Conference papers   School of Tourism & Hospitality Management

Knowing Your Web Customers: Mission Impossible

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Peter O'Connor
IMHI

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Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

The Introduction addresses 2 questions!

Why do we want to know our customers!

What do we want to know about our customers!

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

This section deals with the importance of knowing Who your customer is on the Internet today!

Introduction

Guide to the Internet
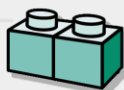
Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

Feedback Methods will provide an overview of the both Direct and Indirect feedback!

Introduction

Guide to the Internet
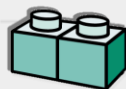
Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

*Direct Feedback deals with **How** customers may provide us with information!*

Introduction

Guide to the Internet
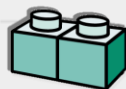
Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

Indirect Feedback deals with How and When we may acquire information from our customers!

Back   Forward   History   Search   Favorites   Home   Full Screen   Discuss   Copy

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

This section looks at a websites that serves as a resource where *we may learn more about Knowing Your Web Customer!*
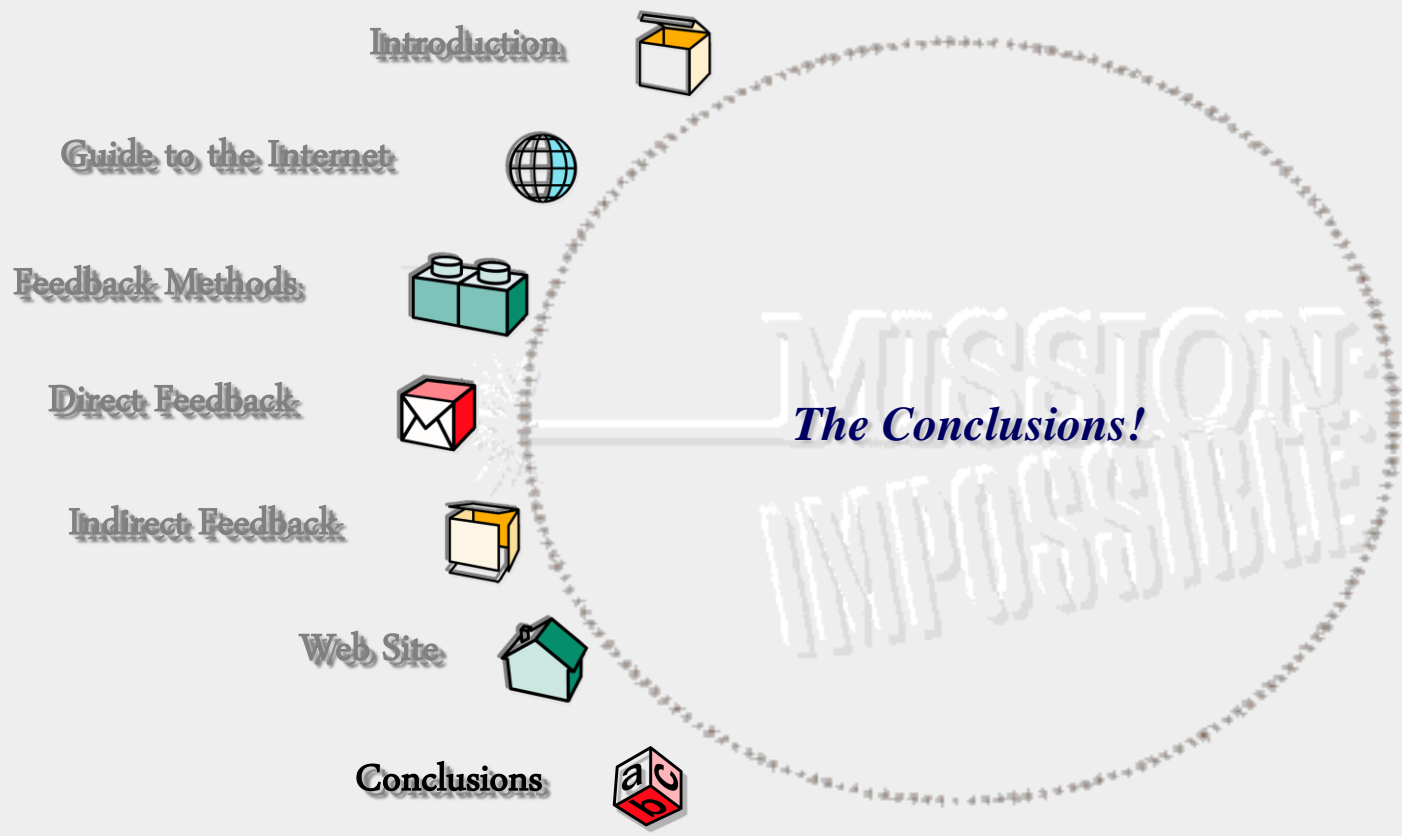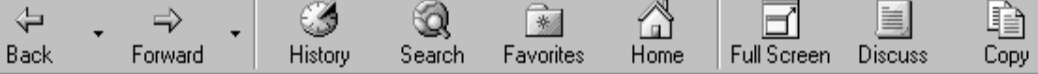
My Computer

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

The Conclusions!

Indirect Feedback

Web Site

Conclusions

Introduction

Guide to the Internet

Feedback Methods
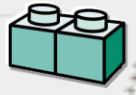
Direct Feedback

Indirect Feedback

Web Site

Q & A
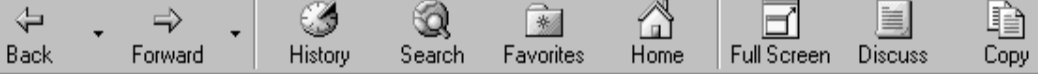
Knowing Your Customer – But Why?

Medium

Message

Sender

Audience

*Knowing your Audience will help to ensure that one is sending the **right message** at the **right time** and at the **right cost** through the **right channels** to the **right audience**.*

Factors Driving Repeat Visits!

High Quality Content	75%
Ease of use	66%
Quick to download	58%
Updated frequently	54%
Coupons and incentives	14%
Favorite Brands	13%
Cutting Edge Technology	12%
Games	12%
Purchasing Capabilities	11%
Customizable Content	10%
Chat and BBS	10%
Other	6%

These Issues can not be tackled properly unless we know certain information about our customers.

Percentage (y-axis): 80%, 70%, 60%, 50%, 40%, 30%, 20%, 10%, 0%

Factors (x-axis): Content, User Friendly, Download Speed, Regular Update, Incentives, Brand, Innovations, Games, E-Commerce, Customised, Chat, Other

FORRESTER®

"Our Customers Want What Our Customers Want."

Why?

What?

Our Customers are demanding…..
……………...And increasingly so !

o Know?

Browser & Version	
Microsoft Internet Explorer 5.x	86.70%
Microsoft Internet Explorer 4.x	6.90%
Netscape 4.x	6.40%

Platforms	
Windows	98.40%
Macintosh	1.10%

For Site Owners: User Demographics

Who's Using Google

Google advertisers will benefit from marketing to a web audience with these distinct demographics:

- Male (65%), female (35%)
- High education (65% have at least a BA/BS)
- Professional (73%)
- High income (average income is $71,000)
- Highly technical (71% report high/very high computer skills)
- Online experience of 4+ years (58%)
- Accessing the Internet from work (48%)
- Using the web for work purposes (31%)

Microsoft® Windows Media Services	3.40%
QuickTime Plug-In	3.30%
Windows Media Player Plug-in Dynamic Link Library	2.60%
MJuice Download Plugin	1.70%
Comet Cursor	1.50%
SmartDownload	1.50%
QuickTime Plug-in 4.0.1	1.10%
RealJukebox NS Plugin	1.10%
Netscape Media Player	1.00%
RealPlayer(tm) LiveConnect-Enabled Plug-In (32-bit)	1.00%

General Statistics:

User Demographics:

Technical Information:
- Bandwidth.
- Type of Computer.
- Browser Type.
- Browser Version.
- Plug Ins.

rs

What Do We Want To Know?

MISSION: IMPOSSIBLE

Who are your Users

Where they come from (Physically & Cyber-Spatially)

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit   Discuss   Real.com

Address [G] http://www.google.com/   Go
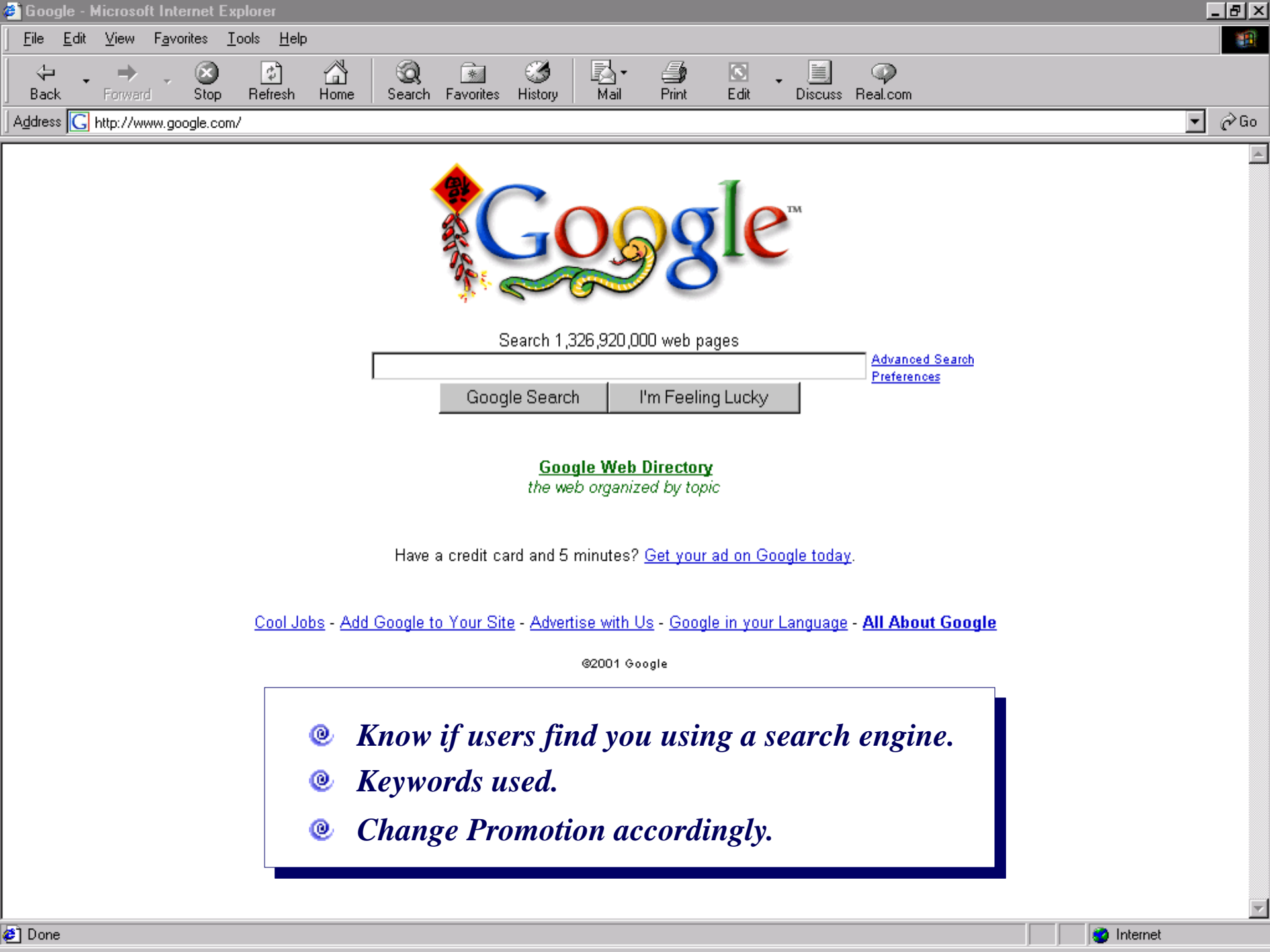
Search 1,326,920,000 web pages

Advanced Search
Preferences

Google Search   I'm Feeling Lucky

Google Web Directory
the web organized by topic

Have a credit card and 5 minutes? Get your ad on Google today.

