

Logfile Analysis

YOUR USERS ARE TALKING TO YOU

Your web server collects valuable data on how customers are using your site. Adrenaline's Information Architecture group analyzes logfile reports with a keen eye toward user behavior. We apply our expertise in Information Architecture to understand how your customers are using your web site, and what can be done to make this usage more effective.

PROCESS

Adrenaline Information Architects use a logfile analysis tool to generate detailed site usage statistics. We then analyze this data and deliver a report describing:

- Expectations for user behavior on the client's site.
- Highlights of the key data, including:
 - overall site traffic
 - entry and exit pages
 - top paths through the site
- A comparison: How did actual user behavior differ from our expectations?
- Our suggestions for improvement of the information architecture including:
 - immediate site fixes
 - extensive site changes

KEY FEATURES

Actionable Results –

Adrenaline analyses logfile data to make actionable recommendations to improve the usability of your site and to increase transaction closure or conversion rates.

Monthly Consultation –

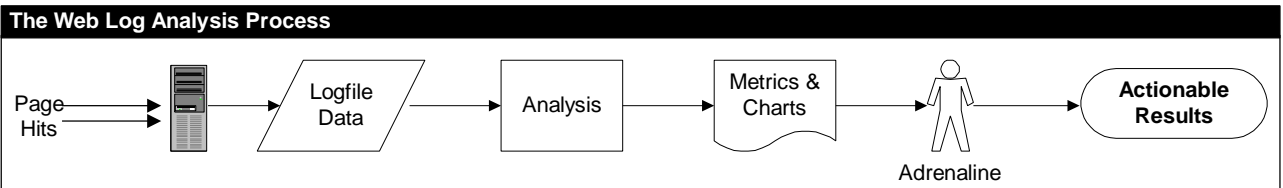
Adrenaline provides logfile consultation on a monthly basis. Keep up with how users are responding to changes on your web site.

Full Maintenance –

The service includes the setup and maintenance of your logfile analysis system. Your logfiles are stored on CD-ROM.

Cost-effective –

Adrenaline's proven methodology is a cost-effective way of setting up and maintaining a logfile analysis system.



TECHNICAL DETAILS

- Adrenaline's **analytical methodology** produces actionable recommendations from raw logfile data.
- Your web server, e.g. Apache or IIS, is **configured to generate daily logfiles**, complete with referrer information.
- Perl scripts run at customizable intervals to **transfer logfile data** from the client web server to a dedicated analysis server.
- A commercial analysis tool such as **WebTrends Enterprise Reporter** produces a site usage report from the logfile data.
- All logfiles are **archived onto a CD-ROM**, and stored for later reference.

Contact:

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The Adrenaline Group
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Deliverables

INITIAL SETUP

1. An initial site analysis with the following information:
 - A feature inventory.
 - The client's goals for the site.
 - The IA prioritization of features, and how it is reflected in the site layout.
2. Installation of WebTrends on analysis server.
 - Set up for WebTrends customized to the client's environment.
 - Configuration of WebTrends to analyze parameters in dynamic URL's.
3. Customized log scripts to allow for expected size of log files.
4. Software set-up for parsing log files in a load-balanced environment.

MONTHLY REPORTS/MAINTENANCE

1. First Report:
 - The first site usage report generated by WebTrends.
 - An analysis of key metrics of the site usage data.
 - A comparison of initial expectations with usage patterns.
 - Recommendations on how to improve the UI to better meet the site goals.
2. Monthly Reports:
 - Monthly WebTrends site usage report.
 - An analysis of the results of the site usage report.
 - Comparison of results of the analysis with any changes that have been made.
3. Adjustment of log file scripts to allow for increases/decreases in site traffic.

PRICING

For a cluster of four web servers:

Length of Contract	6 months
1 Time Setup Fee	\$10,000
Monthly reports provided.....	6
Total Monthly Costs	\$4,000
WebTrends Software.....	\$2,398
WebTrends Cluster Licenses*	
(3 @ \$1438 ea.)	\$4,314
Dedicated Analysis Server	\$1,500
 Total Engagement Cost.....	 \$42,150

* Will vary with number of servers

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