

## Chapter 7: Site Statistics\*\*WIP

Last Updated Sunday, 19 November 2006

Statistics:

There are three statistical analysis reports available:

- Browser
- OS (Operating System)
  
- Domain Statistics.

Note: Many of these items are not activated by default. You can activate them in the Global Configuration if they are not!

Browser statistics:

These statistics are provided on the first tab. By default, the results are sorted by the browser name in ascending order. Browser statistics shows you which browser the user has been using when browsing the site.

Note: These stats are only as a guideline as some browsers can fool such detection scripts to appear as another browser than it actually is. This may be because some sites only allows Internet Explorer to view, then the not-Internet-Explorer browser pretends like it is Internet Explorer and is still able to view the site.

Click the icon beside the column heading to toggle between ascending and descending order.

You may also sort by the relative percentage of the results. Click the icon next to the '%' column heading to toggle between ascending and descending order. To re-sort by the browser name, simply click again the icon next to the column heading.

Operating System statistics:

These statistics are shown on the second tab. You may sort the results in a similar manner to that for the Browser statistics (either by Operating System name or by percentage).

These stats tell which Operating System the user was running when browsing the site. As with the browser statistics, you can never be sure that these are 100% correct. But, they are much more reliable than Browser stats. Again, use these stats as a guideline.

Top Level Domain statistics:

These statistics are shown on the third tab. You may sort the results in a similar manner to that for the Browser statistics (either by Domain name, or percentage).

Page Impressions:

This report shows the most viewed Content Items.

Search Text:

This report shows a list in ascending order of the Items submitted in the Front-end search feature that have been entered by users. Columns show the text, the number of times it has been searched for and the number of results that would be returned for that text or phase.

Analysis of these results will allow you to tune your site to allow visitors to find possibly obscure or mis-categorised content. For example, misspelled or pluralized or singular words may be added to the Meta Data (keywords or description) to supplement phrases or words in the body text of the Content Item.

It would be silly to write an article like 'We have the following job/jobs/job vacancies ...' Instead you can add 'jobs', 'job vacancies' or even 'josb' (misspelled) to the Meta Data of the Content Item to improve the search characteristics of your site.

This is forgotten by many, but if it's done properly it can give the site's owner or webmaster valuable information about the visitors to the site.

To learn how to analyse Joomla! Search Engine results, click :

Search Engine Text

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Note: If you have suggestions/corrections for this chapter, please submit it on the Suggestions, Modifications, and Corrections forum.

Thank you!

Documentation Team