Cool Jobs - Add Google to Your Site - Advertise with Us - Google in your Language - **All About Google**

©2001 Google

@ *Know if users find you using a search engine.*

@ *Keywords used.*

@ *Change Promotion accordingly.*

Done   Internet

File   Edit   View   Favorites   Tools   Help

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit   Discuss   Real.com

Address http://www.hospitalitynet.org   Go

hospitality **NET**

hospitality **NET** ™

All of Hospitality on the Web

Industry News
Job Exchange
Hospitality Index
Events
MarketPlace

IH&RA

Contact Us
Contributor Area
Registered User
User Survey

Search for

EURHOTEC 2001
February 19-21
Palais des Congres, Paris, France

January 25 Week 04 2001

PRICEWATERHOUSECOOPERS

Macroeconomic
nentals Place Downward
re on Lodging Demand in First Half of 2001 According to
PricewaterhouseCoopers

*However, Underlying Economic Fundamentals Point to Short and Mild
"Growth Recession," with a Recovery by End of 2001*
Recent economic releases by the government and private
organizations revealed clear signs of a substantial weakening of the
U.S. economy during the fourth quarter of 2000. They also indicated
the possibility of a continued "growth recession" through the first
quarter of 2001. As a result, lodging room demand will slow to lower
levels than originally anticipated, according to
PricewaterhouseCoopers' Hospitality & Leisure practice. However,
lodging demand growth will begin to rebound in the second half of
2001.

S.K. Kawana - Miyako Hotel, Tokyo

@ *Know if users find you using Links.*
@ *Most Common Links.*
@ *Nurture Alliances.*
@ *Are Banners Ads cost effective?*

Done   Internet

What Do We Want To Know?

Search Engines

Virtual Alliances.

Domain Association.

Who are your Users

Where they come from (Physically & Cyber-Spatially)

File   Edit   View   Favorites   Tools   Help

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit   Discuss   Real.com

Address www.eurhotec.com   Go

EURHOTEC 2001

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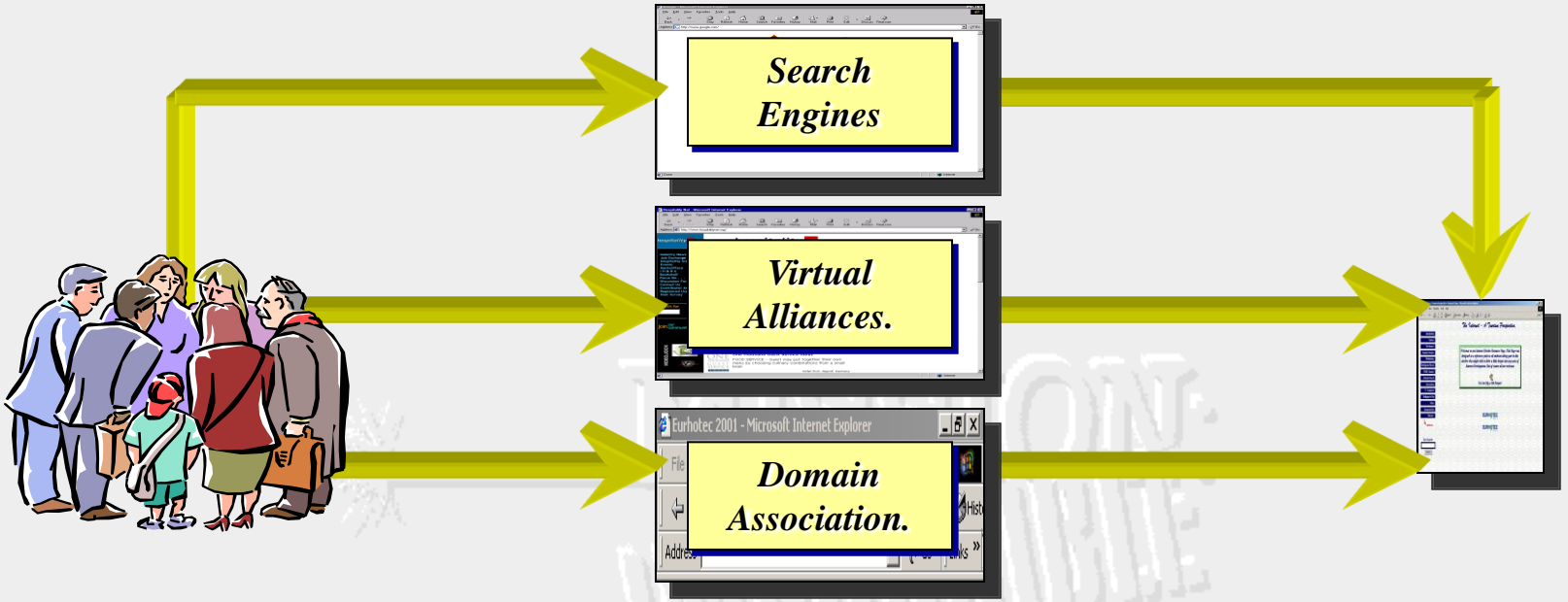
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Exhibitors
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Technology News
Forum
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Cover Article

EURHOTEC Exhibition 2001 Boasts New Savoir Faire

Paris -- EURHOTEC 2001, the IH&RA's 6th European Hospitality Technology Exhibition and Conference, will provide a host of new benefits to exhibitors when it comes to Paris from 19-21 February next year.

EURHOTEC 2001

More

Exhibitor News

Bertelsmann Purchases Remaining Shares Of TRUST International *25 Jan, 2001*

Meeting Planners Have Free Access to Certified Room Diagrams and Software - There are More Than 12,000 Users of MeetingMatrix Software *24 Jan, 2001*

Guest-Te...
With New...

Q & A's f...

ViewInn...
Parisian...

More Ex...

Exhibit...

Domain Association Enforcement:

- *Traditional Advertisement.*
- *Word of Mouth.*
- *Hotel Supplies.*
- *Miscellaneous Others.*

Conference
Internet

File   Edit   View   Favorites   Tools   Help

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit   Discuss   Real.com

Address http://www.yellowpages.com/   Go

Popular Categories

- [Automotive](#)
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- [Clothing & Fashion](#)
- [Computers & Electronics](#)
- [Construction & Contractors](#)
- [Equipment Rental](#)
- [Furniture & Home Furnishings](#)
- [Home & Garden](#)
- [Hotels & Motels](#)
- [Insurance](#)
- [Legal Services](#)
- [Medical & Dental](#)
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- [Restau...](#)
- [Sports...](#)
- [Travel...](#)

SHOP ONLINE
Fun, Fast and Easy

BUSINESS CENTER
Buy, Research & Communicate

CONSUMER CENTER
Product Information and Resources

owpages .com
...Means Business

Name of Business
Type of Business
City
Find

Advertise Your Business
Sign Up
Rate Card
Member Login

- Know if users find you using Directories.
- Most Common Directories.
- Directory Category.

About Us
Contact Us
Help

[Link To Us](#)

Internet

What Do We Want To Know?

Search Engines

Virtual Alliances.

Domain Association.

Directories

Who are your Users

Where they come from (Physically & Cyber-Spatially)
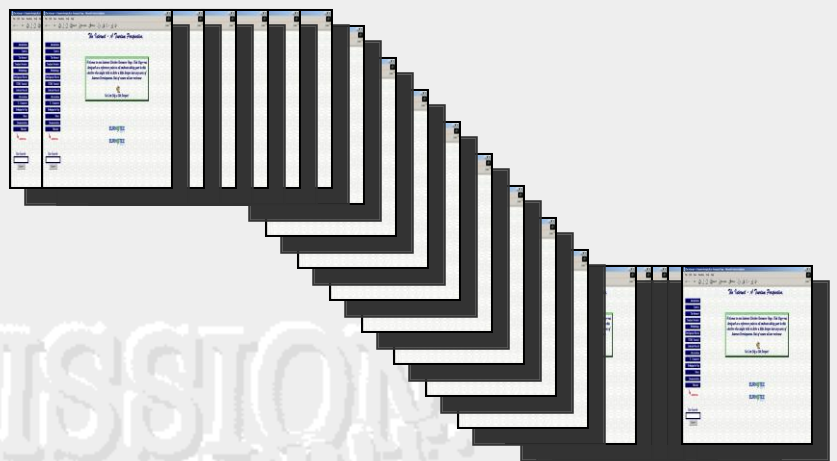
What Do We Want To Know?

Who are your Users
Where they come from (Physically & Cyber-Spatially)

What Do We Want To Know?

Who are your Users

Where they come from (Physically & Cyber-Spatially)

What Do We Want To Know?
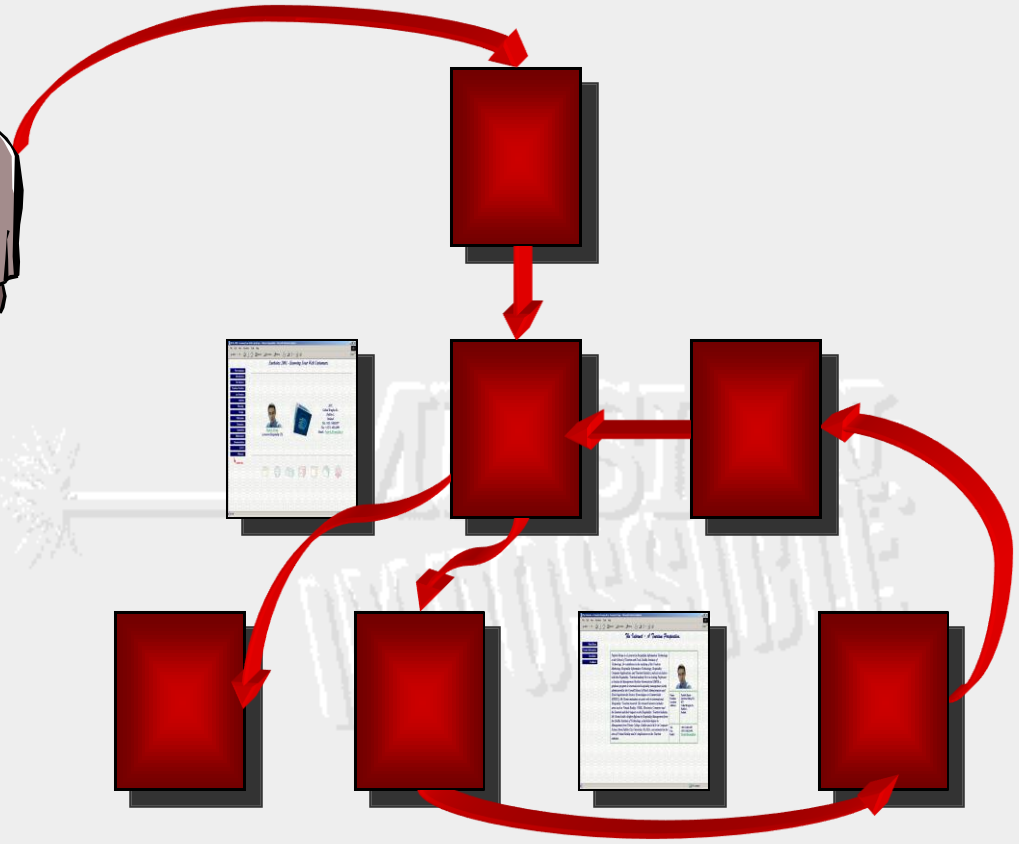
Who are your Users

Where they come from (Physically & Cyber-Spatially)

