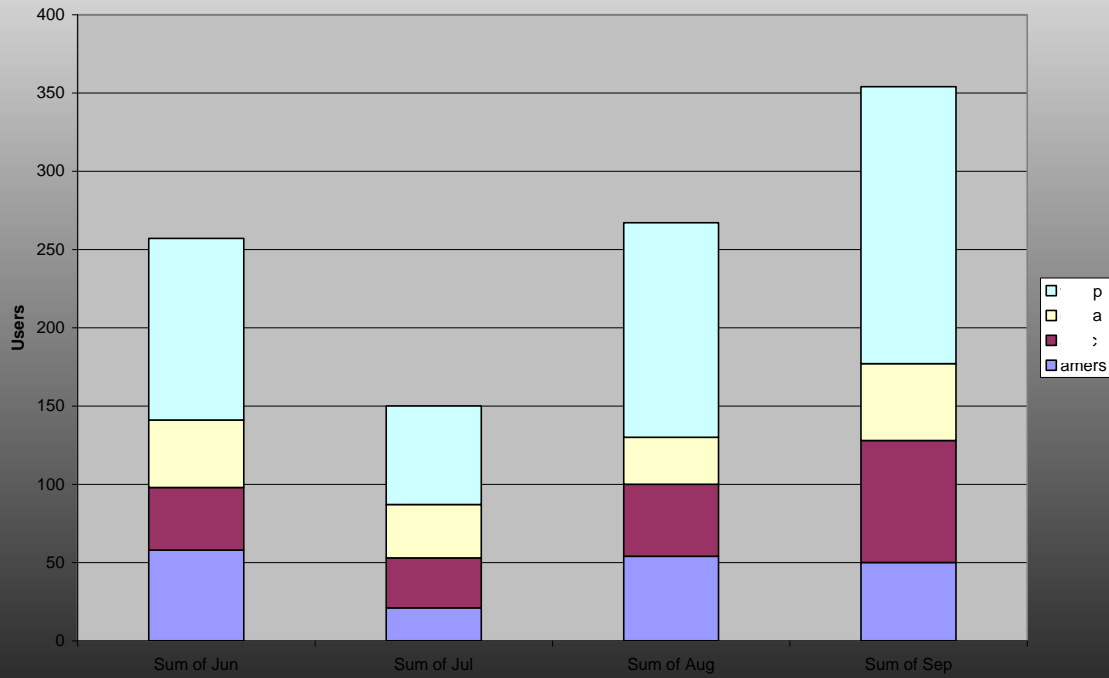


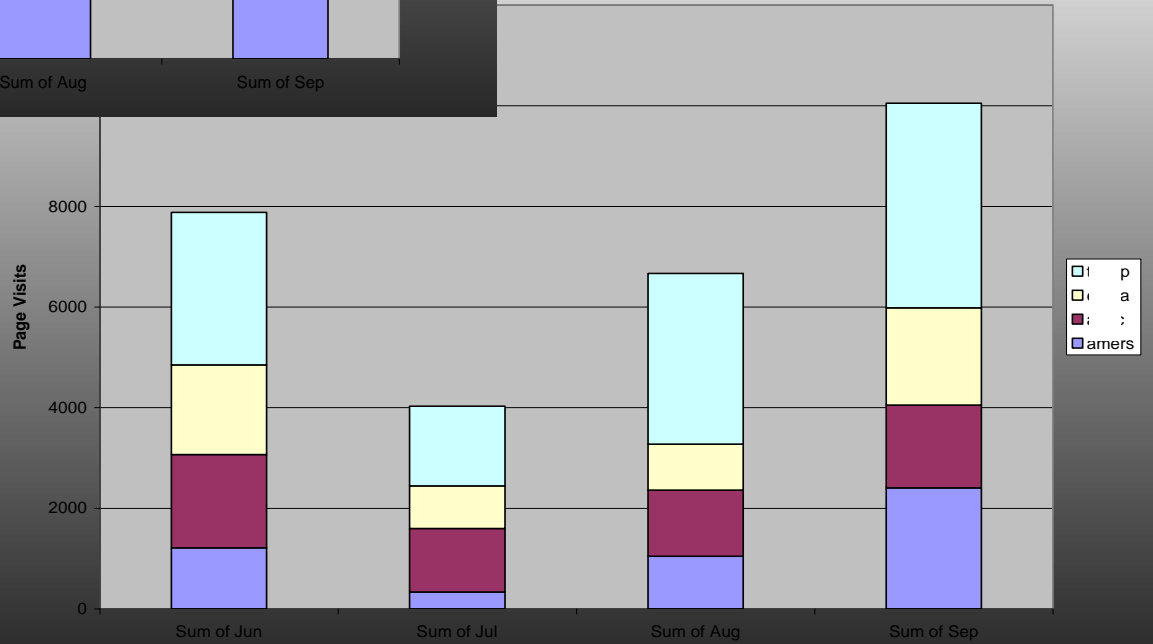
SharePoint 2010 Web Analytics

St. Louis SharePoint Users Group (STLSUG)

TRCS - Users Monthly



Page Visits - Monthly



Agenda

- Overview of new web analytics capabilities

Three OOTB Report Categories

- Traffic Reports
- Search Reports
- Inventory Reports

Traffic Reports

- Trend: number of page views, visitors, referrers
- Rank: top pages, top visitors, top referrers etc.

Report Scope	Site	Site Collection	Web Application	Search Service Application
Number of Page Views	✓	✓	✓	
Number of Unique Visitors	✓	✓	✓	
Number of Referrers	✓	✓	✓	
Top Pages	✓	✓	✓	
Top Visitors	✓	✓	✓	
Top Referrers	✓	✓	✓	
Top Destinations	✓	✓	✓	
Top Browsers	✓	✓	✓	

Search Reports

- Trend: number of queries
- Rank: top queries, failed queries, etc.
- Other: Best Bet usage & suggestions, etc.

Report Scope	Site	Site Collection	Web Application	Search Service Application
Number of Queries		✓	✓	✓
Top Queries		✓		✓
Failed Queries		✓		
No Result Queries				✓
Best Bet Usage		✓		
Best Bet Suggestions		✓		
Best Bet Suggestion Action History		✓		



