

A guide to improving
your web site's performance
immediately.



10 Reports

**Every Webmaster
Lives For**

THE POWER TO PROVIDE THE ANSWERS

DECISION MAKERS NEED

Web Site Reports That Give You the Complete Picture

As a webmaster, you're the one on the spot when people want information about your web site's performance. When upper management or colleagues from other departments need answers — all the answers — you need to provide them quickly, accurately and in a format that's easy to share and doesn't require a ton of how-to explanation on your part. You're also the one on the spot if things aren't operating smoothly, for whatever reason, or when they're broken. And as we know, on the Web, things break. Randomly. In different places. At different times. Often.

What do your decision makers want to know? Well, just about everything. Various departments and individuals want to know the number of page views you're getting per day, paths visitors pursued to get to particular information and what areas of the site, or groups of pages, are most popular. More technical queries you may field include concerns about bandwidth load balance across servers, numbers of page and form errors, the average wait for streaming media files to play and whether your server is up and running or down and out. Having ready access to this vast information in report form can help you and your organization stay on top of your web site's performance, keep it running to the best of its ability and serve the needs of employees, customers, partners and all other decision makers and stakeholders.

This guide has been created to help you turn great reports, all generated by WebTrends enterprise solutions, into focused actions that can boost your web site's performance. It'll help you get the site information people are requesting quickly into their hands and help you uncover ways to do things better, making your life as a webmaster a little easier and less stressful.

A Quick Overview of WebTrends Enterprise Solutions

With the complexity of today's sites and reliance on constantly upgraded technology, you need a web server management solution that's comprehensive, high performance and easy to use. WebTrends enterprise solutions, designed for single, local or geographically clustered servers, provide a constant feedback loop that transforms and secures the wealth of visitor information across a complex, corporate Internet infrastructure into actionable, easy to read, analytical reports. These reports allow your organization to improve its eBusiness and site productivity in real time. Your decision makers get what they need—web visitor behavior analysis and streaming media insight—and you get the information you need to master your web site—reports on site management and quality control, clustered server analysis, monitoring, alerting and recovery, and proxy server analysis.

This guide has been compiled from over one hundred reports that WebTrends Enterprise Suite, Professional Suite and Log Analyzer can generate. Enterprise Suite is the most comprehensive solution from WebTrends, followed by Professional Suite, then Log Analyzer.

These powerful reports from WebTrends — the Gold Standard in enterprise solutions — can help manage your WWWorld™. And these ten are just for starters...

HOW IS TRAFFIC ON MY WEB SITE?

Go Beyond Mere Hits to Uncover 'Visitor Sessions'

"How's traffic?" As a webmaster, how many times have you heard that one? Your CEO wants to know. Your marketing and product managers want to know. Everybody wants to know. This report provides you important details on overall traffic — it demonstratively answers the question "How's traffic?" It goes beyond just looking at hits to uncover "visitor sessions," the significant, difficult to measure variable that help describe visitor patterns of behavior.

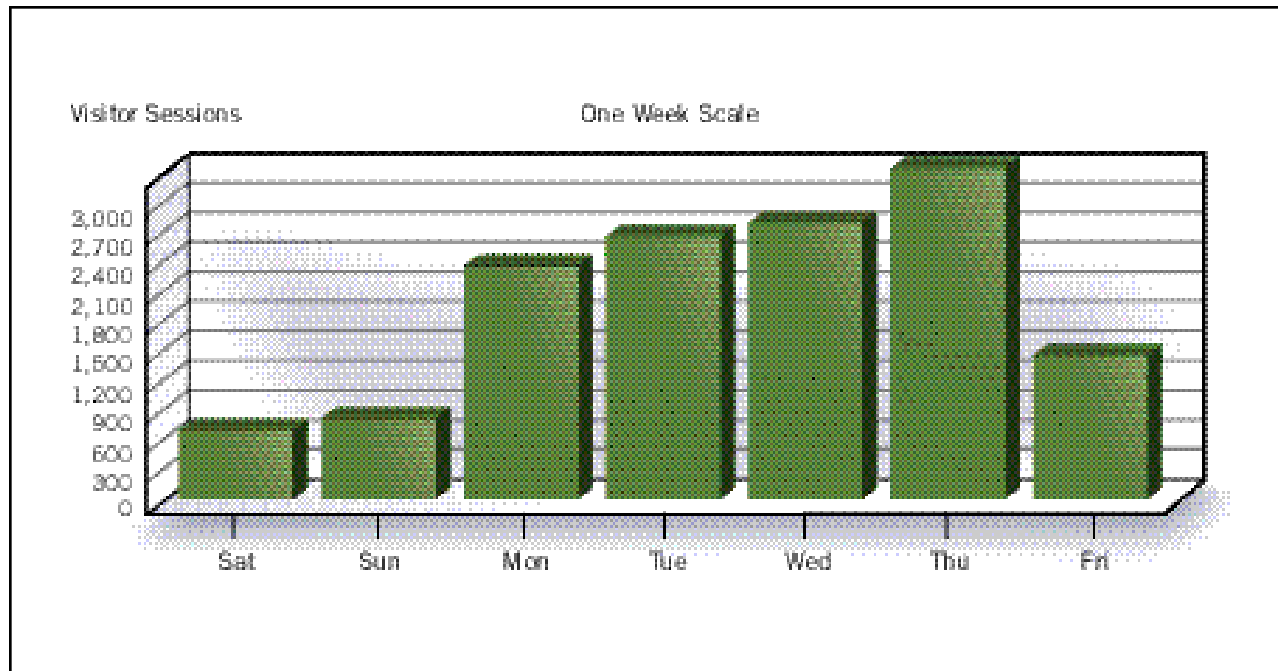
This report gives you actionable information about hits, page views, visitor sessions and visitors. Let's say your marketing department has just launched a new campaign and wants to know how many pages with forms are being viewed per day. This report can generate that number for you by letting you define the form page in the File Types tab. It can also tell you how many visitors have returned to your site more than once, how many visitor sessions you're averaging per day, and if they're hitting your site from another country.

The General Statistics report doesn't generalize. It gives you the big picture to help your organization gauge marketing campaigns, overall site activity and health, and new service or product releases. It helps you answer many of the questions you're most often asked.

