



Norwegian School of Veterinary Science



The Norwegian Reference Centre for Laboratory Animal Science & Alternatives

Statistical data from the website

<http://oslovet.veths.no>

Obtained using the program

SmarterStats Enterprise Edition 3.1.2119.

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Definitions from SmarterStats

Visits - Visits represent the total number of times people have visited the website. A visit is counted whenever a user requests one or more files from the webserver. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they return.

Return Visits - Return visits represent the times when previous visitors come back to the site again. A high ratio of return visits to total visits indicates that the web site is keeping visitors' attention.

Page Views - A page view is a successful request for a file on the website that is considered to be a page. These are usually files with extensions such as .txt, .asp, .aspx or .php.

Hits - A hit represents a request to the website for a file, that may be, for example, an image, a webpage or a CGI script. One webpage may contain several related resources, and as a result, a visitor viewing one webpage may trigger several hits.

Bandwidth - Bandwidth represents the total number of kilobytes that were sent to people visiting the site. Bandwidth includes all resources requested by the users.

New Visitors - A new visitor represents a visit by a computer that has not yet been to the website in the time period of the report.

Return Visitors - A return visit is counted when a computer that has already been to the site before returns for another visit.

Unique Visitors - A unique visitor represents any number of visits from the same computer. If a person returns to the site again, a visit is counted, but a unique visit is not.

Referrer URL represents the exact webpage from which visitors to the website came. A value of "No Referrer" represents a visitor typing the web site directly into the browser, either by using a bookmark, or by following a hyperlink from an email client or similar text document.

Document - A file that is readable from a web browser using either the browser itself or a third-party plug-in or product. By default, SmarterStats considers the following extensions to be documents: .CHM, .DOC, .PDF, .PS, .RTF, .TXT, .XLS, .XML.

Introduction & Comments

A new version of the website was launched on 12th August 2005 and new pages have been produced throughout the year. The website contains two major databases: the NORINA database with information on nearly 4,000 audiovisual products that may be used as alternatives or supplements to the use of animals in teaching and training, and Textbase which cites over 1,000 books related laboratory animal science and alternatives.

Monthly and weekly totals

The monthly figures show a steady growth of page views from September to November. The number of visits has stabilised at about 38,000 the last two months. The weekly figure shows that the number of visits per week is quite stable at about 8,000 - 9,000, while the number of page views varies more (12,000 – 55,000).

Daily totals and visitors

The figures for November show that the number of visits per day is lower in the weekends (about 1,000) than the weekdays (about 1,300) with an average of 1,250. The figures for daily visitors reveal how many of these were unique, new or return visitors. Approximately 1 in 3 were return visitors, which is a quite high percentage.

World countries

The number of visitors from Norway (2,194) is quite high in relation to the size of the population. The number of page views per visitor is over 31 in Norway, while the 22,908 visitors from the United States viewed about 4 pages each.

Referring URLs

This figure shows that most visitors entering the web are classified as “no referrer”, i.e. they have typed the web address directly into the browser, used a bookmark, or followed a hyperlink from an email client or other text document. The list also shows that many enter through Google search engines.

NORINA products

The NORINA database products (produkt.aspx) received an average of 289 visits per day, totalling 8,603 for November.

Top pages

The NORINA products dominate the top 25 pages in November. In addition to the 8,603 visits to webpages describing audiovisual products (produkt.aspx) there were 5,509 visits to pages listing several products (produkter.aspx). In addition, there were 6,168 visits to other pages within the NORINA database, giving a total of over 20,000 visits to NORINA. The 3 pages on the statistics related to Textbase (publikasjon, publikasjoner, Textbase) amount to a total of 2,264 visits in November. If all pages were counted and not only the top 25 the numbers for NORINA and Textbase would be even higher.

