

1

VisiStat
Where Clicks Count™

Launch Pad Page Popularity Visitor Totals Referral Links Geographic Information Computer Stats Search Engines Live StatCaster™ Account Options

Reporting Domain: mountainwinery.com Log-out

2

StatCaster™ PageAlarm™ AdCaM™ Retargeting™ NEW! Domain Comparison™ NEW!

Hourly Detail for Aug 30th, 2006

Hour	Page Views
0:00	(57)
1:00	(38)
2:00	(36)
3:00	(32)
4:00	(46)
5:00	(66)
6:00	(66)
7:00	(76)
8:00	(117)
9:00	1 (16)
10:00	(0)
11:00	(0)
12:00	(0)
13:00	(0)
14:00	(0)
15:00	(0)
16:00	(0)
17:00	(0)
18:00	(0)
19:00	(0)
20:00	(0)
21:00	(0)
22:00	(0)
23:00	(0)

3

Rolling Week At-A-Glance (Views)

By: [Weekly | Monthly | Annually]

Day	Views
Aug 24th (Thu)	(4,857)
Aug 25th (Fri)	(4,400)
Aug 26th (Sat)	(3,000)
Aug 27th (Sun)	(3,348)
Aug 28th (Mon)	(4,217)
Aug 29th (Tue)	(3,989)
Aug 30th (Wed)	(550)

4

AdCaM™ - Advertising Campaigns

Rank	Campaign Code	Campaign Description
1.	PPC-YHO	Yahoo PPC
2.	PPC-KNDL	Kanoodle PPC
3.	INSKY-002	Inman Skyscraper
4.	v4ad	Version 4 mailer
5.	press4	Press Release

Clickthroughs

(11)
(3)
(3)
(1)
(1)

5

Did You Know...
Immediately available links your visitor's location?

PageAlarm™ - Website Up-time Status

Successful Tests	Failed Tests	Up-Time
19618	11	99.94%

6

The VisiStat Reporting Center begins at the Launch Pad, a dashboard where you can access all areas of your account and see your main reports at-a-glance.

1. Icon navigation panel - VisiStat is a graphically-based report system, which means that all reports are bold, graphic and very easy to read. They are designed to be able to give users a full at-a-glance overview, with the options of detailed, comprehensive information in a variety of sub-reports. The launch pad main navigation is very representative of this innovative iconic graphical design.

2. QuickNav sliding menu - This quick navigation tab slides open to provide a quick jump to any reporting area. It provides a complete text menu and sub-menu in one tab and it is available on all pages of the reporting center for fast, simple navigation.

3. Today's hour-by-hour visitor details - Part of the launch pad overview includes this quick report for monitoring your visitor traffic hour by hour, in real time. This area is the launch point for comprehensive click path reporting that shows visitor activity in deep detail.

4. Rolling week-at-a-glance - A great representative of the VisiStat graphical reporting design, the Week-at-a-Glance page view chart shows a full current week of totals, with a detail icon for hourly reports for each day. The hourly reports have detail icons to allow even more in-depth data.

5. AdCaM™ advertising campaign manager - The launch pad provides an overview of one of VisiStat's most popular feature modules, AdCaM. The overview shows the five top producing marketing campaigns, along with their identifiers (like their campaign codes), clickthrough totals for the current day, and a detail icon for access to full reports, custom editing and set up options.

6. PageAlarm™ notification alerts - PageAlarm is an example of a customer suggestion that was implemented and became an overnight hit. It is a notification service that lets subscribers know the moment their Website goes down or has loading issues, so the problem can be addressed immediately without causing a visitor loss. The launch pad shows site up-time status in real time, to keep you updated constantly on the condition of your Website.

http://www.visistat.com

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All Countries | City Detail | ISP Report | Live Geo Map

1

United States | Report From: August | 01 | 2006 | 150

Save To Excel

2 Choose a map...
United States
Canada
Central America
South America
Europe
Middle East
Africa
Australia
Asia Pacific
Antarctica

State	Count
WA	838
OR	432
ID	79
MT	12
WY	9
NV	262
UT	339
AZ	570
CA	92,288
NM	41
TX	3,947
AK	47
HI	69
ND	109
SD	13
KS	66
OK	98
NE	62
CO	704
MO	222
IL	853
IN	86
MI	264
WI	166
IA	121
OH	240
PA	445
NY	1,997
VA	1,570
NC	155
SC	82
GA	1,172
AL	145
MS	76
AR	50
LA	82
TX	3,947
FL	416

3

Geographic mapping through VisiStat means clear, graphic and engaging reports for local traffic and international visitor statistics.

1. Sub-menu navigation - Access more detailed reports within the geographic mapping area by using the fast tabs. Click on the designated sub-menu for an overview of traffic from all countries, to read specific location details, see a list of IP addresses, and even see your local and global visitors LIVE, as they are actually coming to your site.