What You Can Do with This Information

- Determine whether you have a compelling site that's keeping visitors interested. By viewing the Average Visitor Session Length statistics you can determine if your visitors are spending time exploring your site or quickly bouncing off to another site. Examining "Visitors Who Visited More Than Once" can also help you determine how compelling your site is.
- Determine whether visitors are reaching the pages you want them to. Page Views are your ticket to unlocking the secret of page traffic. Are your forms buried too many clicks away or shrouded through poor navigation and direction? This report lets you know.

Visitor Sessions



Hits	Entire Site (Successful)	183,917
	Average Per Day	26,273
	Home Page	2,247
Page Views	Page Views (Impressions)	45,800
	Average Per Day	6,542
	Document Views	43,826
Visitor Sessions	Visitor Sessions	13,317
	Average Per Day	1,902
	Average Visitor Session Length	00:03:30
	International Visitor Sessions	25.14%
	Visitor Sessions of Unknown Origin	34.15%
	Visitor Sessions from United States	40.7%
Visitors	Unique Visitors	11,690
	Visitors Who Visited Once	10,768
	Visitors Who Visited More Than Once	922

WHAT PATHS DO VISITORS FOLLOW THROUGH MY WEB SITE?

Discovering the Path of Least Resistance through Your Site

Consider this startling web reality a moment: 90 percent of all visitors do not do what you want them to. And it's not because they're strong-willed independent thinkers with more on their minds than your web site. Navigation problems, stemming from a variety of causes, plague many sites. This report, which identifies the paths visitors most often follow when navigating to a page or set of pages, gets to the heart of the matter. Discover what navigation routes work and what don't.

Let's say you're currently running an ad campaign that is sending customers to a particular page to enter a giveaway contest. How easily are they getting there? How easily are they getting out or visiting an adjacent product page that the giveaway is supporting? This report clearly displays the path to all the destinations you're interested in. Find out how many people got to the tech support page via a redirect or from a support link on another site.

This is also a good way to determine whether your site's broken: people are not reaching particular pages. There are many things that may be causing friction between visitors and getting them to go where you want them to. The Top Destination Paths Through Site report sheds light on avenues of navigation and can be the first meaningful step in driving eyes to where you want them to be — to the payoff pages of your site.

What You Can Do with This Information

- Determine whether your site navigation is optimized. Don't lose visitors and potential customers through their frustration at not being able to get to where they want to go without hassle. As a webmaster, web site performance is critical to your job, and clear, intuitive navigation is an essential building block in the quality assurance process. This report can also bring to light broken links that are hindering successful navigation.
- Find out if visitors are using your site the way you've intended. Perhaps you don't need that extra product intro page or splash screen to connect your products and services with customers. This report can help you understand the vagaries of visitor behavior to better construct your web site and meet visitor needs.

Top Destination Paths Through Site

Destination Page	Paths to Destination	% of Total	Visitor Sessions
Enterprise	1. Austin Business Computing http://www.austinbusinesscomputing.com/products/	50%	27
	1. Austin Business Computing Products http://www.austinbusinesscomputing.com/products/ 2. Austin Business Computing http://www.austinbusinesscomputing.com/products/	14.81%	8
	1. http://www.austinbusinesscomputing.com/images/new_bars/REPLACED TEXT/ 2. Austin Business Computing http://www.austinbusinesscomputing.com/products/	5.55%	3
	1. Austin Business Computing http://www.austinbusinesscomputing.com/products/log/ 2. Austin Business Computing http://www.austinbusinesscomputing.com/products/	3.7%	2
	1. Flash Detection http://www.austinbusinesscomputing.com/ 2. Austin Business Computing Products http://www.austinbusinesscomputing.com/products/ 3. Austin Business Computing http://www.austinbusinesscomputing.com/products/	1.85%	1
	1. Austin Business Computings Summary Report http://www.austinbusinesscomputing.com/SampleReports/Mktgtech_19_b.htm 2. Austin Business Computing Summary Report http://www.austinbusinesscomputing.com/SampleReports/Mktgtech_20_b.htm 3. Austin Business Computing Summary Report http://www.austinbusinesscomputing.com/SampleReports/Mktgtech_21_b.htm 4. Austin Business Computing Summary Report http://www.austinbusinesscomputing.com/SampleReports/Mktgtech_22_b.htm 5. Austin Business Computing Products http://www.austinbusinesscomputing.com/products/ 6. Austin Business Computing http://www.austinbusinesscomputing.com/products/	1.85%	1
	1. Austin Business Computing http://www.austinbusinesscomputing.com/products/		

WHAT ARE THE MAIN PRODUCT AREAS OF MY WEB SITE THAT PEOPLE GRAVITATE TOWARD?

Cut through Complexity and Find Out What Content Groups Matter

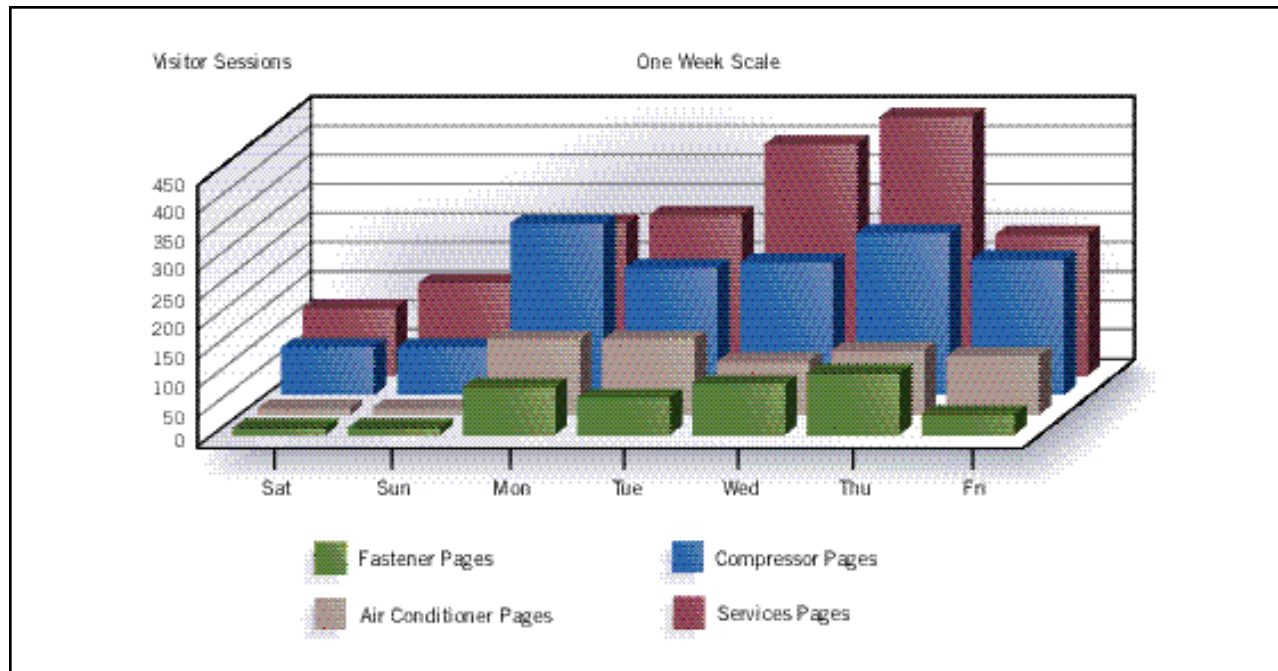
Your web site, considered in its entirety, is a complex assortment of pages that says many things to many people — unfortunately all shouted aloud at the same time. You need an effective means to single out these multiple voices to gain a clear understanding of all these stories. While many site traffic analysis products give you raw hits or numbers of pages viewed, you need more than that — a solution that gives you accurate traffic numbers on specific areas of your web site. This report does just that, letting you group content pages anyway you'd like to view hits, percentage of total group hits and visitor sessions.

