



Sample Report #1

Generated using TrendyMac for OS X
Report as of 2005-09-12 18:39:41

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Report Description

This is a sample report based on random data.

Please browse through this report to see the different types of charts, which might be prepared using TrendyMac.

Charts are vector graphics pictures. Thus, you can directly copy any report from TrendyMac's report window to any other application through the clipboard. Thus, charts are of good shape, even if scaled down or up.

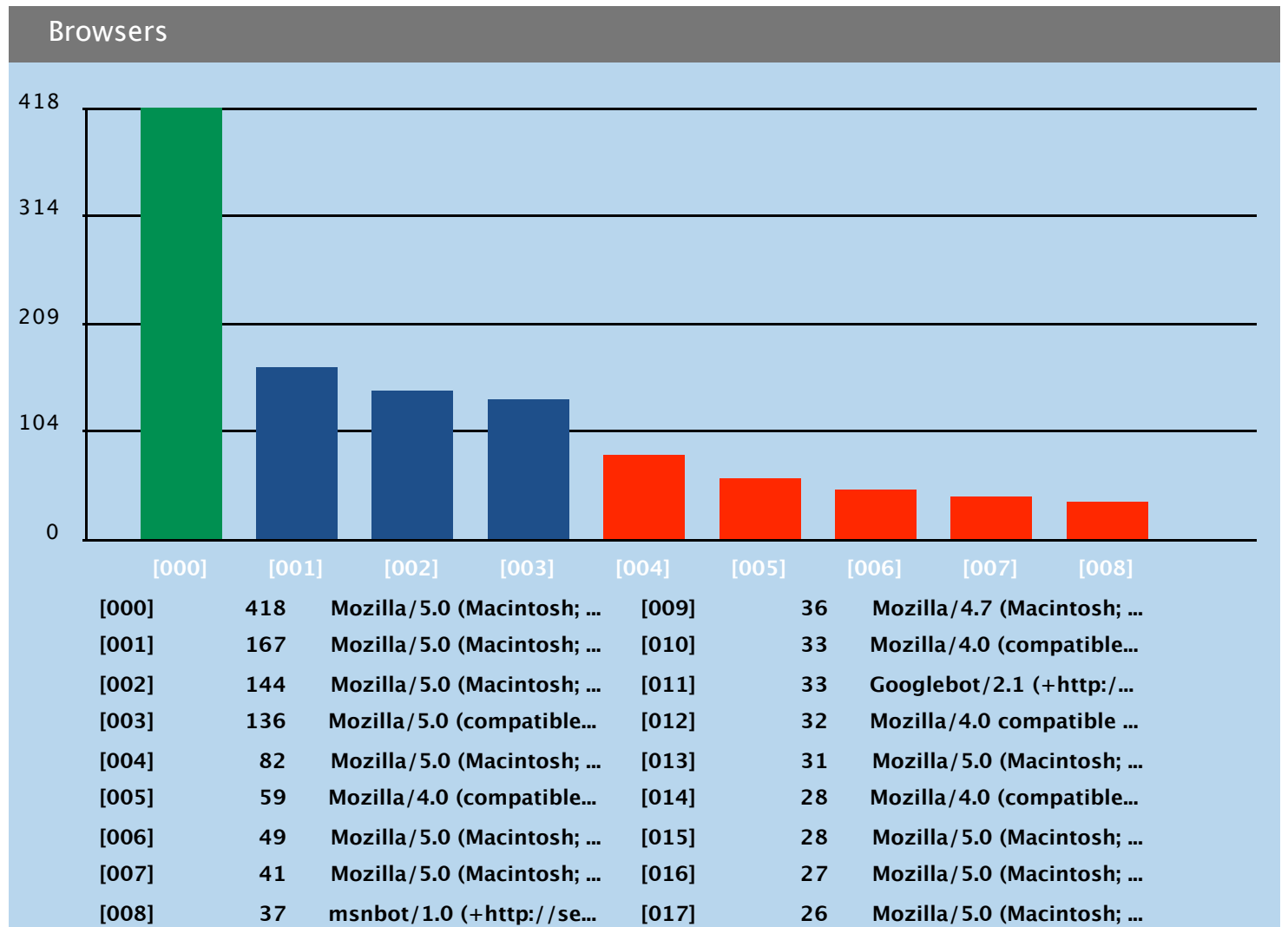
TrendyMac is a native OS X application – no JAVA inside –, allows to drop logfiles on the 'Project' window, supports Common, Combined, W3C, NCSA logfiles and directly reads ASCII Text or GZIP compressed logs. No need to uncompress logs first.