Track Visitor Paths

What Do We Want To Know?
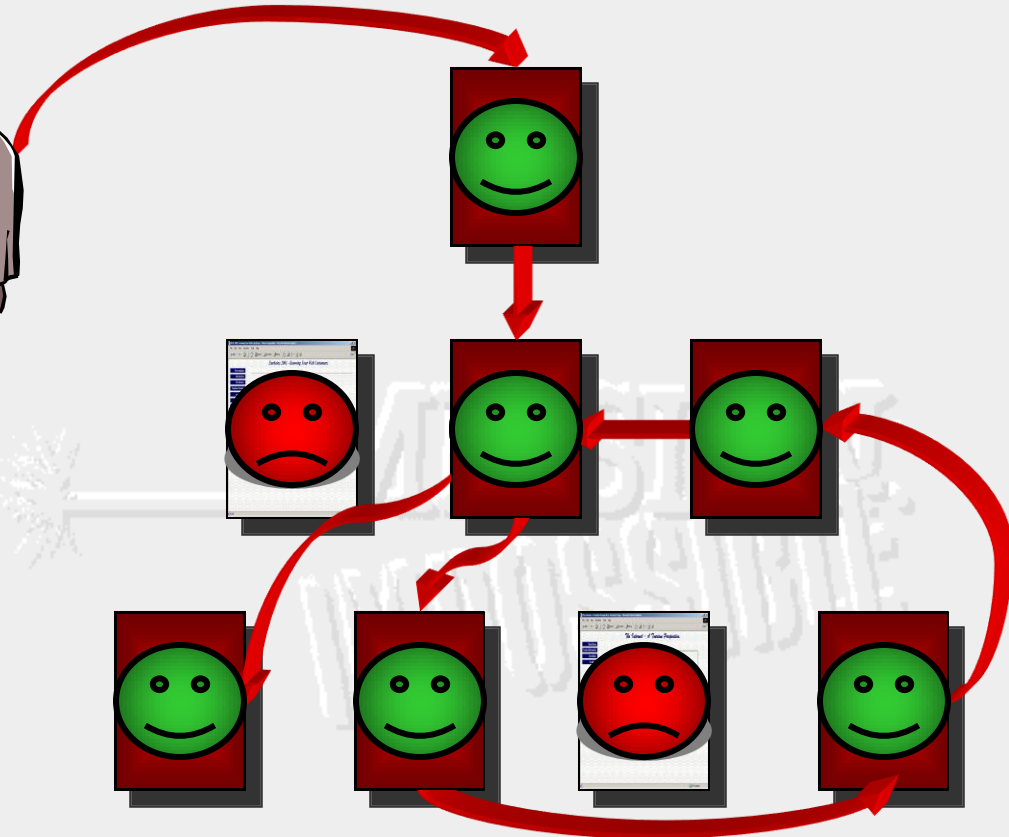
Who are your Users

Where they come from (Physically & Cyber-Spatially)

Track Visitor Paths

Pages in use/ Not in use

What Do We Want To Know?

Who are your Users

Where they come from (Physically & Cyber-Spatially)

Track Visitor Paths

Pages in use/ Not in use

Broken Links & Error Checking

What Do We Want To Know?
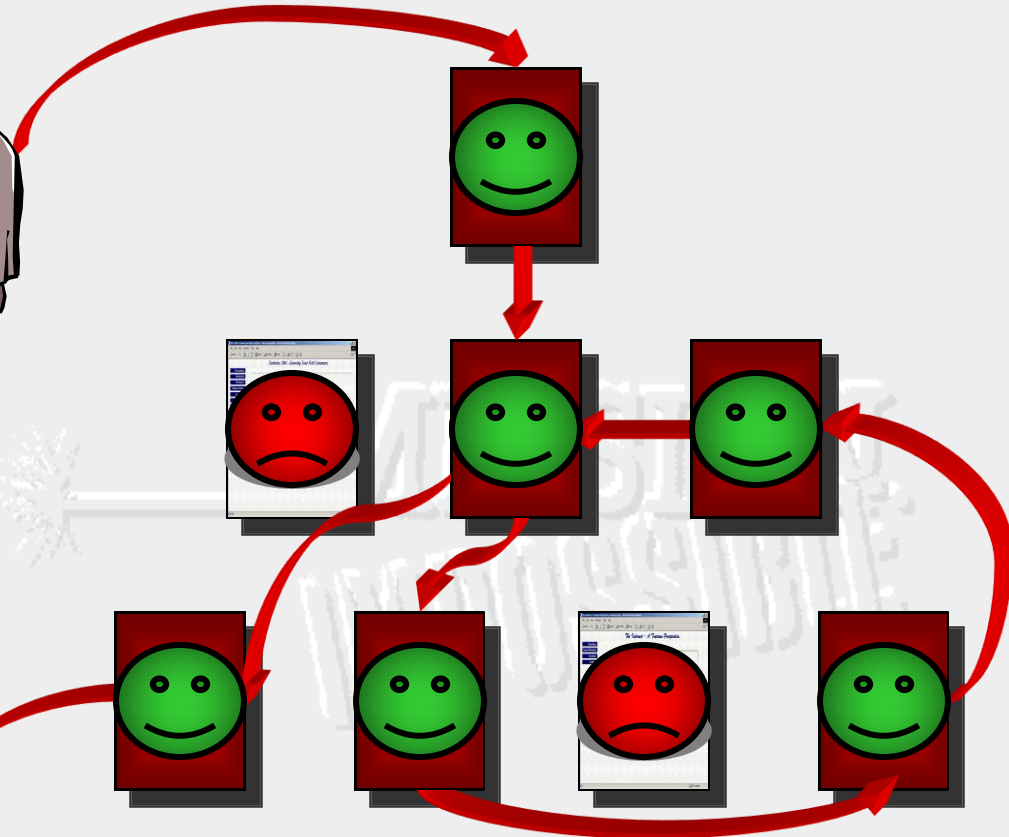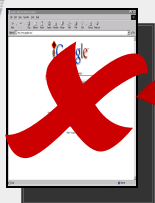
Who are your Users

Where they come from (Physically & Cyber-Spatially)

Track Visitor Paths

Pages in use/ Not in use

Broken Links & Error Checking

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Q & A

Expected Internet Growth.

Gómez.com

The eCommerce Authority
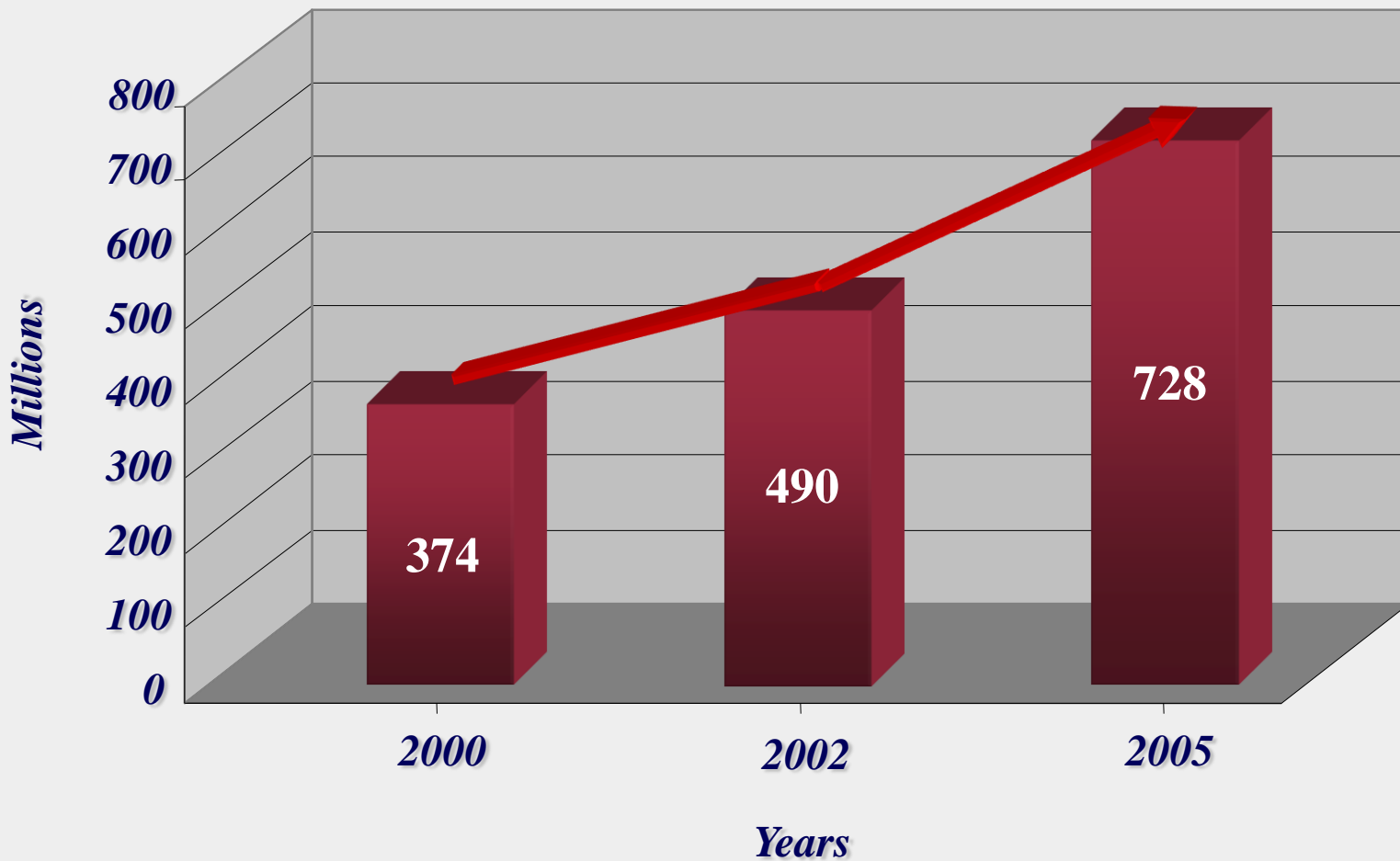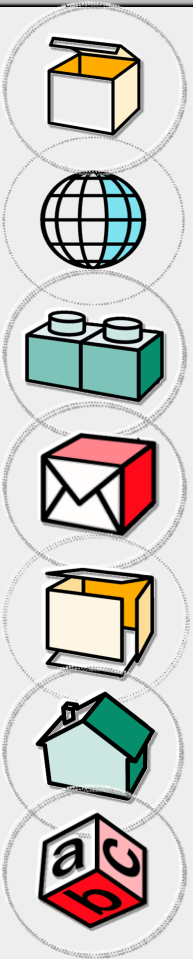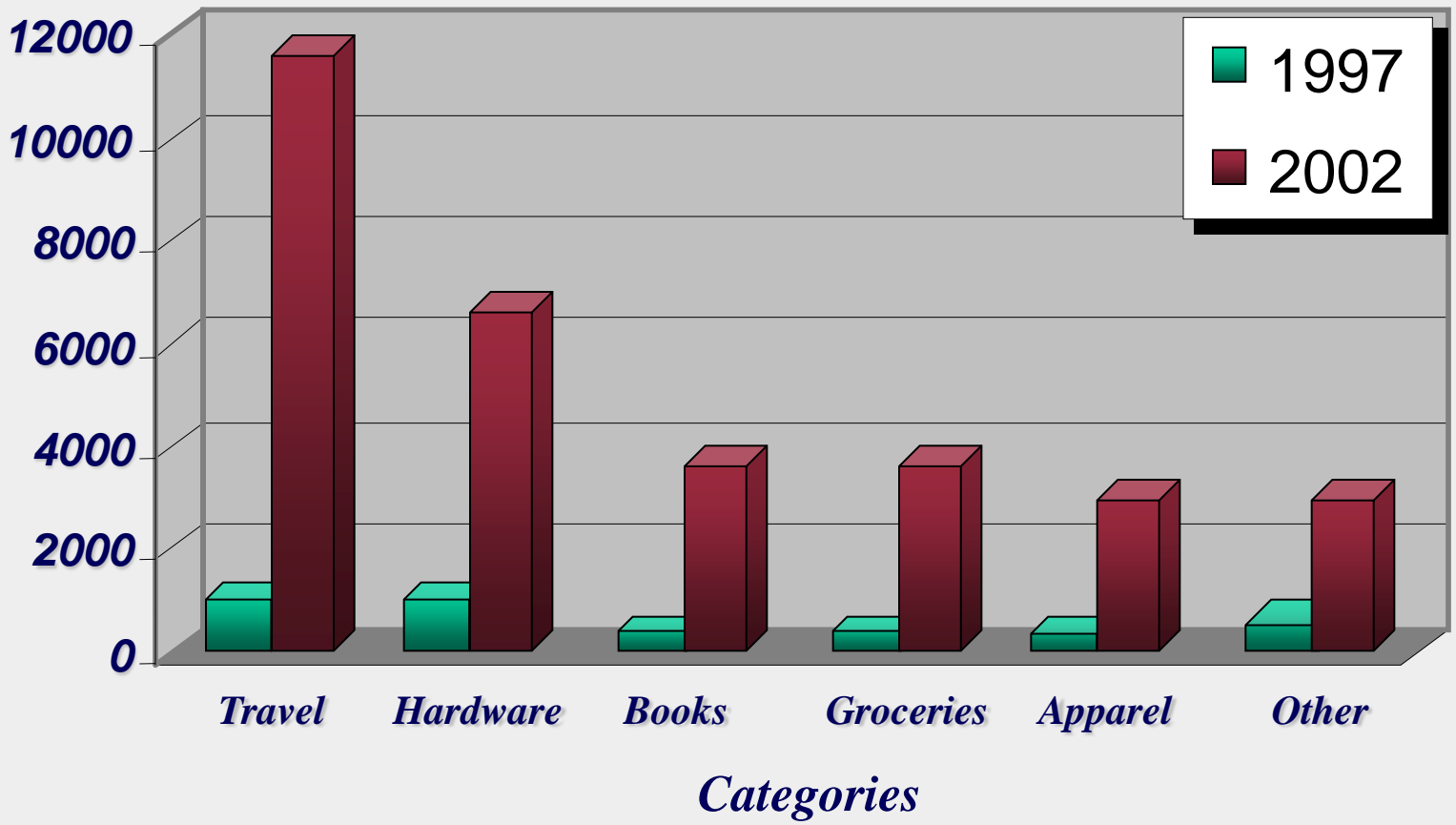
In order for travel sites to successfully fulfill the demands of this market and maintain a competitive edge, it is essential that they understand what attracts and retains new and existing customers.