This is the high-grade information that a product manager can utilize to track interest in different products. Just knowing raw site hits won't help you here in the least. Instead, with this report, see the content areas of your site that are popular and those that aren't, and deliver reports on any logical grouping of pages to any department looking for specific numbers. It provides you a higher level view of a complicated web site, in a way that is meaningful to you and your organization.

What You Can Do with This Information

- Know exactly what products or services are most popular with visitors. Instead of just noting heavy traffic on your web site, find out what's causing it. Determine what pages or parts of your site are creating a buzz to help your marketing and product departments determine what your customers are looking for and if the word's getting out.
- Improve your visitors' experiences by offering more of the content they're expressly looking for. Are your visitors coming for research, services, product reviews, to download freebies? This report provides hard and fast numbers to help you give visitors what they're looking for and to streamline your site for optimum effectiveness.

Most Requested Content Groups



	Group Name	Hits	% of Total Group Hits	Visitor Sessions
1	Services pages	2,202	27.06%	1,850
2	Compressors Trends pages	1,582	19.44%	1,376
3	Air Conditioners pages	1,821	22.38%	499
4	Fasteners pages	1,766	21.7%	343
5	Screw Drivers pages	508	6.24%	123
6	Plastic Pipe pages	176	2.16%	105
7	Copper Pipe pages	80	0.98%	44

ARE MY WEB CLUSTERS BALANCED?

A Report to Help You Maintain Optimal Performance

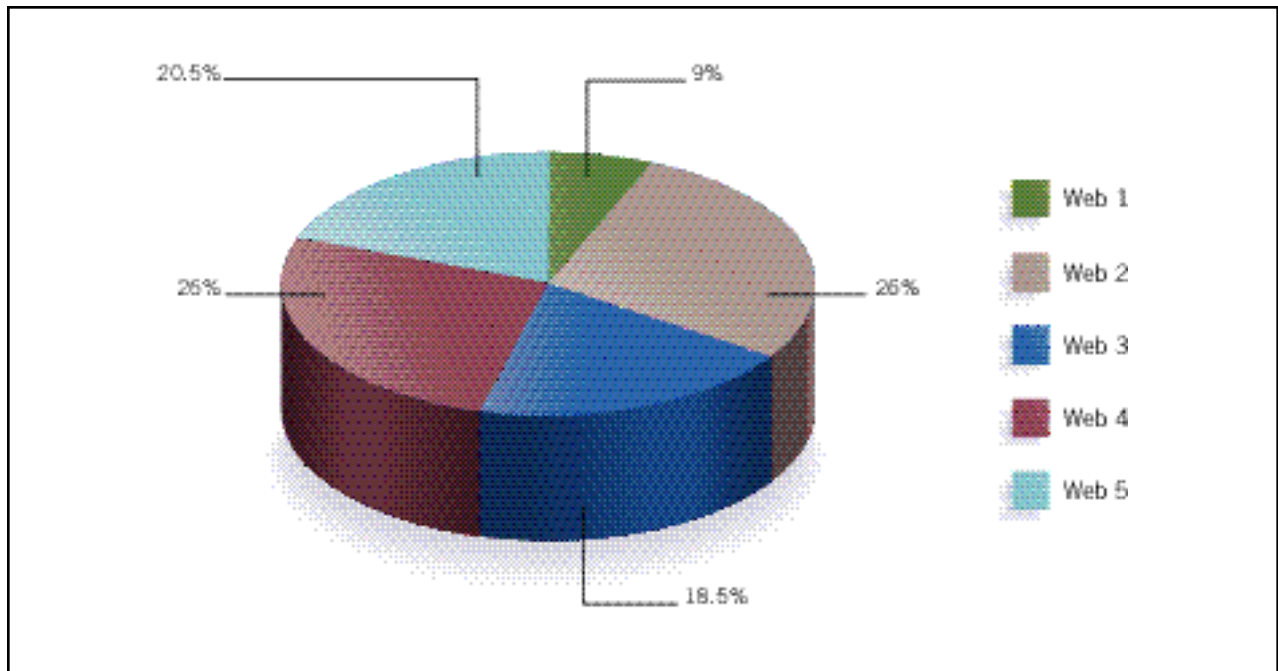
Making certain your web site's performance is optimized requires thorough knowledge of every aspect of your site, including information about bandwidth load balance across your web servers. Awareness of this balance can help you determine whether a server is down or suffering from poor line speed, or if a new event is creating a large amount of traffic on a particular server and taxing its performance. This report does just that, giving you a good indication of how well the load is balanced across all servers supporting your web site.

Server Cluster Load Balance displays your servers, their bandwidth load, the hits they're receiving and the number of kilobytes being transferred across them. Let's say your organization has just offered a web-only rebate program on a new model ceiling fan and sales have been astronomical. The rebate program is also turning out to be immensely popular and that section of your site, and its server, are getting pounded by customers filling out rebate forms and purchasing fans. With a surge in traffic to this portion of your site, you're getting an unexpected CPU strain that needs to be alleviated by moving some other popular product pages to the other server (let's say you're using two). This report shows you the out-of-balance situation and, after the move, how it has been improved and your web clusters in balance.

