

# SharePoint Intranet and Internet Spaces

As businesses look to improve efficiencies across their organization, many are turning to SharePoint to save money while empowering and connecting their employees and customers. SharePoint has solutions for every aspect of your business – intranet, collaboration, public communities and internet sites.

And, they all need to be measured to ensure that stakeholders across the company in different departments with different roles have the right data to take action. Webtrends provides enterprise analytics that span all SharePoint sites.



## SHAREPOINT SPACE – INTERNET Space Dashboard

- Key Metrics**
  - Page Views
  - Visits
  - Page Views Per Visit
  - New Visitors
  - Avg Visitors Per Day
  - Avg Time on Site
  - Bounce Rate
- Widgets**
  - Countries
  - Search
  - Content

# SharePoint Intranet and Internet Spaces

## SHAREPOINT SPACE – INTERNET

### Page Dashboard

**3 Heatmaps**

**4 Real-Time Social Metrics**

- Clicks
- Tweets
- Likes
- Shares

**5 Page-Level Path**



# SharePoint Internet Space Reports

## PROFILE METRICS

- Page Views
- Visits
- Views per Visit
- Avg. Visitors per Day
- New Visitors
- Bounce Rate
- Avg. Time on Site

## CAMPAIGN REPORTS

- Campaign Conversion Page
- Campaign IDs
- Campaign Landing Page
- Visits
- Page Views
- Avg. Visit Duration
- Clickthroughs

## EVENTS

- Onsite Ads: Clickthroughs
- Onsite Ads: CTR
- Onsite Ads: Impressions
- Visits
- Page Views
- Avg. Visit Duration
- Ad View Visits
- Ad Click Visits
- Onsite Ad Impressions
- Onsite Ad Clickthroughs

## CONTENT

	Visits	Page Views	Views per Visit	Avg. Visit Duration	Total Visit Duration	Bounce Rate	Single Page Visits	Entry Page Visits	Exit Page Visits	Avg. View Time	Successful Searches	Unsuccessful Searches
Breadcrumbs: SharePoint Sites	•	•	•	•	•							
Entry Pages: Countries	•											
Onsite Searches	•	•	•	•	•		•	•			•	•
Onsite Searches: Not Found											•	•
Onsite Searches: SharePoint Sites	•	•	•	•	•						•	•
Pages: Exists	•											
Pages: Next	•	•										
Pages: Previous	•	•										
SharePoint Sites: Content	•	•	•	•	•	•	•	•				
SharePoint Sites: Countries	•	•	•	•	•							
Site Pages	•	•	•	•	•		•	•	•		•	
Web Parts: Pages	•	•	•	•	•		•	•	•			
Web Parts: SharePoint Sites	•	•	•	•	•							

## TECHNOLOGY

	Visits	Page Views	Views per Visit	Bounce Rate	Single Page Visits	Entry Page Visits	Tablets	JS Geo Location
Browsers: 3rd Party Cookies	•	•	•	•	•	•		
Browsers: Flash	•	•	•	•	•	•		
Browsers: JavaScript Versions	•	•	•	•	•	•		
Browsers: OS	•	•	•	•	•	•		
Browsers: Resolutions	•	•	•	•	•	•		
Browsers: Silverlight	•	•	•	•	•	•		
Browsers: Versions	•	•	•	•	•	•		
Mobile: Browsers	•	•	•	•	•	•		
Mobile: Device Types	•	•	•	•	•	•	•	•
Mobile: Devices + Browsers	•	•	•	•	•	•		
Mobile: OS + Devices	•	•	•	•	•	•	•	•
Mobile: OS Versions	•	•	•	•	•	•	•	•
Spiders	•	•	•	•	•	•		

## PEOPLE

	Visits	Page Views	Views per Visit	Avg. Visit Duration	Total Visit Duration	Bounce Rate	Entry Page Visits	Single Page Views	Visitors	Active Visits	Clickthroughs	Daily Visitors	Weekly Visitors	Monthly Visitors	Quarterly Visitors	Yearly Visitors
Domains: Organizations	•	•	•	•	•	•	•	•								
Geo: Area Codes	•	•	•	•	•	•	•	•								
Geo: Cities	•	•	•	•	•	•	•	•								
Geo: Countries	•	•	•	•	•	•	•	•								
Geo: Drilldown	•	•	•	•	•	•	•	•								
Geo: GMT Offsets	•	•	•	•	•	•	•	•								
Geo: Languages	•	•	•	•	•	•	•	•								
Geo: Regions	•	•	•	•	•	•	•	•								
Key Metrics	•	•				•	•	•	•	•	•	•	•	•	•	•
Time: Daily Server Activity	•	•	•													
Time: Hourly Browsing Activity	•	•	•							•						
Time: Hourly Server Activity	•	•	•													
Visitors: New + Returning	•	•	•	•							•	•	•	•	•	•
Visitors: Depth	•															
Visitors: Duration	•	•	•			•	•	•								
Visitors: Frequency									•							

