

# metriweb® help card

## monthly report

version 4.0.2 january 3, 2005

A **visitor** is, technically, a single metriweb cookie

A **unique visitor** is a single metriweb cookie, over the analyzed period

A **regular visitor** is a single metriweb cookie appearing at least two days, on one (or more) of the measured sites

A **visit** is a series of page requests by a visitor without 30 consecutive minutes of inactivity

A **page request** is any opportunity for an HTML document to appear in a browser window as a direct result of a visitor's interaction with a website

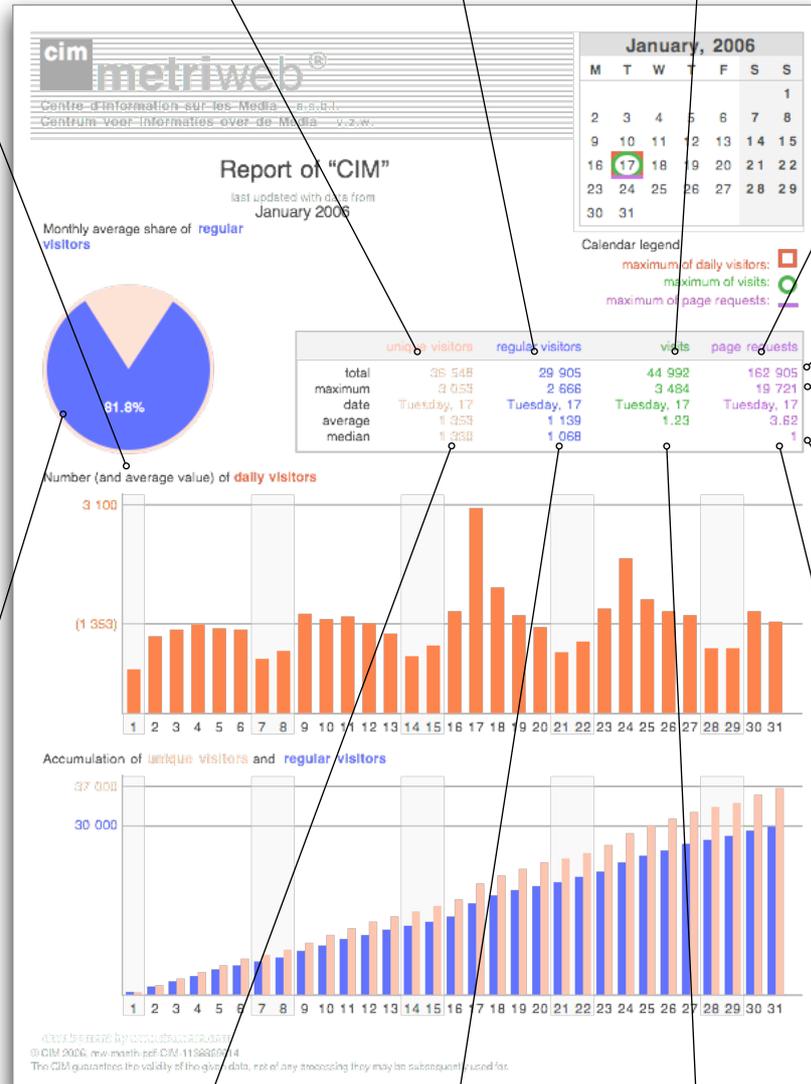
A **maximum** is the highest number over the analyzed period

A **median** is the middle value of a list  
Technically, in the list, there is the same number of members before the median and after the median

The **monthly average share of regular visitors** is the ratio of the total of regular visitors versus the total of unique visitors in the analyzed period

CIM january 2003:  
7 995 / 10 081 = 79.3 %

CIM january 2006:  
29 905 / 36 548 = 81.8 %



A **total** is the raw sum over the analyzed period  
Technically, this is the sum of daily values, without any duplicates

The maximum of **unique visitors** and of **regular visitors** are the highest numbers for one day

The median of visitors is about the visitors a day, the median of page requests is about pages by visitors

The average of **unique visitors** is the ratio of the total of non de-duplicated visitors versus the number of days in the analyzed period

The average of **regular visitors** is the ratio of the total of non de-duplicated regular visitors versus the number of days in the analyzed period

The average of **visits** is the ratio of the total of visits versus the total of unique visitors in the analyzed period

The average of **page requests** is the ratio of the total of page requests versus the total of visits in the analyzed period