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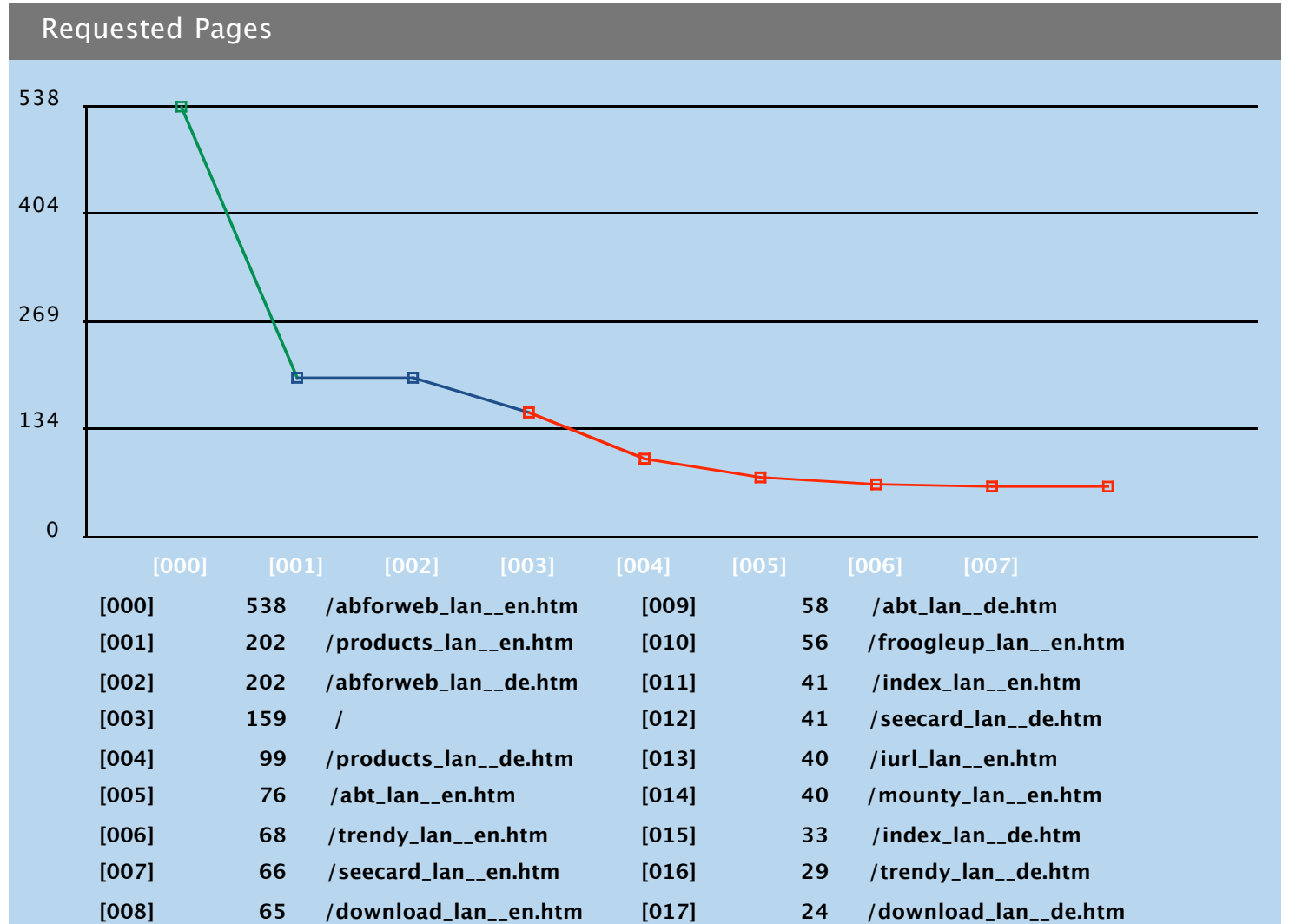
This analysis shows browsers used by users of your websites. Note, that some browsers allow to change their identification name listed in this report. Note furthermore, that some browsers are so called robots, which read your website and fill search engine's databases.

If you checked the 'Major Browsers only', then only the main browser names are reported. Otherwise, you'll see the complete browser identification text.



Requested Pages

This report explains, which pages on your website have been requested how often. Trendy shows the complete path of each page.