## TRAFFIC

	Visits	Page Views	Avg. Visit Duration	Bounce Rate	Single Page Visits	Entry Page Visits
Referrers: Names	•	•	•	•	•	•
Referrers: Pages	•	•	•	•	•	•
Referrers: Pages (Initial)	•	•	•	•	•	•
Search Engines	•	•	•	•	•	•
Search Engines: Entry Pages	•	•	•	•	•	•
Search Engines: Keywords	•	•	•	•	•	•
Search Engines: Organic	•	•	•	•	•	•
Search Engines: Paid	•	•	•	•	•	•
Search Engines: Phrases	•	•	•	•	•	•
Search Keywords	•	•	•	•	•	•
Search Phrases	•	•	•	•	•	•
Search Phrases: Organic	•	•	•	•	•	•
Search Phrases: Paid	•	•	•	•	•	•
Search Phrases: Entry Pages	•	•	•	•	•	•

# SharePoint Intranet and Internet Spaces

## SHAREPOINT SPACE – INTRANET Space Dashboard

### 1 Key Metrics

- Sessions
- Page Views
- Visitors Per Session
- New Visitors
- Avg. Daily User Duration

### 2 Widgets

- Top SharePoint Sites
- Top Publishers
- Top Documents
- Web Parts



# SharePoint Intranet Space Reports

## PROFILE METRICS

- Sessions
- Page Views
- Views per Session
- New Users
- Avg. Daily User Duration

## EVENTS

	Sessions	Page Views	Views per Session	Avg. Session Duration	Ad View Sessions	Ad Click Sessions	Onsite Ad Impressions	Onsite Ad Clickthroughs	Clickthroughs	Downloads	Edits	Subscribes	Comments	Sent to Email
Announcements: Conversion Pages	•	•	•											
Announcements: IDs	•	•	•	•					•					
Announcements: Landing Pages	•	•	•											
Documents: Actions	•	•	•							•	•	•	•	•
Documents:Pages + Actions	•	•	•							•	•	•	•	•
Documents: Publish	•	•	•							•	•	•	•	•
Documents: Users	•	•	•							•	•	•	•	•
Promotions: Clickthroughs						•		•						
Promotions: CTR							•	•						
Promotions: Impressions					•		•							

## TECHNOLOGY

	Sessions	Page Views	Views per Session	Avg. Session Duration
Browsers: Flash	•	•	•	•
Browsers: JavaScript Versions	•	•	•	•
Browsers: OS	•	•	•	•
Browsers: Resolutions	•	•	•	•
Browsers: Silverlight	•	•	•	•
Browsers: Versions	•	•	•	•
Mobile: Browsers	•	•	•	•
Mobile: Devices + Browsers	•	•	•	•

