

Urchin Tutorial

Log-in

Go to <https://webstats.uww.edu/> and you will see the Urchin welcome screen.

The image shows the Urchin v.5 login screen. It features the text "Welcome to Urchin" in a large blue font. Below this, it says "Please log-in to get started." There are two input fields: "Username" and "Password". To the right of these fields is a "Log-in" button. A 3D box with a blue sunburst logo and "v.5" is positioned to the right of the text.

Your Username will be your **Net-ID** and your Password will be your **Net-ID Password**. These two pieces of information will log you into Urchin. Once you have entered both your username and password click Log-in (or hit Enter/Return).

Main Navigation / Log Out

After you have logged in to Urchin, you will find the main navigation for Urchin on the left side of your screen. You will see two main areas of navigation: **View Reports** and **Preferences**.

Note: The image left of the button will be highlighted to indicate which page you are on.

Navigation Buttons

View Reports – This is where you will see a list of websites that you have access to. Urchin automatically logs you into the View Reports page because this is where you will spend most of your time.

Preferences – This is where you go to view your user information, or change your password.

Log Out

To log out from Urchin, you will find, directly below the navigation section, the **Log Out** button with your username visible.



Viewing Reports

To get to your reports, make sure you have chosen the View Reports navigation button and click on the profile name **or** the magnifying glass icon under Go To Reports.



This will open a new window with the main navigation located on the left side of your screen.

Navigation

In the **Reports** box you will see a list of report *types* with arrows next to them. By clicking on the type of report you wish to see, all the specific reports will drop down. You can then choose a specific report to view, which will appear on the page to the right of the navigation.

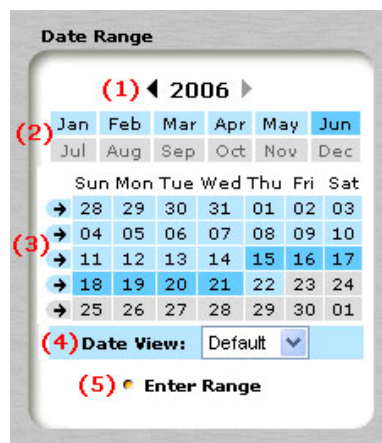
Note: To indicate the current report you are viewing, the report name will be highlighted.

Sometimes (like the image on the right) you may see a plus icon next to a report **+**. Click on the icon and more options will appear.



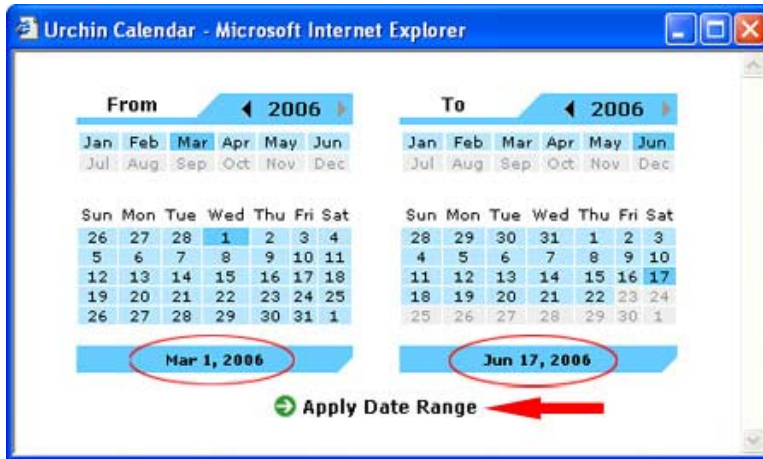
Date Range

In the Date Range box you have the ability to select a range of dates for each report. Refer to the image below and its corresponding numbers to learn how to use this feature.



- (1) **Year** – Click on left or right arrows to select year. Click on the year for reports generated on a *monthly* basis for that year.
- (2) **Month** – Click on month desired to view a report displaying every *day* during that month.
- (3) **Week/Day** – To the left of each **week** is an arrow, click on the arrow to display a report on the *days* of that week. Clicking on a specific **day** of the week will show reports for that day only, broken up per *hour*.
- (4) **Date View** – (This feature is not offered for all report types.) By clicking on the drop down box you can choose to view a report broken up *hourly*, *daily* or *monthly*.

- (5) **Enter Range** – By clicking on Enter Range you have the ability to better customize the date range you want for reports. When the pop-up window appears you will see two



calendars, one to specify the **From** date and another to specify the **To** date. After selecting the year/month/date from each calendar you will see your selected date below. When you have selected the appropriate dates for your report, click the **Apply Date Range** button to display your results.

Note: Objects that are grayed out on the calendar have not occurred yet. Objects that are darker colors than the rest are objects that you have selected.