What You Can Do with This Information

- Keep your web site performance streamlined. This report gives you an easy to interpret graphical analysis of your web cluster activity to help you keep your CPUs working to their utmost efficiency levels.
- Find and eradicate server problems. Inordinately low server activity may mean you've got problems with that server you weren't aware of. Is the server down? Are there critical broken links that are limiting activity? In situations with a multitude of servers, this can be the ticket to finding problems that are hampering your web site's performance.

Bandwidth Load Balance



Server Name	Hits	K Bytes Xferred
Web 1	16,553	191,417
Web 2	37,703	436,005
Web 3	47,818	552,982
Web 4	34,025	393,468
Web 5	47,818	552,982
Total For All Servers	183,917	2,126,852

HOW MANY ERRORS ARE VISITORS EXPERIENCING ON MY SITE?

Make Certain Visitors Are Getting What They Need

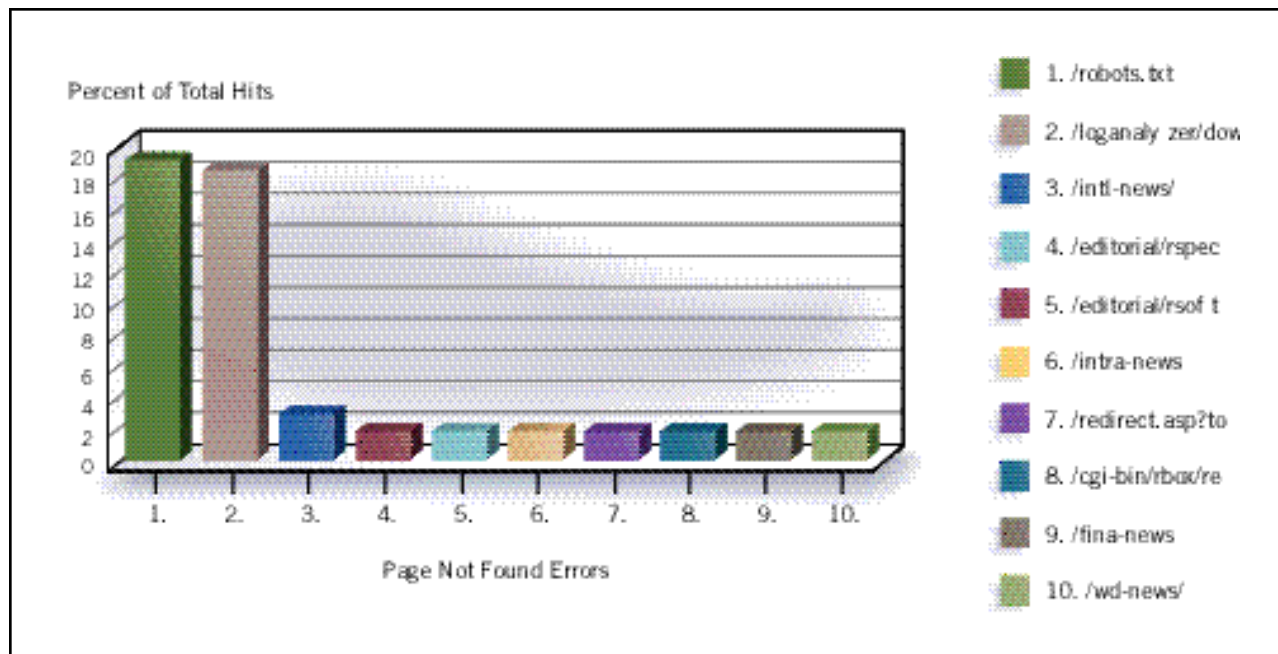
Getting visitors smoothly through your web site is critical to its, as well as your, success. How many times have you come across an error when attempting to reach a certain page, or even a site's splash page for that matter! and immediately sought similar info, services or products elsewhere? Who has time to wade through their web site problems or figure out how to navigate around the error? The Page Not Found (404) Errors report gives you immediate access to what pages are experiencing this dreaded message, and how many.

This is not the type of error you want your CEO receiving when demoing the site in front of a room filled with important board members. Nor is it something you want visitors to experience when responding to your latest marketing push or product release. You need to know which pages are turning up this error, so you can get in there, find out why they're occurring and fix them ASAP. The Page Not Found (404) Errors report provides you immediate access to the target URL and referrer, the number of hits and the percentage of 404 hit results.

What You Can Do with This Information

- Identify and fix referring pages to maintain a positive, consistent visitor experience. Your web site, by its very nature, is in a constant state of flux. Pages are always changing and being updated. You need to make certain that they're still in sync with the rest of the site; loading errors render them useless and drive visitors away.
- Immediately identify and repair trouble pages. Near real-time results are essential to keep you on top of rectifying site errors nearly as quickly as they occur. This essential information can make all the difference when it comes to generating a sale, creating a positive impression about your organization or helping assure that quarterly raise you deserve.

Page Not Found (404) Errors



Target URL and Referrer	Hits	% of 404 Hits
/robots.txt (no referrer)	31	19.01%
Web 1	12	7.36%
Web 2	19	11.65%
/loganaly zer/download.asp http://austinbusinesscomputing.com/.htm	29	17.79%
Web 1	17	10.42%
Web 2	12	7.36%
/intl-news/ http://austinbusinesscomputing.com/.htm	4	2.45%
Web 2	4	2.45%
/editorial/rspecial.html http://austinbusinesscomputing.com/.htm	2	1.22%
Web 2	2	1.22%
/editorial/rsoftware.html http://austinbusinesscomputing.com/.htm	2	1.22%
Total for Pages Above	98	60.12%

WHAT SEARCH ENGINES AND PHRASES ARE VISITORS USING TO GET TO MY WEB SITE?

