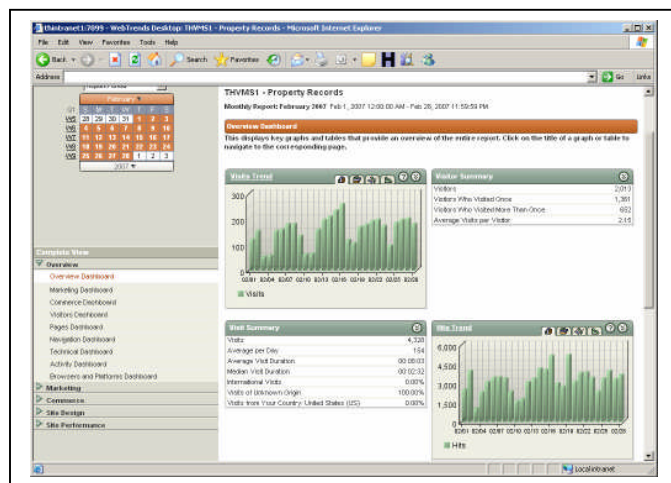


WebTrends Information Sheet

Overview

To gain an insight into Town Web site usage and for capacity planning, the Information Technology department has implemented a web analysis tool called WebTrends. WebTrends allows the IT department to analyze web site statistics to see what sites are being used the most, what time of day the page was visited, how long visitors are staying on a page, whether it was by direct link or through search engines and if there were any page errors. These are just a few of the features in this robust package. The data gathered is used to improve user experience.



Highlights

- Provides statistics that was previously unavailable
- Provides forecasting data for network growth
- Data analysis can use used to determine best use of resources

Interaction with Other Systems

- All Town web servers
- Qscend Content Management

Project Details

- Project # 07-2331
- Implemented October 25, 2006