Expected Internet Growth.

Building close, personalized relationships with consumers is a key competitive differentiator for on-line travel sites today. We are very excited about the innovative solution provided by BroadVision and Amadeus as **it will allow us to differentiate our offering and thereby acquire and retain valuable customers** in certain markets.

aMaDEUS

Expected Internet Growth.

"Something is wrong. **Customers are telling us everyday that they are not getting what they want.** As electronic retailers, we are missing something, and we are running out of time."

ORBITZ

Internet Strategy.

"One Size Fits All"

Personalisation/Customisation

Content of Site:

- @ Language,
- @ Personal Preferences,
- @ Contact Details,
- @ Currency & Taxes
- @ Advertisements,
- @ Downloads, etc.

Look & Feel of Site:

- @ Colour,
- @ Layout,
- @ Browsers,
- @ Bandwidth, etc.

The Performance Gap Theory.
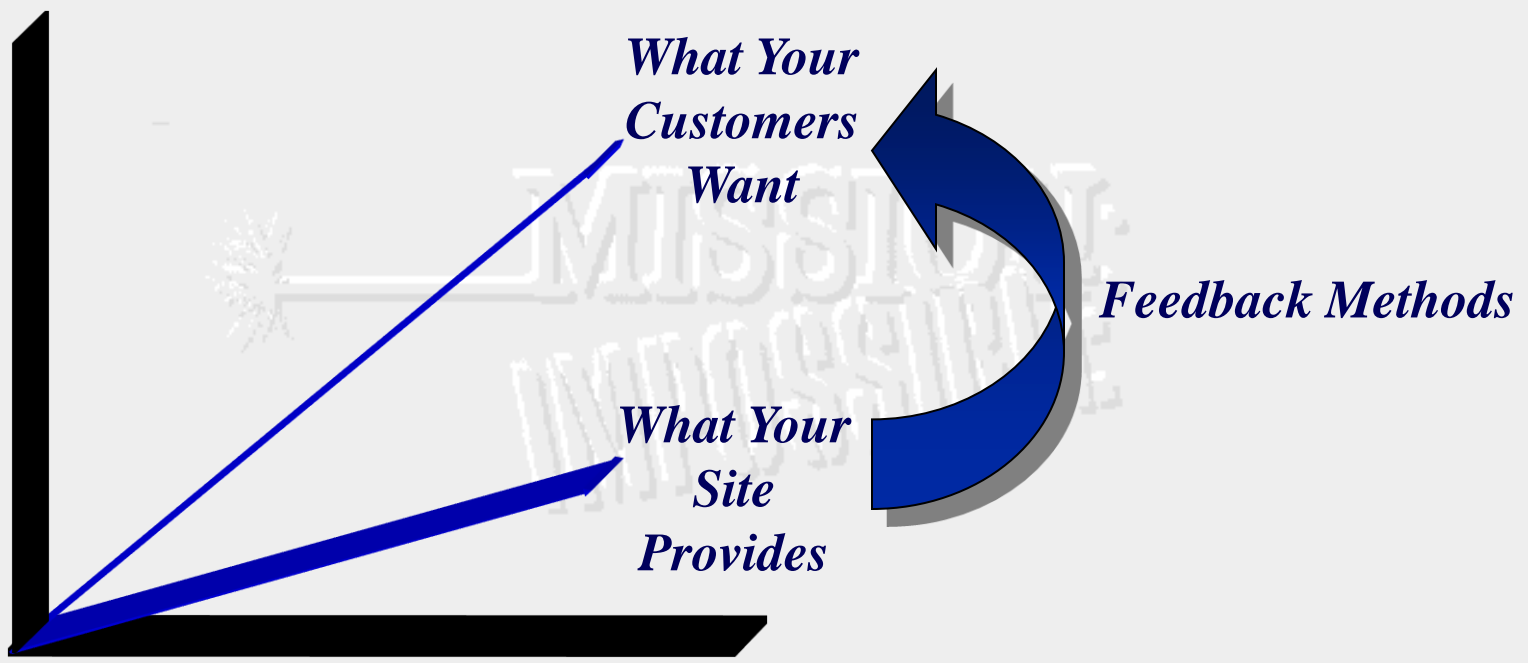
What Your Customers Want

What Your Site Provides

Feedback Methods

Introduction

Guide to the Internet
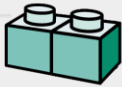
Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Q & A

What is Feedback?
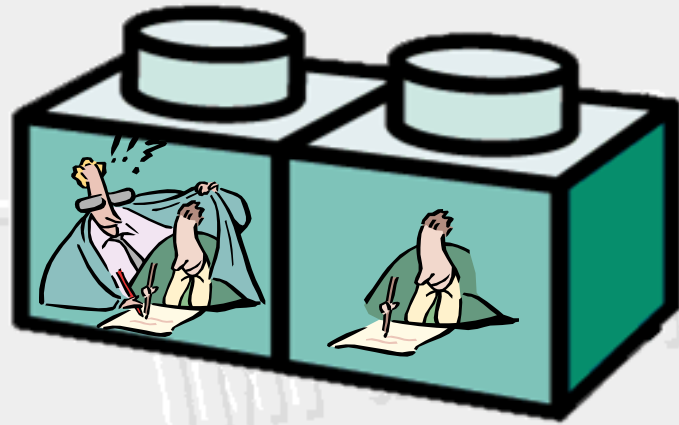
Customer

Web Site Owner

The more feedback your site gets the higher the potential to improve it.

Feedback Methods.

Give

Information given voluntarily by Customer.

Direct Feedback

Indirect Feedback

Web Site Owner

Customer

Feedback Methods.

Give

Direct Feedback

Indirect Feedback
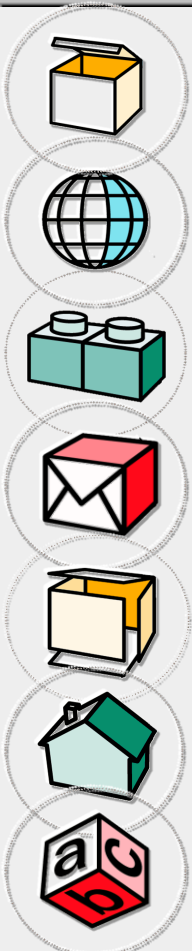
Web Site Owner

Customer

Information taken (often without permission) by Site Owner.

Take
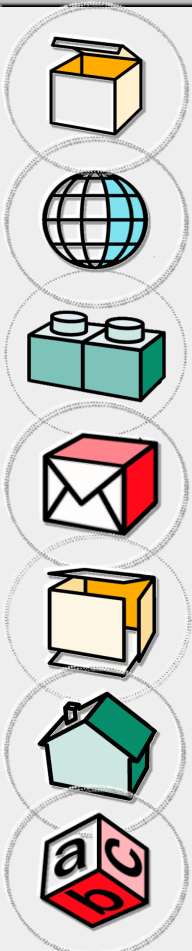
Feedback Methods.
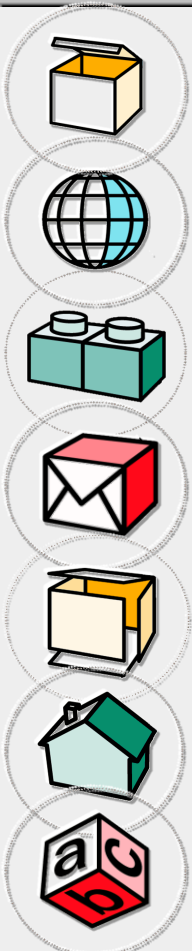
Direct Feedback

Indirect Feedback

Web Site Owner

Customer

File   Edit   View   Favorites   Tools   Help

Back | Search   Favorites   History

Address http://www.radisson.com/RAD/Customer_Service/radEmailUsCategory/1,3324,,00.html

Go to...

Radisson

Make a Reservation : Change a Reservation : Plan an Event : Find a Hotel : ServiceFirst℠

Welcome to Radisson.com : Please **sign in.**

Guest@ccess
Personalize Your Page

Email Us

As a valued Radisson guest, we appreciate you taking the time to share your comments with us. Please provide as much information as possible so that we may respond to your request timely manner. *If you are a Radisson Gold Rewards member, please provide your membership to further assist us in resolving your request quickly.*

Please Choose a Comment Category:

Website

Choose...

About a recent hotel stay
Employment Opportunities
Franchise Opportunities
Gold Rewards
Reservation Questions
Website

CONTIN...
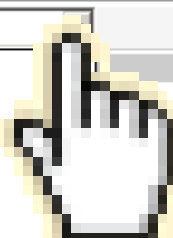
Guest Satisfaction

Guest Satisfaction

→ Email Us
Direct your questions and comments to ServiceFirst.

Site Help

→ *Your Privacy Rights*
Our commitment to protecting your privacy.

→ *Using Radisson.com*
Technical requirements for optimal browsing.

→ *Terms of Use*
Your rights and responsibilities.

Plan an Event : Email Us : Guest@ccess

Privacy Policy : Terms of Use

Internet

File   Edit   View   Favorites   Tools   Help

⇐ Back ▾   ▾   ⊗   ↻   🏠   🔍 Search   ⭐ Favorites   🕘 History   ✉ ▾   🖨   🔲 ▾   📄   💬

Address 🔗 http://www.radisson.com/RAD/Customer_Service/radContactUs/0,3322,IERAD,00.html   ▾   ⭢ Go

Radisson

Go to...   ▾

Make a Reservation : Change a Reservation : Plan an Event : Find a Hotel : ServiceFirst℠

Welcome to Radisson.com :   Please **sign in.**

Guest@ccess
Personalize Your Page

Customer Service Directory

Contact Us
To contact a Radisson Customer Service representative, please call or write the Customer [Service] office in your region. To speak with a reservations specialist, call Radisson Toll-free Rese[rvations] Worldwide. To tell us about your most recent Radisson hotel stay, please complete an e-[mail] card.