Page Features

For every report that is generated you will find a standard set of features at the top of each page. Refer to the image below and its corresponding numbers to learn how to use this section.



- (1) Displays the *Report Name*, *Profile Name*, and *Date Range* that you are viewing.

- (2) **Previous** – This button allows you to flip back to previously viewed result pages.



Note: In order to advance through your result pages scroll down the page, below your list of results, and you will find a next button.

- (3) **Filter** – This feature allows you to single out specific terms in your reports. The (+) symbol allows you to only search for your specified term and the (-) symbol lets you exclude your term from the results.

- (4) **#Shown** – This drop down lets you select the number of results you wish to see per page.

- (5) **Go To#** – This allows you to enter in a result number and view it.

- (6) **Export** – This section allows you to export results from Urchin to a **Text** file, **Word** document, or **Excel** spreadsheet by clicking on the appropriate icon. You will need to **save** the document to your computer before you can view it. To the far right, there is a

printer icon that will give a **printer friendly version** of the report you are viewing if you do not wish to export your results.

- (7) **Show/Hide** – For the reports that generate a graph and a list of results, you can use this button to hide or unhide the graph on that page.

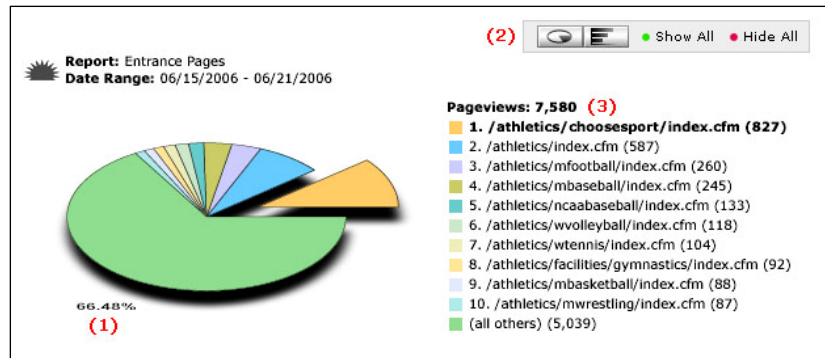
Charts/Graphs

Each report that is generated will have either a *pie chart* or a *bar graph*, which can then be customized to your liking. Refer to the image below and its corresponding numbers to learn more about this area.

- (1) By clicking on parts of your chart/graph you can view the percentage or value that is being represented.

- (2) This section allows you to switch the way you view your results

between the chart or graph layouts. The **Show All** and **Hide All** buttons allow you to show or hide the values you have chosen from part (1).



- (3) By clicking on any of the listed items, you can pop out sections of your chart to add emphasis.

Results

When you look through the results for your report, you should understand how they are laid out.

(1)	(2)	(3)	(4)
Entrance Pages (1-10) / 948	Pageviews	Percent	0 10.91%
1. /athletics/choosesport/index.cfm	827	10.91%	<input type="checkbox"/>
2. /athletics/index.cfm	587	7.74%	<input type="checkbox"/>
3. /athletics/mfootball/index.cfm	260	3.43%	<input type="checkbox"/>
4. /athletics/mbaseball/index.cfm	245	3.23%	<input type="checkbox"/>
5. /athletics/ncaabaseball/index.cfm	133	1.75%	<input type="checkbox"/>

The first column (1) is a list of descriptive names for the results generated. You will see something like (1-10)/948 next to the column heading, as seen in the image above. This means you are viewing 1 through 10 items out of 948 total items.


The second column (2) is a list of values that show the ranking of your results.

The third column (3) transforms the values from column 2 into percentages.


The fourth column (4) consists of links that will bring up a line graph for that specific result. You can then export the graph or print out your results directly from Urchin.



Help Information

On the bottom of each reports page, you will find a section that helps you understand what each report does and gives you other helpful tips. In the example below, you can see how Urchin has given you a description for the Exit Pages Report.

 **Help Information:**

Exit Pages
This report lists the last Page visited in each Session by your site's visitors over the currently selected Date Range. Urchin's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews. Clicking on any Page name will bring it up in a separate browser window.

Notes
To filter (include or exclude) on a certain item, enter its name or part of it, click the + or - button, and press the enter key. To graph any item over time, click the corresponding  icon at the right side of the screen.

 [Urchin Documentation Center \(help.urchin.com\)](http://help.urchin.com)  [Glossary of Terms](#)

Glossary – If you need a specific term explained, you may click on the **Glossary of Terms** link. This will open up a new Google Analytics window. On the right, under *Support Overview*, click the link that says **Help Center**. On the next page, look on the right hand side for a navigational box called *Look Up Terminology*, there will be a link that says **Glossary**. This will take you to the Glossary of Terms page where you can look up any unfamiliar terms.