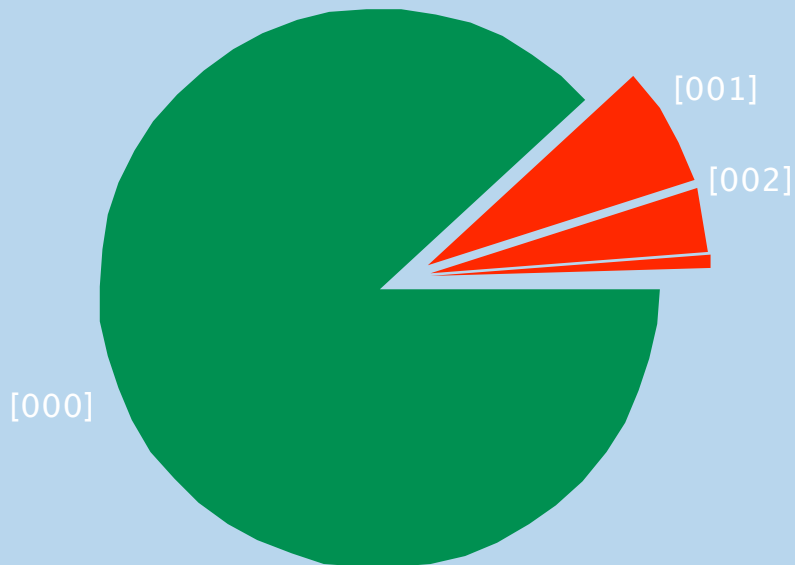
Web-Server Results [Error/Success Codes]

This report lists the final and technical results of a finished request served by your webserver.

Trendy completed the technical result value (e.g. 200) in a readable way. The number is the result's value, the next phrase after the '/' explains the result group and the final phrase after the next '/' tells the exact meaning of the result.

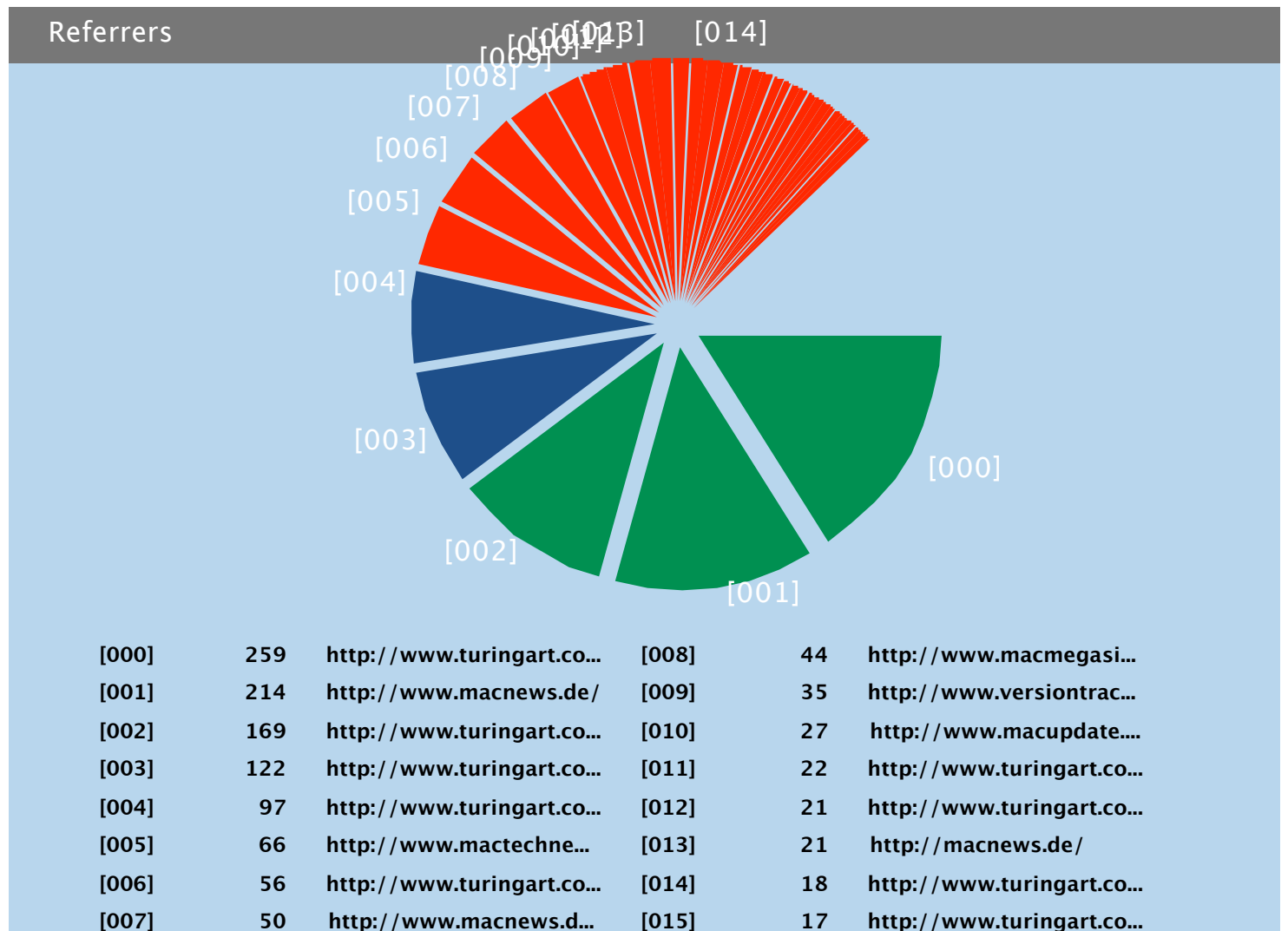
In general '2**' results code mean success, while '5**' result codes indicate a problem.