Top documents

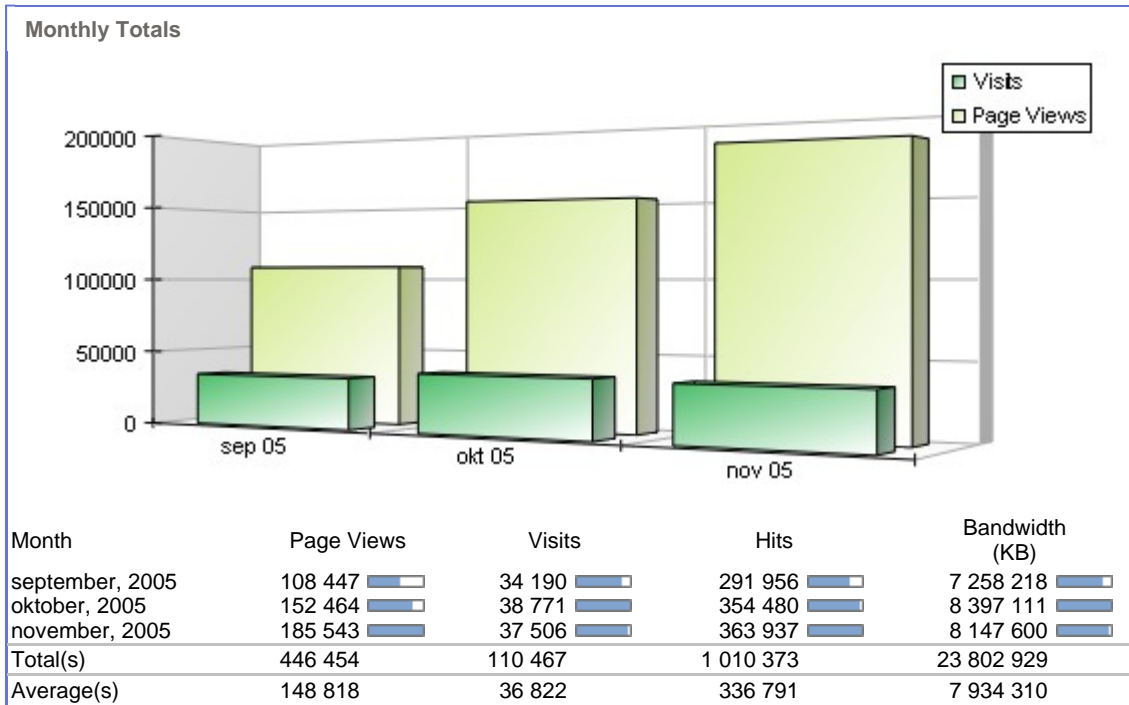
This figure shows which documents had most visits in November. Many new pages about the care and use of fish in research were added to the website in October and November, and these pages have been particularly popular in this period.

Daily activity by file

In this report, one document has been singled out for analysis: ‘Acts and Regulations concerning the Care and Use of Fish in Norwegian Research by Johansen *et al.* 2005’. The statistics for this document indicate that the efforts to publicise this document in the beginning of November had a major effect on the numbers of hits and visits.