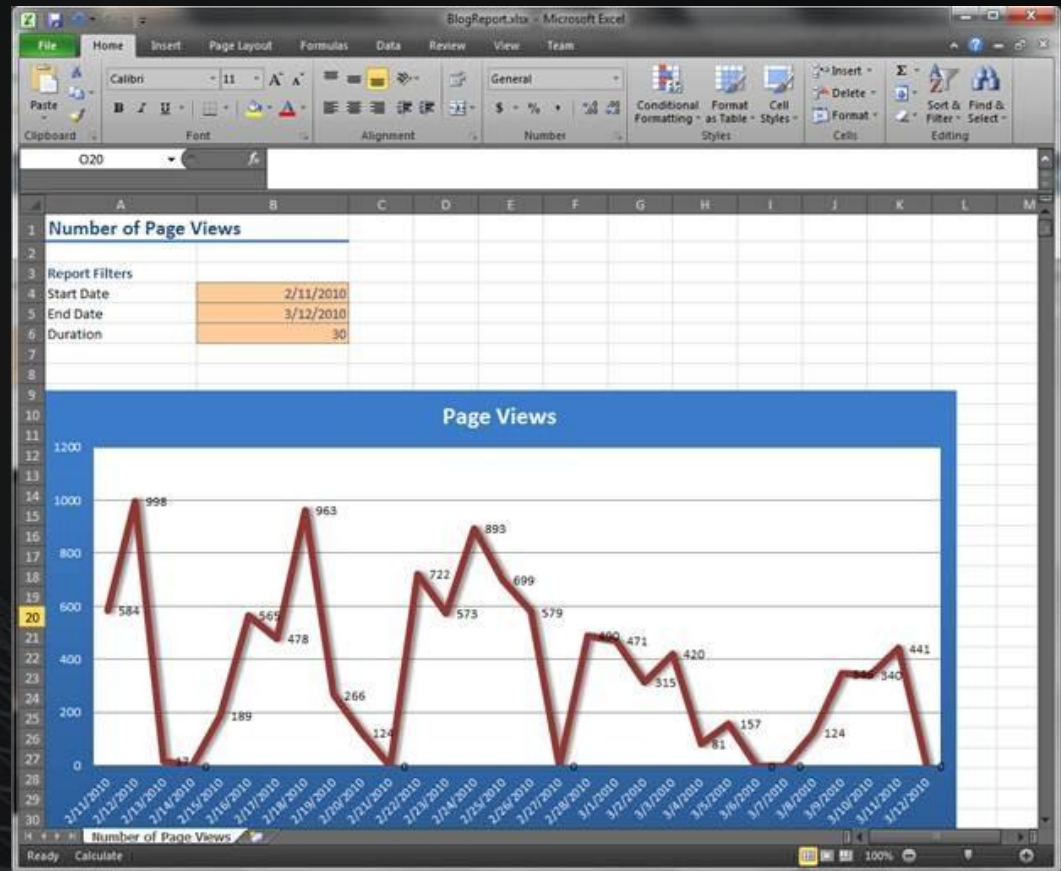
Inventory Reports

- Trend: number of sites/collections, storage
- Rank: Top site product version, top site language

Report Scope	Site	Site Collection	Web Application	Search Service Application
Number of Site Collections			✓	
Storage Usage		✓		
Number of Sites	✓	✓		
Top Site Production Versions	✓	✓		
Top Site Languages	✓	✓		

Custom Reporting

- Export to Excel



Web Analytics Workflow

- Send out reports:
 - On a schedule
 - When specific conditions are met

Workflow Select a workflow to add to this site. If the workflow template you want does not appear, contact your administrator to get it added to your site collection or workspace.	Select a workflow template: Schedule Web Analytics Alerts Schedule Web Analytics Reports	Description: Sends e-mail messages to alert recipients about specific Web Analytics data changes. You must have the View Web Analytics Data permission to start this workflow.
Name Type a name for this workflow. The name will be used to identify this workflow to users of this site.	Type a unique name for this workflow: Blog Web Analytics Report	
Task List Select a task list to use with this workflow. You can select an existing task list or request that a new task list be created.	Select a task list: Tasks	Description: Use the Task list to keep track of work that you or your team needs to complete.
History List Select a history list to use with this workflow. You can select an existing history list or request that a new history list be created.	Select a history list: Workflow History	Description: History list for workflow.
Start Options Specify how this workflow can be started.	<input checked="" type="checkbox"/> Allow this workflow to be manually started by an authenticated user with Edit Item permissions. <input type="checkbox"/> Require the Manage Permissions permission to start the workflow.	

Next Cancel




Web Analytics Web Part

- Targeted to site managers
- Can place on any site
- Configure data you want to see

Top Site Searches

1. boilerplate (15) NEW
2. change tracking (13) NEW
3. test (12) NEW
3. skydrive (12) NEW
3. search (12) NEW
6. enlistment (11) NEW
7. uls (10) NEW
8. new hire (9) NEW
8. upgrade (9) NEW
8. product studio (9) NEW
8. security (9) NEW
8. 日本語 (9) NEW
13. claims (8) NEW
13. wsd1 (8) NEW
13. glossary (8) NEW
13. tds (8) NEW
17. code coverage (7) NEW
17. user context (7) NEW
17. wiki (7) NEW
17. motif (7) NEW