Web-Server Results [Error/Success Codes]



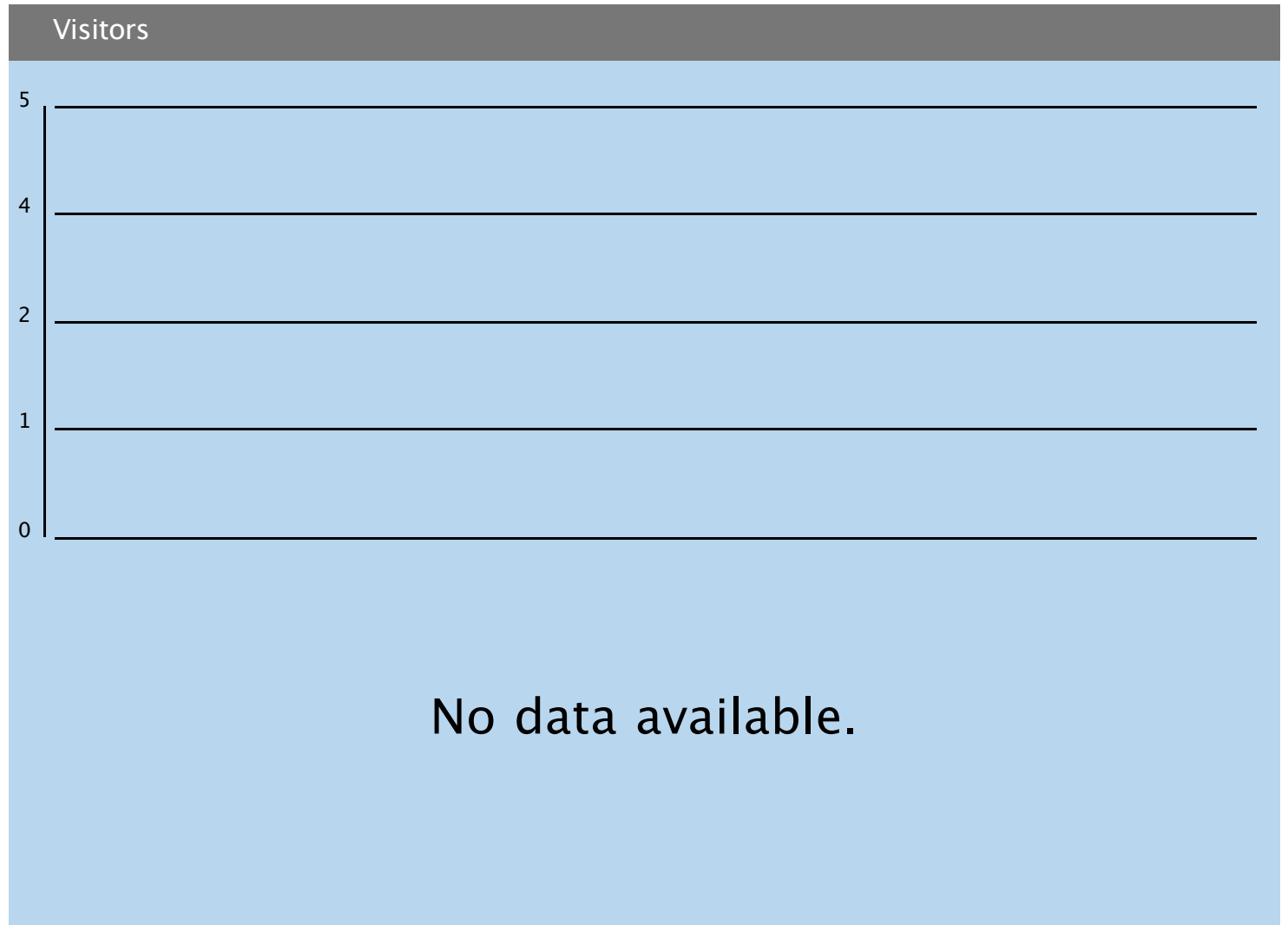
[000]	2000	200 : Success : OK
[001]	155	304 : Redirection : Not ...
[002]	82	301 : Redirection : Mov...
[003]	18	206 : Success : Partial C...
[004]	4	401 : Request Incomple...
[005]	4	404 : Request Incomple...
[006]	3	300 : Redirection : Multi...