Guest Satisfaction

Guest Satisfaction

⋯⇒ **Customer Service Directory**
Phone and address
contact information

Radisson Toll Free Reservations Worldwide:

Select the country you wish to call from the pull-down below:

Ireland   Go

Ireland
Israel
India
Italy
Japan
Korea, Republic[of]
Lebanon
Malta
Mexico
Malaysia
Netherlands

1800-55-7474

D...stomer Service

Carlson Hospitality
Reservation Center
Customer ...ce

4 Richvi... ...ark
Clonskea...
Dublin 14,
353 17060200

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To c

U.S.
Rad
Cus

Carlson Hospitality W[orldwide]
Customer Service

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Omaha, NE 68164
(800) 333-3333
cs800@radisson.com

...LIA/ASIA
Customer Service

Hospitality
...tion Center
...r Service

287 Elizabeth Street
NSW 2000, Australia
...2-9333-8600

Done   Internet

Radisson

Go to...

Make a Reservation : **Change a Reservation** : **Plan an Event** : **Find a Hotel** : **ServiceFirst℠**

Welcome to Radisson.com : **Patrick Horan** : Other guests, **sign in.**

Guest@ccess
Personalize Your Page

Tell Us About Your Stay

Please complete this comment card to help us achieve 100 percent guest satisfaction for our guests.

Choose a Hotel:	Rd Sas St Helen's Hotel
Check-In Date (required):	05 February 2001
Check-Out Date (required):	06 February 2001

Guest Satisfaction

Guest Satisfaction

⇒ **Tell us about your stay**
Complete our e-comment card online.

Please rank your experience at Radisson Hotels Worldwide.

1) If you visited this area in the future, would you stay at this Radisson again?

○ Definitely   ● Probably   ○ Undecided   ○ Probably not   ○ Definitely not

2) Overall, how would you rate your room during your last stay at this Radisson?

○ Much better than expected

● Better than expected

○ Just as expected

○ Worse than expected

○ Much worse than expected

3) Overall, how would you rate the employees you encountered during your last stay?

● Much better than expected

Site Help

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Our commitment to protecting your privacy.

⇒ **Using Radisson.com**
Technical requirements for optimal browsing.

⇒ **Terms of Use**
Your rights and responsibilities.

Radisson

Make a Reservation : Change a Reservation : Plan an Event : Find a Hotel : ServiceFirst℠

Guest@ccess
Personalize Your Page

Create Your Profile

To create your Guest@ccess profile, we need to ask you some basic questions.
We value your privacy and promise to keep your information safe and confidential. Please refer to our privacy policy for additional information.

Need Help?
Visit our ServiceFirst customer support center.

Privacy and Security
Learn why Radisson.com is the safe and secure way to make your travel arrangements.

My Profile Information

First Name:	Patrick
Last Name:	Horan

My Address and Contact Information

Address :	DIT
	Cathal Brugha St
City :	Dublin
State/Province :	Choose...
Postal or Zip code :	D1
Country :	Ireland
Phone:	(Country Code, Area Code, Number)
	353 - 1 402 - 3000
Email:	

Ireland Hotel Directory

The Gift of the Gab

Send a message:

Connecting to server...done.
** Enter your name to log in**
Padman enters the conversation.
Padman says, "Good Morning to you all!:)"

Welcome to the Ireland Hotel directory.
Please select the hotel of your choice.
You can make your booking and secure your accommodation online.

BY AREA

BALLYGALLY
BELFAST
CORK
DUBLIN
DUBLIN AIRPORT
LIMERICK
NEWCASTLE
ULSTER
MAIN PAGE

Send a Postcard
Gift of the Gab
Tourist Information

Best Hotel & Inn DIRECTORY

User Info

Padman

Direct Feedback.

Direct Feedback can be broken down into four categories:

- *Email,*

- *Traditional Methods (Telephone, Fax & Address),*

- *Feedback Forms (Surveys & Registration),*

- *Chat Forums (Chat-Rooms).*

Direct Feedback

normally provides us with qualitative information.
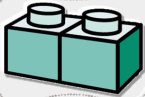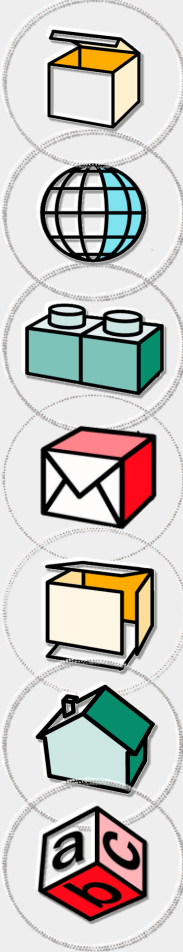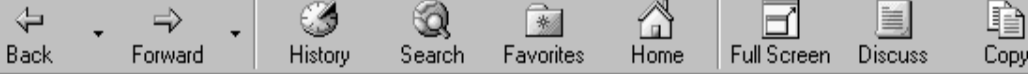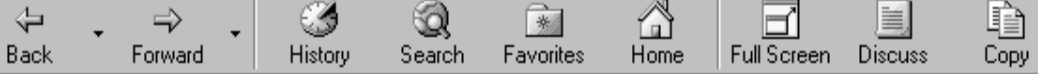
How many people surf the web regularly?

How many people fill in web forms or send emails to site administrators regularly?

Forms Submitted by *0.189% of Visitors*
to my site over a 6 month period.
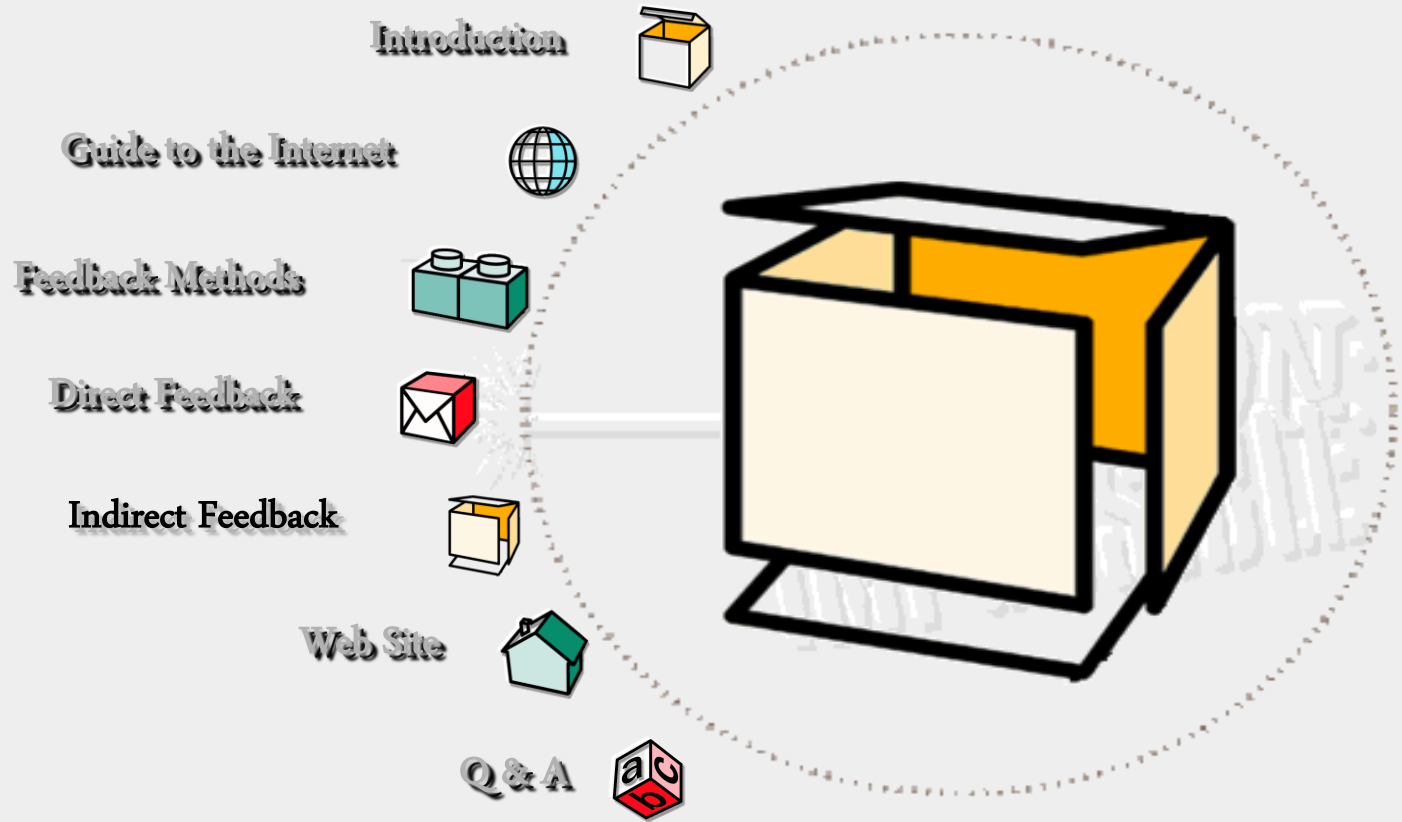
Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Q & A

Hit Counters.

Hit Counters.

Page Views

Hit Counters count the number of times a page is visited!

Hit Counters count the number of Requests made to a server.

Back   Forward   History   Search   Favorites   Home   Full Screen   Discuss   Copy

000027

Knowing Your Web Customers - Mission Impossible.

Presentations

Introduction

Distribution Chan.

Tourism Overview

The Internet

Reservation

E - Commerce

Demonstration

Glossary

contact us

Patrick Horan
Lecturer (Hospitality IT)

DIT,
Cathal Brugha St.,
Dublin 1,
Ireland.
Tel. +353 1 4024397
Fax. +353 1 402 4499.
Email : Patrick.Horan@dit.ie

Beware:

Page Views are far more realistic.