Monthly Totals

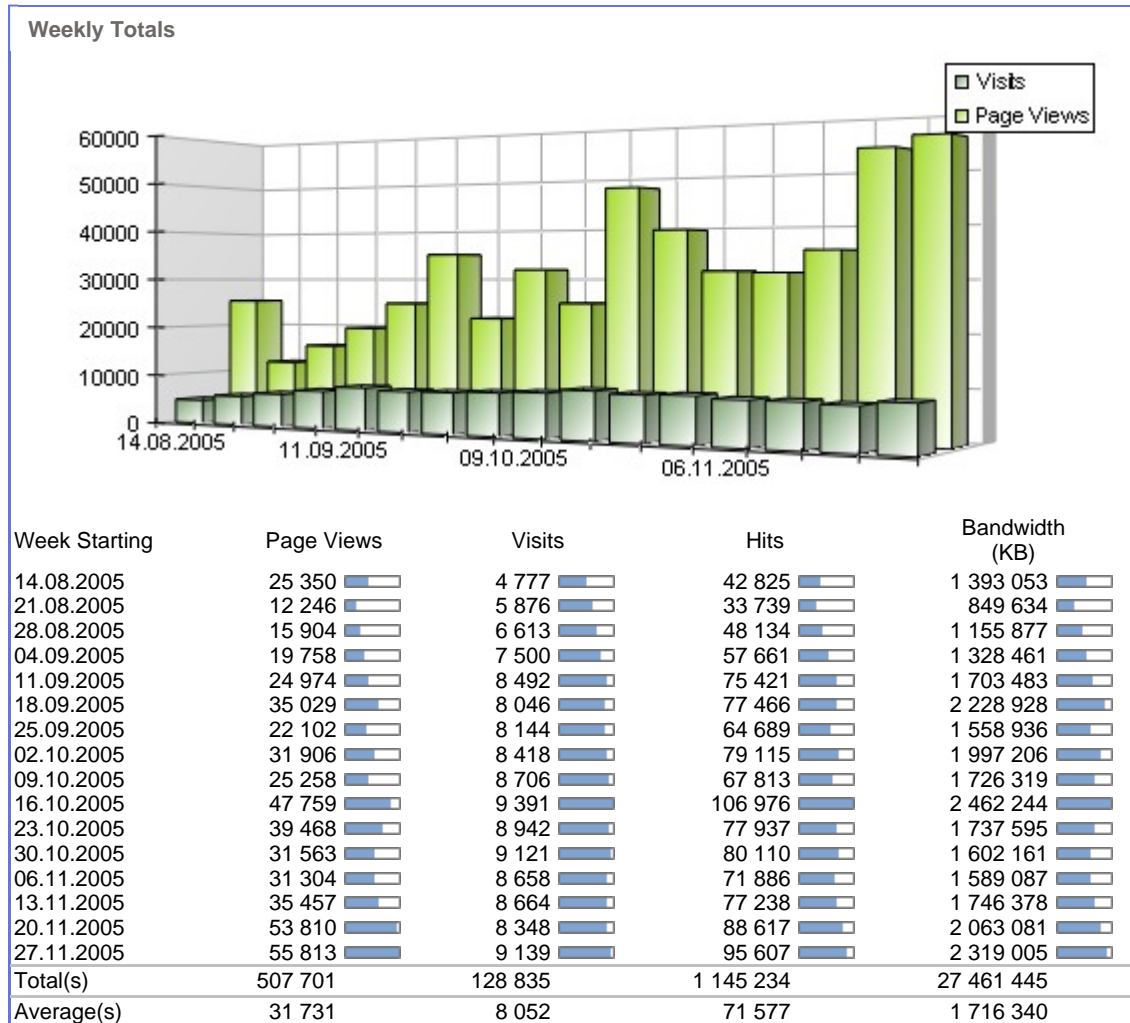
Date Range: 01.09.2005 to 30.11.2005



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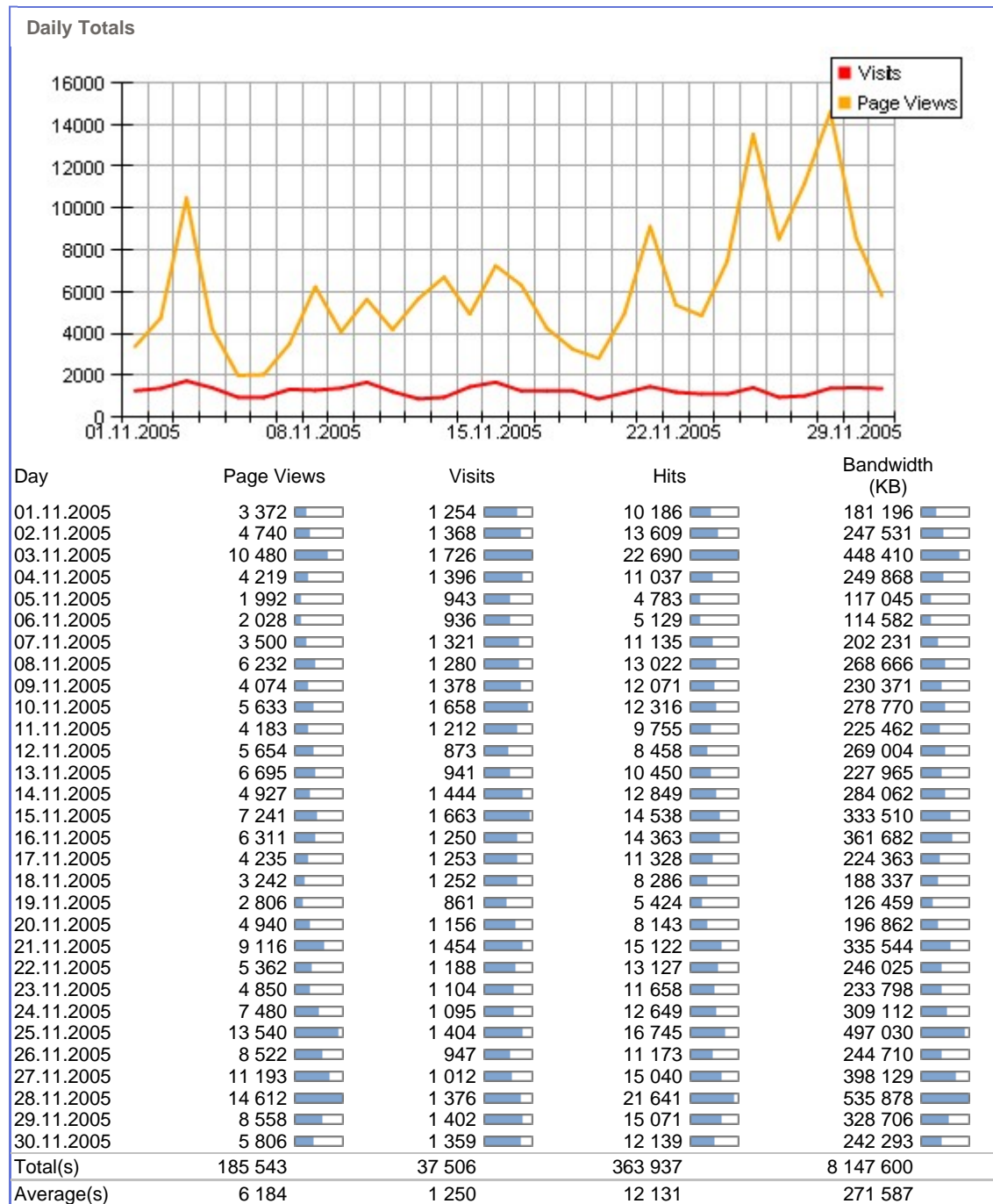
Weekly Totals