CIM january 2003:  
total of daily visitors  
12 565

CIM january 2006:  
total of daily visitors  
41 495

CIM january 2003:  
12565 / 31 = 405

CIM january 2006:  
41 495 / 31 = 1 353

CIM january 2003:  
10479 / 31 = 338

CIM january 2006:  
35032 / 31 = 1 130

CIM january 2003:  
14 063 / 10 081 = 1.40

CIM january 2006:  
44 992 / 36 548 = 1.23

CIM january 2003:  
65 677 / 14 063 = 4.67

CIM january 2006:  
162 905 / 44 992 = 3.62

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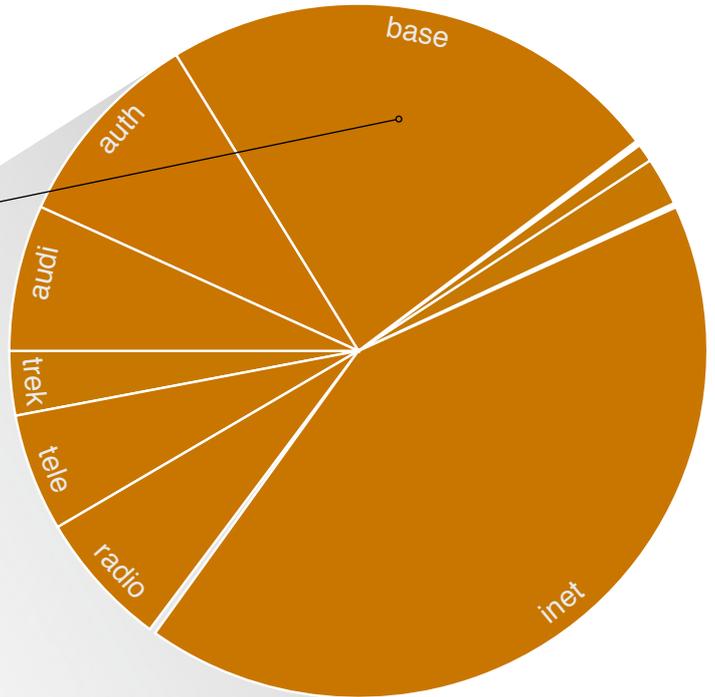
## monthly report (subsection visits)

version 4.0.2 january 3, 2005

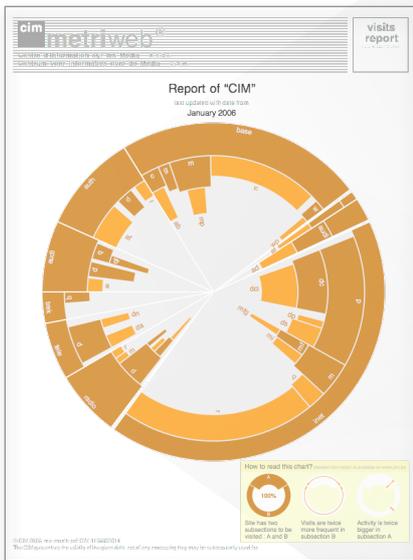
Main **subsections** of each website got visits.

The chart can be read as a **classical pie chart** — the wideness of each part gives the relative importance of a subsection versus another, regarding the number of visits.

CIM january 2006:  
the subsection tagged "base" was  
visited by a quarter of the visits  
done on the CIM website



CIM january 2006:  
the subsection tagged "radio"  
was the most active — about  
three times the activity of the  
subsection tagged "inet"

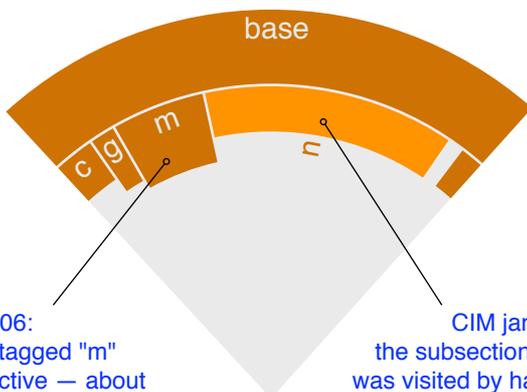


The chart can also be read as a **classical bar chart** — the height of each part gives the relative importance of a subsection versus another, regarding the activity of visits (i.e. the number of pages seen by a visitor during one visit).



Some **subsections** may contain their own **subsections**. The exact same logic can be applied for each of them, if more detail is required.

**Subsections** without any another subsection are colored differently.



CIM january 2006:  
the subsection tagged "m"  
was the most active — about  
150% the activity of the  
subsection tagged "n"

CIM january 2006:  
the subsection tagged "n"  
was visited by half the visits  
done in the subsection  
tagged "base"

This chart is created from figures of page 6 — tag report — of the daily reports.

Sites without tagged subsections are drawn as a plain circle.



Sites with too many subsections with too few visits may create holes in the pie chart — but the ratio is preserved.



**NOTE:** To avoid this kind of charts, tagging clean up may be required.