Caches & Proxy Servers

Load Time.

```
session-id
103-6465334-6300635
amazon.com/
0
3350872064
29367841
4181856256
29366489
*
session-id-time
968918400
amazon.com/
0
3350872064
29367841
4182356256
29366489
*
ubid-main
077-6820808-6240915
amazon.com/
0
2916341376
31961269
4252656256
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x-main
hQFiIxHUFj8mCscT@Yb527xsVsOF(
amazon.com/
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2916341376
31961269
4252656256
29366489
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```

Cookies Common Uses:

Visitor Cookie

Preference Cookies

Shopping Basket Cookie

Tracking Cookie

Cookies – How Do They Work?

Customer

Server

File   Edit   View   Favorites   Tools   Help

Back   Forward   Stop   Refresh   Home   Search   Favorites   History   Mail   Print   Edit   Discuss   Real.com

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Web Page

Customer

Server

Web Page
Requested

Cookie

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RESERVATIONS ● DIRECTORY ● OUR FAMILY OF HOTELS ● MARRIOTT   MY PROFILE | CONTACT US | SEARCH

Build your personal profile
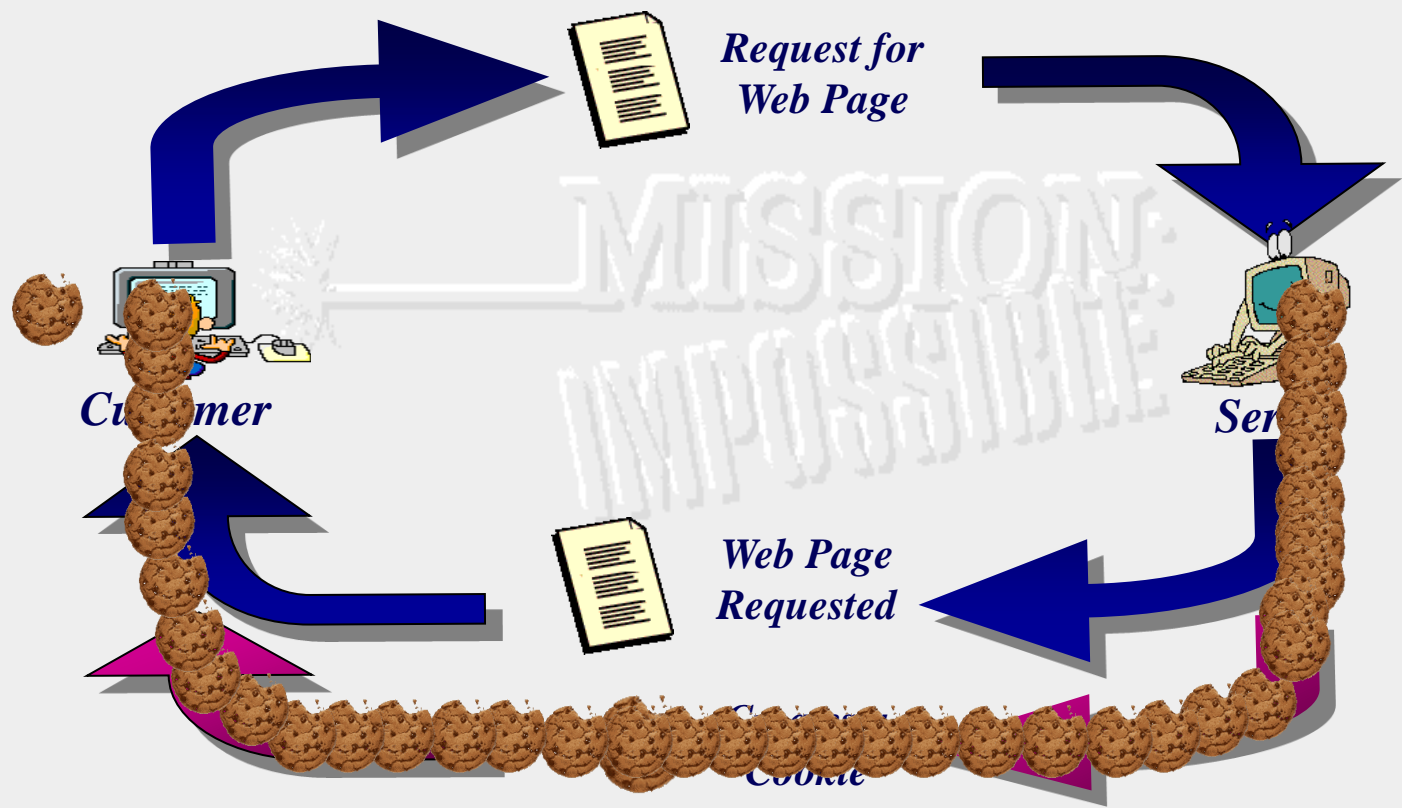
5 simple steps

1 The basics

2 The particulars

3 Room options

4 Credit card information (optional)

5 Travel preferences

This section is optional. But answ
enhance our site to better serve you

To make multiple selections in any Selectio
text item with the left mouse button. The fie

Marriott brand(s) I most frequen

Marriott Hotels, Resorts & Suites
Renaissance Hotels, Resorts & S
Courtyard

Cities I most frequently visit for

Albuquerque, NM
Atlanta, GA
Austin, TX

Cities I'm most interested in tra

Albuquerque, NM
Atlanta, GA
Austin, TX

Interests I like to pursue when I

Golf
Tennis
Skiing

☐ I often travel with children

The following questions will help us g
products and promotions that serve you better.

---

5 simple steps

1 **The basics**

2 **The particulars**

3 **Room options**

4 **Credit card information**

5 **Travel preferences**
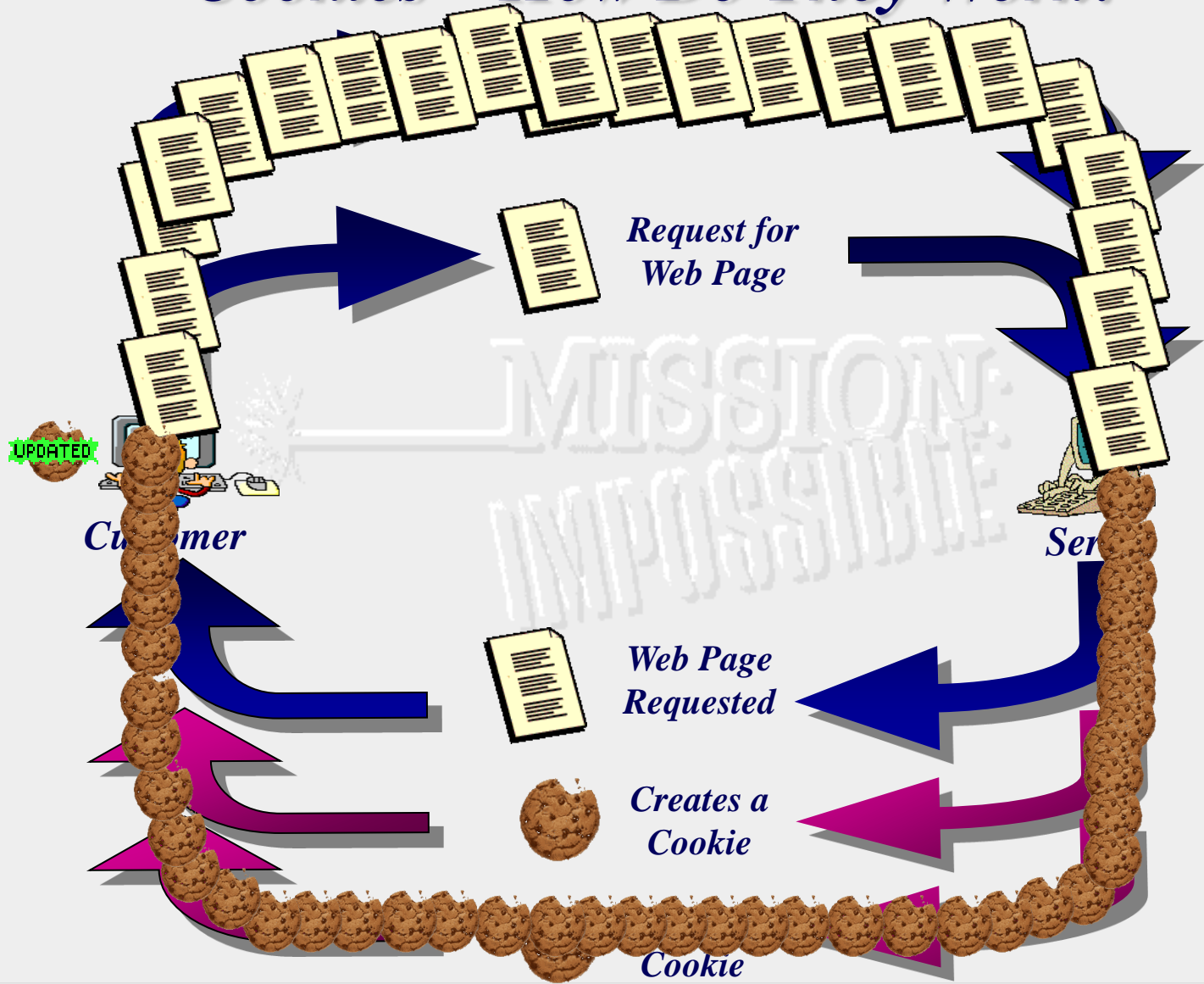
Internet

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Web Page
Requested

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Cookie

Cookie

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- *Cookies,*
- *Log File Analysis,*

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203.216.2.201 - - [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:44 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:01 -0400] "GET /Brochure.gif HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:01 -0400] "GET /Email.gif HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:02 -0400] "GET /Browser.gif HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 - - [03/Aug/2000:13:27:35 -0400] "GET / HTTP/1.0" 200 722 "-" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:35 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/                                                          Windows 95)"
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216.32.237.7 - - [03/
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209.150.239.51 - - [                                                      s NT)"
209.150.239.51 - - [03/                                                    NT)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:03 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:18 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:34 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:34 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:51 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
```

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203.216.2.201 - - [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:44 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:01 -0400] "GET /Brochure.gif HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:01 -0400] "GET /Email.gif HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:02 -0400] "GET /Browser.gif HTTP/1.1" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 - - [03/Aug/2000:13:27:35 -0400] "GET / HTTP/1.0" 200 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:35 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:36 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:36 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:38 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:43 -0400] "GET /Links.htm HTTP/1.0" 200 972 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/...   ; Windows 95)"
194.73.252.37 - - [03/Aug/...   01; Windows 95)"
194.73.252.37 - - [03/Aug/...   MSIE 4.01; Windows 95)"
216.32.237.7 - - [03/Aug/2000:15:30:02 -0400] "GET / HTTP/1.0" 200 722 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.7 - - [03/Aug/2000:15:30:02 -0400] "GET /robots.txt HTTP/1.0" 404 204 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 - - [03/Aug/2000:15:36:10 -0400] "GET /enduser HTTP/1.0" 301 228 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 - - [03/Aug/2000:15:41:18 -0400] "GET /enduser/ HTTP/1.0" 200 496 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET / HTTP/1.0" 200 722 "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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203.216.2.201 -