This report lists those website, visited by your users just they entered your site. Use this report to optimize your marketing efforts, since you might figure out, if a search engine forwarded a link to your site. On the other side, you may isolate referrers from your competition. Using this information, you might optimize your site with respect to products soled by your competition.



This report lists your visitors, which are identified by their internet addresses (IP-numbers, e.g 194.25.34.1) or domain names (like somehost.somedomain.com). A visitor is a user or a program, which received data from or sent data to your server.

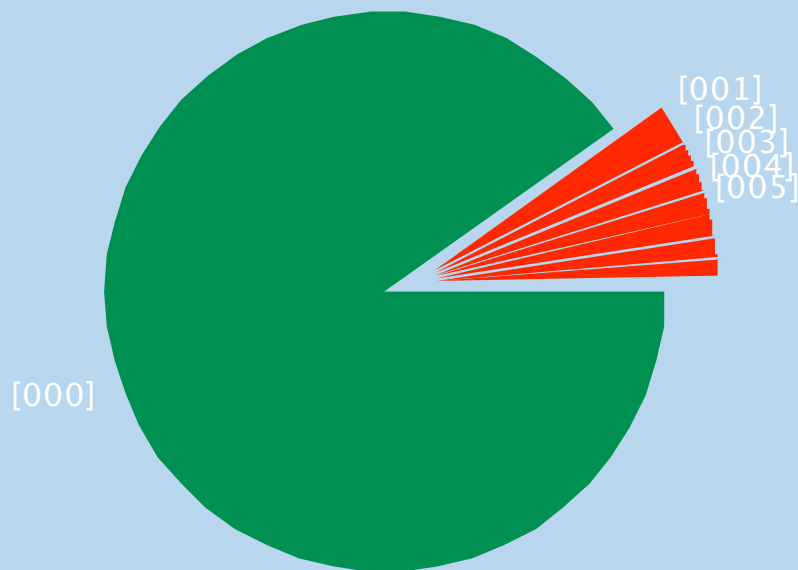
Entries surrounded by '[']' have been categorized. E.g. all visits of GOOGLE search engine spiders go in a category '[GOOGLE spider]'.