## CONTENT

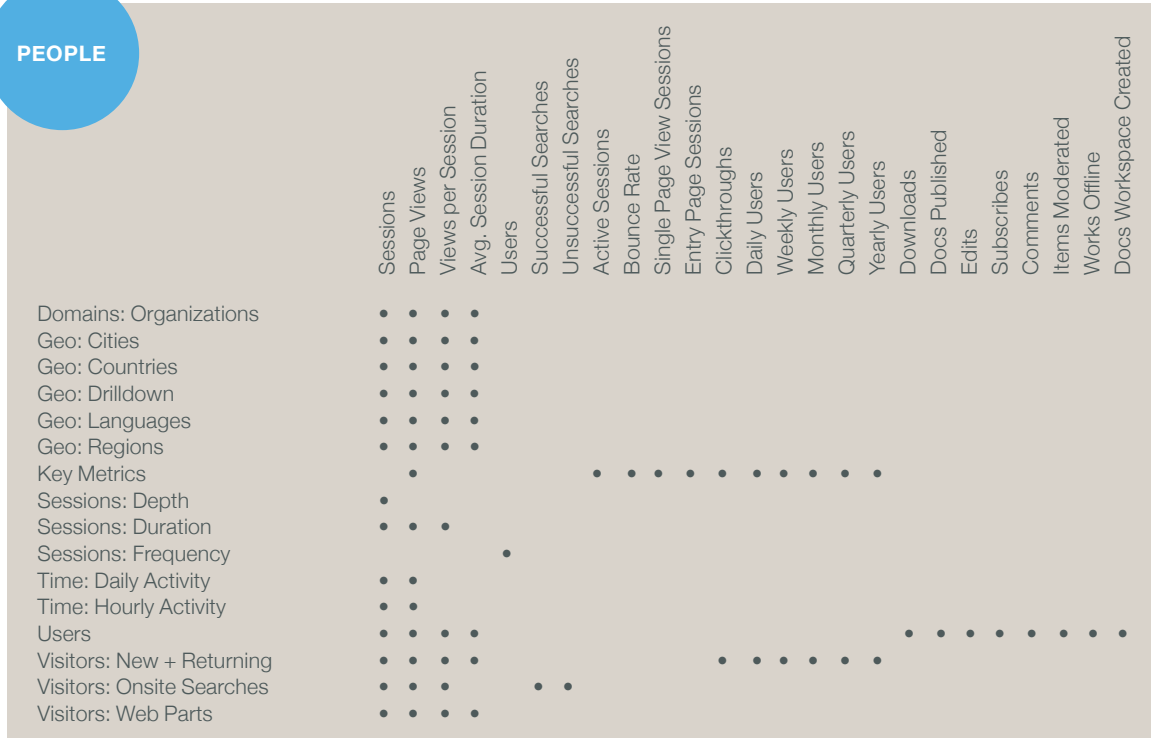
	Sessions	Page Views	Views per Session	Avg. Session Duration	Total Session Duration	Bounce Rate	Single Page View Sessions	Entry Page Sessions	Successful Searches	Unsuccessful Searches
Breadcrumbs: SharePoint Sites	•	•	•	•						
Breadcrumbs: Users	•	•	•	•						
Onsite Searches	•	•	•	•			•	•	•	•
Onsite Searches: Not Found										•
Onsite Searches: SharePoint Sites	•	•	•	•					•	•
Onsite Searches: Users	•	•	•	•					•	•
Pages: Next	•	•								
Pages: Previous	•	•								
SharePoint Sites: Content	•	•	•	•			•	•	•	
SharePoint Sites: Countries	•	•	•	•						
Site Pages	•	•	•	•	•		•	•	•	
Web Parts: Pages	•	•	•	•			•	•	•	
Web Parts: SharePoint Sites	•	•	•	•						

## TRAFFIC

	Sessions	Page Views	Avg. Session Duration	Bounce Rate	Single Page View	Sessions	Entry Page Sessions
Referrers: Names	•	•	•	•	•	•	•
Referrers: Pages	•	•	•	•	•	•	•
Referrers: Pages (Initial)	•	•	•	•	•	•	•

# SharePoint Intranet Space Reports

PEOPLE



# SharePoint Intranet Space: Optional New Reports

**SOCIAL**

	Sessions	Page Views	Discussions	Replies	Shares	Badges	Avg. Reputation Score	Total Session Duration	Single PV Sessions	Entry Page Sessions	Views per Session	Bounce Rate	Earned	Gifted
Community Sites	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Community Sites: Categories	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Community Sites: Content	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Community Sites: Contributors			•	•		•	•							
Users: Blogs	•	•	•	•	•	•								
Users: Discussions	•	•	•	•	•	•								
Badges: Users													•	•
Badges: Departments													•	•
Badges: Manager													•	•
Departments: Users	•	•					•	•	•					

**ENHANCED USER**

	Sessions	Page Views	Downloads	Edits	Subscribes	Comments	Send to Email	Views per Session	Avg. Session Duration	Total Session Duration	Single PV Sessions
Documents: Departments (currently : User Departments)	•	•	•	•	•	•	•	•			
Documents: Title (currently Documents: User Roles)	•	•	•	•	•	•	•	•			
Documents: Office	•	•	•	•	•	•	•	•	•	•	•
Documents: Manager	•	•	•	•	•	•	•	•	•	•	•
Users: Departments	•	•	•	•	•	•	•	•	•	•	•
Users: Office	•	•	•	•	•	•	•	•	•	•	•
Users: Manager	•	•	•	•	•	•	•	•	•	•	•

	Sessions	Page Views	Avg. Session Duration	View per Session
Geo: Office	•	•	•	•
Geo: Location	•	•	•	•

**LISTS**

	Sessions	Page Views	View Items	New Items	Edit Items	Replies
Lists	•	•	•	•	•	•
Lists: Items	•	•	•	•	•	•
Lists: Users	•	•	•	•	•	•
Lists: Departments	•	•	•	•	•	•
SharePoint Lists: List Items	•	•	•	•	•	•
SharePoint Sites: Lists	•	•	•	•	•	•