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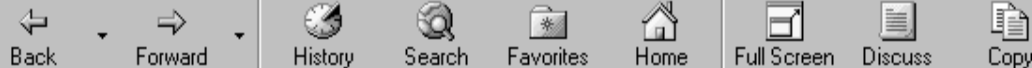
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203.216.2.201 - - [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:44 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:01 -0400] "GET /B..." "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:01 -0400] "GET /E...zilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:30:02 -0400] "GET /B...Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
194.73.252.37 - - [03/Aug/2000:13:27:35 -0400] "GET /H...ws 95)"
194.73.252.37 - - [03/Aug/2000:13:27:35 -0400] "GET /M...(compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:36 -0400] "GET /L...Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:36 -0400] "GET /W.../4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:38 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:43 -0400] "GET /Links.htm HTTP/1.0" 200 972 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug... ...; Windows 95)"
194.73.252.37 - - [03/Aug... ...01; Windows 95)"
194.73.252.37 - - [03/Aug... ...MSIE 4.01; Windows 95)"
216.32.237.7 - - [03/Aug/2000:15:30:02 -0400] "GET / HTTP/1.0" 200 722 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
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216.32.237.14 - - [03/Aug/2000:15:41:18 -0400] "GET /enduser/ HTTP/1.0" 200 496 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
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209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /Menu.htm HTTP/1.0" 200 2344 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:03 -0400] "GET /Welcome.htm HTTP/1.0" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:18 -0400] "GET /Menu.htm HTTP/1.0" 304 - "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:34 -0400] "GET /Browser.gif HTTP/1.0" 304 - "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:34 -0400] "GET /menu.gif HTTP/1.0" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:51 -0400] "GET /Next.gif HTTP/1.0" 200 9574 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
```

[03/Aug/2000:11:29:43 -0400]

Date and time that the item was requested.

My Computer

Back Forward History Search Favorites Home Full Screen Discuss Copy

203.216.2.201 - - [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:42 -040 "GET /Menu.htm HTTP/1.1" 304 - http://www.imhi.com" zilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:43 -040 "GET /Welcome.htm HTTP/1.1" 304 - "http://www.imhi.com/" Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:44 -040   htm" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Au   01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/A   MSN 2.5; Windows 98)"
203.216.2.201 - - [03/A   **"GET /Welcome.htm HTTP/1.1" 304 - "http://www.imhi.com/"**   MSN 2.5; Windows 98)"
194.73.252.37 - - [03/A   95)"
194.73.252.37 - - [03/A   95)"
194.73.252.37 - - [03/A   Windows 95)"
194.73.252.37 - - [03/A   ws 95)"
194.73.252.37 - - [03/Aug/2000:13:27:38 -0400] "GET /lend.gif HTTP/1.0" 288 1989 http://www.imhi.com/lend.htm Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:43 -0400] "GET /Links.htm HTTP/1.0" 200 972 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug   ; Windows 95)"
194.73.252.37 - - [03/Aug   ***Name of the item requested and where visitor requested the***   01; Windows 95)"
194.73.252.37 - - [03/Aug   ***item from.***   SIE 4.01; Windows 95)"
216.32.237.7 - - [03/Aug/20
216.32.237.7 - - [03/Aug/20   ml)"
216.32.237.14 - - [03/Aug/2000:15:36:10 -0400] "GET /enduser HTTP/1.0" 301 228 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
216.32.237.14 - - [03/Aug/2000:15:41:18 -0400] "GET /enduser/ HTTP/1.0" 200 496 "-" "Slurp.so/1.0 (slurp@inktomi.com; http://www.inktomi.com/slurp.html)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET / HTTP/1.0" 200 722 "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /Welcome.htm HTTP/1.0" 200 3807 "http://www.imhi.com/" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:38 -0400] "GET /LOGO.jpg HTTP/1.0" 200 9632 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:41 -0400] "GET /Browser.gif HTTP/1.0" 200 15102 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:07:57 -0400] "GET /Brochure.gif HTTP/1.0" 200 401258 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:03 -0400] "GET / HTTP/1.0" 304 - "http://www.hvs-intl.com/links.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:08:18 -0400] "GET /Brochure.gif HTTP/1.0" 206 2966 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:19 -0400] "GET /LOGO.jpg HTTP/1.0" 304 - "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /director.htm HTTP/1.0" 200 5209 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
209.150.239.51 - - [03/Aug/2000:16:08:50 -0400] "GET /Home.gif HTTP/1.0" 200 1694 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"

My Computer

Back   Forward   History   Search   Favorites   Home   Full Screen   Discuss   Copy

203.216.2.201 - - [03/Aug/2000:11:29:40 -0400] "GET / HTTP/1.1" 304 - "-" "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:42 -0400] "GET /Menu.htm HTTP/1.1" 304 - "http://www.imhi.com/" ...
203.216.2.201 - - [03/Aug/2000:11:29:43 -0400] "GET /Welcome.htm HTTP/1.1" 304 - "http://www.imhi.com..." "Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug/2000:11:29:44 -0400] "GET /LOGO.jpg HTTP/1.1" 304 - "http://www.imhi.com/M...
203.216.2.201 - - [03/Aug...   ...1; MSN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug...   ...SN 2.5; Windows 98)"
203.216.2.201 - - [03/Aug...   ...MSN 2.5; Windows 98)"
194.73.252.37 - - [03/Aug...
194.73.252.37 - - [03/Aug...   ...95)"
194.73.252.37 - - [03/Aug...   ...Windows 95)"
194.73.252.37 - - [03/Aug...   ...ws 95)"
194.73.252.37 - - [03/Aug/2000:13:27:38 -0400] "GET /Menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:39 -0400] "GET /Email.gif HTTP/1.0" 200 2241 "http://www.imhi.com/Welcome.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/2000:13:27:43 -0400] "GET /Links.htm HTTP/1.0" 200 972 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows 95)"