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Hits per Site

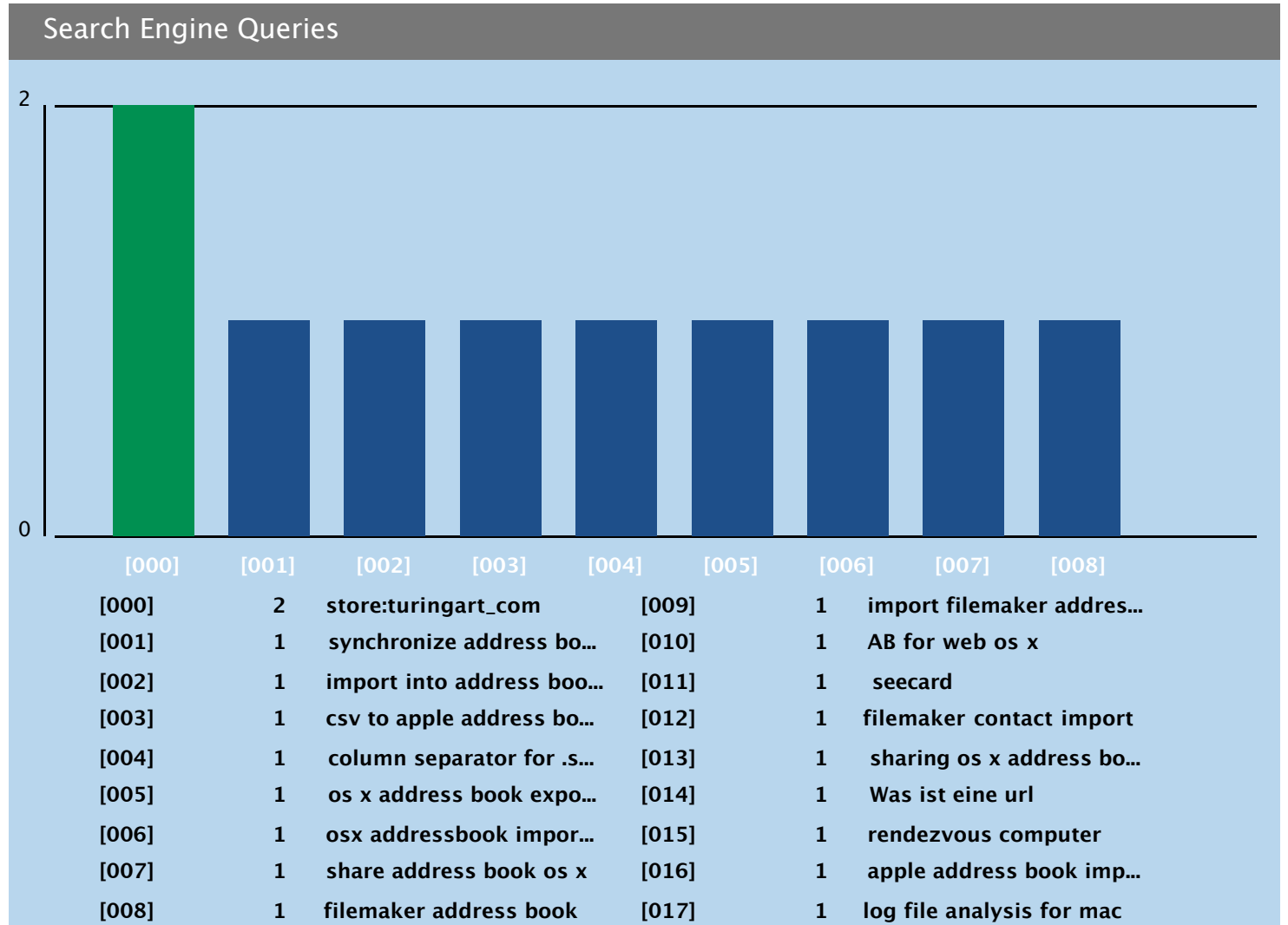


[000]	2042	www.turingart.com	[008]	2	www.froogleup.com
[001]	52	www.froogleup.net	[009]	1	www.turingart.com:80
[002]	33	www.turingart.de	[010]	1	cubic.de
[003]	30	www.doppelgaenger.de	[011]	1	www.froogleup.biz
[004]	27	www.cubic.de	[012]	1	www.froogleup.info
[005]	27	www.turingart.net	[013]	1	www.froogleup.org
[006]	25	turingart.com			
[007]	23	turingart.net			

This report tells you, where your users live. In general, Trendy is able to compute country, state and city of your clients. An account of turingart's LocService is required to perform location mappings. Note – that due to technical reasons – not all of your web site's visitors can be mapped to a location.