Register in the Right Place, Use the Right Words

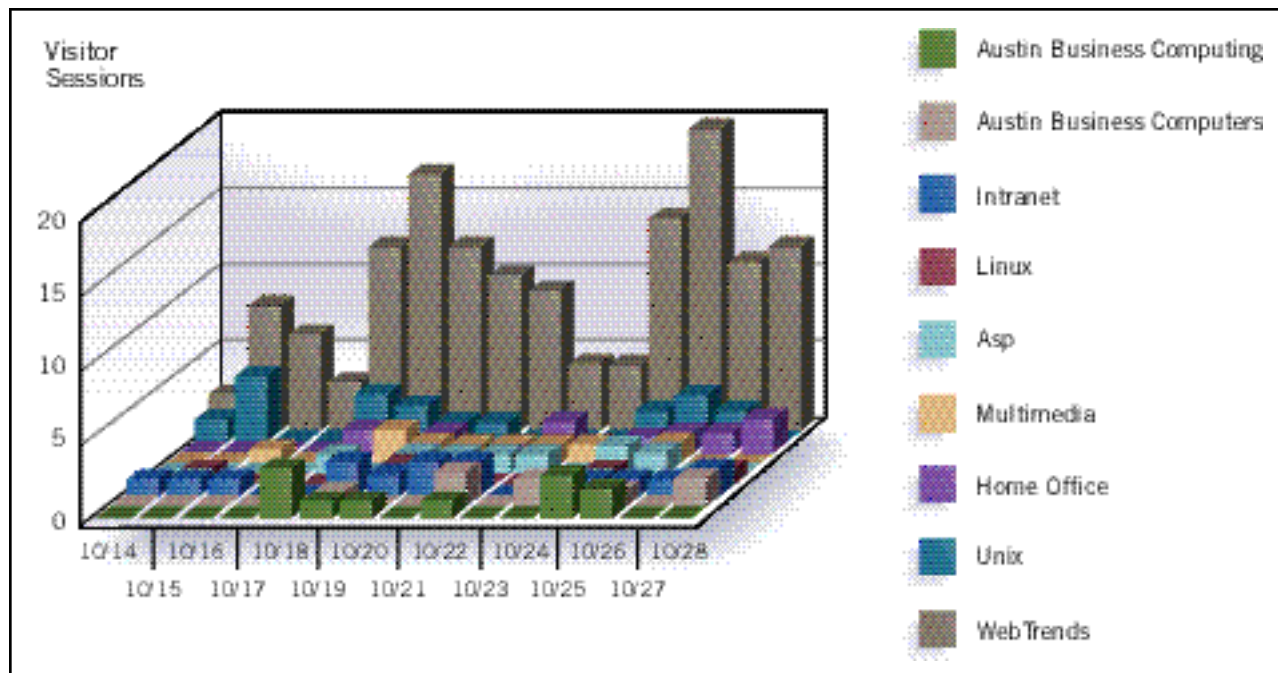
Ask yourself this question: What's effectively driving visitors to my web site? What search engines? What words? Organizations pay search engines thousands of dollars for "top billing" when it comes to search phrases and market niche placement — search engines are still, after all, the primary method people use to find you on the Internet. Just how effective is this placement? What kind of business is it generating? Is it worth the financial investment? Should you change your phrasing or the search engines you're relying on? These are all questions these reports, Top Search Engines and Top Search Phrases, answer. These two reports really work hand in hand to provide similar critical information that can impact your web site, your job and your business.

Top Search Engines shows you first-time visitor sessions initiated by searches from each search engine in question. It identifies which search engines referred visitors to the site the most often by number of searches and percentage. Top Search Phrases clearly identifies the phrases which led the most visitors to the site (regardless of the search engine). You can also examine which search engine (for each phrase) lead visitors to the site.

What You Can Do with This Information

- Make sure you are registered with the all the right search engines.
- Make certain you are using the correct meta tags on your pages so that search engines can find you.
- Increase your web site's cost-effectiveness by determining which search engines are driving the most traffic and what keywords are most effective.
- Drive visitors to the correct page in your site. Make sure a search for "ergonomic furniture" lands visitors on that portion of your site and not in "industrial skylights."

Top Search Engines and Phrases



Phrases	Engines	Searches	% of Total
Austin Business Computing	Yahoo	101	12.45%
	AltaVista	53	6.53%
	InfoSeek	26	3.2%
	Go2Net	17	2.09%
	Excite	17	2.09%
	Lycos	11	1.35%
	Snap	5	0.61%
	Google	4	0.49%
	dogpile	2	0.24%
	Look Smart	2	0.24%
Austin Business Computers	Yahoo	27	3.32%
	InfoSeek	4	0.49%
intranet	AltaVista	30	3.69%
linux	AltaVista	30	3.69%
asp	AltaVista	21	2.58%
	InfoSeek	2	0.24%
multimedia	AltaVista	17	2.09%
	Look Smart	3	0.36%
	Go2Net	2	0.24%
	Yahoo	1	0.12%

HOW MANY PEOPLE FAIL TO ORDER PRODUCTS SUCCESSFULLY ON MY WEB SITE?

Assure Customer Satisfaction with Easy-to-Complete Transactions

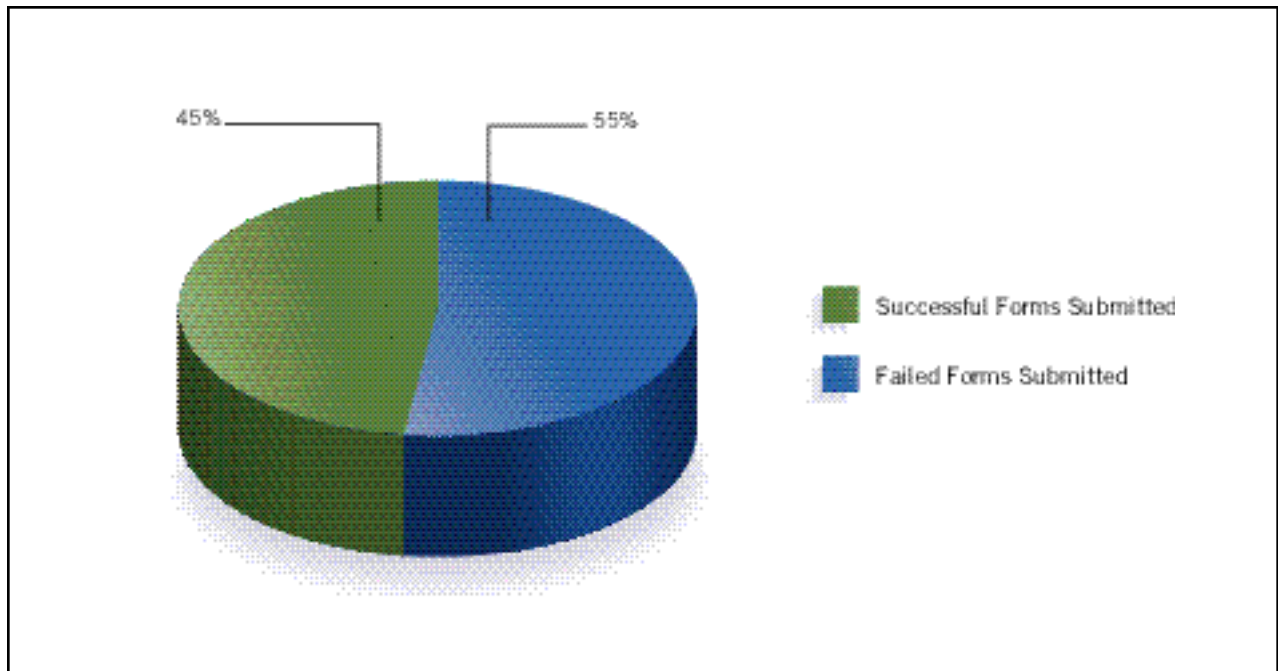
Knowing how many people are successfully able to order products on your web site is critical to your eBusiness success. Competition on the web is fierce: potential customers who are unable to complete an online order represent both lost revenue and visitors who may never return — their first impression could be their last.. Your organization needs to know, and you need to tell them, if your ordering pages are in full working order and that customers are able to complete transactions there — without mishap.

