



## New Features Available in SmarterStats 6.x

### Redesigned Web Interface

The new Web interface is visually pleasing and focuses on improving the user experience to make it far easier to use. SmarterStats 6.x includes dozens of UI enhancements, including smaller page sizes, less JavaScript, and more advanced interface rendering that help improve page load times.

### New Report Items

SmarterStats 6.x provides even more information with several new report items, including an ISP report that gives users the ability to see who their biggest providers of traffic are and a report that breaks down the traffic generated from mobile phones and tablets by OS/device. Spider reports have also been updated to include the latest spider and bots, ensuring that website statistics reflect actual customer behavior. In addition, all report items were streamlined and redesigned to give the most relevant information that customers look for.

### Section Overview Reports

To improve usability, report items are now grouped in separate sections of the interface. Each section has an overview report that provides users with an at-a-glance view of their website activity, server health, SEO performance and more.

### Improved Data Mining

The data mining functionality was restructured in SmarterStats 6.x, making it easier for users to identify patterns in visitor behavior and act on these findings. Data mining reports have been optimized and all the information needed to customize these reports is available in one, easy to access section of the Web interface.

### International Search Engine Support

With international search engine support, SmarterStats users can analyze the performance of their website and SEO keywords in google.it, google.de, google.co.uk, etc.

### Dual Axis Charting

SmarterStats 6.x improves its trend reporting with the introduction of dual axis charting. Dual axis charting allows SmarterStats to plot two different elements on a single chart—even if they have different scales—making trend reports much easier to read and understand.

### Clickable URLs

SmarterStats 6.x introduces the base URL feature. When this feature is enabled, URLs in reports are clickable, making it easier for users to view and analyze webpages listed in report tables.

### Report Cancellation

SmarterStats 6.x also includes the ability to cancel report generation. This feature can be useful if a report is taking an unusually long time to load or if you want to change the report options during report rendering.

## New Features Available in SmarterStats 5.x

### **Search Engine Optimization (SEO) Reports**

Monitor SEO campaigns and enhance optimization efforts with new SEO reports, including keyword position reports, competitor reports, search engine visibility reports, and Google PageRank reports.

### **SEO Campaigns**

Track, evaluate, and compare search engine results for keyword sets on your own website or competing websites.

### **Keyword Suggestion Tool**

SmarterStats' built-in keyword suggestion tool can help webmasters and SEO analysts find keywords for their websites that may help improve the volume or quality of traffic their sites receive from search engines.

### **Competitor Suggestion Tool**

When conducting a SEO campaign, it may be beneficial to find out what SEO tactics the competition used to attain their search engine rankings. SmarterStats' built-in competitor suggestion tool can help webmasters and SEO analysts identify websites that may be competing for search engine traffic.

### **Server Activity Reports**

SmarterStats 5.x adds six new reports that help system administrators track traffic and visitor activity at the server level. System administrators can identify the worst offending sites in terms of CPU usage and bandwidth, determine which server receives the most Web traffic, view aggregated data for multiple servers, and more.

### **Improved Mobile Phone Detection and Reporting**

Updated user agents allow SmarterStats users to track the website activity of visitors that use Android, BlackBerry, iPhone, and Symbian mobile devices to access your site. Plus, a new mobile phones report makes this information easily accessible.

### **Import Data from Multiple Log Sources**

SmarterStats now supports multiple log sources, allowing for efficient processing of data in high-volume, enterprise, and load balanced environments.

### **Dynamic Page Support**

SmarterStats now allows dynamic URLs to be referenced as unique pages, enabling users to collect data associated to these URLs.

### **Page Aliases**

To help users better understand website performance, SmarterStats now includes the ability to transform cryptic URLs and names into friendlier, easy-to-remember names.

## New Features Available in SmarterStats 4.x

### **New Optimized Interface Design**

SmarterStats 4.x utilizes the STInterfaceFramework, a fully skinnable Web interface with drag and drop, right mouse click support, and optimized AJAX controls—bringing the features and performance of a desktop application to the Web.

### **Advanced Charts and Graphs**

Advanced dynamic charts and graphs have been added utilizing using Microsoft Silverlight.

### **Web-based Log Viewer**

Identify problems quickly with a Web-based viewer that allows administrators to view error log data.

### **Propagation of Settings**

Settings can be propagated across websites, domains, and entire systems in one step—saving valuable time and resources.

### **Getting Started Wizards for Administrators and Users**

SmarterStats now includes intuitive wizards to assist both users and administrators as they set up and configure SmarterStats.

### **Enhanced Reports**

Reporting is now based after the STReportingFramework for improved speed and flexibility. More than 30 new reports have been added—bringing the total number of available reports to more than 100.

### **Spider and Bot Identification and Reporting**

The ability to isolate and separate spider traffic gives individuals the power to see into search engine methods (e.g., Google, Yahoo!, MSN Live, and Ask). Reporting is now separated between real visitor data and spider/bot traffic. New spider report items have been added for a total of 15 spider report items.

### **Added Data Mining Capability**

Data mining is a process of organizing and sorting large amounts of data to isolate information relevant to a specific circumstance or business need. New data mining reports have been added to SmarterStats for a total of 15 data mining reports with enhanced ability to drill down into data from report items.

### **Additional Geographic Items and Reports**

SmarterStats provides the ability to visually see website performance graphically and to allow the identification of markets across borders and without boundaries. New geographic report items (including breakdowns by city) have been added for a total of 18 geographic report items.

## New Features Available in SmarterStats 3.x

### **Filter Sets**

SmarterStats allows users to create filter sets which will limit the return values of their reports. By using filter sets, reports will only include the data you need, in turn, making them easier to analyze.

### **Specify Inverse Filters**

Users can specify inverse filters by inserting an exclamation mark (!) at the beginning of a filter set. Inverse filters are especially helpful if you only want the data from a specific directory or resource.

### **Automated Diagnostics**

With automated diagnostics, users can now have the peace-of-mind that SmarterStats is running efficiently. This automated feature checks the application and assures that all areas are performing correctly and that they are not any corrupted files.

### **New Optimized Web Interface**

The SmarterStats interface has been completely redesigned with a focus on usability: including customizable chart views, favorite reports, and more powerful custom reports.

### **Enhanced Reporting**

Receive your reports via email on-demand or at regular scheduled intervals in a re-organized and easy-to-use format with new filter sets for clarity. Export your reports to CSV or TAB format for use in third-party programs like Excel.

### **Data Mining**

Drill down into report items to get the data you need, when you need it.

### **Multiple Language Support**

SmarterStats 3.x includes a fully translatable interface and support for encoding on search engine parsing.

### **Enhanced Administrative Features**

SmarterStats 3.x adds hundreds of new administrative enhancements including importation of IIS settings and improved diagnostic support.

## New Features Available in SmarterStats 2.x

### **Expanded Reporting**

More than 65 new report items were added version 2.x; including geographic reports.

### **On-demand Reports**

Have data right now with SmarterStats 2.x on-demand email reports.

### **New Log Formats**

SmarterStats 2.x now provides support for Apache and IPlanet log formats.

### **New Administrative Features**

In version 2.x, system administrators can exclude query string items, exclude data by IP or directory when importing, and more.