



Urchin[®] 3.4

Installation and Administration Guide

for Urchin Dedicated/Pro on
Windows[®] Platforms

Urchin 3 Website Reporting
Industrial strength web traffic analysis

Industry-leading speed,
scalability, and efficiency

Advanced e-commerce
reporting shows true
ROI analysis

Intuitive, browser-based reports

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Table of Contents

1. INTRODUCTION.....	4
1.1 WHAT'S NEW WITH URCHIN 3?.....	4
1.2 SYSTEM REQUIREMENTS	5
1.3 PRIVACY AND SECURITY	6
2. IIS INTERACTION.....	7
2.1 LOG FORMATS.....	7
2.2 LOG ROTATION	7
2.3 REVERSE DNS	7
3. INSTALLATION.....	9
3.1 DOWNLOAD AND INSTALL.....	9
3.2 ENABLE YOUR REPORTS	9
3.3 CONFIGURE REVERSE DNS	10
3.4 LICENSE URCHIN.....	12
3.5 SCHEDULE URCHIN	13
3.6 DEALING WITH INSTALLATION PROBLEMS	15
3.7 VIEWING REPORTS	15
3.8 UPGRADING URCHIN	15
4. MAINTENANCE AND CONFIGURATION.....	18
4.1 HOW TO ADD A NEW SITE REPORT	18
4.2 HOW TO DISABLE URCHIN REPORTS	19
4.3 PASSWORD PROTECT URCHIN	19
4.4 PROCESS PAST LOGS & REMOTE WEBSITES.....	19
4.5 PROCESS ERROR LOGS	26
4.6 PROCESS E-COMMERCE LOGS	26
4.7 CHANGING REPORT SETTINGS.....	27
5. APPENDICES	31
APPENDIX A: LOG FIELD DEFINITIONS FOR IIS4, IIS5, AND APACHE.....	31
APPENDIX B: TECHNICAL SUPPORT RESOURCES.....	32
APPENDIX C: INSTALLING TASK SCHEDULER FOR NT 4.0	32

1. Introduction

Urchin 3.4 is a software product targeting hosting providers and businesses that serve one or more websites on a server. Urchin 3 is designed to run directly on the webserver, although this is not a requirement (a dedicated "log server" may be employed). Urchin processes log files generated from the webserver and creates easy-to-read, web-based reports that your company and/or user community will find immensely valuable and useful.

Urchin for Windows uses the W3C-extended format, and is designed to work directly with IIS. By running each night, Urchin keeps reports current and minimizes system loading. Once configured, Urchin requires virtually no maintenance. It is designed to be completely automated.

Urchin can also process remote logs either in Apache's extended combined format, or the IIS4 and IIS5 formats. Urchin can be automated for reporting with remote websites such as those hosted offsite. If your hosting company provides access to logs, Urchin can automatically FTP them over for processing each night.

This Urchin 3 Installation and Administration Guide contains instructions and information to install and configure Urchin 3 software on Microsoft Windows 2000/NT. This guide is intended for experienced webmasters and system administrators who:

- Are familiar with Microsoft server operating systems
- Understand the webserver configuration on the system
- Have administrator access to the system

Chapters 2 and 3 cover the installation and configuration of the Urchin software and its interaction with the webserver. Chapter 4 covers Urchin Maintenance and Configuration. Chapter 5 contains useful Appendices with supplementary information.

1.1 What's New with Urchin 3?

Urchin 3 includes these new features:

- Extremely efficient reverse-DNS lookup module
- Optional e-Urchin e-commerce reporting module
- Greatly improved look and functionality
- Vastly expanded reporting capabilities
- Dynamic URL parsing capabilities
- Search engine reporting
- Complete IIS integration
- FTP remote log capability

These new features, combined with the fastest available log-processing engine, make Urchin 3 the optimal package for hosting providers, high-traffic websites, or anyone interested in the design or marketing of a website.

Since Urchin's reports are web-based, users can view their reports with any browser. This benefits the hosting provider in many ways. Clients see the results of their work, and are inspired to maintain their sites (and, by extension, pay their hosting fees). Providers that bill according to bandwidth have a simple way to check usage via the Site Reports. Simply install, configure and enjoy the benefits.

1.2 System Requirements

Urchin requires a Windows 2000 Server running IIS 5, or Windows NT 4.0 running IIS 4. Internet Explorer 4 or 5+ is required to perform Urchin's configurations tasks.

Urchin 3 is a very efficient program and requires minimal disk space and memory. The distribution will use ~4 MB of disk space. Each site's Urchin report directory will use anywhere from 1-5MB of disk space, depending on how busy the site is. While running, Urchin will use approximately 4 MB RAM plus ~250k per site reported on. Extremely busy servers will use extra memory to handle the large amount of data generated, but disk space and memory are not issues with most modern web servers.

Once installed, Urchin runs from the Task Scheduler (NT4 users please see Appendix C) once per day, processing log files created by your webserver. The data from the log file is extracted and entered into the reporting data. After processing, log files are automatically archived. Urchin can be set to delete logs in order to keep hard drive usage low.

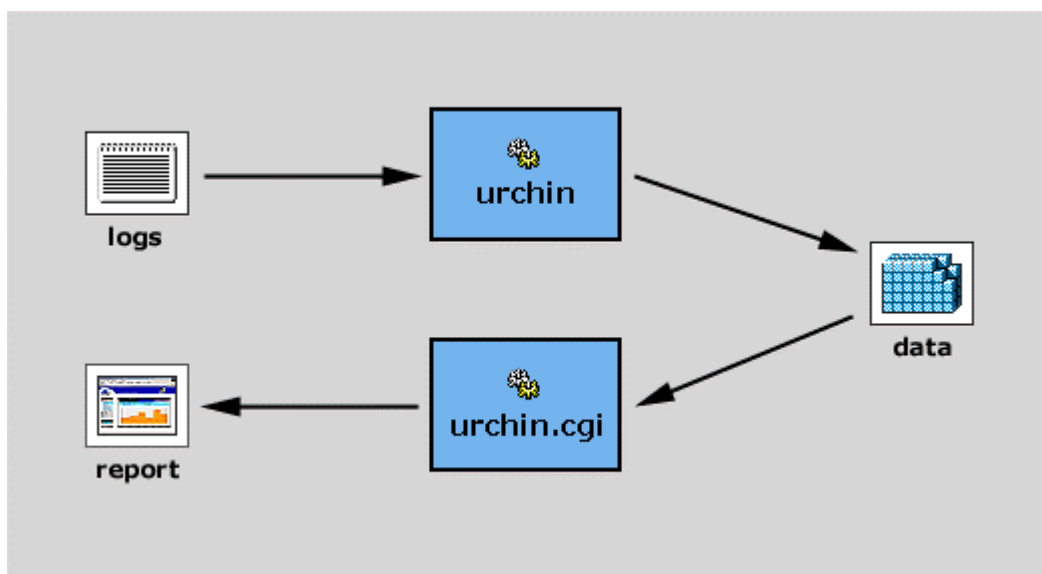


Figure 1

Urchin consists of two main components, the Urchin log processing program and the `urchin.cgi` report delivery component. When log processing runs each night, it reads webserver logs and creates the database, which, in turn, summarizes the webserver activity. When the reports are accessed via your browser, the `urchin.cgi` component delivers reports by reading the database.

Urchin can process multiple sites on a server. For each new site in the configuration, Urchin will automatically create the links to the icons and CGI engine it needs to deliver reports. When the users view the reports, they access the CGI engine through their own unique report directory. This engine queries the data storage and delivers reports dynamically.

1.3 Privacy and Security

Urchin has a very clear privacy policy. Urchin does not send aggregate data to any third party or make any connections outside your network; it does not profile users or record any personal or private information. Urchin simply reports on website activity. Urchin does count visitors and keeps track of which networks and browsers are being used, as well as referring sites. All of these parameters are part of the main HTTP protocol and are passed to the server by all standard browsers.

Urchin's web-based reporting easily integrates into existing access security mechanisms. Because most hosting companies already have login and security systems in place, Urchin does not come with its own security system, but relies on existing systems. It is recommended that all Urchin reporting directories be protected from unauthorized access using standard user verification means. Urchin uses standard CGI methods for delivering content. With decentralized reporting, there are no mechanisms for indirectly accessing other reports or data.

If you are using the reverse-DNS system during log processing, Urchin will use UDP network sockets to connect to the DNS name server specified by the Resolver IP information you provide. If you are operating behind a firewall, you may experience difficulty connecting. Please check with your systems or network administrator for details.

2. IIS Interaction

In order to integrate easily with Microsoft IIS servers, it is necessary for Urchin to interact and modify some of the default IIS configuration parameters. These modifications are outlined in detail below. While Urchin is designed not to conflict with other software packages, administrators should be aware of what Urchin is doing under the hood.

2.1 Log Formats

When Urchin is enabled for a website on the IIS server, Urchin will check and possibly modify the logging format in order to provide adequate data to the Urchin engine. Urchin uses the W3C Extended Format and needs most fields activated. There is no need for the administrator to change the logging format manually. Urchin will check this automatically and make any necessary changes. In fact, after Urchin is enabled, it is important to NOT change any logging settings, as this may affect Urchin's ability to produce reports properly. Any time a site is added to IIS, Urchin's configuration should be launched in order to properly configure IIS' logging setup.

2.2 Log Rotation

Urchin will automatically set log rotation to run nightly. After processing, Urchin will automatically archive log files, or delete them to keep file system use in check (depending on your configuration settings).

2.3 Reverse DNS

Urchin 3 has a super-fast reverse-DNS module that can do the work of reverse lookups and relieve the webserver of this costly responsibility. Pages are delivered immediately without waiting for lookups to occur. Urchin then processes the information later at off-peak hours, reducing visitor waiting time.

Reverse DNS allows you to take the numeric addresses of the visitors to your site and convert them into meaningful domain and network names, such as aol.com or xerox.co.jp. This information can be useful in determining what percentage of your visitors is from which network.

