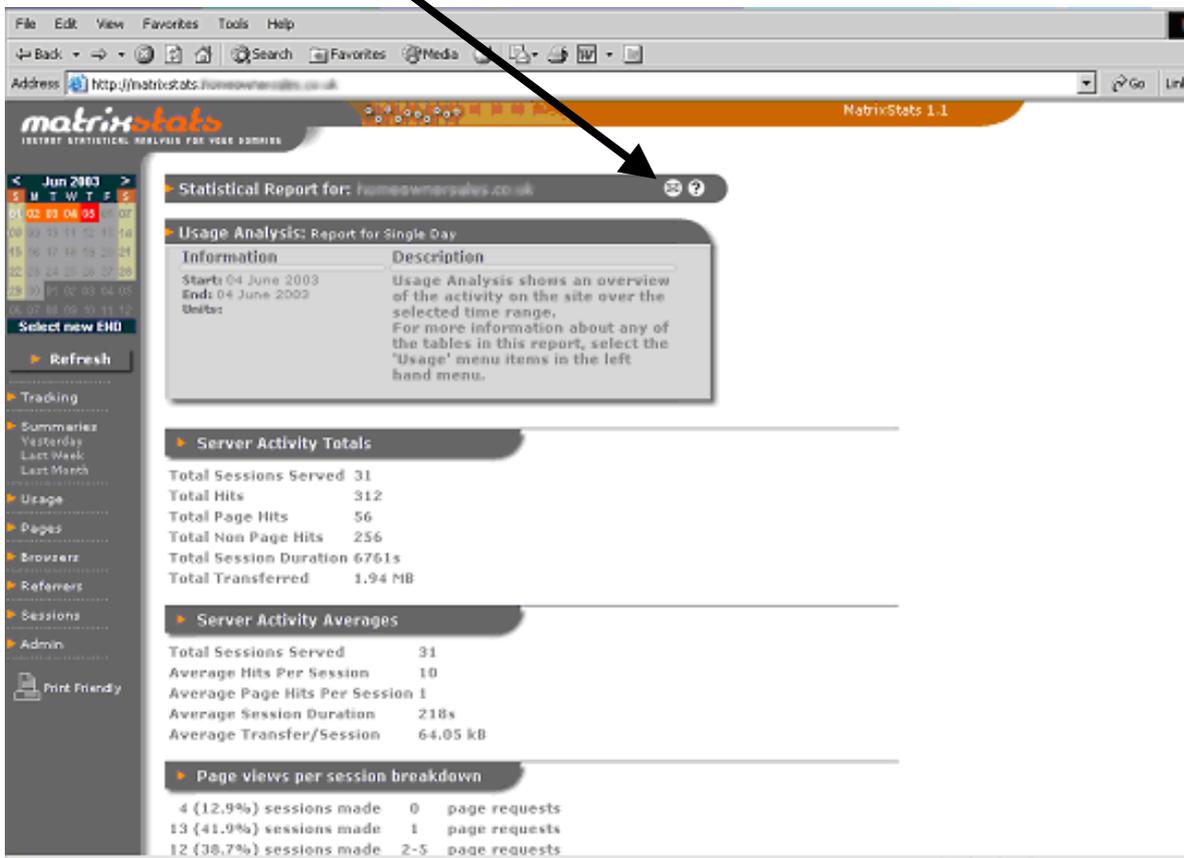**YOUR USERNAME & PASSWORD WILL BE PROVIDED TO YOU BY A PROMPT**
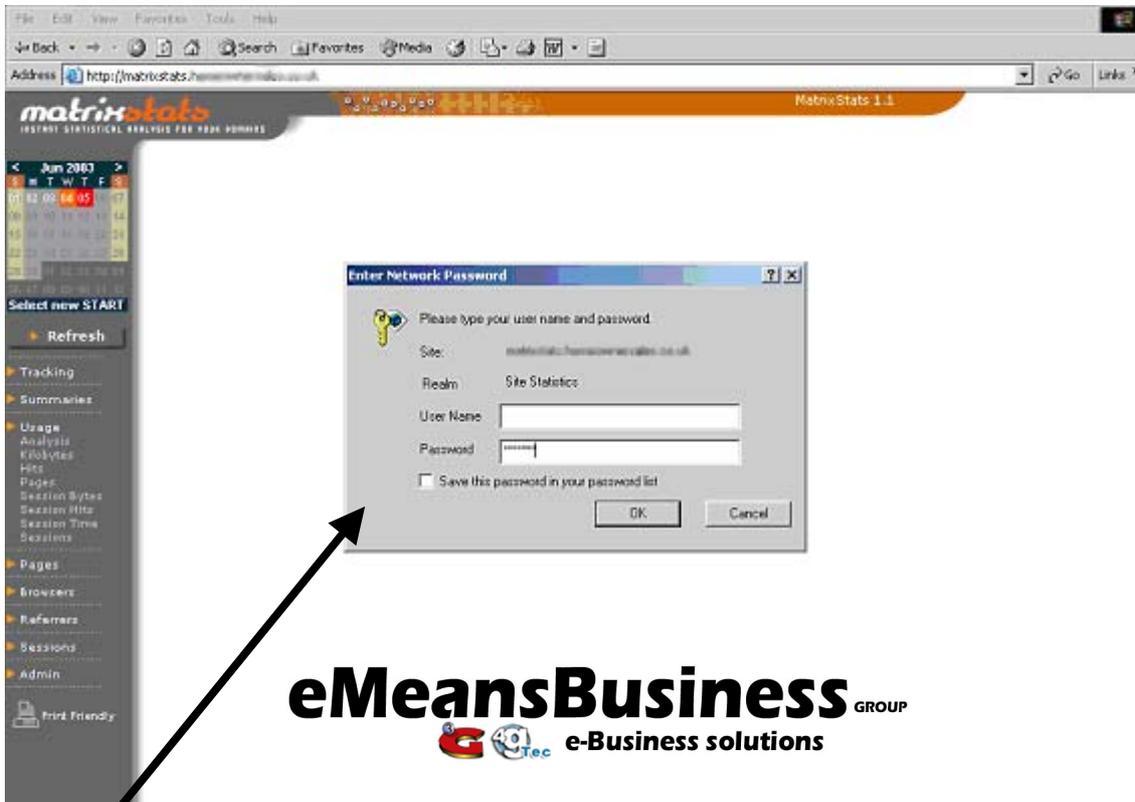
Note: If you want to save your password for future visits, click in the little box next to the words 'Save this password in your password list'