2. Global map tracking - This convenient pull down menu is a fast way to jump from map to map globally. There is a graphic map with visitor totals for every continent and country in the world. (Do you know how many people from Antarctica are visiting your site? You will now!)

3. Graphic regional details - Each map shows easy to read traffic totals by region, for a great at-a-glance update. For more detailed needs, below each map is a complete listing of city, state, province, region as appropriate, showing rank, page views, country flag, and a detail tab that drills down even further. You get all the details needed for full, comprehensive reports.

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Search Engine Report | Top 10 Keywords | Custom Keyword Tracking | Keyword Trending

1 This report allows you to track the keywords used on these major search engines to search for your site pages. This data will allow you the opportunity to refine your SEO (Search Engine Optimization) keywords and terms, as well as give you trackable indications of what engines rank your site. To view the data from any of the engines below, click the link and detail icon on the tab below the engine's logo. The tab will be highlighted in green for the search engine page currently displayed. [\[Learn More...\]](#) [Help...](#)

Search Engine Keywords Report From: July 30 2006 To: August 30 2006 Go

2

3

60.46%

10.35% 0.42% 0.27% 0% 0%

msn AOL altavista Ask Jeeves LYCOS

MSN.com AOLsearch.com AltaVista.com Ask.com Lycos.com

4

Keywords/Key Phrases for Google

mountain winery	Perform Search	Clear
mountain winery saratoga	Perform Search	Clear
869 saratoga mountain winery	Perform Search	Clear
431 saratoga winery	Perform Search	Clear
320 the mountain winery	Perform Search	Clear
179 mountain winery2c saratoga	Perform Search	Clear
171 mountain winery saratoga ca	Perform Search	Clear
158 winery	Perform Search	Clear
98 mountain winery2c saratoga2c ca	Perform Search	Clear
97 paul masson winery	Perform Search	Clear
91 mountain winery in saratoga	Perform Search	Clear
82 mountainwinery	Perform Search	Clear
76 mountain winery ca	Perform Search	Clear
72 mountain winery concerts	Perform Search	Clear
65 moutain winery	Perform Search	Clear
64 mountain winery saratoga california	Perform Search	Clear
60 mountain winery saratoga2c ca	Perform Search	Clear

Keywords are at the core of search engine optimization, and VisiStat's search engine reports offer the advantages of seeing and customizing what keywords are used, what search engines are used and other vital SEO related information.

1. Quick and sub-navigation tabs - The left tab is a convenient "quick navigation" for instant jumping from report to report throughout the reporting center. The sub-navigation tabs below the report icons open up detailed keyword-related reports within the Search Engine reporting area.

2. Date range customization - You can compile valuable, specific and custom keyword reports by date range and periods of time. Get data on one day, or select up to a four-year period...whatever you need. And, you can save your reports in a Microsoft Excel® file for offline use.

3. Search engine reports - Learn how many of your visitors find you through the top search engines. With a quick at-a-glance chart, you can instantly see the percentage of visitors usage by search engine.

4. Search engine and keyword search details - By clicking on the search engine icon in the chart, or one of the engine tabs, you will access a full keyword report for the searches performed to find your site at that search engine. This is extremely helpful, as you can see the search keywords or phrases, how often they were used for the selected date range, and go to the search engine and actually see the current results for that keyword search to see exactly where your site ranked.

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Page Search | Click Path NEW | Custom Page Tracking NEW | Link Tracking NEW | Live Page Visits NEW

Ranked by popularity (i.e., most "page views"), each page displays the actual total of page views as well as the percentage of total views it has received. [Learn More...](#)

Options: [Page Search | Live Page Visitors]

Page Popularity Report From: August 30 2006 To: August 30 2006 Go

Rank	Rename	Page Name	Percentage	Page Views	Isolate	Save	Detail
1.		mountainwinery.com (home page)	25.54%	95			
2.		Concerts Page	25.00%	93			
3.		Concert Seating Diagram	8.06%	30			
4.		Concert Dining Page	5.38%	20			
5.		Concert Dining Packages	4.84%	18			
6.		Driving Directions	4.30%	16			
7.		Canendar Of Events	3.76%	14			
8.		Concert Information	2.96%	11			
		Concert VIP Boxes	1.88%	7			
		Parties Page	1.88%				
		Contact Us	1.88%				
12.		Reservations	1.34%				
13.		Corporate Events	1.08%				
14.		Our Winery	1.08%				
15.		Our Wines Page	0.81%				
16.		Wedding Packages	0.81%				
17.		Jobs Page					
18.		Wedding Photo Gallery		3			
19.		Wedding Location Ideas		3			
20.		Wedding Menu Examples	0.81%	3			
21.		/calendar-event.php?EID=19	0.54%	2			
22.		Wine tasting page	0.54%	2			

Page popularity is an indispensable report for watching the performance, effectiveness and value of every page on your Website.