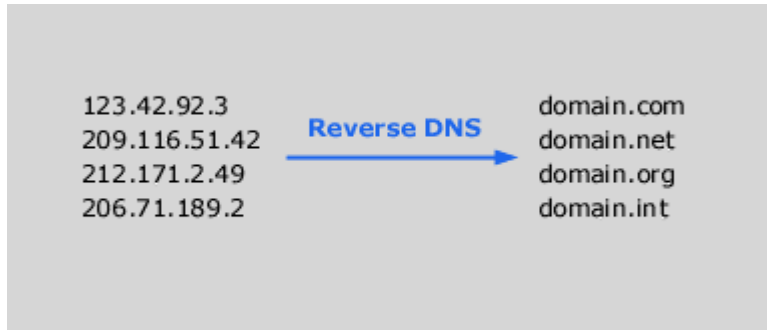


Figure 2

In the Urchin configuration, you will need to know the IP address (“Resolver IP”) of the local DNS resolving machine. Please contact your administrator for details. The Resolver IP address should point to a caching-capable, fully operational name server. This either can be the local machine or a remote one, but should be on the local network. The rate of the requests urchin generates is set to a level that most modern servers can tolerate, and the overall bandwidth is not significant. Nevertheless, you should notify the network administrator of your intention to use a particular name server for this purpose.

2.4 Urchin Reporting Requirements

The current version of Urchin uses an intuitive web interface to produce all reports. These reports are designed to be light on network resources, yet provide maximum information. The reports are produced dynamically by a CGI/EXE application, and require some webserver capabilities to be activated.

When Urchin is enabled for a website on your IIS server, Urchin will automatically create a Virtual Directory under the document root called “urchin”. Execute permission will be given to the directory and the Urchin Reporting engine will be loaded, along with required image and language files. Reports can then be accessed via:

<http://www.yoursite.com/urchin/>

You are now ready to install Urchin 3.

3. Installation

This installation chapter is designed to be step-by-step and should be followed in order. You will need administrative access to the machine you are installing Urchin on.

3.1 Download and Install

If you haven't already downloaded the Urchin zipped archive, you should do so at this time, using either a web browser or ftp from one of the following locations:

Browser - <http://www.urchin.com/download/> or <ftp://ftp.urchin.com/pub>

Ftp - [ftp.urchin.com/pub/](ftp://ftp.urchin.com/pub/)

Unzip the package and double click on the install program setup.exe. It is advisable to quit other applications prior to running the installer. The setup program will prompt you for input as needed, and the installer will select default locations for installation that will suffice for most systems. When the installation is complete you will be prompted to reboot your system. It is highly recommended that you reboot to allow changes to the Windows registry during the installation to take effect.

3.2 Enable Your Reports

Once the system is rebooted, you can use the Urchin 3 Configuration shortcut on your desktop, or go to Start Menu→Programs→Urchin 3.4, to launch the Urchin Configuration Window. Follow the steps outlined below to complete the installation. The default browser should be set to Internet Explorer, as the Urchin Configuration Window may not launch properly with other browsers.

When the Urchin Configuration Window is launched, you will see a browser-based administrative interface similar to the one pictured in Fig. 3. The window will have three tabs for setting various Urchin functions. The Report Settings tab will be automatically selected. To enable Urchin reporting, click on the “On” radio button next to each site. Then click the “Save Settings” button. Whenever you make changes in one of the configuration tool windows, it is best to click the Save Settings button before leaving that window.

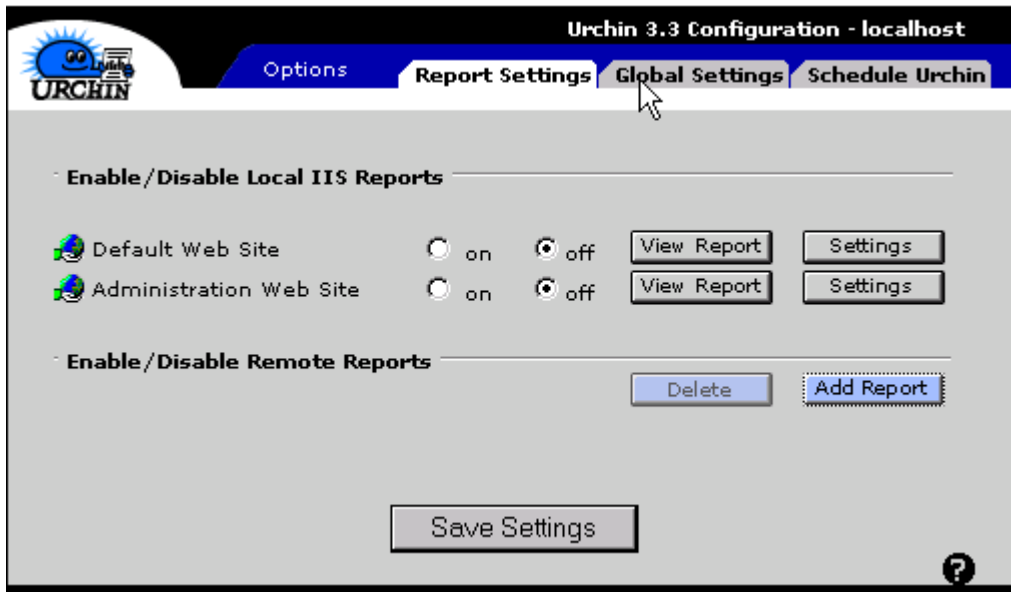


Figure 3

You will be able to come back at any time and enable or disable more Urchin reports.

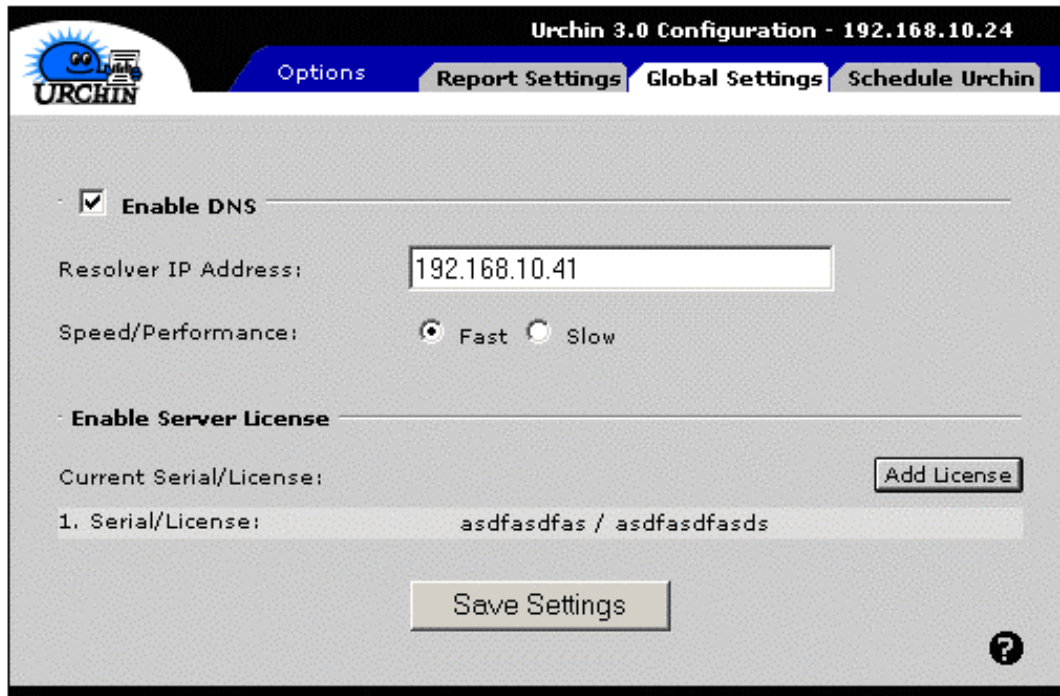
Note that the listing of reports is broken into two areas. The “Enable/Disable Local IIS Reports” list is for local IIS sites running on this machine. Urchin will automatically detect these sites and list them here. All you have to do is click the “on” button to enable reporting on these sites.

The “Enable/Disable Remote Reports” area allows you to add additional sites to your configuration that are not automatically detected. These sites could be local non-IIS sites or remotely hosted sites. As long as you have access to a website’s log files, Urchin can process and create the reports. Urchin can automatically ftp log files from remote sites. To add a remote or non-IIS site to your configuration, click the “Add Report” button to launch the Urchin New Report Wizard. Please refer to **section 4.4** for more information.

Note: The View Report button will not appear during the initial configuration, but will be visible when Urchin is run for the first time.

3.3 Configure Reverse DNS

After saving the settings, click the “Global Settings” tab to bring up the next section (see Fig. 4). For a description of reverse DNS, see section 2.3.



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Figure 4

You will need to edit the box for the Resolver IP Address to point to your DNS caching server. This can either be the local machine that Urchin is running on or a dedicated name server within your network. See the previous chapter for more information. If you do not want Urchin to do DNS lookups, then uncheck the Enable DNS box.

Next, set the Speed/Performance option to Fast or Slow. In concrete terms, these mean:

Fast: Urchin will try to resolve at least 80% of all IP addresses and will make up to 4 attempts at each address.

Slow: Urchin will try to resolve 100% of all IP addresses and will make up to 5 attempts at each address.

The selection of the Fast or Slow performance choice will typically result in only a small difference in Urchin performance. Some considerations in deciding between the Fast and Slow choices are:

- Whether a large number of lookups is necessary (possibly numbering in the millions, depending on your web traffic)
- If you have a DNS server that is not performing at maximum efficiency

Under the above-named circumstances, extra lookup attempts for each IP could have an impact on server activity. You may want to consult your local DNS or network systems administrator if you have concerns about your DNS performance.

When done, click the Save Settings box.

