

AllofE Stats

Did You Know?

Statistically Sound. Universally Useful. As Web sites are created to correspond with organizations' functions, it is important that the sites be evaluated to ensure they are getting the right information to the right people at the right time. According to a Gartner Group report, more than 50% of Web sales are lost because site visitors cannot find content. Many organizations with a Web site(s) find themselves looking for answers to questions such as the following:

- ▶▶ Which visitors are visiting which parts of my site?
- ▶▶ How are visitors spending their time on my site?
- ▶▶ Is new site content making an impact on visitors?
- ▶▶ Which pages of the site are the most popular?
- ▶▶ What would it be helpful to know about my visitors and the technology from which they're accessing my site?

Answers to these questions and a variety of others can provide extremely relevant firsthand data for an organization. This can also help organizations make better

AllofE Stats provides accurate statistical reporting in real-time.

decisions in regards to site updates, content manipulation and system upgrades. For site and visitor statistic reporting in real-time, AllofE has developed AllofE Stats.

Simply Site Statistics

AllofE Stats. AllofE Stats is a fully functional and easy-to-use Web-based solution for generating more than 30 different reports analyzing site visitors, as well as their activities and usage while on a site. AllofE Stats provides accurate statistical reporting in real-time, available to users anywhere, anytime using just a Web browser. Organizations can also set up AllofE Stats' extensive security mechanism to allow particular users to have access to particular statistics and reports. As reports are created and data is analyzed, organizations can determine what about their site works and what modifications or additions need to be implemented.

Because Web sites are a means for strengthening interaction with customers, employees, students and faculty, or whomever your target audience might be, AllofE Stats allows organizations to quickly become much more knowledgeable about their site users and usage. Organizations can then take this information and use it to tailor the site for increased benefits from the user and organizational perspectives. As your Web site creates extensive benefits for all those who use it, you create an advantage over your competition. Provide for all your organization's stakeholders like never before.

So Many Options. Such Usability.

Featured Statistics and Reporting Capabilities. AllofE Stats offers a variety of reporting capabilities to fulfill all site and visitor statistic tracking needs. Reporting can provide organizations with information regarding marketing, traffic, user profiling, site performance, content implementation and effects, site paths, page usage, and an abundance of other options. For example, organizations can determine the percentage of site users who access your site via Microsoft Internet Explorer vs. Netscape Navigator or those who use Windows 2000 vs. Windows 98 operating systems. With this information, design and content modifications can be made to more accurately meet the needs of your visitors. Choose which statistics and reports are most useful to your organization's site and

easily view and comprehend the statistics you receive.

Web Site Traffic Reports

- ▶▶ Site Traffic Summary
- ▶▶ Page Views by Hour, Day, Month, and Year
- ▶▶ Daily, Hourly, Monthly, and Yearly New Visitors
- ▶▶ Most Popular Pages
- ▶▶ Pages Viewed by Key Visitors

Web Site Performance Reports

- ▶▶ Load Time
- ▶▶ Page Reloads
- ▶▶ Uptime Percentage
- ▶▶ Pages Not Found

Web Site Path Reports

- ▶▶ Site Paths
- ▶▶ Entry and Exit Pages
- ▶▶ Previous and Next Pages
- ▶▶ Visit Depth
- ▶▶ Single Access Pages

Web Site Content Quality Reports

- ▶▶ Link Check
- ▶▶ Spelling Solutions
- ▶▶ Unlinked Pages, Images, and Documents

Marketing Reports

- ▶▶ Key Visitors
- ▶▶ Return Visitors
- ▶▶ Domain Type
- ▶▶ Time Spent on Page
- ▶▶ Time Spent on Site
- ▶▶ Return Frequency

Visitor Profile Reports

























- ▶▶ Browsers

- Browser Height and Width
- Operating Systems
- Monitor Color Depths
- Monitor Resolutions
- Java
- Javascript
- Cookies
- Visitor Details
- Last 100 Visitors
- Countries

