



TRAX REPORT FOR WWW.CERTUSKNOWLEDGE.COM

Covering March 8, 2001 through
September 30, 2001

Presented On
October 11, 2001



THIS IS A SAMPLE REPORT

[Click here to contact Certus Knowledge.](#)

TABLE OF CONTENTS

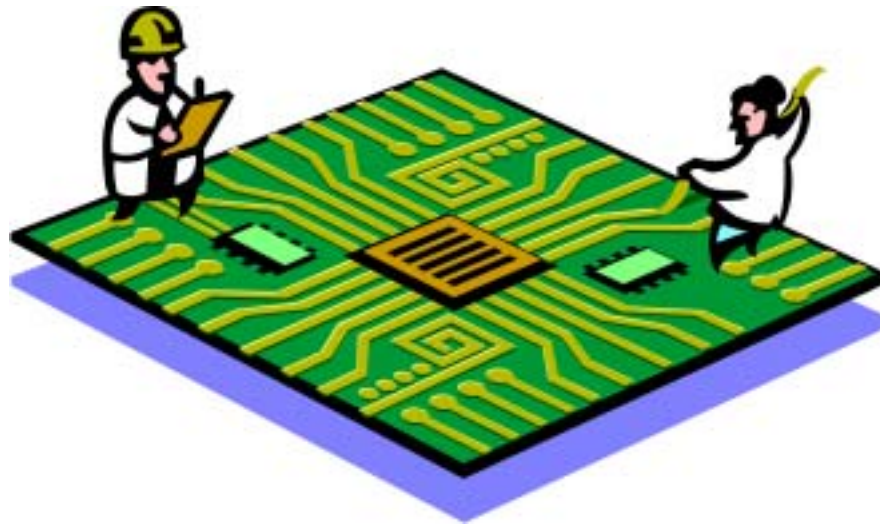
What Is A TRAX Report?	3
Server Activity	4
Daily Server Activity	5
Typical User	6
Computer Operating System Used	7
Internet Browser Used	8
Internet Browser Capabilities	9
Flash Capabilities	10
Top Referrals	11
Top Page Views	12
Top Entry Pages	13
Appendix A – Computer Operating Systems	14
Appendix B – Internet Browsers	14
Appendix C – Top 500 Referral Links	14
Appendix D – Top 500 Pages Viewed By Request	14
Appendix E – Top 500 Pages Viewed By Mean Time	14
Appendix F – Full Browser Capability Chart	14
Contact Certus Knowledge	15

TRAX REPORTS PROVIDED BY:



www.certusknowledge.com

WHAT IS A TRAX REPORT?



A TRAX report provides detailed information about how a web site is used by visitors. All TRAX reports are based on analysis of historical log files and/or other user tracking methods.

Graphic designers and site infrastructure planners benefit greatly from the intelligence provided in each TRAX report. This intelligence helps provide clear, accurate direction for future site enhancements and design. TRAX reports also help detect and predict troubled areas so action can be taken to prevent damage or confusion.

TRAX REPORTS PROVIDED BY:

certus
KNOWLEDGE

www.certusknowledge.com

TRAX REPORT - SERVER ACTIVITY

The following provides an overview of traffic to CertusKnowledge.com from March 8, 2001 through September 30, 2001.



FULL SERVER REPORT FROM 3/8/01 TO 9/30/01

Days Reporting	207
Hits	10,604,000
Sessions	539,626
Pages	2,012,530
Bandwidth Out	37,844.05 MB
Bandwidth In	1,573.95 MB

TYPICAL SERVER DAY

Hits/Day	51,429
Sessions/Day	2,632
Pages/Day	9,717
Bandwidth Out/Day	183.55 MB
Bandwidth In/Day	7.63 MB

TRAX REPORTS PROVIDED BY:

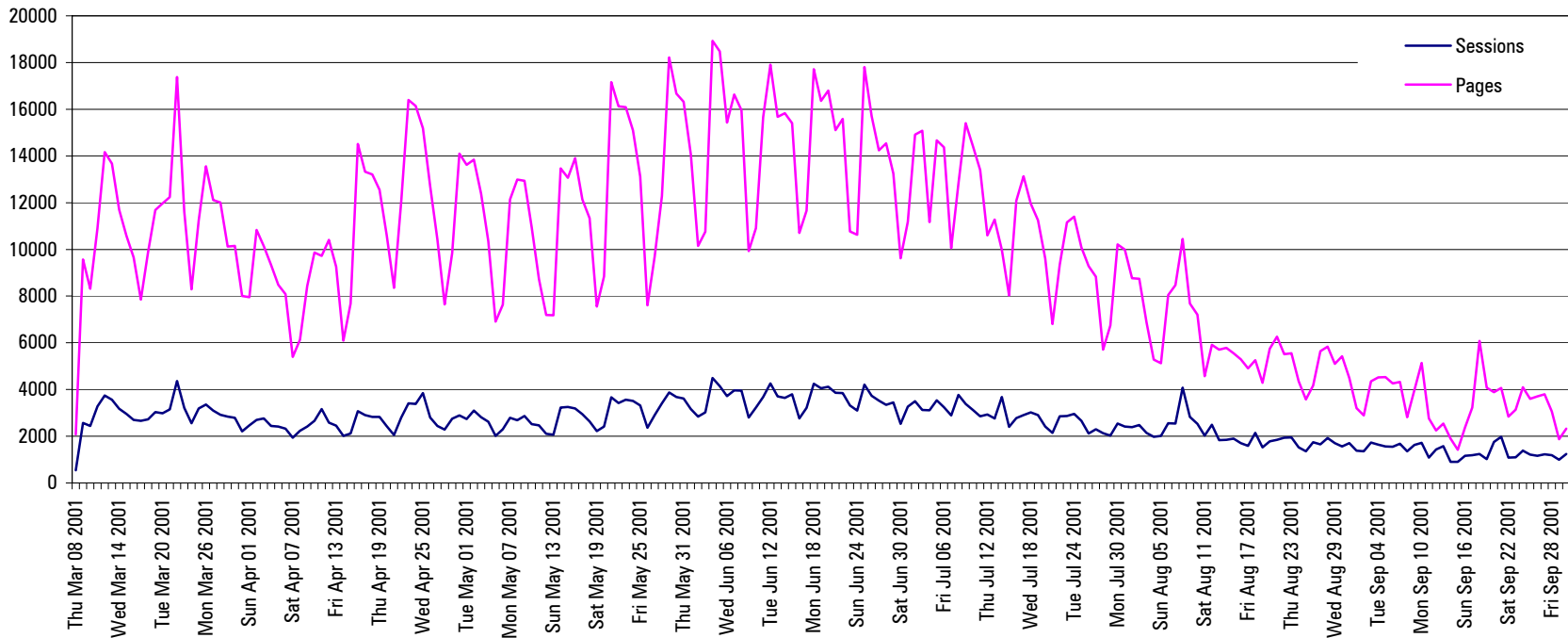
certus
KNOWLEDGE

www.certusknowledge.com

TRAX REPORT – DAILY SERVER ACTIVITY



This chart outlines the daily activity on CertusKnowledge.com from March 8, 2001 to September 30, 2001. This TRAX chart graphs the number of sessions and the number of page views for each day.



TRAX REPORTS PROVIDED BY:



www.certusknowledge.com

TRAX REPORT - TYPICAL USER

The following provides a snapshot of a typical user. This overview is developed from analysis of past users from March 8, 2001 to October 1, 2001.