3.4 License Urchin

To purchase a Server License for Urchin Dedicated, go to the Global Settings window under the section labeled Enable Server License and click on the “License” button. This screen will appear:

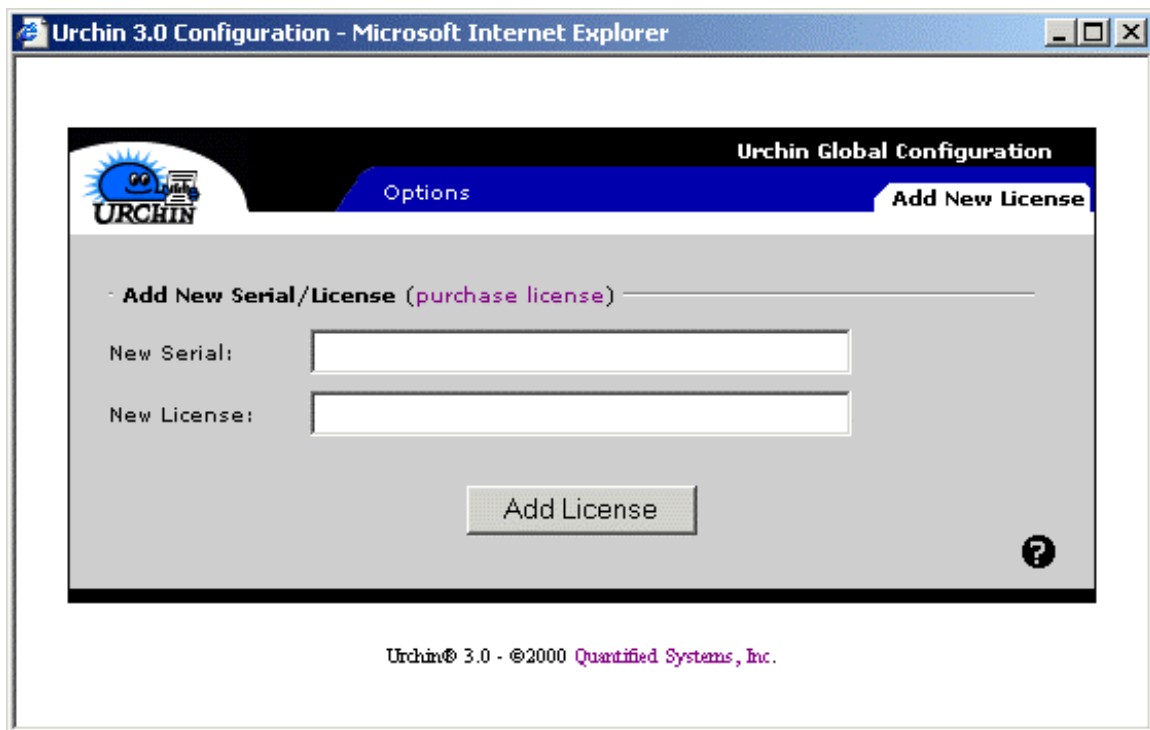


Figure 5

If you do not have a serial number and license code, click on "[purchase license](#)", and you will be taken to the Urchin Licensing Center via your web browser. When processing is complete, you will have a Serial Number and License Code. Enter these into the above blanks and click Add License. The server will then be licensed. Please note that Urchin licenses are based on your IP address. If you install Urchin on one system, then move it to another machine or change IP addresses, the software will not run until you obtain a new license.

Urchin Pro is licensed individually for each site through the reporting interface using a browser. It does not need a license in order to process logs. Simply run Urchin without a

license and then view the reports. All reports except for Traffic are disabled until the product is licensed. The disabled report will contain a link to our website and instructions on how to license the product.

3.5 Schedule Urchin

After entering and saving the DNS and Licensing information, click the “Schedule Urchin” tab to take you to the Urchin Scheduler (see Fig. 6). Under most circumstances, the information needed in the Scheduler is already filled out from the installer (Note to NT4 users: if this information is not filled in, it is likely that the Task Scheduler is not installed, or this service is not running on your machine. Please refer to Appendix C). You should check to make sure that these parameters are correct.

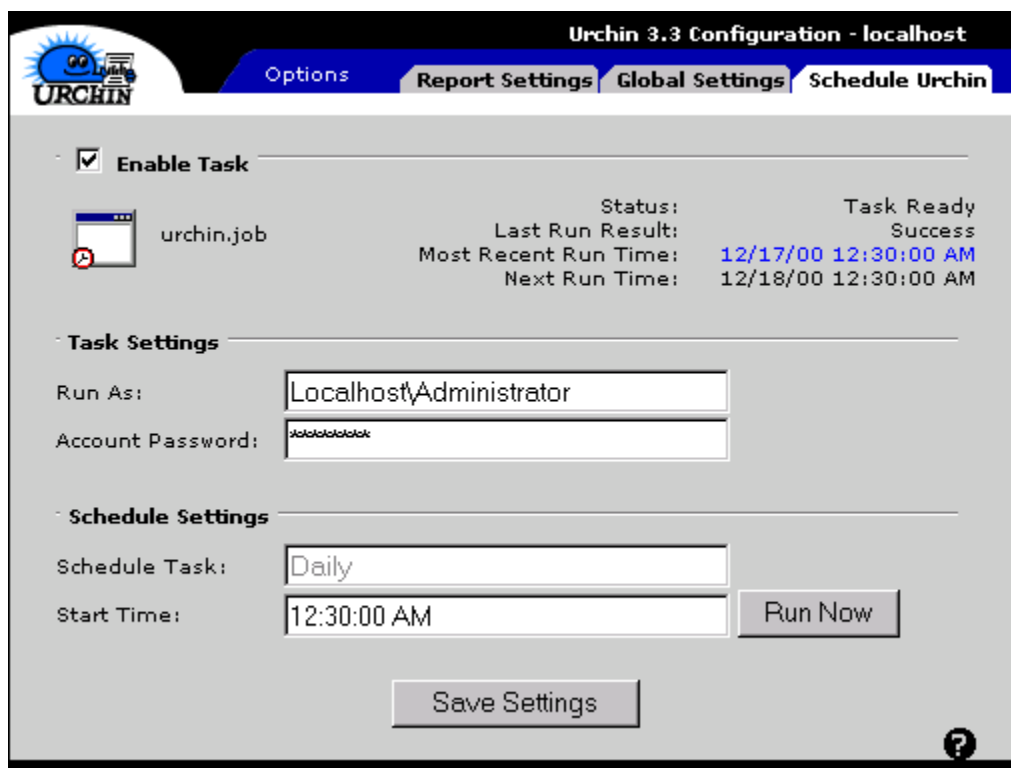


Figure 6

Run As

Note the "Run As" blank. The format of this line is "HOST\user" – the hostname of the computer, and the user running Urchin (usually Administrator).

Password

Be sure to enter a valid password for the user denoted in the Run As box, as this will be the authentication necessary to launch Urchin. An invalid password will cause the log processing operation to fail.

Schedule Task/Start Time

Enter the time you wish to run Urchin each day in the Start Time box. Follow the format illustrated in Fig. 6. The current release of Urchin does not allow Schedule Task intervals other than the default (daily).

Run Now

In addition to the scheduled operation, the configuration interface provides a “Run Now” button that allows for immediate execution. Keep in mind that for local IIS sites Urchin will **only look for yesterday's logs**. Thus, only those with the proper date stamp will be processed (format: exYYMMDD.log, example: ex001211.log). The Run Log shown below will pop up, and will be populated with output from Urchin's progress output.

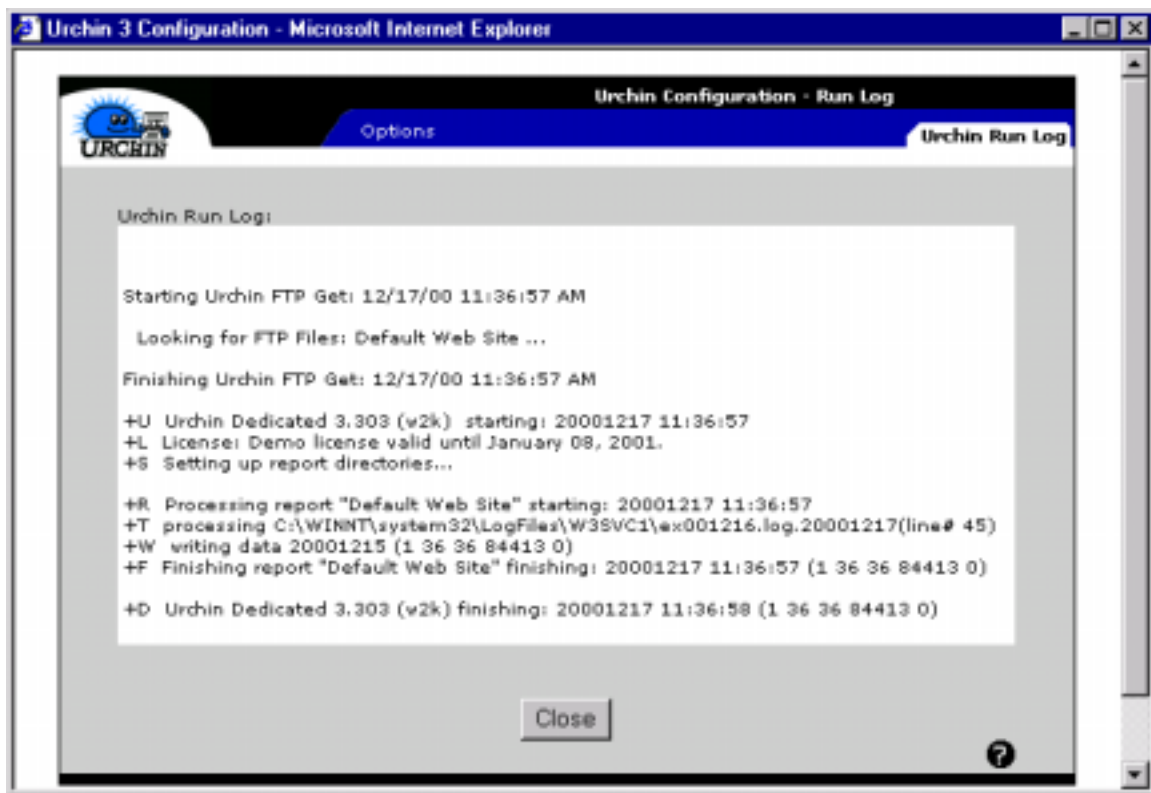


Figure 7

When Urchin is finished, click Close.

The next time Urchin runs (as determined in the Scheduler), all reports will be brought up to date. From this point on, Urchin will run automatically from the Scheduler. You can now view your reports from the Report Settings window.

3.6 Dealing With Installation Problems

If you've run into problems during the installation process, have encountered errors that have not been explained here, or have seen something different in the configuration windows than what is presented in this manual, you may always get additional information by going to <http://www.urchin.com/support> to check FAQs, additional tech notes on specific problems, or to file a request for help from our support staff. You can also rerun the setup.exe program to reinitialize your Urchin installation. The setup program is designed so that if you run it after having already installed Urchin, it will detect this and give you a choice to either uninstall or to try and repair the existing installation. You can try either of these choices to repair your installation. However, if you decide that you want to reinstall Urchin from scratch, you should always run the uninstall first.

3.7 Viewing Reports

Once your reporting software is installed and initially configured, you can view reports by switching to the Report Settings tab and selecting the View Report button for a particular site. If you are running Urchin for the first time, remember that there will be no data to look at until after Urchin has processed logs. Typically, this will be after a nightly run, unless you have chosen the Run Now option as explained earlier. You can also force Urchin to process past logs for your sites. This is explained in the next chapter.