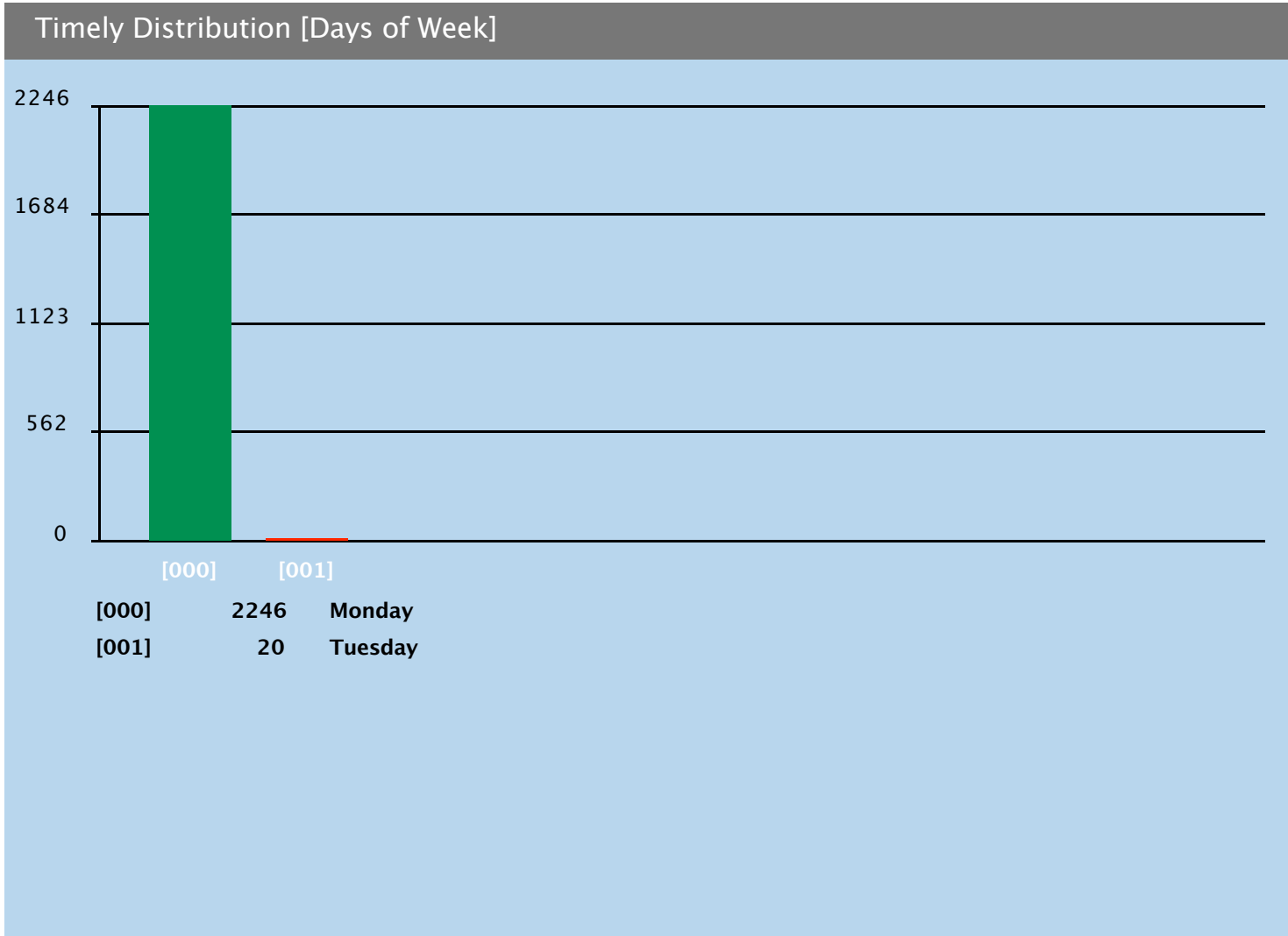
Search Engine Queries

This report shows, which search engines forwarded traffic to your site using search phrases. Optional, you can drill down this report to single words, giving you more insight into the nature of searches, users performed to find your website.



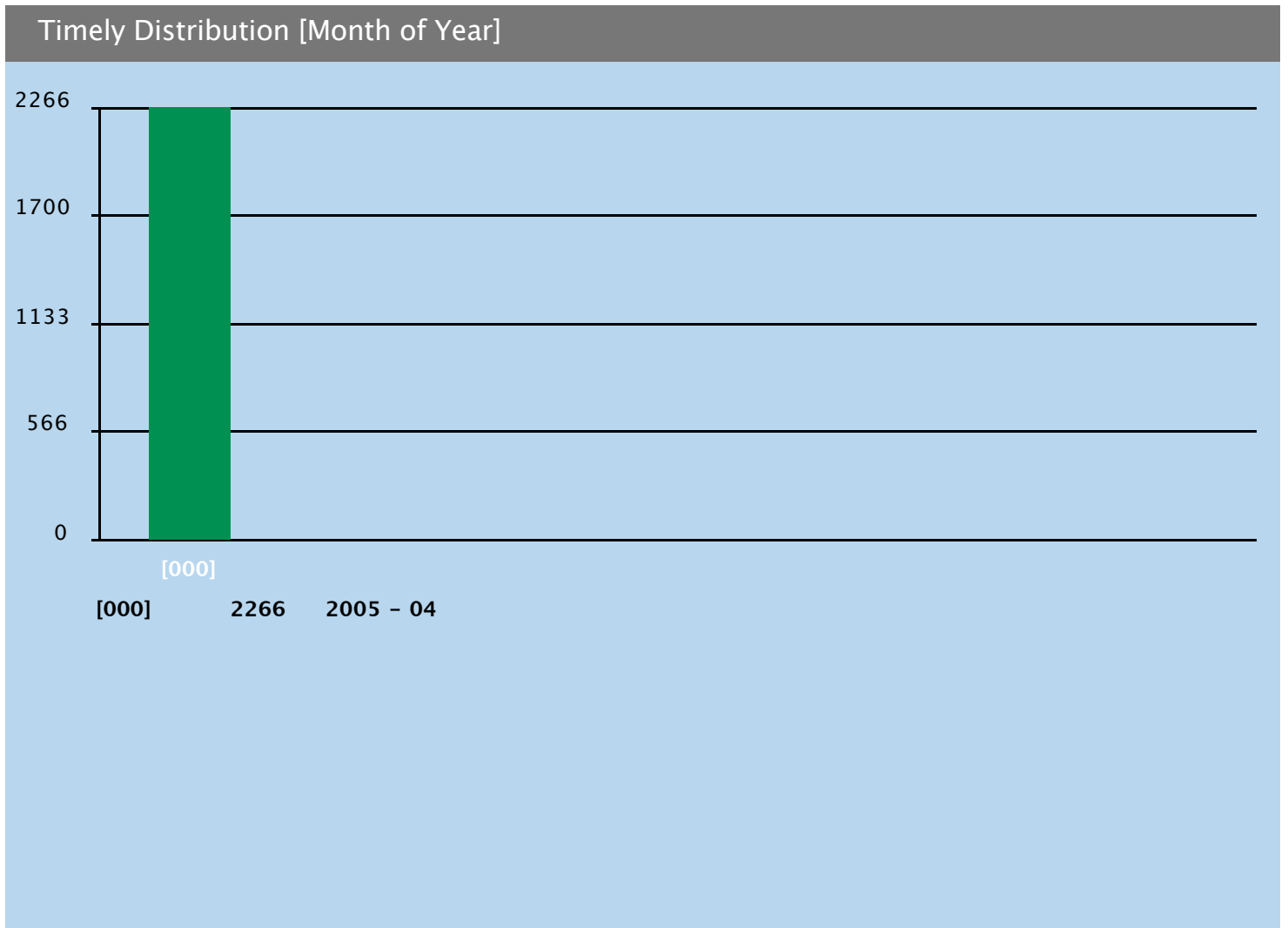
Timely Distribution [Days of Week]

This report evaluates the logfile with respect to days of week.