Date Range: 14.08.2005 to 03.12.2005



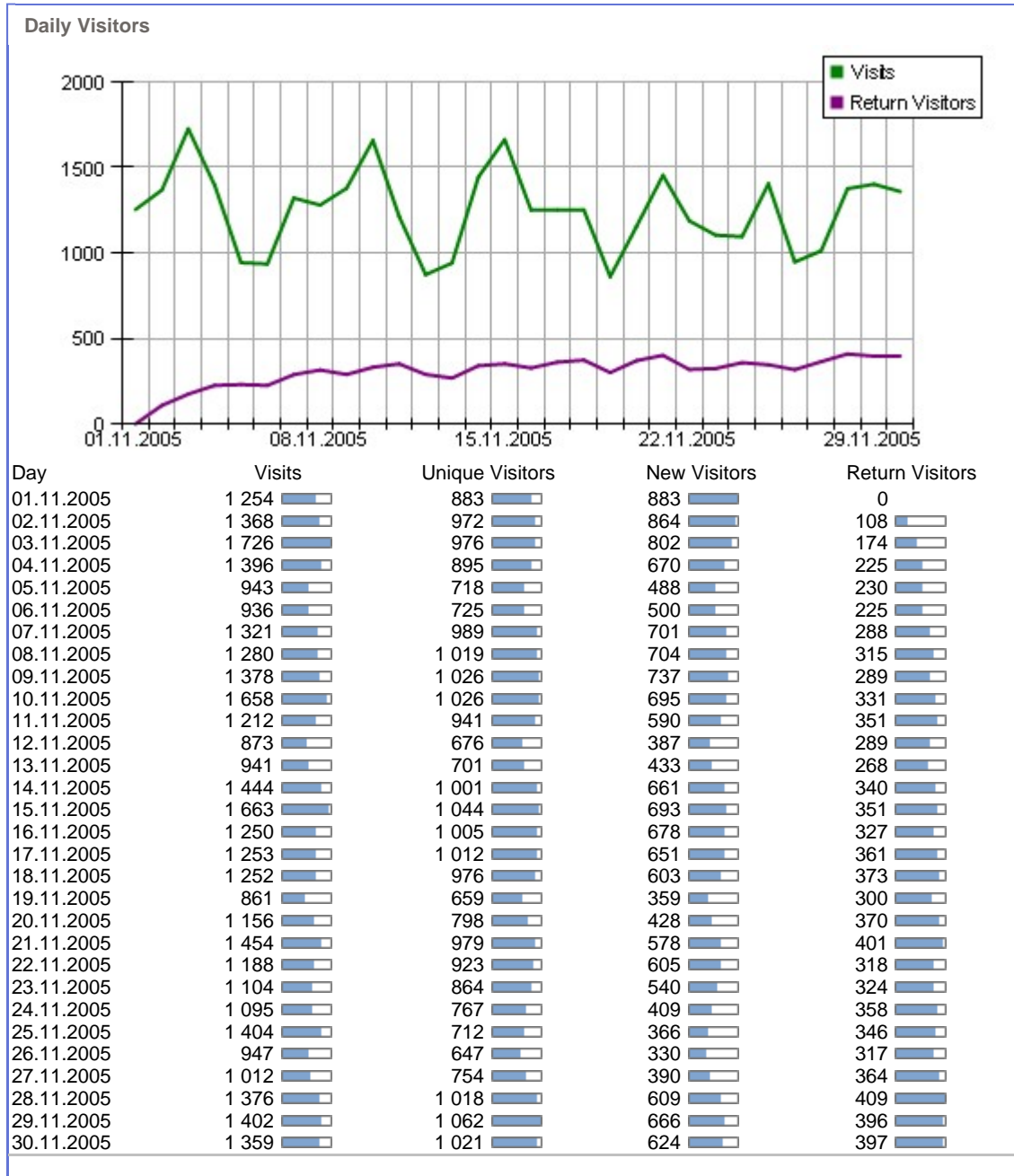
Daily Totals

Date Range: 01.11.2005 to 30.11.2005