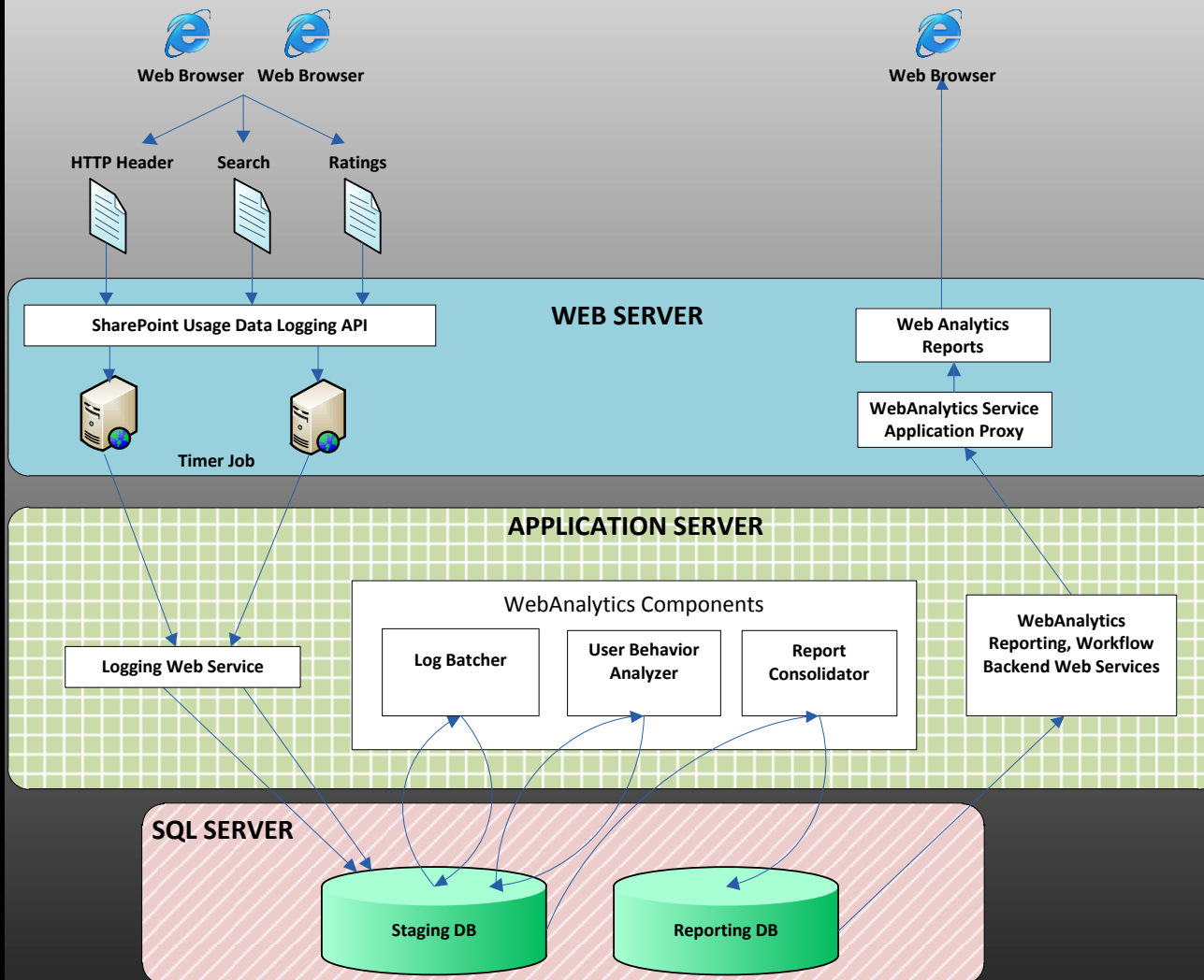
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Demonstration

<http://gateway.covenanttechnologypartners.net/>

Architecture

SharePoint 2010 Web Analytics Architectural Overview



Performance

- Depends on
 - Total Site Traffic (Page view clicks, Search queries and clicks, ratings).
 - Number of SharePoint entities (Site, Site Collection, and Web Application) for each farm.
- Recommend separate Application Server for Web Analytics
- Capacity planning document:
<http://www.microsoft.com/downloads/en/details.aspx?FamilyID=FD1EAC86-AD47-4865-9378-80040D08AC55&displayLang=en>

Questions...

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Microsoft
Your potential. Our passion.

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SharePoint 2010

