Site Analytics

What is site analytics? It is a reporting feature in SharePoint that provides statistical information about your site such as the number of times your site, or a specific page on your site, has been viewed. To access the site analytics reports, follow the steps below.

1. Login, navigate to your site, and select the “Site Settings” item from the “Site Actions” menu.

2. Click the “Site Web Analytics reports” link under the “Site Actions” section.

3. By default, the “Summary” report will display based on a date range of the past 30 days (Figure 1).

4. Following is a brief description of the sub-reports that can be accessed by clicking the links in the left menu under the Summary – Traffic links. These sub-reports also include graphs with hover points (Figure 2).
   a. Number of Page Views: Total views of all content within your site by day.
   b. Number of Daily Unique Visitors: Total unique visitors to your site by day. This value will be less than “Number of Page Views” since a visitor may view more than one page on your site per day.
   c. Number of Referrers: Total unique URL’s (i.e. other pages) where a visitor was directed (i.e. clicked a link) to content within your site instead of going directly to the content.
   d. Top Pages: List of pages within your site sorted by number of page views during the report date range.
e. Top Visitors: Not useful for general purposes.

f. Top Referrers: List of pages sorted by number of instances where a visitor clicked a link on that page and was directed (“referred”) to content within your site. Tip: Answers question – where (i.e. page) did your visitors come from?

g. Top Destinations: List of pages sorted by number of instances where a visitor clicked a link within your site that directed the visitor to the page. Tip: Answers question – where did your visitors go from your site?

h. Top Browsers: Not useful for general purposes.

i. Inventory Sub-Reports: Not useful for general purposes.

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**Figure 2**

Analyze Tab

In the Analyze tab, you can change the date range and scope for the report, export the report to Excel, and schedule reports to be emailed to you (Figure 3 – next page).
Date Range Section
The change the date range of the report, click a preset date range button or the [More] button menu to set other or custom date ranges.

Site Scope Section
By default, the report includes data from the current site and any sub-sites under the current site. Change the value to “This Site Only” if that is preferred.

Export Section
Click the [Export to Spreadsheet] button to export the report data to Excel.

Workflow Section
To schedule alerts or analytics reports to be sent periodically to you, please send a request to the Webmaster since the standard user profile does not have full permissions to this feature.