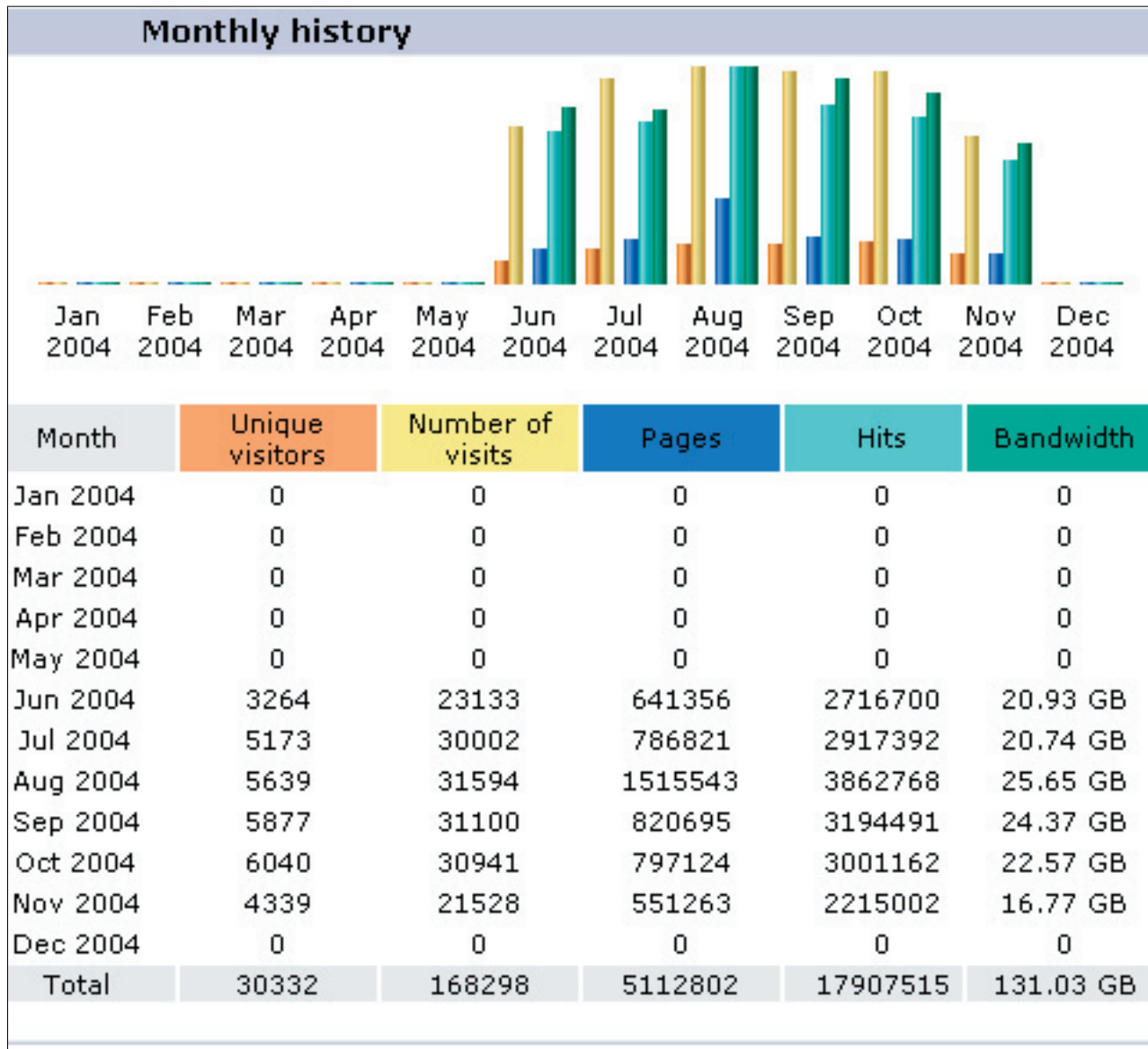
Effortless Viewing and Usage. When viewing reports, users can simply point-and-click, and

all information is at your fingertips. Reports are generated using the most helpful viewing capabilities, including line graphs and pie graphs. Statistics are also listed according to number count, as well as the equivalent percentage of total site visitors. Dates are listed at the top of the report being viewed, and users can point-and-click to pull up the date range of data most relevant to their needs. To make the information disposable for increased convenience, data can be exported to Comma Delimited, Word, Excel and/or PDF files.

Stats in Action

Operating Systems			
Versions	Hits	Percent	
WIN	2205255	99.5 %	
 Windows XP	1344953	60.7 %	
 Windows NT	39025	1.7 %	
 Windows Me	23608	1 %	
 Windows CE	2194	0 %	
 Windows 98	196026	8.8 %	
 Windows 95	5140	0.2 %	
 Windows 2003	7695	0.3 %	
 Windows 2000	586614	26.4 %	
MAC	1357	0 %	
 Mac OS X	294	0 %	
 Mac OS	1063	0 %	
OTHERS	8390	0.3 %	
 Unknown	8141	0.3 %	
 Linux	249	0 %	

Operating Systems



Working for You

Generate. Analyze. Move Ahead. Your Web site is an integral part of who you are as an organization, your brand identity and what you have to offer. It is imperative that Web sites provide an accurate representation of an organization and that they are created in a way that maximized benefits for users all around. With AllofE Stats, site information can be evaluated through statistical analyses of visitor profiling information and site visits data. Is a particular marketing campaign reaching its target audience? Has newly added content made an impact on site visitors? Can modifications be made to site navigation that would assist visitors in finding the particular content they need? All the answers are now provided for you quickly, simply and comprehensibly. No need to hire people to research what you can access with point-and-click technology. Start tracking your site statistics and find yourself on the path to success.



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