1. Description and help area - Each area of the reporting center has brief and easy to read descriptions to guide you through the reports and explain their purpose when needed. More detailed information, including hints, tips and examples, are shown in the Help area by clicking on the "life saver" icon.

2. Very detailed page information - This report provides a wealth of information on your most popular Web pages, including rank, popularity percentage, and page views. On the overview page, you also have the ability to rename a popular page in this report for easier personal identification.

3. Page renaming option - A unique feature that offers more customizable convenience for page popularity reporting. This allows you to put a "friendly" name label on your Web pages, for better and faster recognition or report definition. For example, rather than have a long URL that is less descriptive, you can rename the page with a shorter and more specific name for faster recognition.

4. In-depth report details - Amazing information is available through the page isolation details. See your individual visitors by location, click path and much more. Read the full statistics in a very easy to understand format. You also have the option to save any reports needed to view later or present in a meeting.



It is essential to be able to determine what type of site traffic makes up visitor totals. This report differentiates between total page views and unique visitors - and the visitor data records human visitors only.

1. Sub-navigation tabs - When you are ready to go deeper into your visitor reports, use this convenient tab sub-menu to see reports by week, month and year, as well as traffic averages, and even IP Searches that show a visitor's activity for the past 30 days.

2. Date selection and visitor type - Because you need to know as much about your visitors as possible, these reports can be accessed by date and divided into totals of page views (often called "hits"), unique visitors (individual visitors), or a combined report.

3. Rolling week-at-a-glance - This is a handy and very quick graphic report for checking your visitor traffic, both by page views and unique visitors. The weekly chart clearly shows traffic numbers for a quick assessment when time is limited. Each day can be viewed by hourly breakdown and user click path using the detail icon.

4. Current real-time totals - The week-at-a-glance chart highlights the current day's totals, both by page views and unique visitors. The details icon lets you view in-depth click path information hour by hour.

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Real-time Referral Links Custom Referral Tracking Top 10 Referral Links

1

A "referrer address" is a link on another site or Web page that directs to (links to) your Website. When a user clicks a link on another Website, such as a search engine result, banner or a text link on another page, the location is recorded as a reference and listed in the report below. [\[Learn More...\]](#)

Help...

2

Real-time Referrer Addresses Display Last: 25 Filter out my domain Go

Date/Time	Referrer Address	Detail
1. Aug 30, 2006 8:59am	http://www.kksf.com/pages/concerts.html?feed=111514&article=483196	
Landing Page:	/index (home page)	
2. Aug 30, 2006 8:57am	http://sfbay.craigslist.org/pen/tix/199913770.html	
Landing Page:	<input type="checkbox"/> Concert Seating Diagram	
3. Aug 30, 2006 8:44am	/index (home page)	
Landing Page:	<input type="checkbox"/> Concert Seating Diagram	
4. Aug 30, 2006 8:44am	http://sfbay.craigslist.org/pen/tix/20365475.html	
Landing Page:	<input type="checkbox"/> Concert Seating Diagram	
5. Aug 30, 2006 8:44am	/index (home page)	
Landing Page:	<input type="checkbox"/> Concert Seating Diagram	
6. Aug 30, 2006 8:44am	http://www.bbvd.com/199903813.html	
Landing Page:	<input type="checkbox"/> Concert Seating Diagram	
7. Aug 30, 2006 8:35am	/index (home page)	
Landing Page:	<input type="checkbox"/> Concert Seating Diagram	
8. Aug 30, 2006 8:15am	http://us.f502.mail.yahoo.com/ym/ShowLetter?MsgId=3435_13978785_7780_1688_2521_0_6874...	
Landing Page:	/index (home page)	
9. Aug 30, 2006 7:43am	http://fioslobos.setlist.com/upcomingshows.html	
Landing Page:	/index (home page)	
10. Aug 30, 2006 7:39am	http://www.hln.org/tourdates.shtml	
Landing Page:	/index (home page)	

3

4

Referral links tell you where visitors clicked on the Web to get to your site, and let you see exactly what Web pages link to your site. With this report, you have the added advantage of full click path details on your visitors -- indispensable visitor history.

1. Sub-navigation to in-depth reports - Real-time, custom, and top 10 referral links reports are available through the fast sub-navigation tabs. These detailed reports provide accurate, up to the minute details, a variety of sorting options and a fully customizable area for building your own referrals report.

2. Domain filter and display options - The referral links report area allows you to filter out your own domain(s), eliminating unnecessary data. Additionally, to make your reports more flexible, you have the ability to choose how much data you want displayed per page.

3. URL and landing page lists - The main report page clearly displays a list of active referral links and their corresponding landing pages. This makes it easy to click back to where your visitor originated, to monitor link integrity and further research the sites that link to yours.

4. Referrer report details - This incredible report provides visitor data and full click path details for every referral link. Through this area you can follow exactly what pages your referral visitors touch within your site, and what page they leave on.