8. Press 'OK'

Immediately your statistical information for your site will appear, have a read through the first page of information

If you click on the '?' symbol at the end of this first section, a pop-up box will appear which contain an explanation on what each section in the stats matrix means.

When you have finished reading and you want to close the pop-up box, to return to the main screen; click on the 'X' in the top right corner of the pop-up box.

WHAT DOES THIS INFORMATION SHOW?

The live stats can show traffic to your website on particular days, weeks and months.

To see stats for a different day, week or month click on the date you require the stats to start and then click on the date you want the stats to end in the Calendar in the top left corner of the screen.

Then click on the 'Refresh' button under the calendar to re-calculate the amount of traffic information

The information in the main page will now show stats from and to the dates you have just chosen.
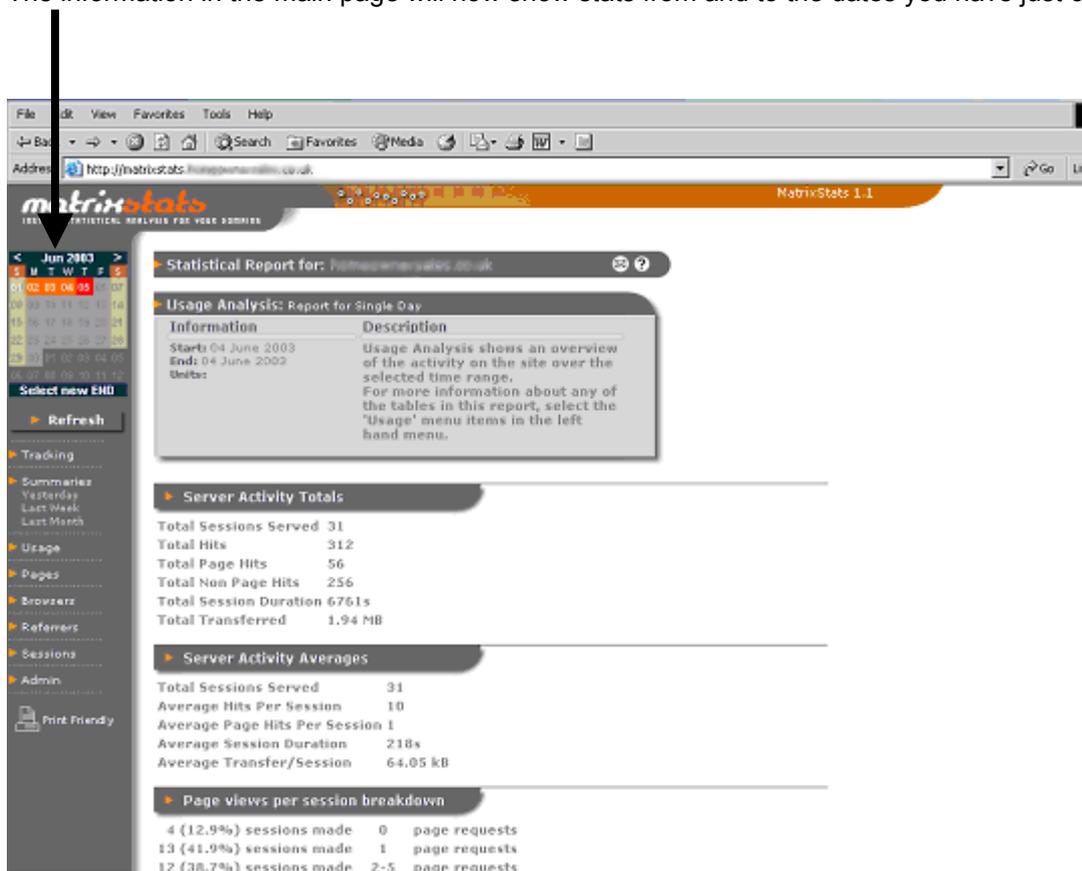
Down the left side of the screen you will see a list of choices of how to see your stats and in how much detail.