3.8 Upgrading Urchin

3.8.1 Preparations for Upgrading

These upgrade instructions apply primarily if you are upgrading versions. If you are switching from one product to another one (e.g. you currently use Urchin Pro but are upgrading to Urchin Dedicated), then these instructions should still apply. But it is advisable for you to consult the Quantified tech support group to verify the details on how to maintain your existing configuration and access to your previous report data. It is also always a good idea to backup your system before doing any upgrades. This is especially important if you have existing report data that it is critical for you to keep for historical or audit reasons.

Urchin typically upgrades from one version to another relatively easily and safely. Before running the upgrade you should make a backup copy of your config file for safekeeping. Go to the Urchin program installation folder, which is typically:

C:\Program Files\Urchin <product> <version>

E.g. C:\Program Files\Urchin Dedicated 3.4

The path to this folder may be different than this if you chose a custom location when installing Urchin previously. Make a copy of the config file somewhere other than in the

Urchin installation folder. If you have a Reports subfolder in the Urchin installation folder, you may also wish to back that up by making a copy elsewhere.

3.8.2 General Upgrade Instructions

For all upgrades you must first uninstall the old version of Urchin. Go to Start Menu→Settings→Control Panel and choose Add/Remove Programs. Select the Urchin product from the list of installed software and click the Add/Remove button. The Uninstall wizard will run and prompt you to reboot. You should always reboot after uninstalling Urchin.

Once you have rebooted, follow the instructions in section 3.1 for downloading and installing your new version of Urchin. If you are upgrading from Urchin 3.3 to 3.4, then skip to the next section for additional details on migrating from 3.3 to 3.4.

For all other upgrades you should launch the Urchin configuration window, and verify that your log processing and reporting configurations are the same as before you upgraded. Any report data associated with your sites should be available, and your newly upgraded Urchin software should be ready to run.

3.8.3 Upgrading from Urchin 3.3 to 3.4

After installing your new Urchin 3.4 software as per the previous section, you will need to copy your old configuration and some of your report data from the previous Urchin 3.3 installation folder, since the path to the installation directory will have changed as part of your upgrade. Go to C:\Program Files\Urchin Dedicated 3.3 (or if applicable to the custom location you chose one during your Urchin 3.3 installation), and copy the file named **config** and the folder named **reports** to C:\Program Files\Urchin Dedicated 3.4. Then launch the Urchin 3 Configuration window by clicking on the shortcut on your desktop and do the following-

- Verify that all your reports are listed. If they are not, check the previous steps leading up to this point and confirm that you've done them correctly.
- Make sure that the On radio button is selected for any websites that you want Urchin to report on, then click the Save Settings button. Be sure the status dialog in the bottom of your browser window reads Done before attempting to clicking other areas to proceed further. Activating a given report and clicking the Save Settings button will cause the Urchin reporting directories in the Iis configuration for that report to be updated with the correct references to the new Urchin installation folder path. So you want to make sure you do this for any reports that have previously existing data that you still want to view past reports for, even if you are no longer processing new logs for that site.
- Now select the Schedule Urchin tab, and type in the Account password for the user Urchin will run as (usually Administrator), then click the Save Settings button.
- Select the Report Settings tab again. In the bottom section labeled Enable/Disable Remote Reports, if you have any remote reports configured, you may have to make a

single configuration adjustment for each report. To do so, click the Settings button next to each remote report, and in the Basic Report Settings screen check the path to the report directory. If you are using the default report directory path that Urchin chose for you, then the version number in the path, which is 3.3, should be changed to read 3.4. If you created your own path setting for any remote report, then you can skip this step. If you made any changes to the path, then click Save Settings and close the window. In the main Report Settings configuration window click the Save Settings button once more before exiting the window or moving on to the next remote report. Be sure the status dialog in the bottom of your browser window reads Done each time before proceeding further.

Once this process is done, your upgrade is complete, your pre-existing configuration should be restored, and your previous reports should be available.

4. Maintenance and Configuration

This section covers the basic things you may need to do for the administration of Urchin. After making changes to the Urchin configuration, you do not need to restart Urchin. Urchin runs automatically from the Scheduler and will read in the configuration each time it is run. To access the Urchin Configuration Window at any time, you can go to the Urchin program group via your Start Menu.

4.1 How to Add a New Site Report

Adding sites to the Urchin configuration is easy and straightforward. The first step is to add the site to your webserver system. Use your IIS administrative tool to create new websites. Once a new site is created, launch the Urchin configuration window and the newly created site should appear.

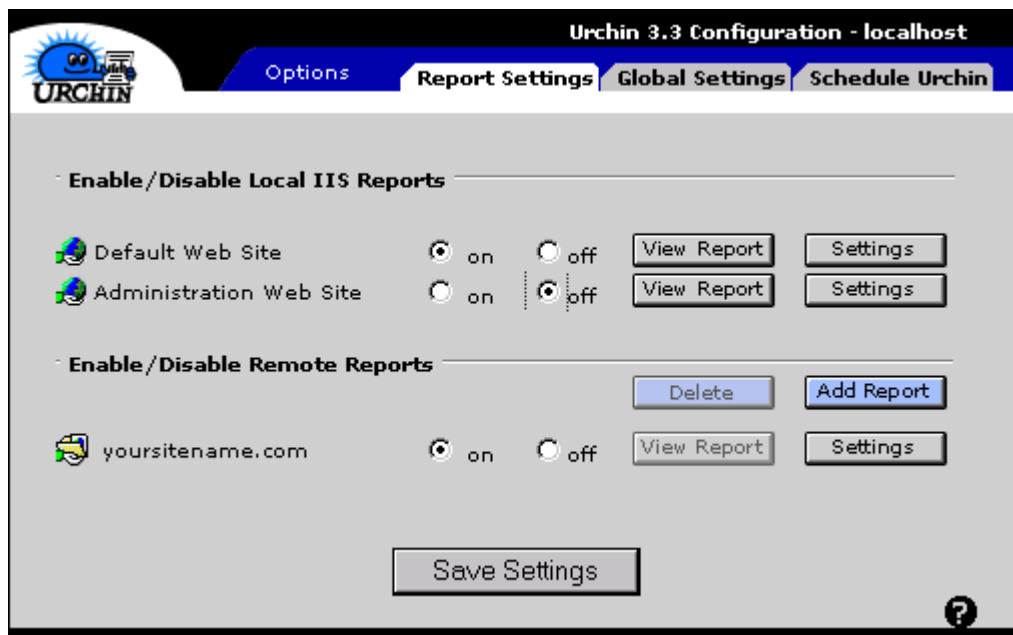


Figure 8

Click the “on” radio button to enable Urchin reporting for each new site, and then "Save Settings." The next time Urchin runs, your reports will be created automatically. In the sample screenshot above the logs for the Default Web Site and yoursitename.com will run at the next scheduled time or when the Run Now feature is used, and the data will be added to the reports for those sites. The Administrative Web Site logs will not be analyzed and only existing data for that site will show up in its report screen.

4.2 How to Disable Urchin Reports

You can update the Urchin configuration to change which reports are active at any time. Simply launch the Urchin Configuration tool, select the Report Settings tab, and click the "Off" button under Enable/Disable Local IIS Reports for the site you want to stop reporting on.

4.3 Password Protect Urchin

Since the Urchin reports are web-based and reside directly under the website document root, you may wish to password protect the Urchin reports. This type of password protection is a function provided by your webserver and is accomplished by using the IIS administration tool. For more information and help on protecting a directory, see the online help available on your IIS server administration tool.

4.4 Process Past Logs & Remote Websites

You can easily process past Apache or IIS logs with Urchin. These logs can either be local, or on a remote machine (where they can be obtained via FTP). First, click on Add Report under Enable/Disable Remote Reports (see Fig. 9). You will be taken to the Urchin New Report Wizard (see Fig. 10). Here you will need to specify which types of logs you wish to process: Transfer Log (access), Error, and E-commerce. Transfer Log is checked by default. When you have selected the log types to process, click Next.