Imagine a scenario where all the departments comprising your enterprise have worked together to drive sales of a hot new Palm application — manufacturing, sales, distribution, marketing — and the web site, your concern, fails to allow transactions to occur because of errors on the ordering page. Who's going to be in the hot seat after letting the team down? Who dropped the ball at the goal line? This report shows you errors that occurred for both dynamic pages (anything with a Post command) and forms. What you'd like to see here is a low percentage of forms that failed (the report provides you hits and percentages for successful and failed forms submitted). If they're not, you'll want to take a close look and find out why to rectify the situation quickly.

What You Can Do with This Information

- Improve eCommerce on your site. Keep your sales managers happy: get sales numbers up by making certain your order pages are working right.
- Create a better overall web experience for your visitors. Perhaps it's not an order page form that's broken, but a page soliciting information to provide a product or service pamphlet or to register someone for a value-ad seminar or web conference. Knowing your forms are working, and that customers are getting what they need, helps you assure a high level of service.

Dynamic Pages & Forms Errors



Type	Hits	% of Total
Successful Forms Submitted	1,974	54.87%
Failed Forms Submitted	1,623	45.12%
Total	3,597	100%

HOW IS MY WEB SITE PERFORMING?

Improve the Quality, Performance and Integrity of Your Site

Having a diagnostic tool that provides you an under-the-hood look at your entire web site's performance is an excellent ally to any webmaster. Some of the critical numbers you can pull up under Link Analysis include Problems Found on This Site, Suggestions for Improvement, Site Statistics and Graphic Images. No site is 100-percent perfect; there are always occasional broken links, URL syntax errors, slow-loading pages, outdated pages and the like. Link Analysis shows you the big picture of your site and can put you on the path toward site optimization.

This report can quickly put at your fingertips a comprehensive list of broken links, URL syntax errors, the types of links your site has by percentage (e.g., http, ftp), large pages that are driving away visitors because they're taking so long to load and an image catalog that can reveal duplicated graphics. As a webmaster, these are all factors that can aid you when looking for ways to boost performance. Call it general intelligence to keep you ahead in the big game.

What You Can Do with This Information

- Find out what's broken and fix it. Be it a page, a link syntax error, an old page espousing outdated company philosophy.
- Get an overall sense of site quality. Have an answer you can stand behind when asked, "How's the site doing?"
- Keep on top of "general maintenance." Suggestions for Improvement tells you, for example, how many pages can be improved by adding titles, as well as ALT attributes (who's viewing the page in text mode before graphics appear) and height and width attributes (allows images to load faster in browsers) for images.

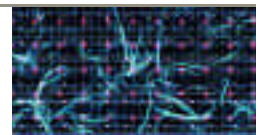
General Statistics

- The <http://www.austinbusinesscomputing.webtrends.com/> Web site was analyzed on **Thu, July 27, 2000 at 14:24**. WebTrends Link Analyzer found **643 HTML pages** on this site. **38 of these pages** contain a total of **43 broken links**.



Problems Found on This Site

- **Broken Links (404 errors)**
Of the **29824 links**, **43** refer to non-existent pages. See the Broken Links section for more details.
- **Other Errors**
This site contains **2200 other errors** of various kinds (other than URL Syntax Errors which may be indicated below). See the Other Errors section for more details.
- **URL Syntax Errors**
WebTrends Link Analyzer found a total of **22 URL syntax errors**, which can be missing equal sign, non-matching quotes, etc. See the [URL Syntax Errors](#) page for more details.
- **Broken Pages**
38 Pages (3%) contain broken links. See the [Broken Pages](#) section for more details.



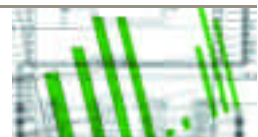
Suggestions for Improvements

- Of the **643 pages** on this site, **472** could be improved by adding titles, as well as ALT attributes, or height and width attributes of images. ALT attributes give a description of the image for visitors who view the page in text mode (this description is also displayed while the page loads, before the image appears). height and width attributes allow browsers to load images much faster. See the [Suggestions for improvement](#) page for more details.



Site Statistics

- **By Link Types**
Of the **29824 total links** on this site, **98%** are HTTP, **0%** are FTP, and the remaining are of email, news, gopher or other types. See the [Link Statistics](#) page for other details.
- **Links By File Types**
Of the **1359 total files referenced** on this site, **54%** are HTML pages, **37%** are images, and the remaining are various other file types. These statistics include references to in-existent files. See the [File Statistics](#) Page for more details.



Graphic Images

- WebTrends Link Analyzer found **663 images** on this site, using a total of **2727 kilobytes**. See the [Graphic Images](#) page for more details.
- **Image Catalog**
The Image Catalog shows thumbnails of all the images found on this site. It can help you quickly identify duplicates, or simply review this site's graphical content.



WHAT IS THE PERFORMANCE OF MY WEB SITE'S STREAMING MEDIA?

Optimize Your Media to Improve Your Site

Streaming media adds a dynamic element to your web site — it can even be an integral part of your site's offerings. You need to know how it's performing, be it video or audio, anytime it's requested. Can people see it? Can they hear it? Are they waiting for it? Are they skipping out because it's taking too long to be served up? People tend to wait only seconds before bailing from a computer-based task, and this certainly holds true for web sites and streaming media files.