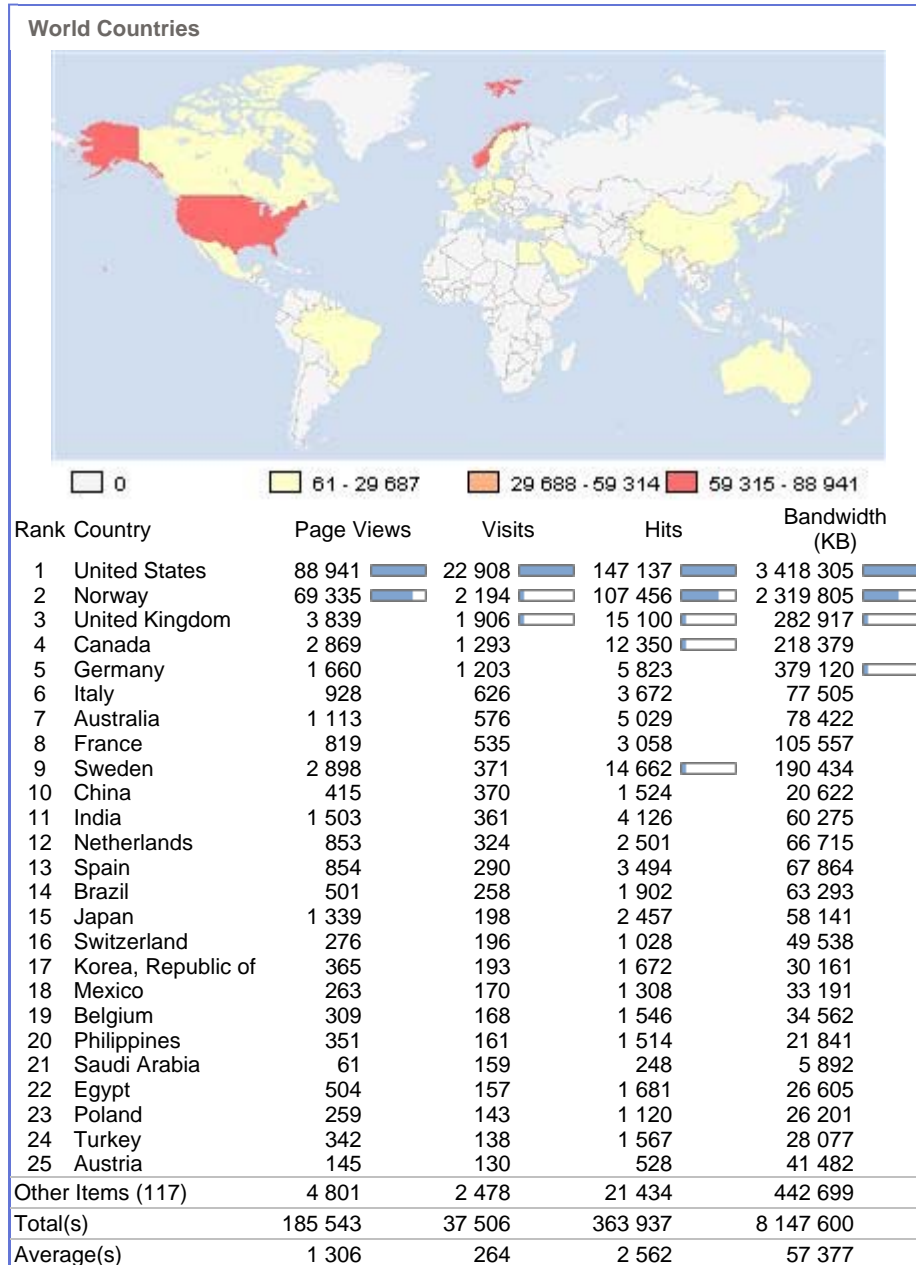
Daily Visitors

Date Range: 01.11.2005 to 30.11.2005



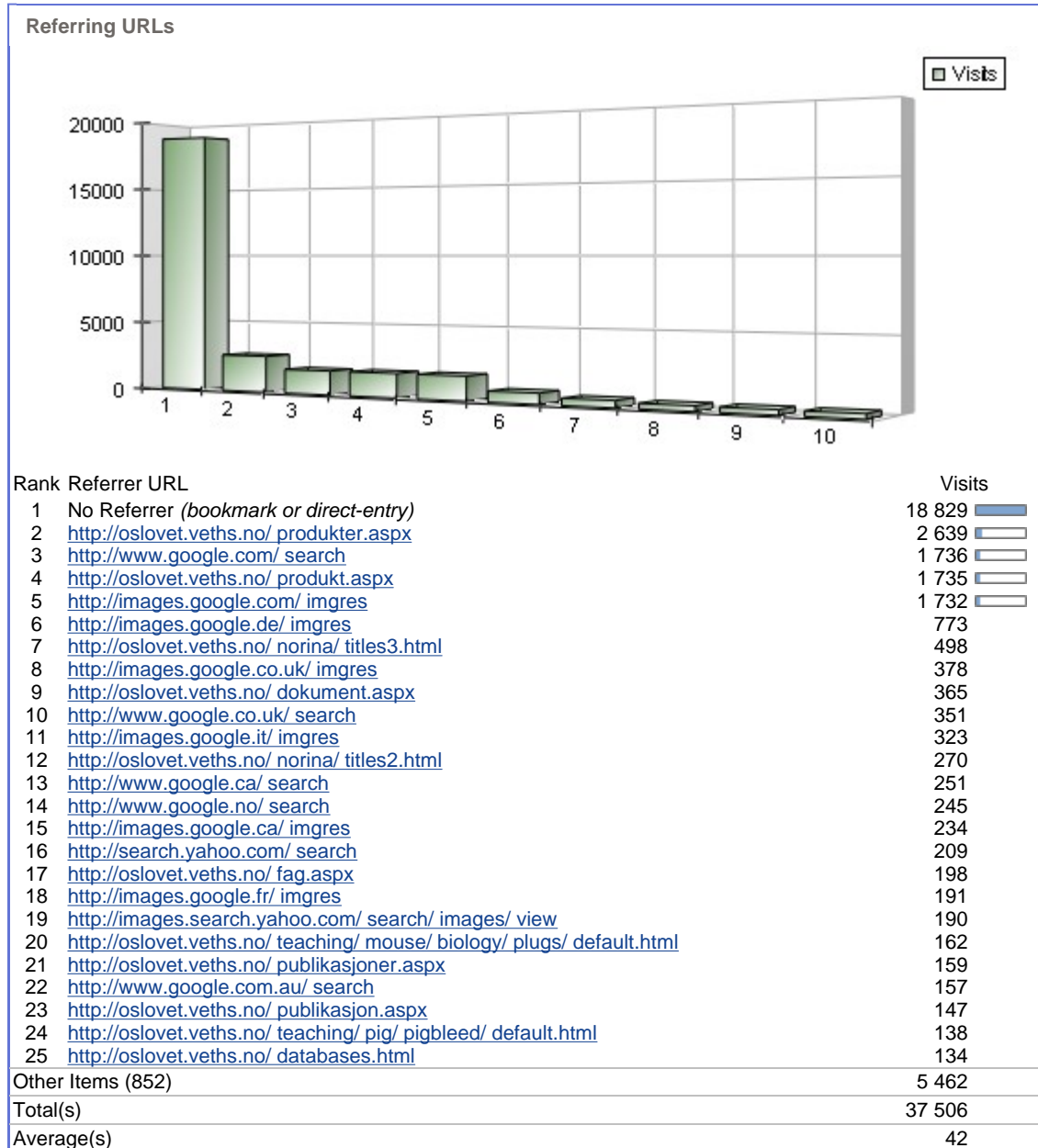
World Countries