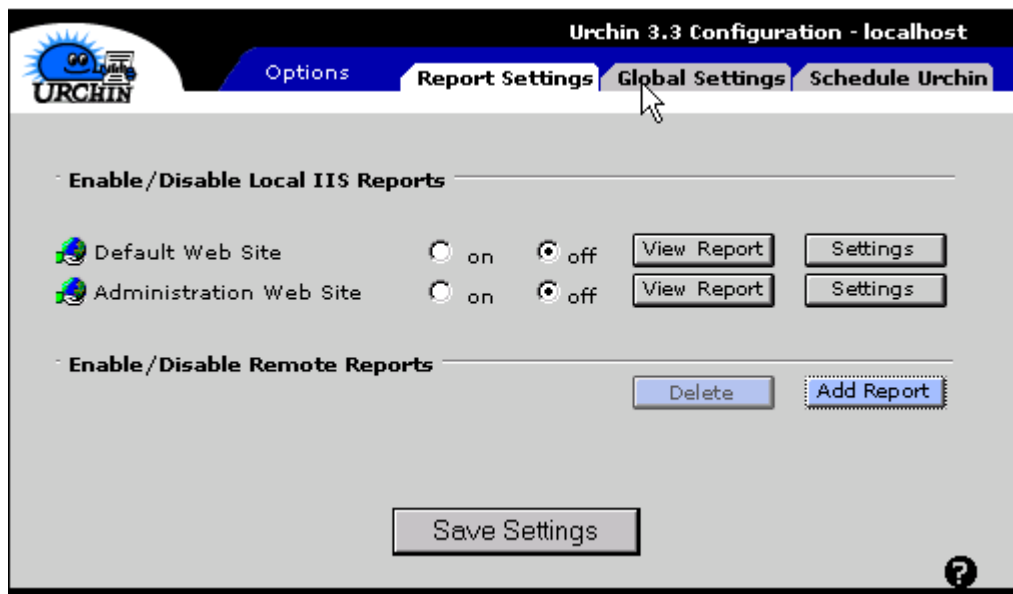


Figure 9

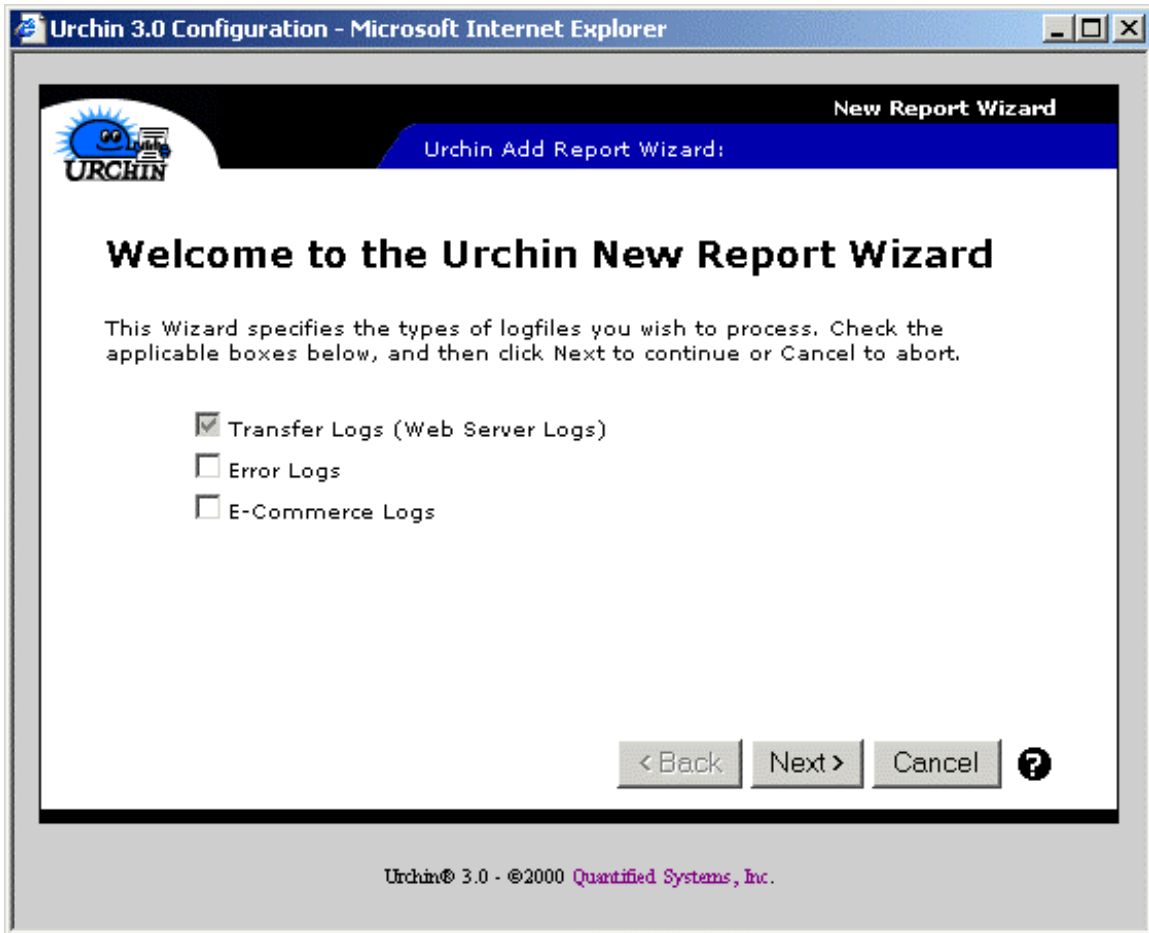


Figure 10

Basic Report Settings

In the next window, you now must specify the name of the site to be reported on. Be sure to enter the actual domain root, such as “urchin.com” here, as this information is used to filter out internal referrals (i.e., page references within the site). The Report Directory will be filled in automatically. The Report Group should be left as Default unless you are certain you want to change it. Use of Report Groups is an advanced feature of Urchin. Please see www.urchin.com for the latest information. The Report Default Language can be any of 10 currently supported languages, including double-byte languages (Japanese, Chinese, and Korean). You must have special fonts installed on your system to view reports in these languages.

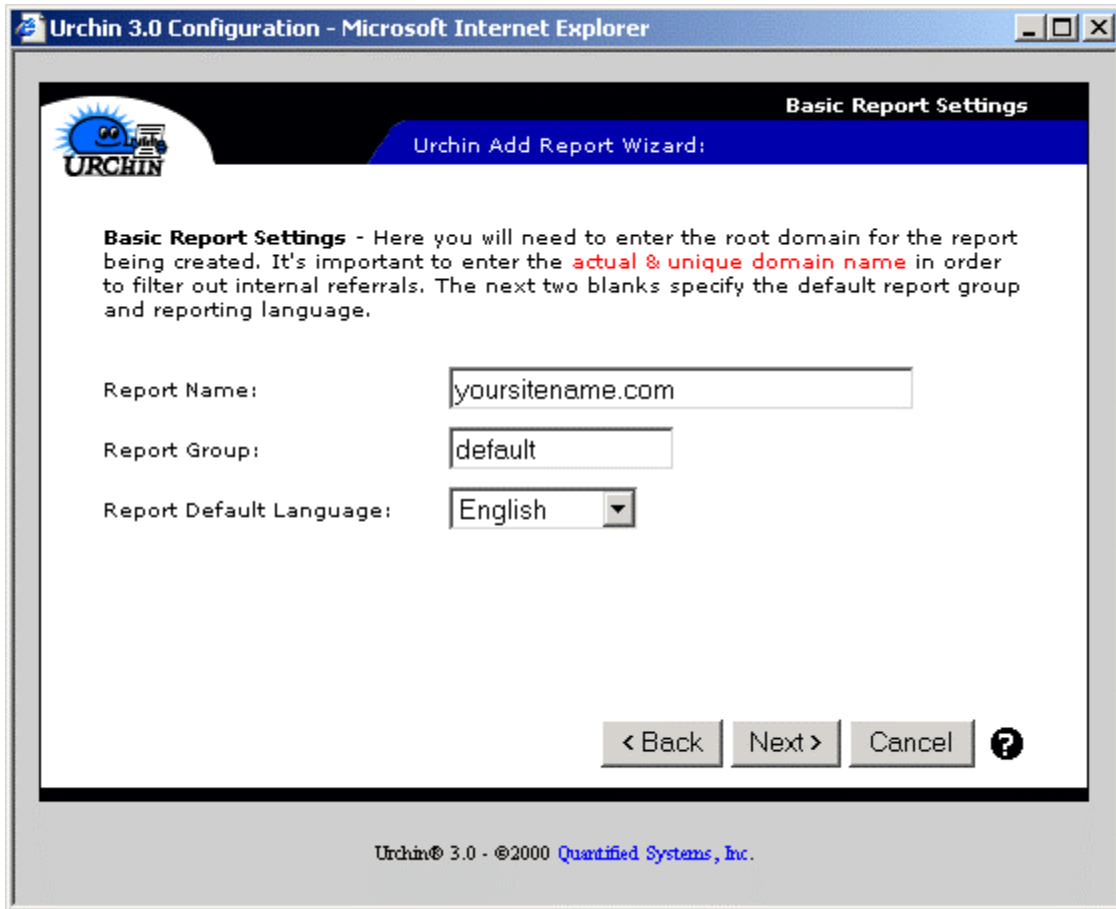


Figure 11

Transfer Log Location

In the next window, you will be asked to specify whether the log file is local (on this machine) or remote (on another server). Select the appropriate radio button and then click Next.

Transfer Log Information

If you chose the local log setting, you will now see a window (see Fig. 12) in which you will need to fill in the location of the log file (or you may click Browse to use Windows to locate it). The Transfer Format will default to IIS 5/W3C Extended format. If your log is in another format, such as Apache Extended Combined, select it here.

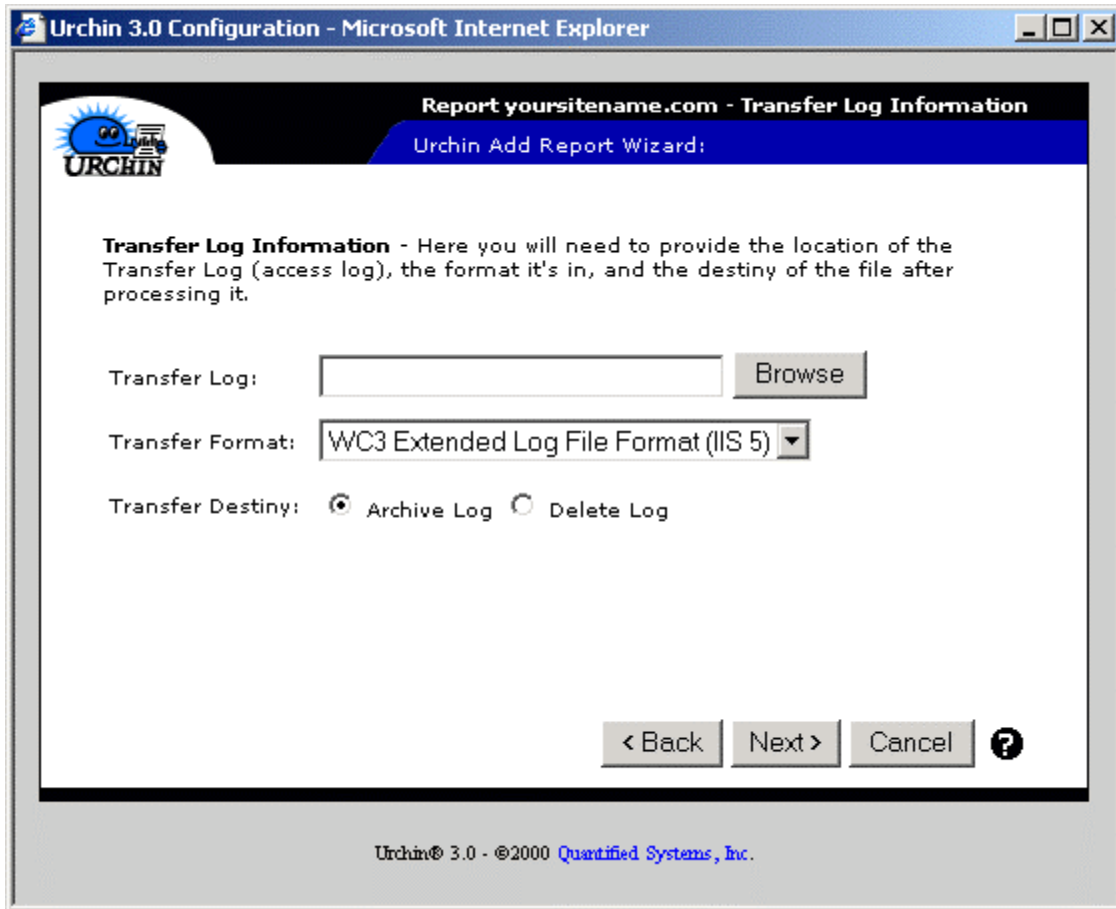


Figure 12

Log file FTP Information (remote log option only)

If you chose the remote log setting, you will be taken to the window shown in Fig. 13. Enter your FTP site, such as <ftp.urchin.com>. Then enter a username and password - these must be an active username and password on the remote machine. If you know the complete path and log file name on the remote system, enter it here and it will be downloaded when you run Urchin.

