

GETTING PROGRAM WEB SITE DATA:

We gather statistics on all UW-Stout sub-sites. Data from 2004 to the most recently completed month of the current year is available at www.uwstout.edu/webstats. It has a klunky interface, but it's usable. Prior to 2004 the data doesn't allow us to track individual programs.

1. Go to the URL above and select "view current statistics" under the **AWStats** entry at the top. Once there, pick the reporting period in the pull-down boxes (stats are processed only twice a month, so it's better to go to a previous month for useful data) -- choose a month and select "OK." The initial results are stats for the whole Stout site.
2. To get to your program site data, scroll down to the "**Pages-URL (Top 10)**" section, and select the "**Full list**" link. Once a new page loads, find the search form labeled "**Filter: [_____]**." In that box, type `"/programs/ms__"` and click "OK." That will present you with statistics for your site for the month selected. Once you're there, you can select other months at the top and you'll have to reapply the filter (`"/programs/ms__"`) to get your stats for each new month.

This listing displays data for all the pages in your site in rank order from most accessed page/document to least. The table also provides "hit counts" which you should interpret with a grain of salt. For instance, when I update a page for you, it will generally create several hits when I check my work on multiple browsers (Internet Explorer and Firefox) after reposting. If you also follow up and proof it when I confirm by e-mail with you, then that's a third hit and so on. Of course, you and I are not your target audience.

This data's particular value is in comparing which pages are more important to your audience than others on the site. If you have a lot of pages on the site, but only a few are generating significant hits, then you may opt to drop pages that aren't as useful to your audience so long as they aren't critical pages such as the page listing program plans. Some definitions: "**Entry**" column indicates those pages were the first one viewed in a given session, meaning the user got to it via a search engine or a link on an external (*non-Stout*) site, instead of your site navigation from the home page. The "**Exit**" column indicates a page was the last page viewed on the site in the session. It is also good to compare pages/hit statistics over time to determine overall trends (*i.e. is a new page gaining readership over time*).

Any questions, just call Don at x-1239 or e-mail at steffend@uwstout.edu.