Click on each section and a drop down list will appear.

Click on each word under the section you have chosen and in-depth information on traffic to your site will appear.

You will be able to see from which area of the world your visitors have come from, how long they were on your site, which pages they were reading and for how long, etc.

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SUMMARY OF EACH SECTION IN THE MENU
(on the left side of the screen)

1. TRACKING
The Who's On report shows a detailed view of sessions that are currently in progress (i.e. all the site's current visitors). Each session's geographic location, IP address, hit count, and bandwidth usage available.
By clicking the magnifying glass next to each entry, more information can be viewed, such as a complete log of requests for each session.
Note: Geographic information may not always be available, as MatrixStats has to retrieve this information from databases around the Internet.
Note: Sessions are timed-out after 20 minutes of inactivity.

2. SUMMARY REPORTS
The Summary Report summarises all analysis reports in other sections.

3. USAGE
The kilobytes report shows the amount of data that has been transferred between the site and visitors during the selected time period. The trends for total bytes transferred in a day, week or month can be extrapolated and used to determine possible future bandwidth requirements. All files transferred to and from the site (via HTTP) effect this report, including pages, images, and other downloads. Large downloads will effect this report in a much more noticeable manner than, say, page views. For example, a single download of a 5MB file (a small video clip for example) will transfer about 500 times the number of kilobytes of an average (10kB) web page.

Many ISPs impose restrictions on bandwidth, either as a hard bandwidth limit or as a maximum transfer per month. It is therefore important to keep an eye on this statistic.
The most common way to reduce the bandwidth requirements of a site is to re-locate downloads off site, and to increase the compression of images.

Care should be taken not to use this report to gauge interest in the site, as a large download from the site could make smaller downloads and page views irrelevant. To gauge popularity, use either the hits, pages or sessions reports.

The 'usage' reports are geared to display generalized trends in site viewing habits. For each usage report, yearly, weekday, daily and hourly charts are accessible. These are constructed as follows:
- Yearly – covers all days (for which there are data) over the 365 days prior to the selected end date. This report gives an excellent overview of how the site's popularity has changed over a long time range (with daily granularity). Trends are drawn on a weekly basis across the yearly charts.
- Weekly – breaks down the selected time range into weekdays, to give an idea of how the site's popularity is affected by the day of the week. If the time range selected is more than a week, then the data for repeated days of the week is averaged.
- Daily – shows raw data for each day in the selected range
- Hourly – shows average statistics for each hour during the day over the selected time period. If only a single day is selected, the hourly data is raw (i.e. it has not been subject to any averaging calculations).

The average values show an average calculated over all collated data for the site, and provide an easy way to compare the performance of the selected time range over the norm.
Where a magnifying glass is shown next to entries in tables, more detailed (per-day) information is available in chart and table form by clicking the icon

The date range of reports can be altered, by using the calendar to the top left of the MatrixStats site.

4. PAGES

Page Analysis shows an overview of the page activity on the site over the selected time range.

You can select different types of reports for the activity on each page of your site by clicking on the different sections under the word PAGES in the left hand menu

5. BROWSERS

Browser Analysis shows an overview of the web browsers used to access the site over the selected time range.

For more information about any of the tables in this report, select the 'Browsers' menu items in the left hand menu

6. REFERRERS

Referrer Analysis shows an overview of the other Internet locations, which have referred clients to the site over the selected time range.

This can also show from which search engines your visitors have found you and the keywords they typed in the search engine…

For more information about any of the tables in this report, select the 'Referrers' menu items in the left hand menu.

7. SESSIONS

Sessions Analysis shows an overview of the origins of recorded sessions over the selected time range.

For more information about any of the tables in this report, select the 'Sessions' menu items in the left hand menu

8. ADMIN

From the users admin page, an administrator can:

- Add, remove, and change the passwords and usernames of users with access to the site.

- Use the permissions table to control access to reports by user.
  The 'Anonymous' user represents all visitors who wish to view stats from the site, but do not have a username or password.

- Set an e-mail address and the types of summary that each user wishes to receive in their e-mail.

If you have any questions, please do contact us.

www.eMBgroup.co.uk