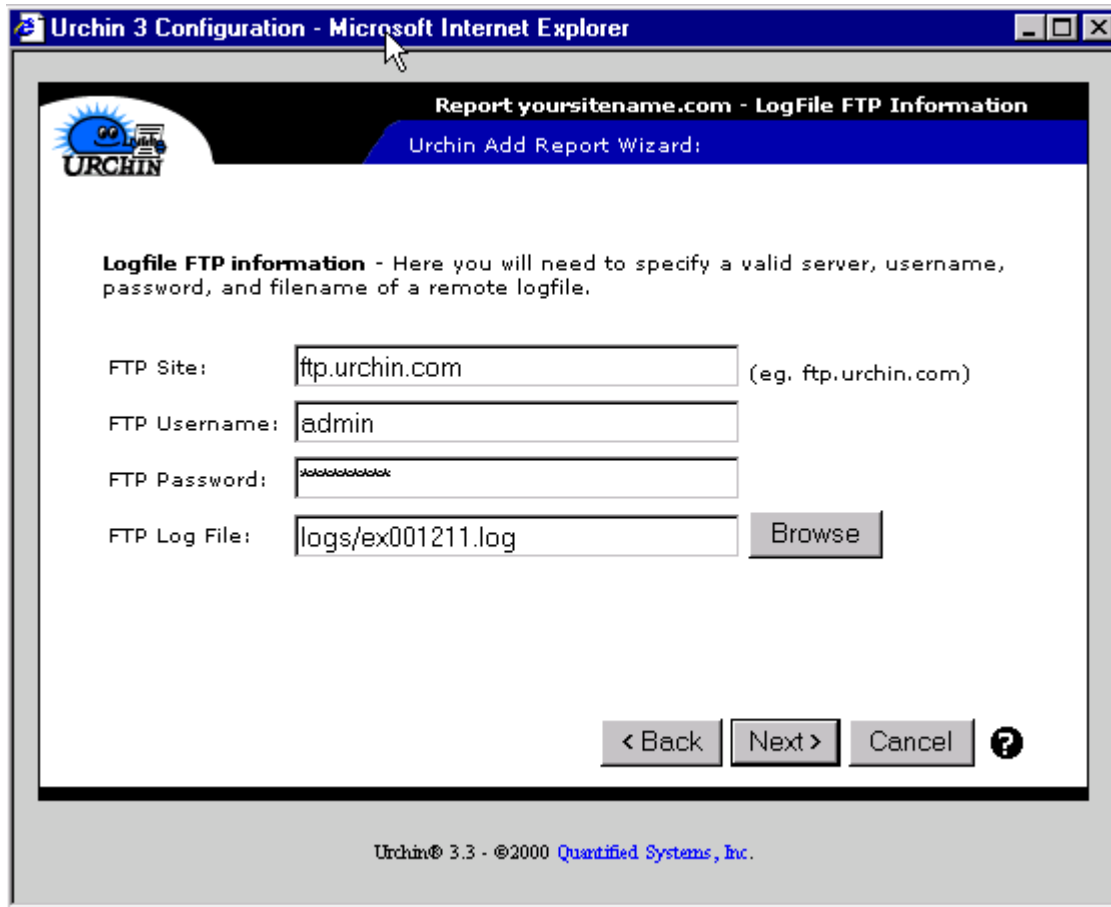


Figure 13

Notice that urchin can recognize logs in the exYYMMDD.log format. That is, it will automatically look for the previous day's logs, as long as they are in this format. It can also recognize the exYYYYMMDD.log format, i.e. ex20001128.log (November 28, 2000).

If your logs are not in either of the above formats and you do not know the exact path to the logs, you can simply browse to their location. Click the Browse button and you will be presented with the Urchin FTP Browser (see Fig. 14). Use the window at left to navigate the directory structure of the server, and the window at right to select the file itself. When you have found the file, click OK, and the file will be downloaded to the location specified.

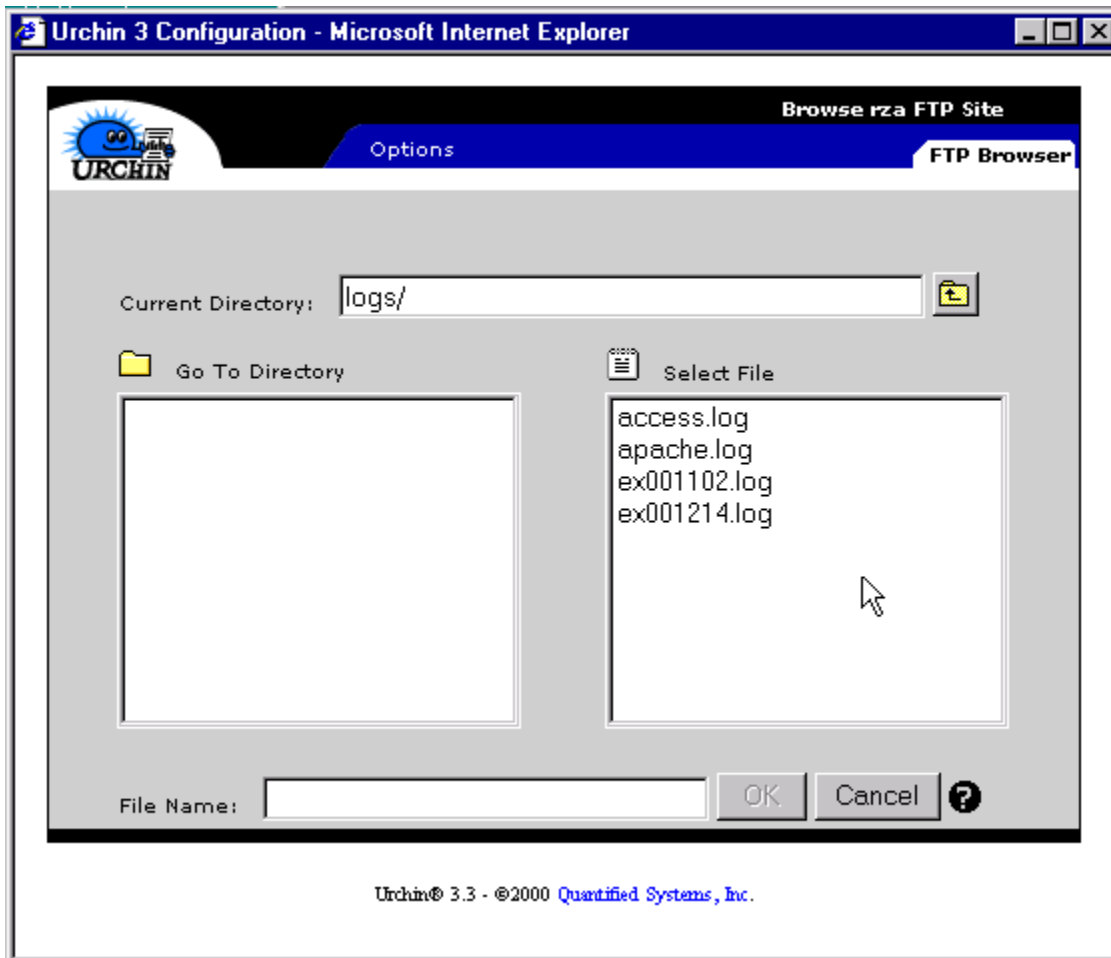


Figure 14

Transfer Log Filters

Here you have the opportunity to filter in or filter out arbitrary text strings from your reports (see Fig. 15):

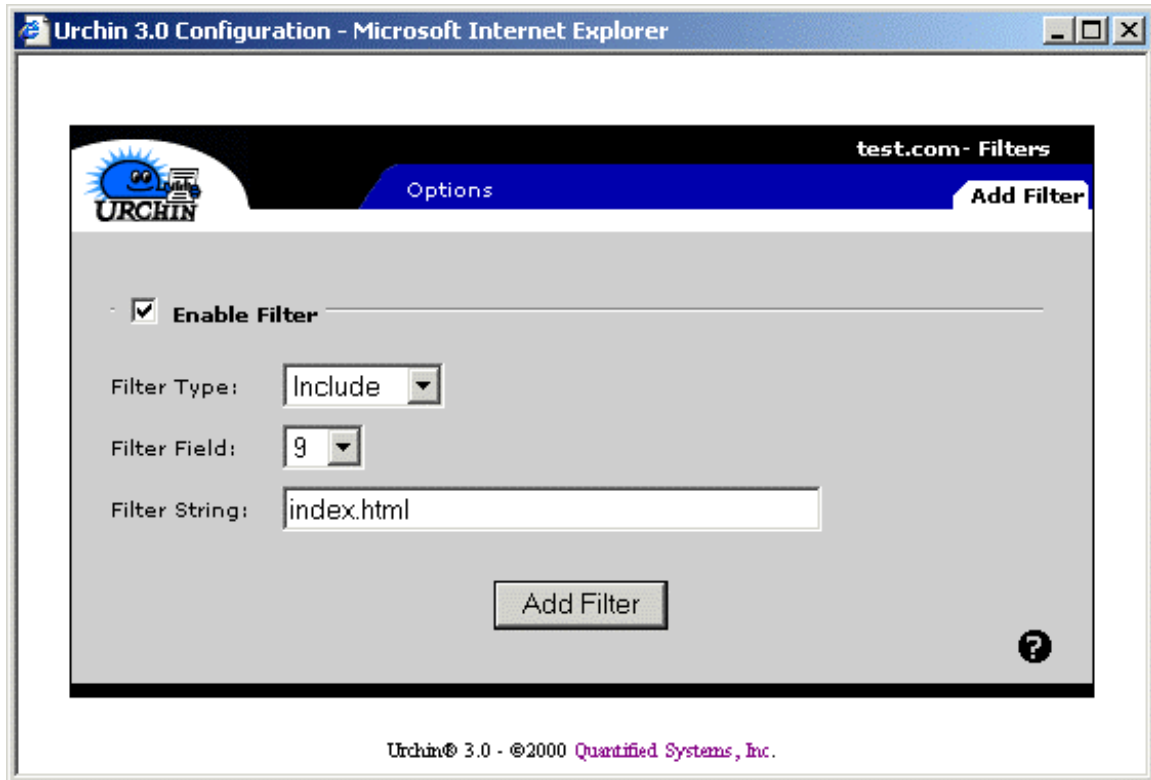


Figure 15

Filter Type - Use this box to choose the type of filter you desire. The choices are:

Include: “Include” will force Urchin to process only those log lines that *do* contain the entered string. All other hits will be discarded. Be sure to select the correct Filter Field, keeping in mind that the first field is number zero, and so on. See Appendix A, “Filter Fields” for more information.

