Urchin Tip Sheet
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Introduction
Colby-Sawyer College has purchased and installed Urchin 4, a powerful web analytics software package. Completely web-based, this package allows Colby-Sawyer faculty and staff to investigate the usage of their web pages at their convenience. Statistics are updated daily, at approximately midnight.

General information on Urchin can be found on their website:

Login Information
Go to http://www.colby-sawyer.edu:9999
User ID: WebReports
User PW: Statistics

(Note: Both the ID and the PW are case-sensitive. The password may change occasionally for security.)

Help Files
Urchin has very informative help screens. These help screens define terms and describe the results in context. Look at the bottom of each screen for a brief overview and a link to more information.

Data Export
Most Urchin screens provide an option to display raw data suitable for use in Excel. To use this option click the link, save the page, then import the page into Excel.

Important Definitions
Sessions: A session is a defined quantity of visitor interaction with a website. The definition will vary depending on how visitors are tracked.

Pageviews: A page is defined as any file or content delivered by a web server that would generally be considered a web document. This includes HTML pages (.html, .htm, .shtml), script-generated pages (.cgi, .asp, .cfm, etc.), and plain-text pages. It also includes sound files (.wav, .aiff, etc.), video files (.mov, etc.), and other non-document files. Only image files (.jpeg, .gif, .png), javascript (.js) and style sheets (.css) are excluded from this definition. Each time a file defined as a page is served, a pageview is registered by Urchin.

Hits: A hit is simply any request to the web server for any type of file. This can be an HTML page, an image (jpeg, gif, png, etc.), a sound clip, a cgi script, and many other file types. An HTML page can account for several hits: the page itself, each image on the page, and any embedded sound or video clips. Therefore, the number of hits a website receives is not a valid popularity gauge, but rather is an indication of server use and loading.