Session Length	3 minutes 47 seconds
Pages/Session	3.71
Hits/Session	19.54
Bandwidth Out/Session	71.40 KB
Bandwidth In/Session	2.97 KB
Computer Operating System	Windows 98
Internet Browser	IE 5 or 5.5
Entered The Site Through	Yahoo, MSN, or Excite
First Page Viewed	Default.cfm
Pages Most Viewed	default.cfm, about.cfm, experience.cfm, contact.cfm

TRAX REPORTS PROVIDED BY:

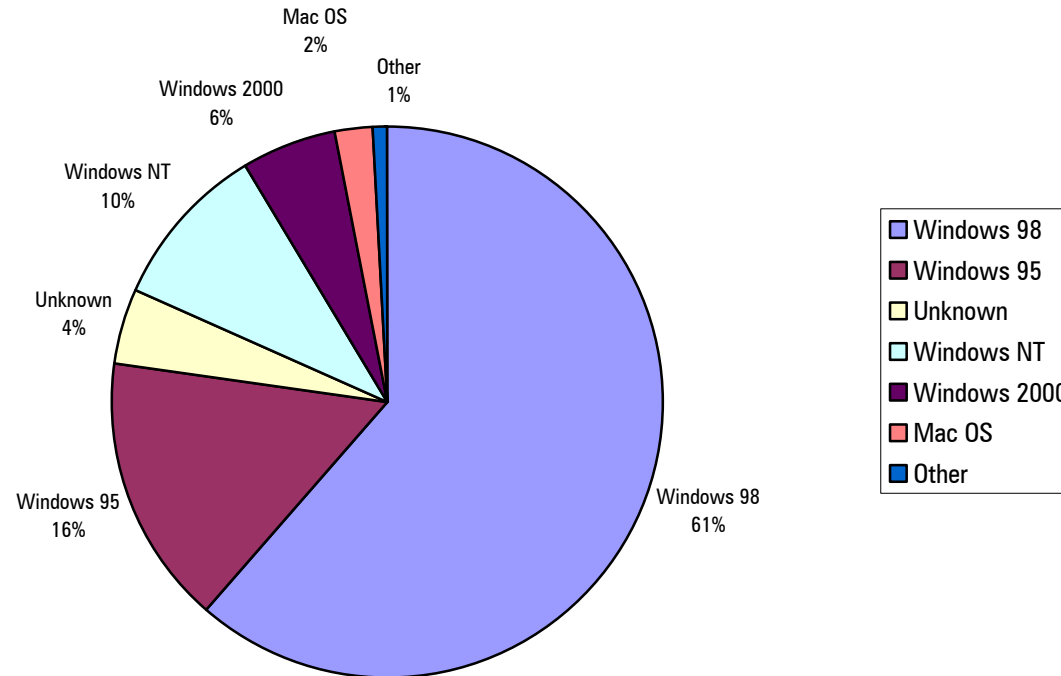
certus
KNOWLEDGE

www.certusknowledge.com

TRAX REPORT – OPERATING SYSTEMS USED



This chart outlines the computer operating systems that accessed CertusKnowledge.com and the percentage of use for each from March 8, 2001 to September 30, 2001. A complete list of all computer operating systems is included in the appendix.



TRAX REPORTS PROVIDED BY:

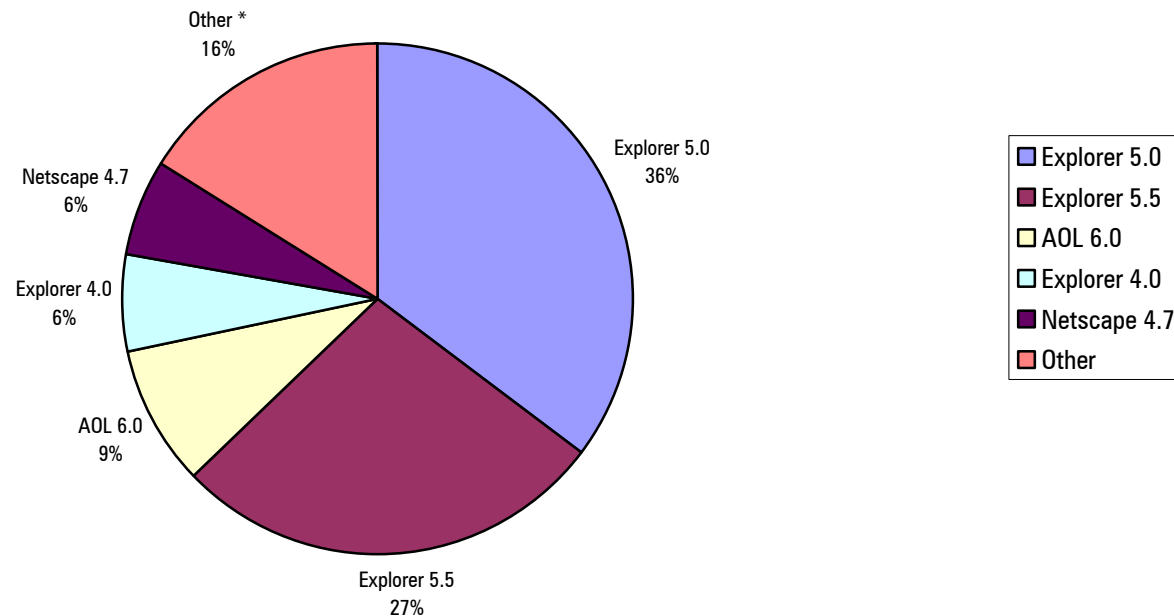


www.certusknowledge.com

TRAX REPORT – INTERNET BROWSERS USED



This chart outlines the internet browsers that accessed CertusKnowledge.com and the percentage of use for each from March 8, 2001 to September 30, 2001. A complete list of all internet browsers is included in the appendix.



* More than 200 minor browsers make up the group "Other". Any browser that made less than 5% of total page views is listed as "Other."

TRAX REPORTS PROVIDED BY:



www.certusknowledge.com

TRAX REPORT – INTERNET BROWSER CAPABILITIES



This chart outlines the internet browsers that were most used to access this site and the capabilities for each. Since 94% of all users who accessed CertusKnowledge.com from March 8, 2001 through September 30, 2001 used a Windows based PC the following list features only Windows compatible browsers. A complete list of internet browsers for all major operating systems and their capabilities is included in the appendix.

Windows														
browsers	java	frames	tables	plug-ins	font size	font color	javascript	style sheets	gif89	dhtml	I-Frames	table color	XML	
Explorer 6.0		☑	☑		☑	☑	☑	☑	☑	☑	☑	☑	☑	
Explorer 5.5	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	
AOL Browser 6.0		☑	☑		☑	☑	☑					☑		
Explorer 5.0	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑	♦	
Navigator 4.7	☑	☑	☑	☑	☑	☑	☑	☑	☑	☑		☑		
legend								☑	supported			♦	partial support	

TRAX REPORTS PROVIDED BY:



www.certusknowledge.com

TRAX REPORT – FLASH CAPABILITIES



Macromedia Flash is a popular multimedia tool that provides developers with an easy way to add animation and sound to any web site. Flash is available on more than 386 million computers that have access to the Internet. Flash has shipped as a standard part of all major operating systems since 1997. The following outlines the penetration or each player version and the version available standard with each operating system.