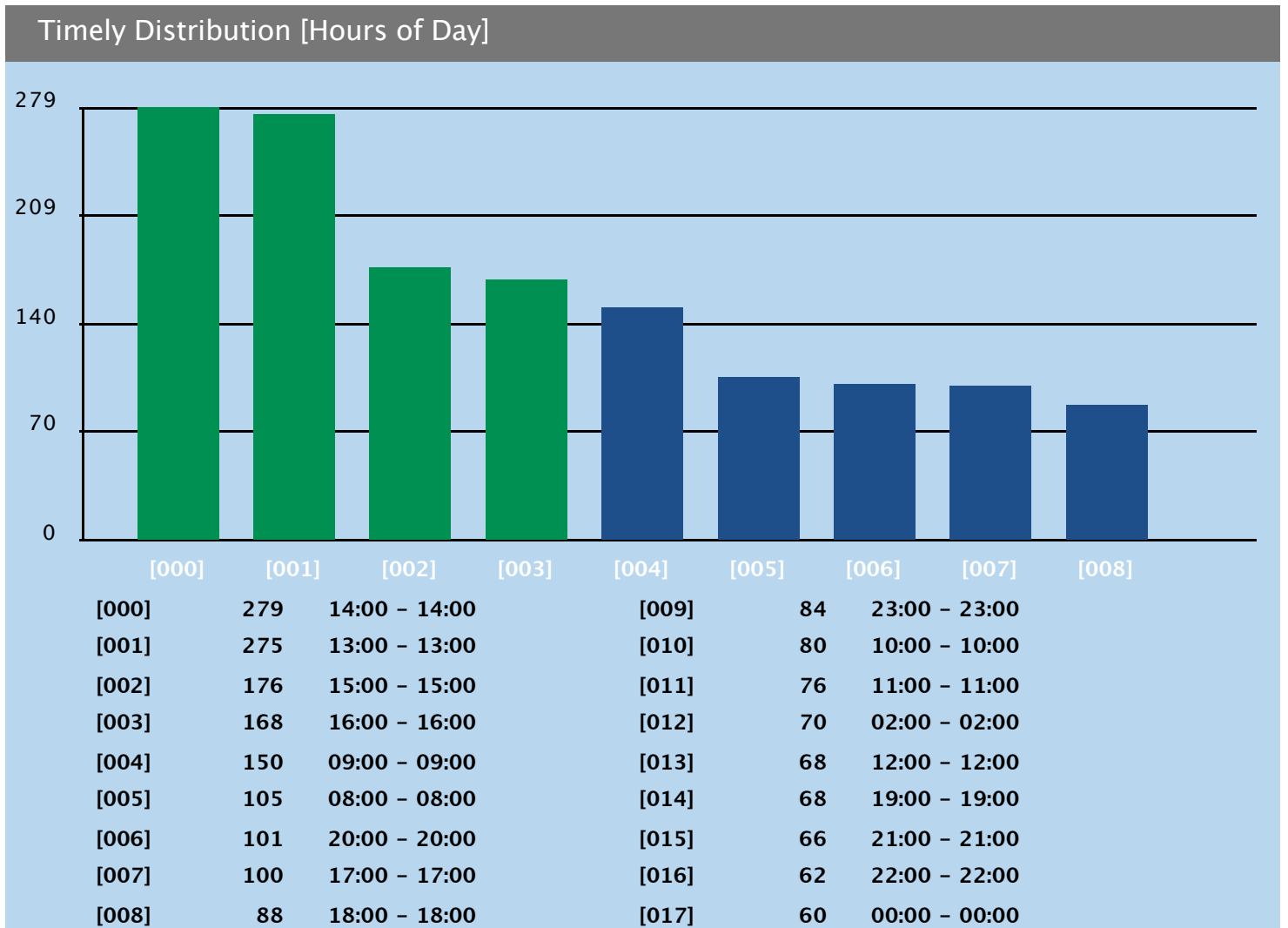
Timely Distribution [Month of Year]

This report show requests per month.



Timely Distribution [Hours of Day]

This report prints request per hour of day.



Timely Distribution [Week of Year]

This report show request summed up for weeks of years.