Exclude: “Exclude” will force Urchin to process only those log lines that *do not* contain the specified string. Those that do will be discarded. Be sure to select the correct Filter Field, keeping in mind that the first field is number zero, and so on. See Appendix A, “Filter Fields” for more information.

Dynamic: Enter a regular expression here to reconstruct dynamically generated pages, such as cgi or asp. Be sure to select the correct Filter Field, keeping in mind that the first field is number zero, and so on. See Appendix A, “Log Field Definitions” for more information.

Filter Field - Choose a number that corresponds to the field you want to filter on. See Appendix A for a list of fields and corresponding numbering. Note that the field numbering starts at 0 and not 1.

Filter String - This is the actual string to be filtered in or out. Regular Expressions are supported.

Click Add Filter, if applicable, and you're finished. You will now be taken back to the Report Settings page, where you can adjust your reporting parameters.

4.5 Process Error Logs

Overview

All websites will eventually be accessed in ways that will produce errors. Generally, web servers will produce a separate log file for errors in order to make debugging easier. If you have error logging turned on and have unique error logs for each site, Urchin can process them and include them in the Status/Errors report, which is very useful for finding problems with your site.

Configure Urchin to Process Error Logs

From the Report Settings window, click on the “Settings” button corresponding to the site for which you wish to process the error log. Next, click on the Error Log tab and fill in the blanks according to where Urchin should find your error log. The format of the log is set to the standard Apache format. Currently, Urchin can only process Apache error logs.

4.6 Process E-commerce Logs

Overview

In addition to its standard Transfer and Error log reporting, Urchin has the ability to process log files generated by any e-commerce (shopping cart) software that produces logs in the open-standard ELF (e-Urchin Log Format: the complete specification for the ELF is available online at urchin.com/support/whitepapers.html). By correlating standard website visitation patterns with shopping cart behavior, Urchin provides e-merchants unprecedented insight into the way shoppers are interacting with their sites.

Configure Urchin to Process E-commerce Logs

From the Report Settings window, click on the “Settings” button corresponding to the site for which you wish to process e-commerce logs. You will then be presented with the Basic Settings window. Assuming it is completed to your satisfaction, click the E-commerce tab. You will then see the Enable E-commerce window (see below). Here you will need to specify whether the log is local or remote, what format it is in, and what you would like Urchin to do with the log after it has been processed (archive or delete). When you are finished, click Save Settings. The next time Urchin runs, it will process your e-commerce logs for the sites specified.

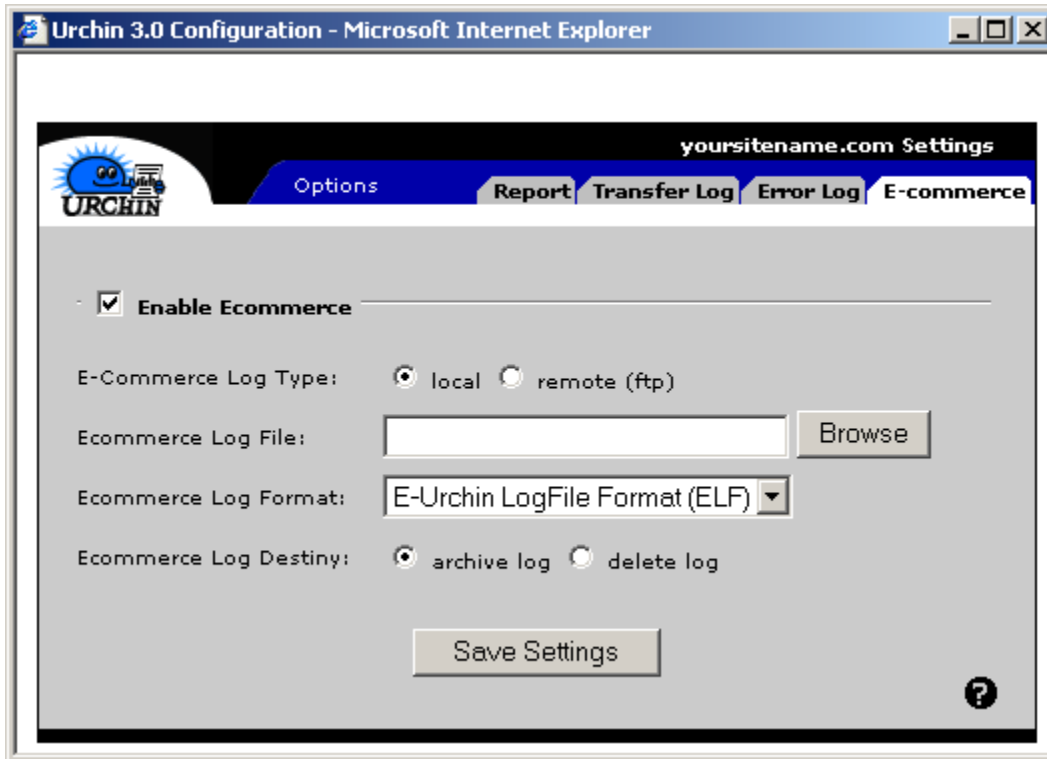


Figure 16

4.7 Changing Report Settings

You may change any of the characteristics you have set up for a given report or website at any time by launching the Urchin configuration tool, choosing the Report Settings tab, and clicking the Settings button next to the report or website you want to want to change. You will see the screen pictured in Figure 17.

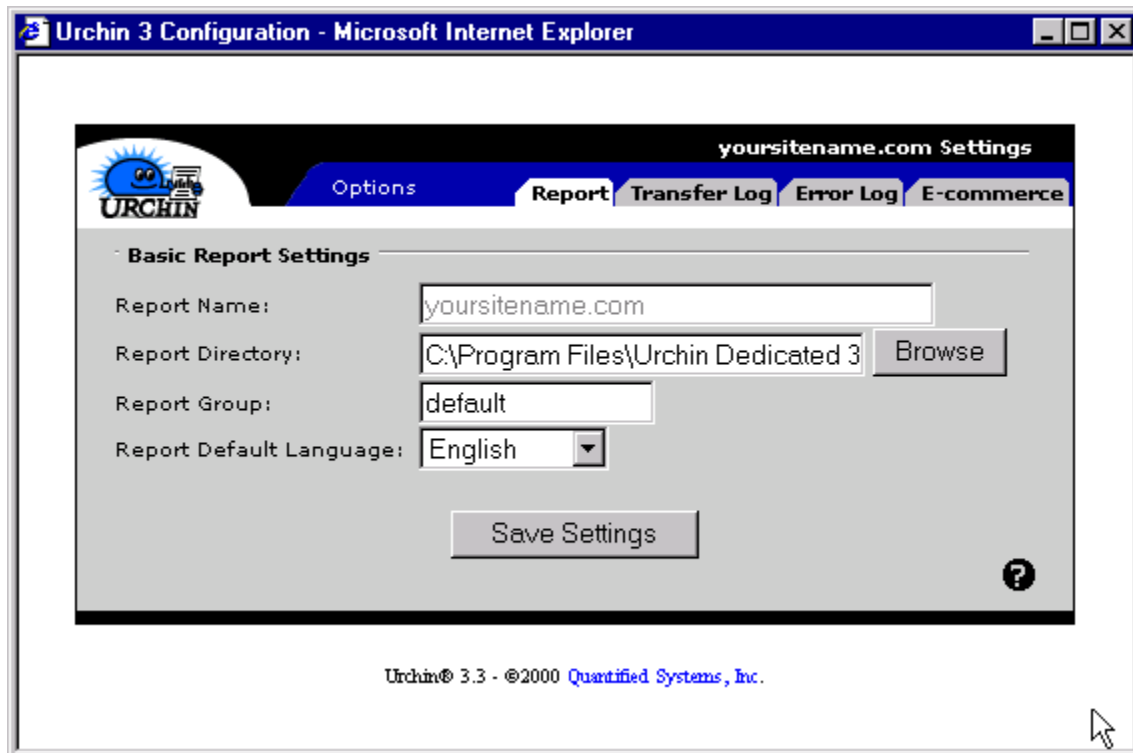


Figure 17

You can alter the entries in any of the boxes, then click the Save Settings button and the changes will be in effect the next time your report is run. If you select the Transfer Log tab, the following screen appears:

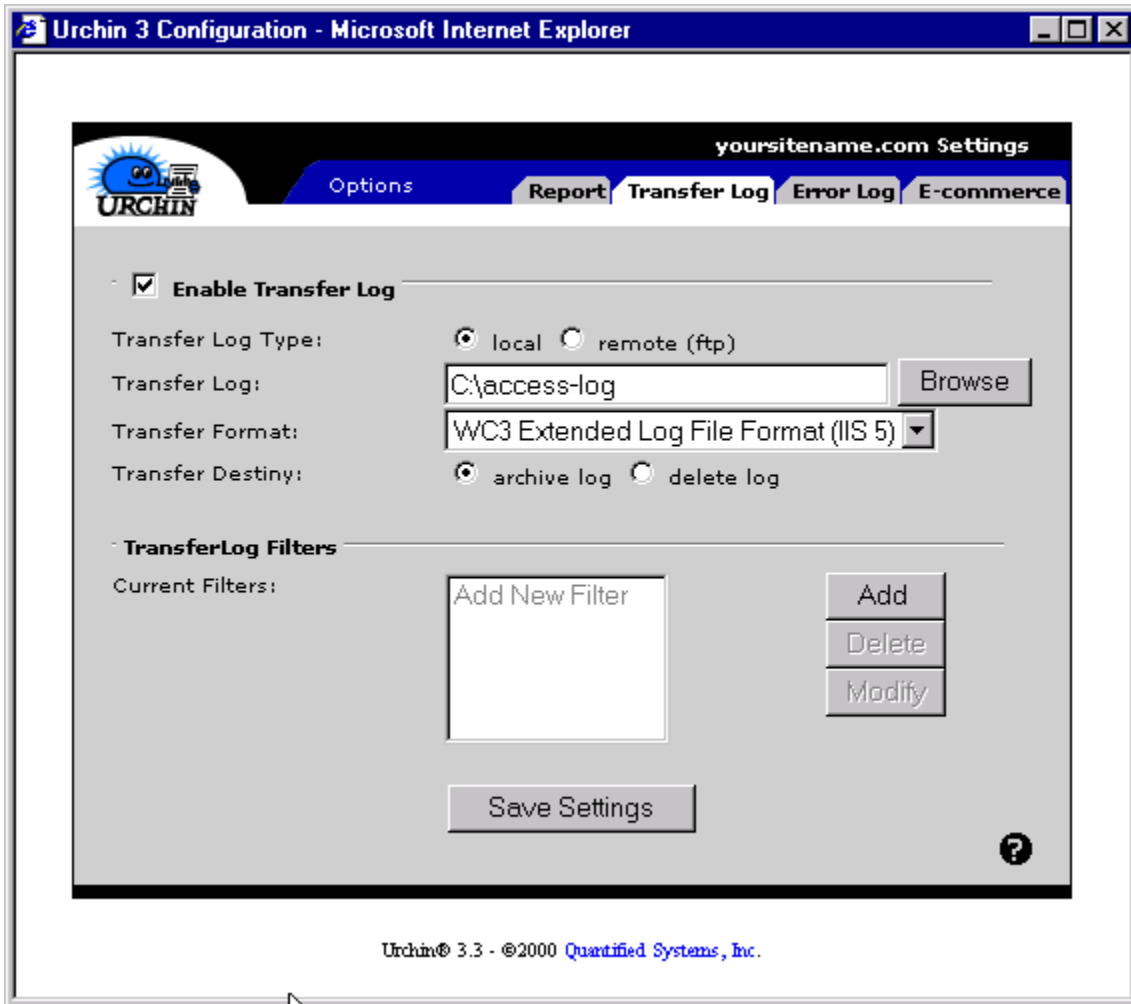


Figure 18

Here you can change the location of the Transfer Log, the format, whether to archive or delete the log, and also edit your filters. You can also change the location of the log from local to remote, in which case the Transfer Log screen will change to the one below, allowing you to add the necessary remote settings.

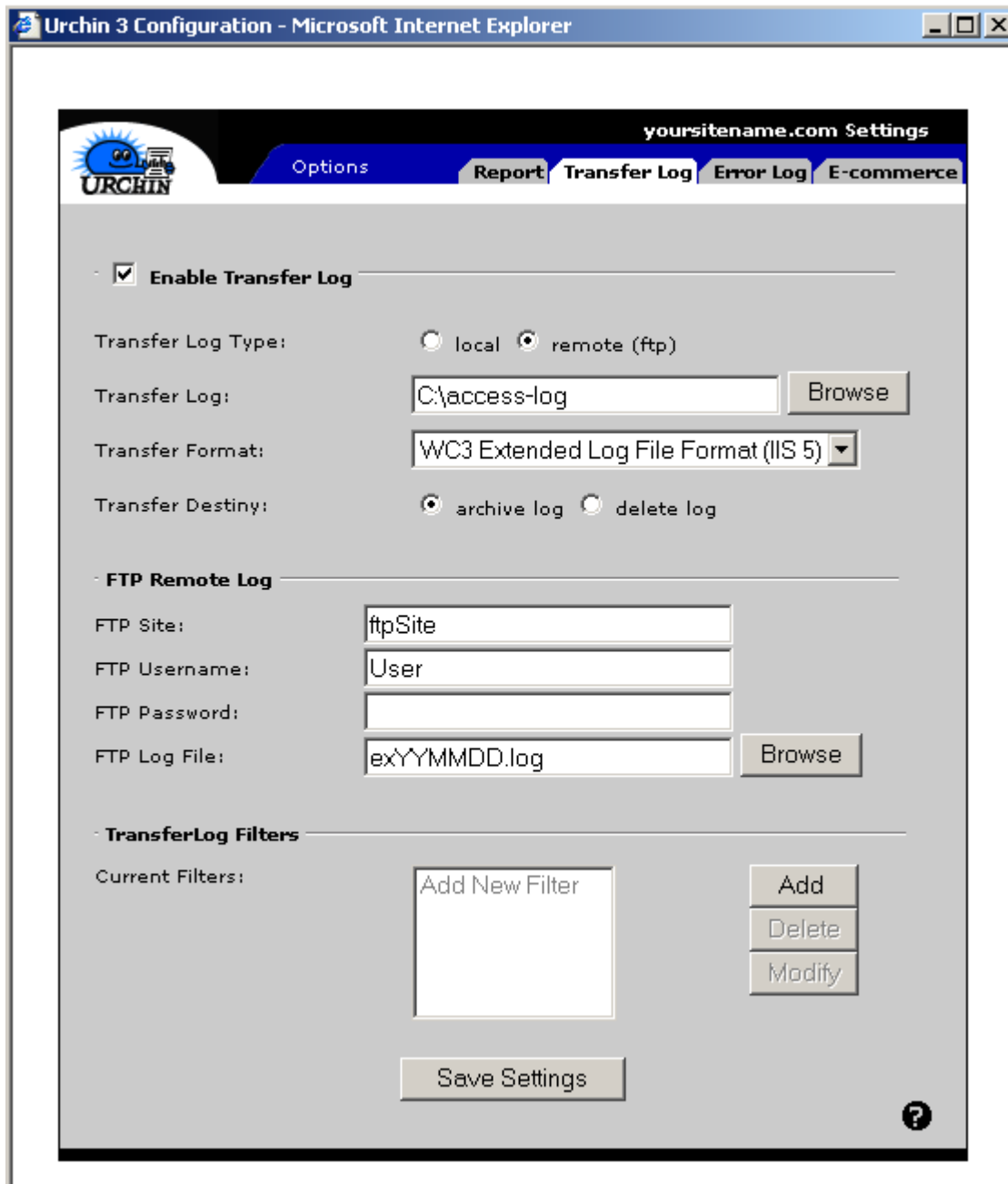


Figure 19

The Error Log and E-commerce tabs take you to screens similar to the Transfer Log and with similar setting choices.

5. Appendices

Appendix A: Log Field Definitions for IIS4, IIS5, and Apache

Apache uses the Extended Combined format for its log file. IIS 4 and 5 use the W3C Extended log file format, although they each use slightly different implementations of this format. This section describes the fields used in each of these formats.

W3C Extended Log (IIS 5)

- * 0 - Date
- * 1 - Time
- * 2 - Client IP Address
- * 3 - User Name
- * 4 - Service Name
- * 5 - Server Name
- * 6 - Server IP address
- * 7 - Server Port
- * 8 - Method
- * 9 - URI STEM
- * 10 - URI QUERY
- * 11 - Protocol Status
- * 12 - Win32 Status
- * 13 - Bytes Sent
- * 14 - Bytes Received
- * 15 - Time Taken
- * 16 - Protocol Version
- * 17 - Host
- * 18 - User Agent
- * 19 - Cookie
- * 20 - Referer

W3C Extended Log (IIS 4)

- * 0 - Date
- * 1 - Time
- * 2 - Client IP Address
- * 3 - User Name
- * 4 - Service Name
- * 5 - Server Name
- * 6 - Server IP address
- * 7 - Server Port
- * 8 - Method
- * 9 - URI Stem
- * 10 - URI Query
- * 11 - HTTP Status
- * 12 - Win32 Status
- * 13 - Bytes Sent
- * 14 - Bytes Received

- * 15 - Time Taken
- * 16 - Protocol Version
- * 17 - User Agent
- * 18 - Cookie
- * 19 - Referer

Extended Combined Log Format Fields:

- * 0 - Remote host
- * 1 - Remote log name (from indented, if supplied)
- * 2 - The URL path requested
- * 3 - Time (standard English format)
- * 4 - First line of request (method, page name)
- * 5 - Status
- * 6 - Bytes sent, excluding HTTP headers
- * 7 - Referrer
- * 8 - User Agent

Appendix B: Technical Support Resources

- For general questions related to the operation and troubleshooting of Urchin:
 - urchin.com/support/
 - support@quantified.com
 - Support phone: 619.233.1400
- For Microsoft Internet Information Services and Windows 2000/NT:
 - microsoft.com/iis
- For Apache information:
 - apache.org

Appendix C: Installing Task Scheduler for NT 4.0

Since Task Scheduler is required to run Urchin and is not distributed with NT 4.0, you will have to obtain it from Microsoft's website. Task Scheduler is only provided as part of the Add-On components available with Internet Explorer. You must be running Internet Explorer 4.0 or newer. Microsoft no longer supplies the Task Scheduler that was available via Internet Explorer 3.x. To verify whether you have Task Scheduler installed, go to Start Menu→Settings→Control Panel and double click on the Services icon. If you see the Task Scheduler shown in the list of services, you do not need to install anything further. However you should make sure that the service has started. You should see the word "Started" in the Status column of the Services window. See the next paragraph for details on starting the service if it is installed, but not running.

If you discover you don't have Task Scheduler, then you can install it. Go to Start Menu→Settings→Control Panel and double click on Add/Remove Programs. Click once on Microsoft Internet Explorer in the list of installed components. Then click on the Add/Remove button. In the dialog window that will popup select the radio button that reads "Add a component", then click Ok. A setup program will be initialized that will take you to a Component Options window that will show you the IE components available for updating. You should check the box next to Offline Browsing Pack, which is the component that contains the Task Scheduler. Then click the Next button and proceed with completing the component installation. The new software should install automatically and prompt you to restart your machine to make the changes take effect. Once your machine reboots, verify that the Task Scheduler is operational by opening your Services Control Panel. Go to Start Menu→Settings→Control Panel, and double-click on the Services icon. Look for Task Scheduler and make sure that the service has started. You should see the word "Started" in the Status column. If it is not, highlight the Task Scheduler item and click Start. Once the service has successfully started, click the Startup button and set the radio button for Startup Type to be Automatic. This should ensure that the Task Scheduler restarts every time your machine reboots. Click close to exit the Services control panel. You can then continue with your Urchin installation.