Date Range: 01.11.2005 to 30.11.2005



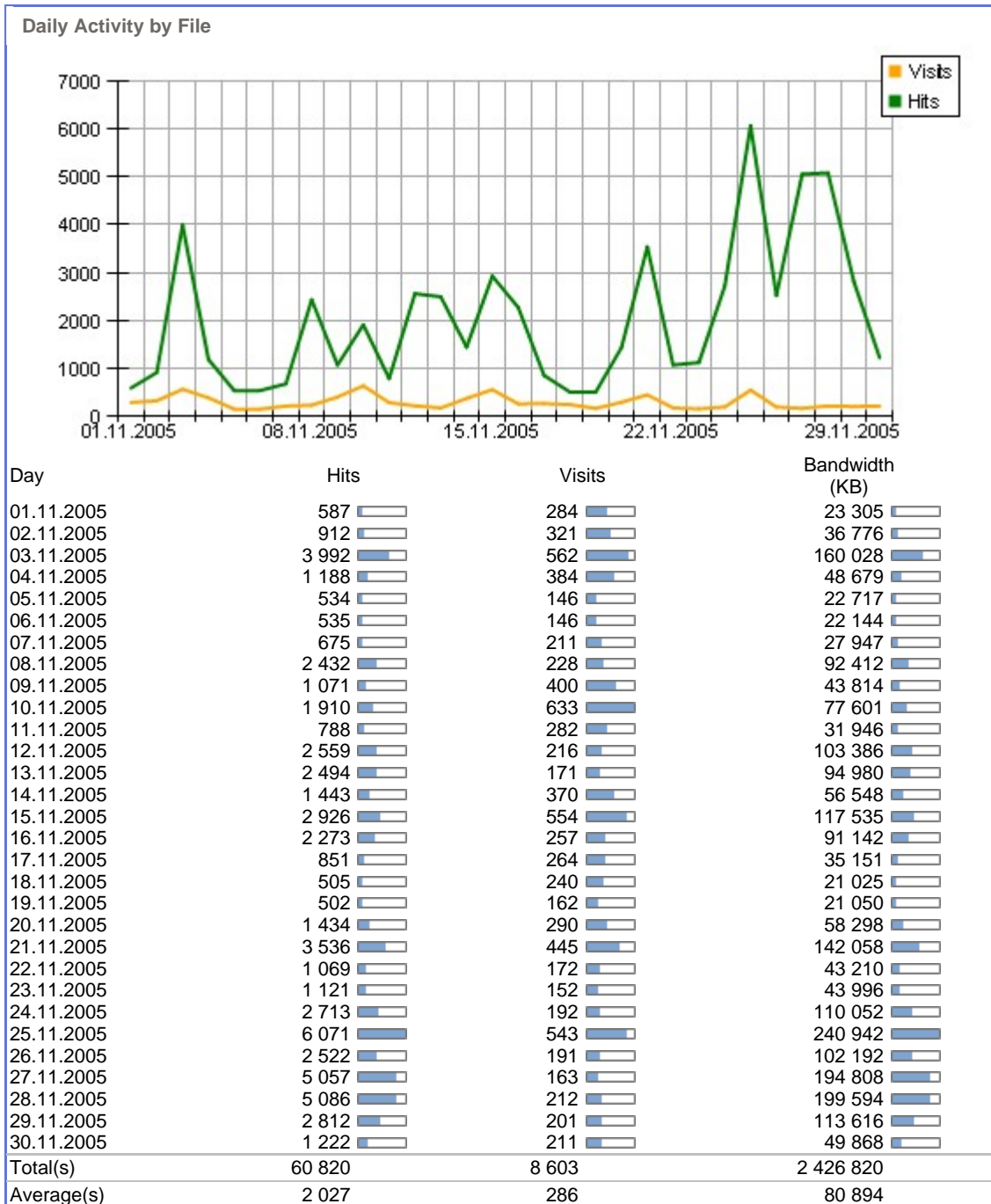
Referring URLs

Date Range: 01.11.2005 to 30.11.2005