Worldwide Ubiquity of Macromedia Flash by Version - September 2001 (NPD Online - Worldwide Survey)	Flash 2	Flash 3	Flash 4	Flash 5
USA	97.4%	96.6%	93.8%	71.7%
Canada	98.8%	98.2%	96.2%	71.4%
Europe	96.6%	96.6%	94.6%	82.6%
Asia	97.7%	96.4%	93.2%	78.1%

Operating System	Flash 2	Flash 3	Flash 4	Flash 5
Microsoft Windows 95 OEM Upgrade	X			
Microsoft Windows 98	X			
Microsoft Windows Me				X
Microsoft Windows NT	(Not Bundled)			
Microsoft Windows 2000	(Not Bundled)			
Microsoft Windows XP				X
MacOS 8.x		X		
MacOS 8.5 - 9.x			X	
MacOS X				X

TRAX REPORTS PROVIDED BY:



www.certusknowledge.com

TRAX REPORT – TOP REFERRAL SITES

From March 8, 2001 through September 30, 2001, CertusKnowledge.com received traffic from links found on 1,655 different web sites. The sites that most often sent traffic to CertusKnowledge.com are listed below. A complete list of all referral sites is included in the appendix.



REFFERAL SITE	SESSIONS
YAHOO!	34,034
MSN	21,535
EXCITE	9,767
GOOGLE	8,498
LYCOS	7,344
AOL	6,702
INFOSEEK	6,268
GOTO.COM	3,760
SURVEYLINK.COM	4,608
ALTAVISTA.COM	1,898
HOTBOT.COM	1,728

TRAX REPORTS PROVIDED BY:

certus
KNOWLEDGE

www.certusknowledge.com

TRAX REPORT – TOP PAGES VIEWED

The following pages were most often viewed by visitors to CertusKnowledge.com from March 8, 2001 through September 30, 2001. The mean time is the average time users spent on that page before they made a click to move on. A complete list of all page views is included in the appendix.



PAGES VIEWED	VIEWS	MEAN TIME ON PAGE
/default.cfm	339,851	1:36
/about.cfm	154,456	1:18
/experience.cfm	101,506	0:48
/contact.cfm	58,925	0:41
/services.cfm	46,482	1:14
/press.cfm	43,223	0:48
/press_detail.cfm?p=cover&clip=2	36,370	0:17
/press_detail.cfm?p=1&clip=2	40,025	0:41
/press_detail.cfm?p=2&clip=2	29,009	0:36
/press_detail.cfm?p=cover&clip=1	24,913	1:01
/link.cfm?link=http://www.surveylink.com	21,897	3:34
/press_detail.cfm?p=cover&clip=3	19,771	1:03
/link.cfm?link=http://www.destin-fwb.com	19,547	0:02
/press_detail.cfm?p=1&clip=3	19,016	1:01
/press_detail.cfm?p=2&clip=1	17,777	0:46
/link.cfm?link=http://www.continentaltire.com	15,962	0:30
/link.cfm?link=http://www.zcom2.com	14,770	0:44

TRAX REPORTS PROVIDED BY:



www.certusknowledge.com

TRAX REPORT – TOP ENTRY PAGES

An entry page is the first page a user sees when they enter CertusKnowledge.com. The default page is usually the first page a visitor starts on, however, this is not always true. Sometimes a visitor enters the site through a link from a search engine or other site. These links often point to a page that is deeper in the site.



ENTRY PAGE	SESSIONS
/default.cfm	251,858
/old links with redirection to default.cfm	144,532
/contact.cfm	11,153
/experience.cfm	6,672
/press.cfm	6,477
/services.cfm	5,559
/about.cfm	4,204

Appendix A, B, C, D, E and F are not part of this sample report. These sections are often more than 100 pages long and contain detailed reporting of the following:

Appendix A – Computer Operating Systems

Appendix B – Internet Browsers

Appendix C – Top 500 Referral Links

Appendix D – Top 500 Pages Viewed By Request

Appendix E – Top 500 Pages Viewed By Mean Time

Appendix F – Full Browser Capability Chart

CONTACT CERTUS KNOWLEDGE



To contact Certus Knowledge about a custom TRAX report for your web site send e-mail to sdemme@certusknowledge.com or Call Stephen Demme at 850.878.9497.

www.certusknowledge.com

TRAX REPORTS PROVIDED BY:



www.certusknowledge.com