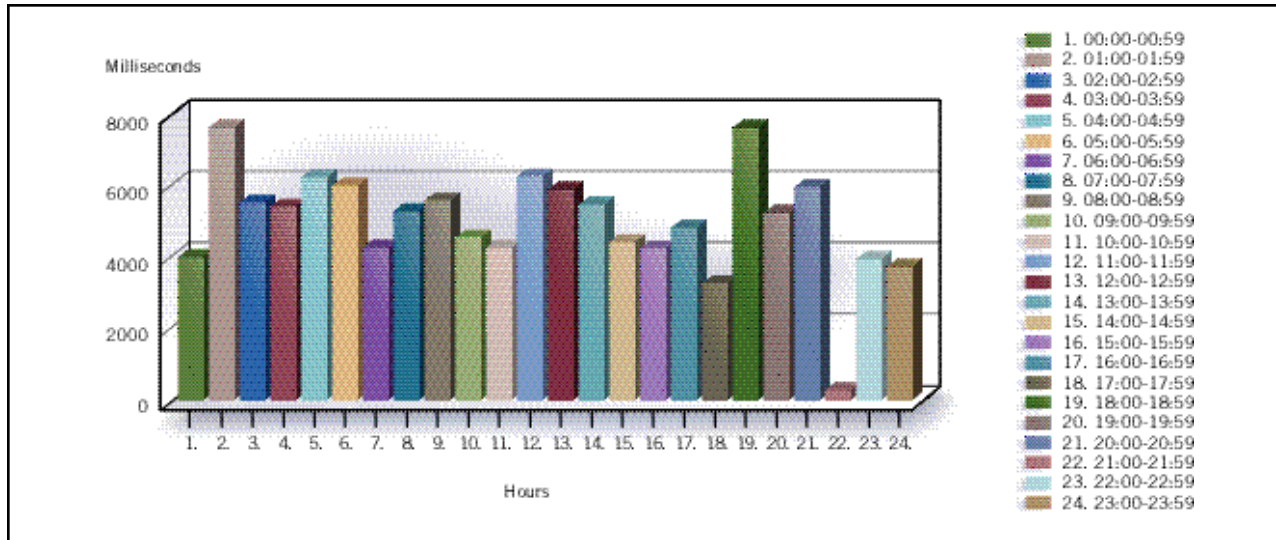
This report allows you to view the average number of milliseconds visitors are having to wait before the streaming media starts to play, over the course of a day. You can observe what happens during peak request hours, find out when those hours are, find out what days of the week are most and least popular and how many users are playing these files. You can also determine how many of the clips being requested are actually being played — how many people are bailing out because of short web attention spans. If you're running an ad campaign that features a streaming video ad spot, you can let your marketing people know just how effective it is in reaching the public, that is, if it's money well spent.

This report works with the most popular players — the Microsoft New Media Technology player and RealNetworks players.

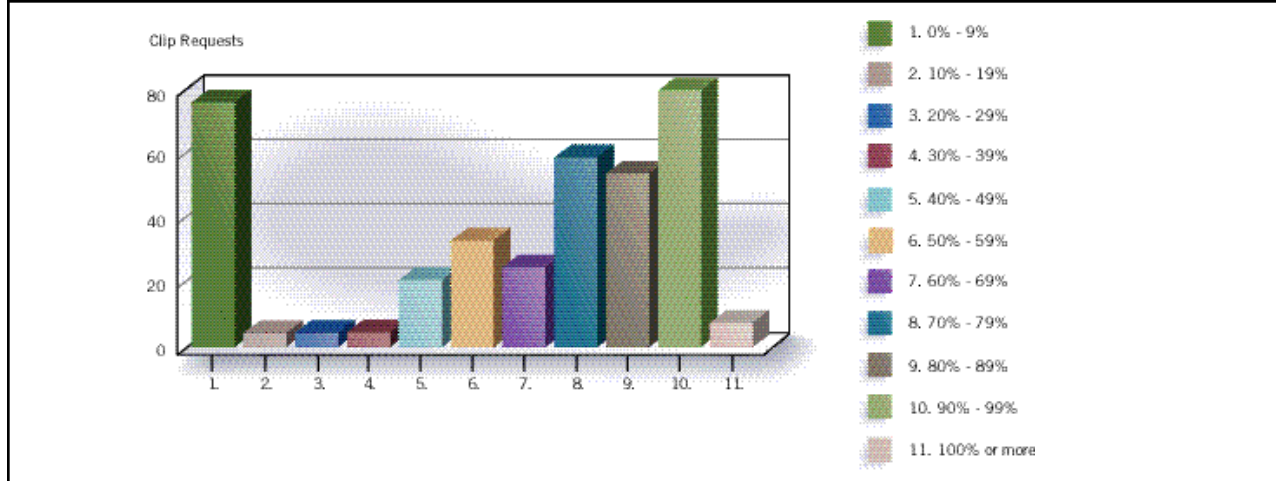
What You Can Do with This Information

- Know how effective your streaming media deployment is. Is it being heard? Is it being seen? Is it being correctly targeted and applied on your site? Apply the seven second rule when viewing these numbers. If something takes more than seven seconds to start, people leave.
- Make sure you're providing the right amount of media. Are your files too fat so that people aren't waiting around to hear or see your latest pitch? Is there just too much multimedia content on your site? Is it the best way to utilize your site to reach customers?
- Know what people want. Is a certain piece of streaming media generating 45 percent of your site's requests? If so, you're on to something there. Consider what's not a draw, pull it and focus on what's working.
- Improve your site design. A greater understanding of visitors' preferences such as the popularity of streams, how long the average user watches/listens and the users' connection speed can help you tailor content to increase usability and return on your web site investment.

Average Wait for Start by Hour of Day



Number of Clips Requested by Percentage Played



Summary of Activity for Report Period

Average Number of Clips requested per day on Weekdays	53
Average Number of Clips requested for the entire Weekend	39
Average Number of Users per day on Weekdays	24
Average Number of Users for the entire Weekend	15
Most Active Day of the Week	Mon
Least Active Day of the Week	Sun
Most Active Hour of the Day	06:00-06:59
Least Active Hour of the Day	21:00-21:59
Most Active Day Ever	January 02, 1996
Number of Clips requested on Most Active Day	78
Least Active Day Ever	January 07, 1996
Number of Clips requested on Least Active Day	11

DID OUR WEB SERVER GO DOWN AND WAS IT RESTARTED?