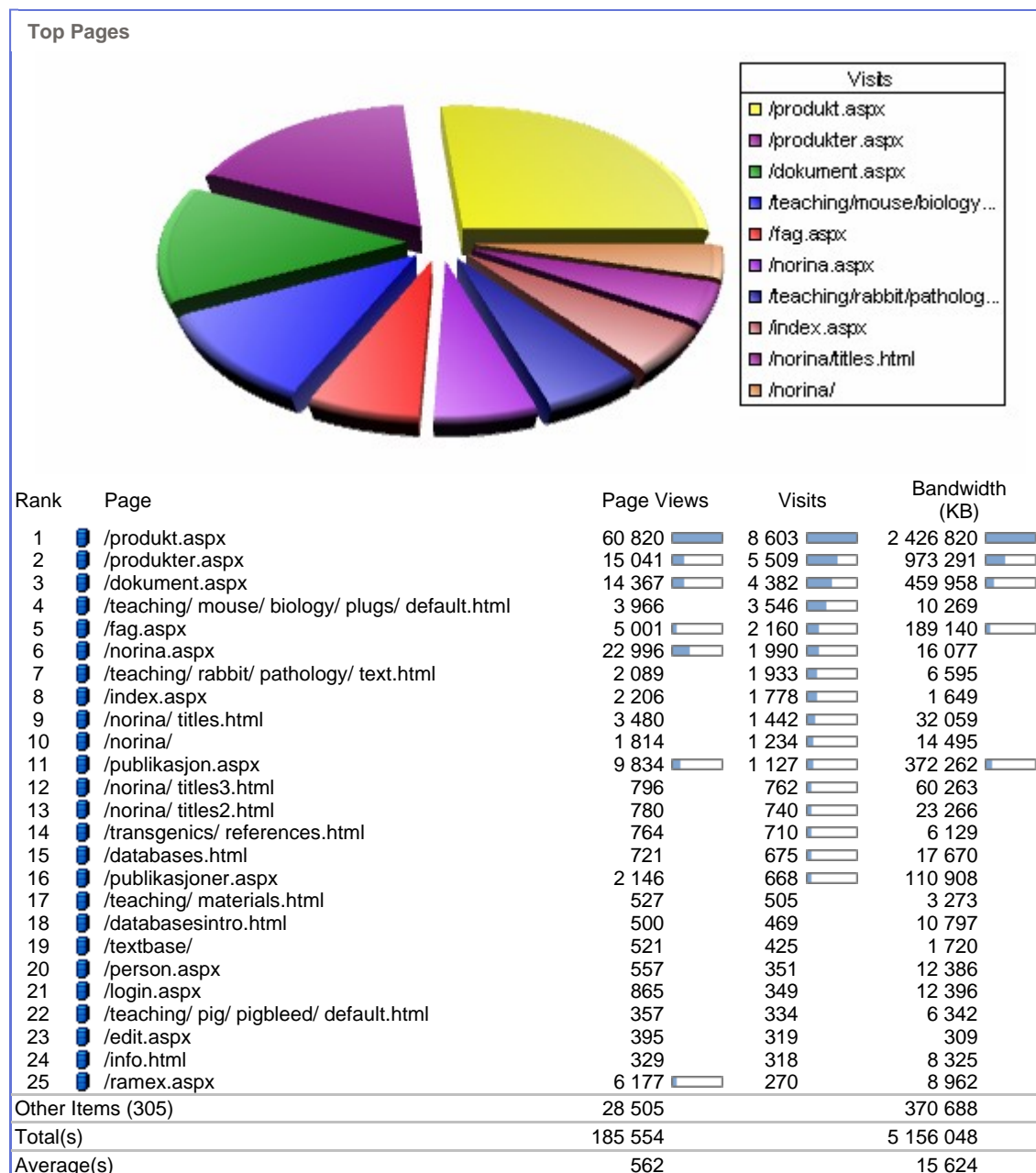
Daily Activity by File

Date Range: 01.11.2005 to 30.11.2005



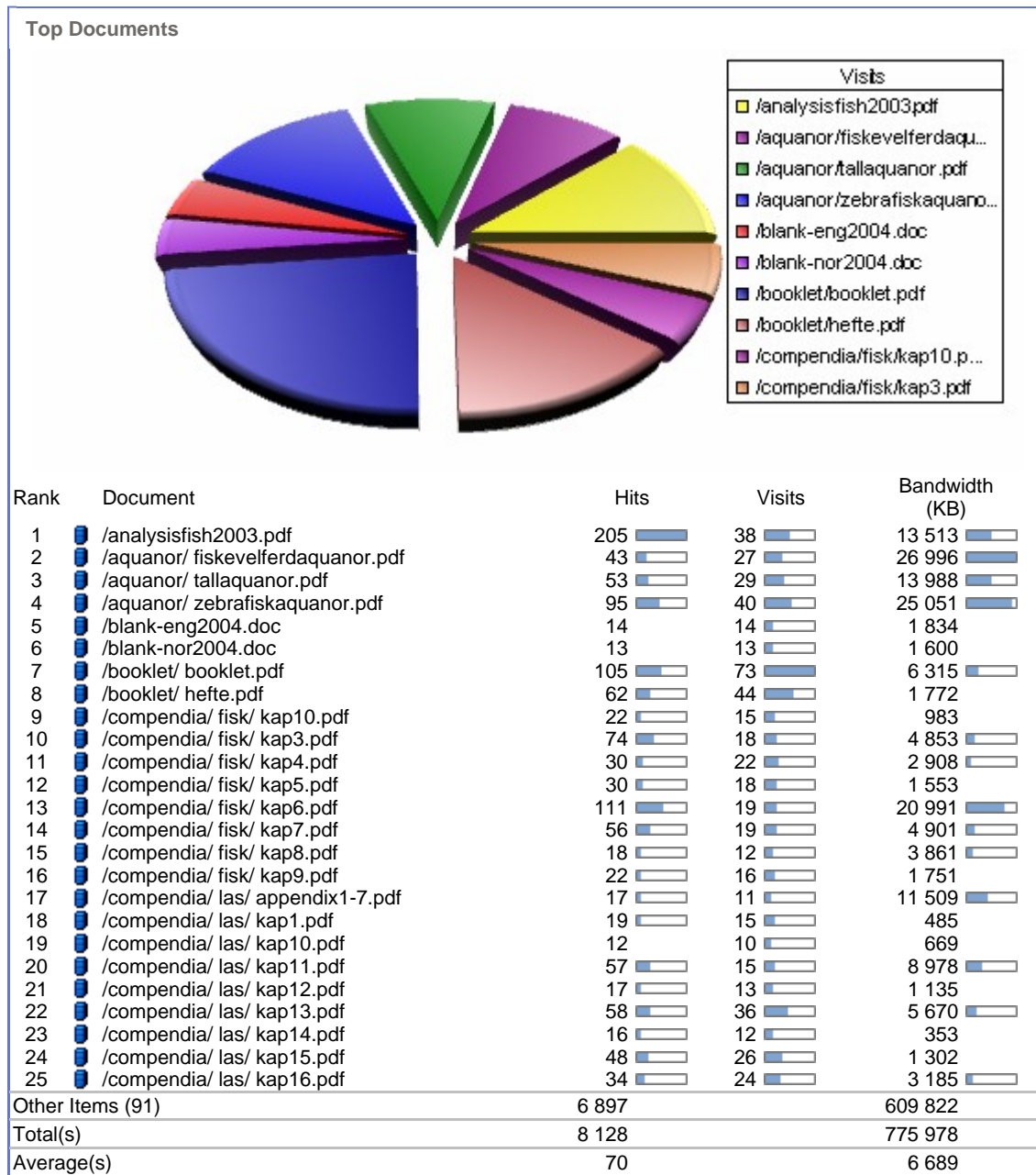
Top Pages

Date Range: 01.11.2005 to 30.11.2005



Top Documents

Date Range: 01.11.2005 to 30.11.2005



Daily Activity by File

Date Range: 01.11.2005 to 30.11.2005