Keeping on Top of Your Server Status to Maximize Uptime










Infrastructure reliability. Think about that concept for a moment and about how it directly relates to your web server. Did something happen to undercut that reliability and take the server down? Unfortunately, sometimes you're the last to know that your web site's dead in the water. And, of course, there's the Sunday morning scenario in which you get up early, get dressed and go to the cold, deserted office to start it again. The Remote Web Server Analysis report can alleviate your fear of being in the dark about whether your web server is up or down. After all, as a webmaster, you really need to know this to maximize uptime.

With the Monitoring, Alerting and Recover feature to be found in Enterprise Suite, you can monitor any device for its status and be alerted if a failure or certain event occurs. Alerts can reach you as an e-mail, an alpha-numeric, numeric or e-mail page or the running of a script. If your system supports remote start, this feature can also restart your server so you don't have to go in and downtime is minimized.

What You Can Do with This Information

- Keep your server up and running. Know what's going on with your web server at all times to help assure a smoothly running site that doesn't lose business to undetected downtime.
- Maximize server uptime. With the Monitoring, Alerting and Recover feature, restarts can occur without your immediate intervention — a big plus when it's the weekend or you're otherwise unreachable.
- Provide a high quality 24/7 visitor experience on your site. Nobody wants to receive a "the specified server could not be found" message when attempting to visit a web site. Make certain the odds of this occurring to your site are minimal.
- Calculate your server ROI. Generate historical reports to evaluate device integrity and failure rates.

Remote WebServer Analysis

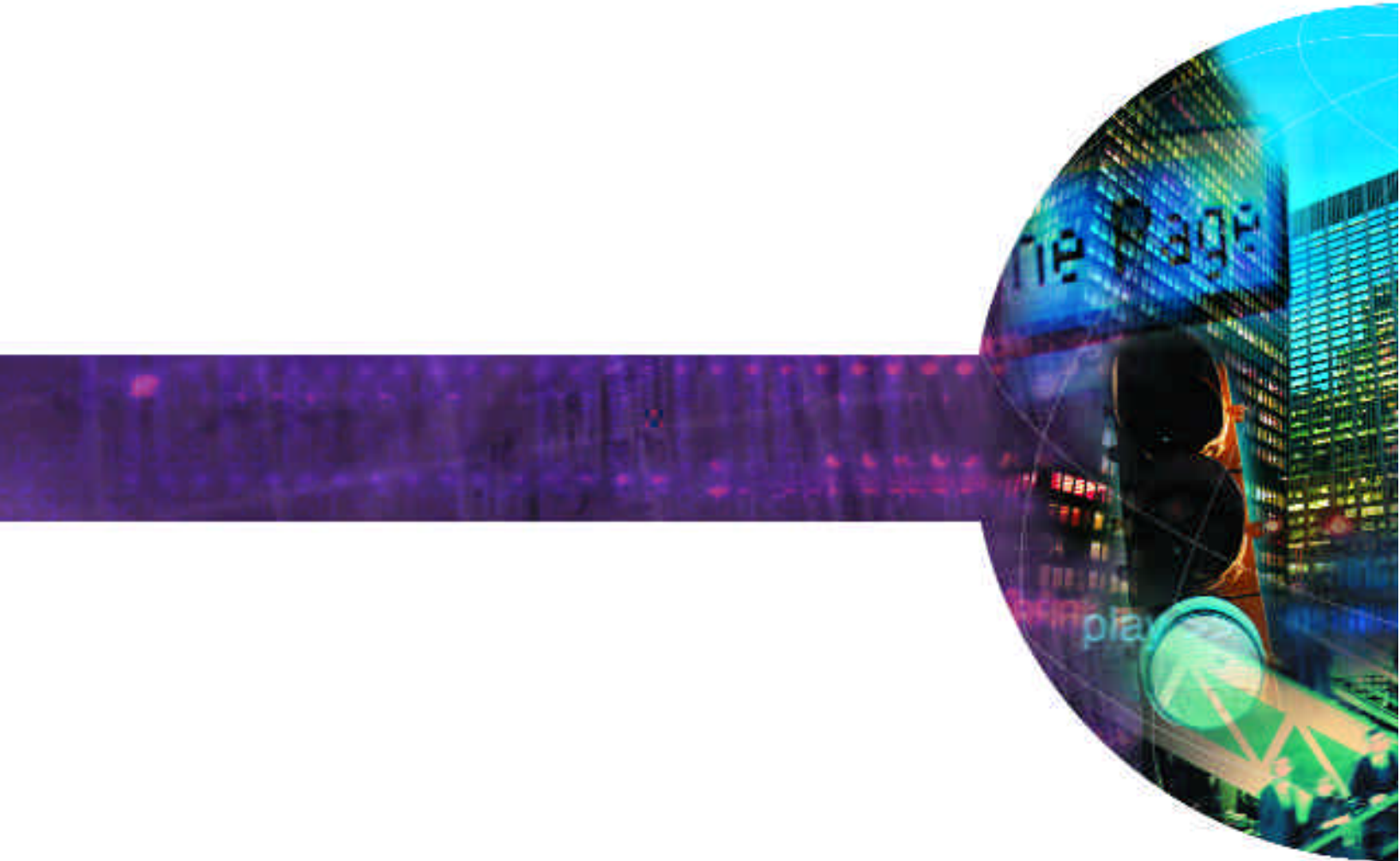
	EVENT DESCRIPTION	START/END DATE & TIME
1	 Initial State: Device Up	Tue, Nov 23, 1999, 13:26:33
2	 State Change: Device Down / Verifying Detail: Cannot connect to host Previously device was up	Tue, Nov 23, 1999, 13:41:56
3	 Device Down Detail: Cannot connect to host Previously device was down/ Verifying Alert was sent:  SNMP Trap	Tue, Nov 23, 1999, 13:47:16
4	 Attempting to Recover HTTP: Web_Server Recovery Method  Execute Program: notepad	Tue, Nov 23, 1999, 13:47:21
5	 State Change: Device Up	Tue, Nov 23, 1999, 13:49:43
6	 Device Up Alert was sent:  Audio: Beep	Tue, Nov 23, 1999, 13:49:43



WebTrends products have been honored with over 40 industry awards.

For more information on Enterprise Suite, including a product brochure, please visit us at www.webtrends.com or email us at sales@webtrends.com

ES/ENTR09.00



WEBTRENDS

The world's leading provider of enterprise solutions for eBusiness Intelligence and Visitor Relationship Management™.

For worldwide contact information, visit www.webtrends.com

WebTrends Enterprise Suite is a trademark of WebTrends Corporation. WebTrends is a registered trademark of WebTrends Corporation. ©2000 WebTrends Corporation.