194.73.252.37 - - [03/Aug/...   ...; Windows 95)"
194.73.252.37 - - [03/Aug/...   ...01; Windows 95)"
194.73.252.37 - - [03/Aug/...   ...SIE 4.01; Windows 95)"
216.32.237.7 - - [03/Aug/2...
216.32.237.7 - - [03/Aug/2...
216.32.237.14 - - [03/Aug/...   ...nl)"
216.32.237.14 - - [03/Aug/...   ...nl)"
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209.150.239.51 - - [03/Aug...   ...dows NT)"
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209.150.239.51 - - [03/Aug/2000:16:07:39 -0400] "GET /menu.gif HTTP/1.0" 200 1905 "http://www.imhi.com/Menu.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"
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209.150.239.51 - - [03/Aug/2000:16:08:54 -0400] "GET /nowlis.gif HTTP/1.0" 200 146038 "http://www.imhi.com/director.htm" "Mozilla/4.0 (compatible; MSIE 4.01; Windows NT)"

"Mozilla/4.0 (compatible; MSIE 4.01; MSN 2.5; Windows 98)"

Additional Information:

Search Engine & Key Word Information.

Error Information.

My Computer

Back Forward History Search Favorites Home Full Screen Discuss Copy

Methods of Analysis.

Commercial Software.
Freeware / Shareware Scripts.
Online Services.
Third-Party Services.

Do-It-Yourself Solutions.

Knowing Your Web Customers - Mission Impossible!

C:\Program Files\WebTrends Log Analyzer\REPORTS\Web Analysis\DEFAULT.HTM - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Address | C:\Program Files\WebTrends Log Analyzer\REPORTS\Web Analysis\DEFAULT.HTM

Go

Table of Contents

- General Statistics
  - General Statistics
- Resources Accessed
- Visitors & Demographics
- Activity Statistics
- Technical Statistics
- Referrers & Keywords
- Browsers & Platforms

General Statistics

Help

The General Statistics table includes statistics for hits, page views, visitor sessions, and visitors for this server during the designated time frame.

Visitor Sessions

Statistics

Statistics		
Hits	Entire Site (Successful)	7,872
	Average Per Day	85
	Home Page	353
Page Views	Page Views (Impressions)	4,584
	Average Per Day	49
	Document Views	4,567
Visitor Sessions	Visitor Sessions	1,004
	Average Per Day	10
	Average Visitor Session Length	00:03:01
	International Visitor Sessions	16.13%
	Visitor Sessions of Unknown Origin	43.42%
	Visitor Sessions from United States	40.43%
Visitors	Unique Visitors	404

My Computer

Indirect Feedback.

- *Hit Counters,*
- *Cookies,*
- *Log File Analysis,*

Indirect Feedback

normally provides us with quantitative information.

The Reservation Process

Back   Forward   History   Search   Favorites   Home   Full Screen   Discuss   Copy

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Q & A

My Computer

Back Forward History Search Favorites Home Full Screen Discuss Copy
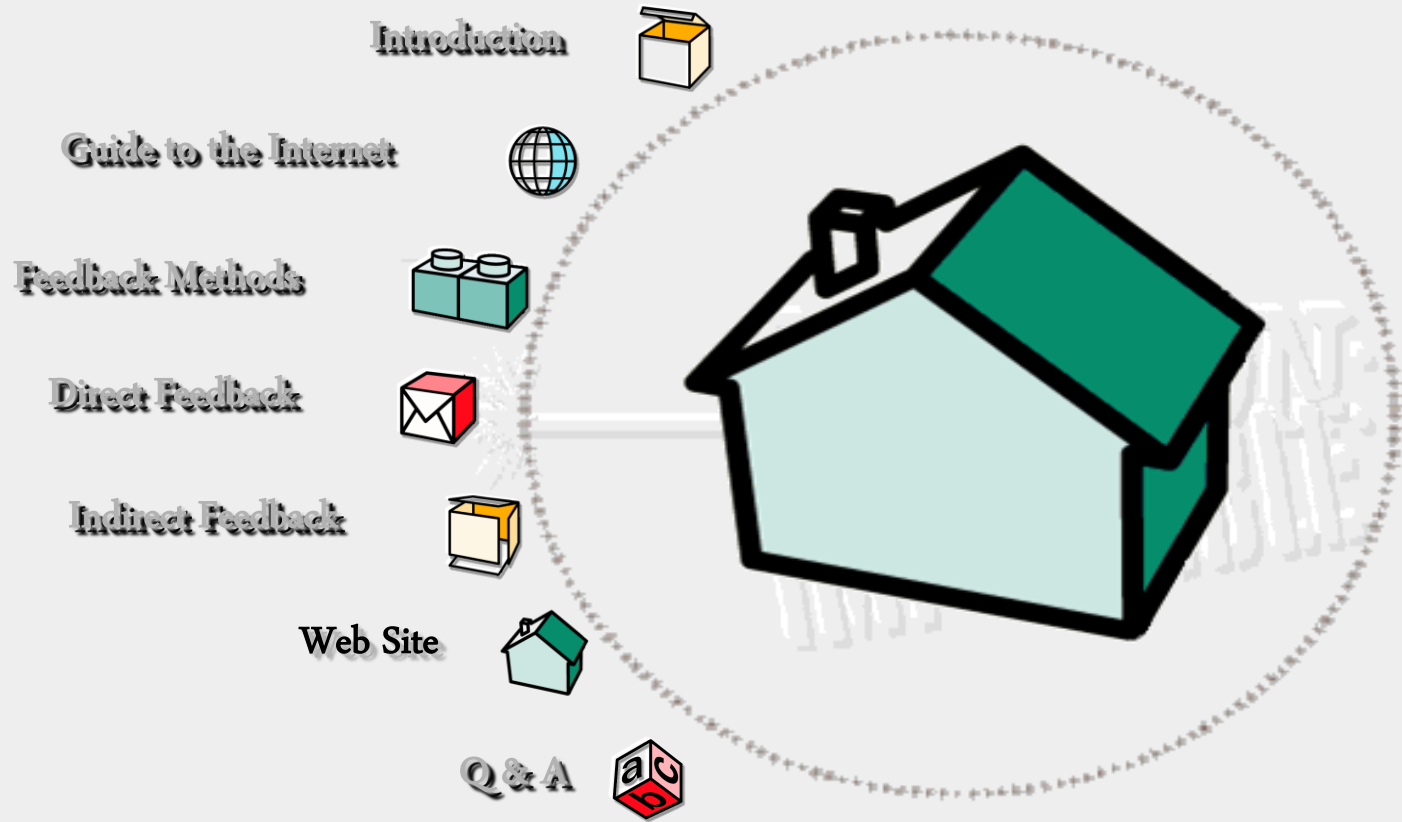
Address http://www.dmc.dit.ie/padman/
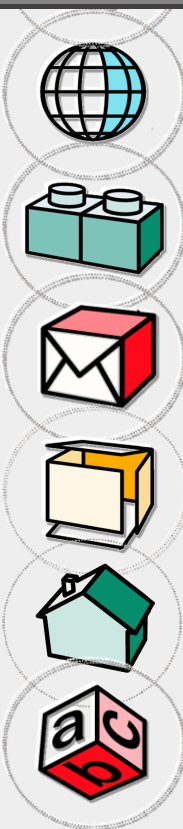
The Internet - A Tourism Perspective - Resource Page. - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Search Favorites History

Address www.dmc.dit.ie/padman/ Go Links

The Internet - A Tourism Perspective.

- Introduction
- Courses
- The Internet
- Tourism Overview
- Methodology
- Development Process
- HTML Tutorial
- Internal Search
- Reservation
- E - Commerce
- Bridging the Gap
- Notes
- Demonstration
- Glossary

contact us

Site Search:

Search

Welcome to our Internet Elective Resource Page. This Page was designed as a reference point to all students taking part in this elective who might wish to delve a little deeper into any area of Internet Development. But of course all are welcome

So Lets Dig a Bit Deeper!

EURHOTEC 2001

My Computer

My Computer

Introduction

Guide to the Internet

Feedback Methods

Direct Feedback

Indirect Feedback

Web Site

Conclusions

Conclusions.

◎ *Feedback Methods are not always 100% accurate.*

What Your Customers Want

What Your Site Provides

E-Mail

Forms

Chat Rooms

Counters

Cookies

Log Analysis
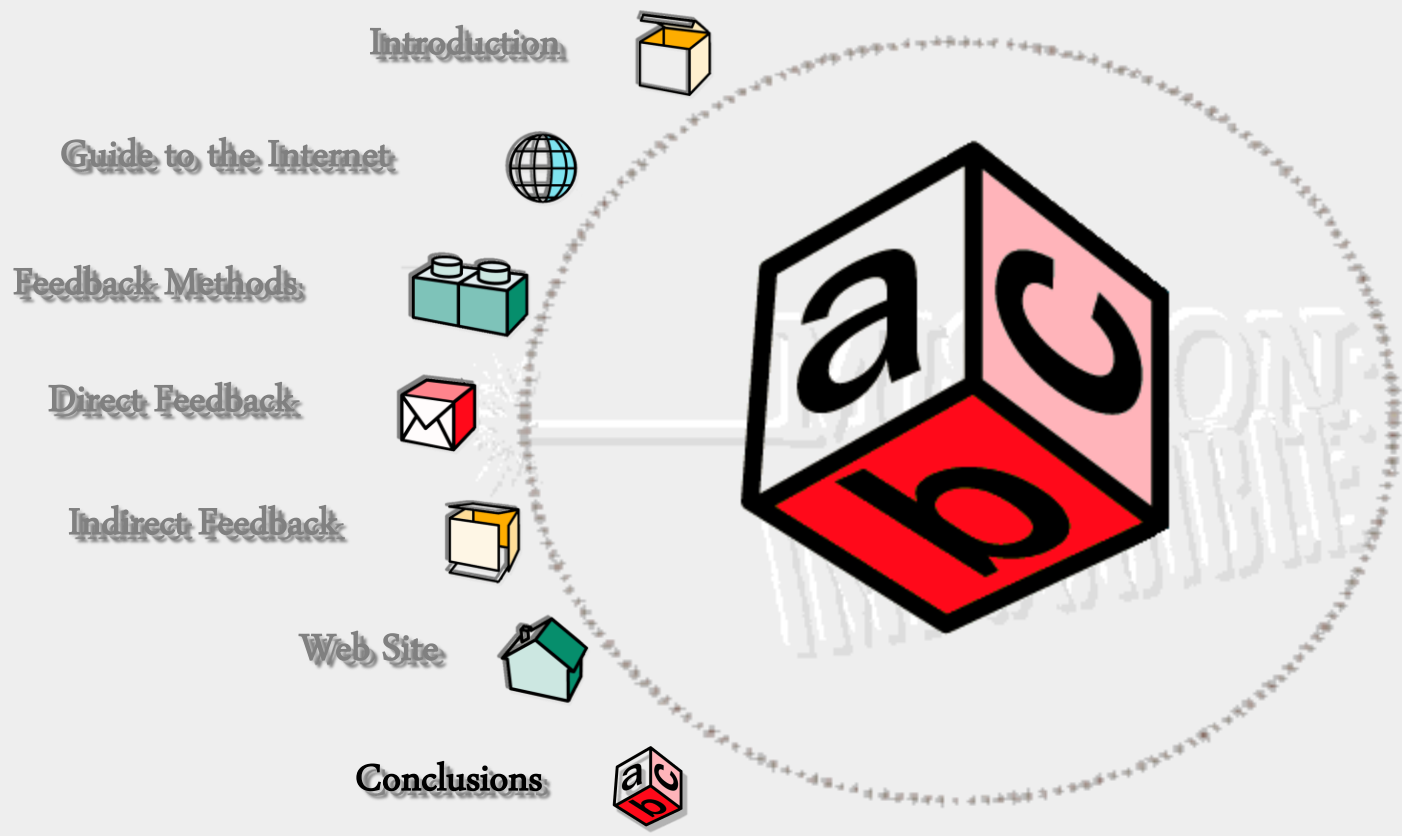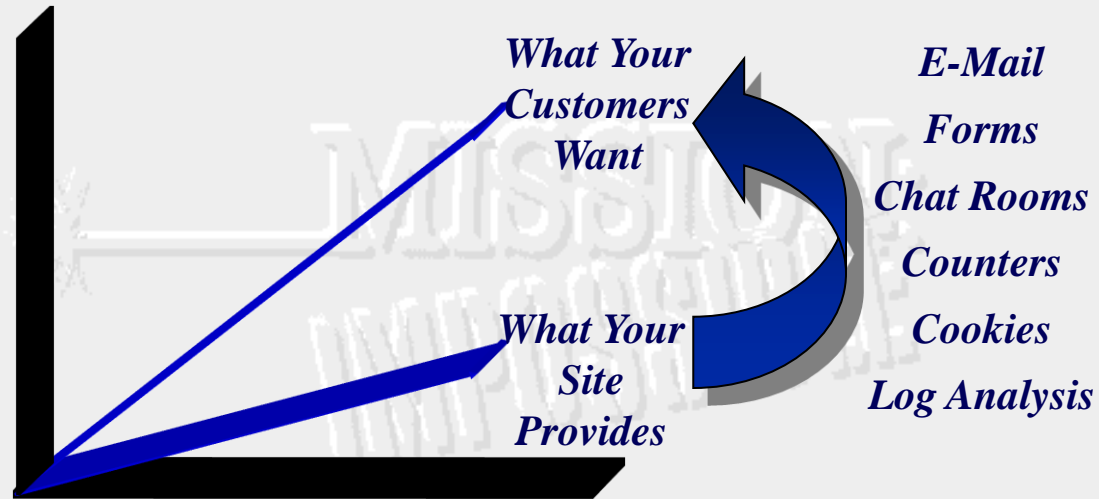
Trends Rather Than Specifics.

Awareness.

Best Method?
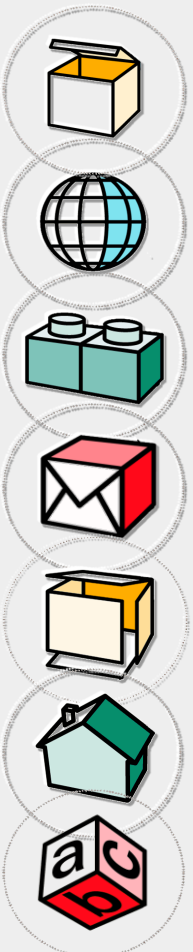
Conclusions.

- *Feedback Methods are not always 100% accurate.*
- *Listen & Learn & Update Accordingly.*

Gather Information

Who are your Users ✓
Where they come from (Physically & Cyber-Spatially) ✓
Track Visitor Paths ✓
Pages in use/ Not in use ✓
Broken Links & Error Checking ✓
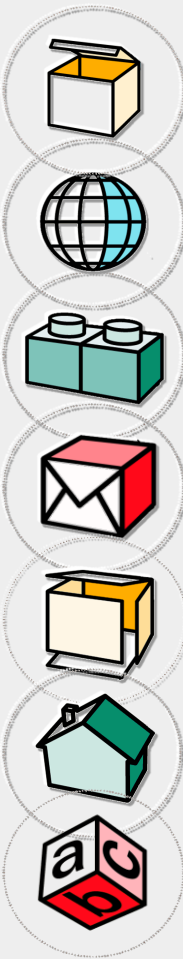
Conclusions.

- *Feedback Methods are not always 100% accurate.*
- *Listen & Learn & Update Accordingly.*

Gather Information

Manage Information

Merging data with other data sources such as

- *Site Registration, Cookies & Log Analysis,*
- *Off Line Methods,*
- *Customer databases,*
- *On-line marketers.*

N E T T R A C K E R®

Conclusions.

- *Feedback Methods are not always 100% accurate.*
- *Listen & Learn & Update Accordingly.*

Gather Information

Manage Information

Use the Information
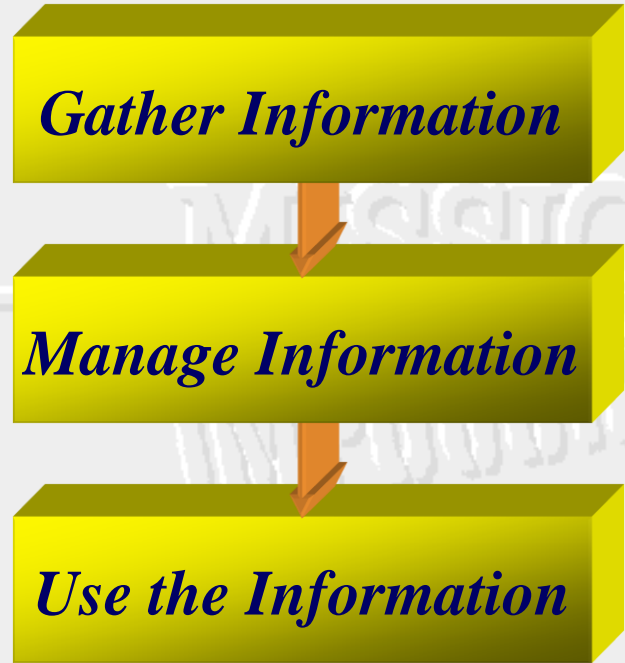
Accommodate Don't Retaliate!

- *Must be Committed to Process,*
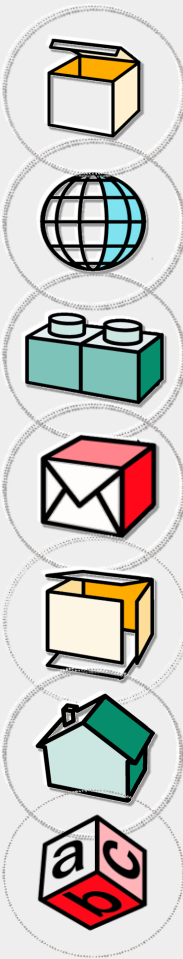
Conclusions.

Reply Rate to E-Mail Requests.
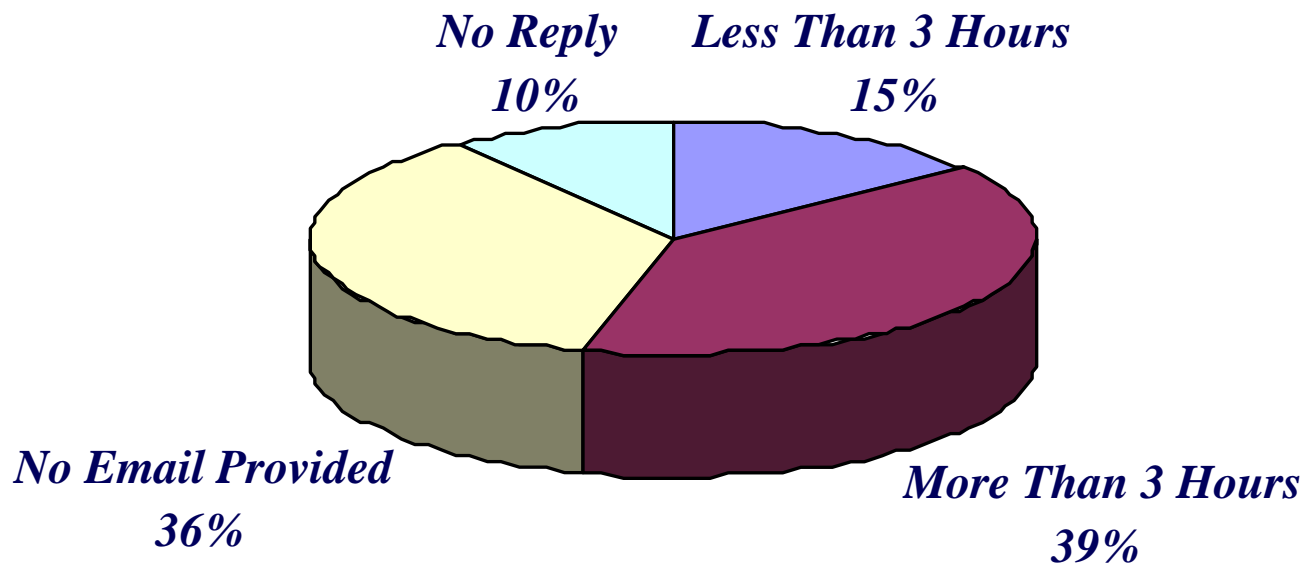
No Reply
10%

Less Than 3 Hours
15%

No Email Provided
36%

More Than 3 Hours
39%

brightware

Conclusions.

- *Feedback Methods are not always 100% accurate.*
- *Listen & Learn & Update Accordingly.*

Gather Information

Manage Information

Use the Information

Accommodate Don't Retaliate!

- *Must be Committed to Process,*
- *Improve Content & Navigation,*
- *Improve Help Structure.*
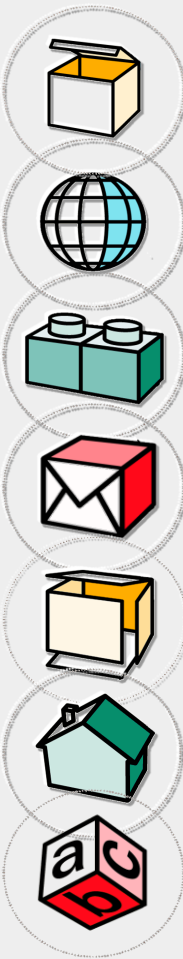
Conclusions.

- *Feedback Methods are not always 100% accurate.*
- *Listen & Learn & Update Accordingly.*
- ***Knowing Your Web Customer – Mission Impossible?***

Absolutely Not!!
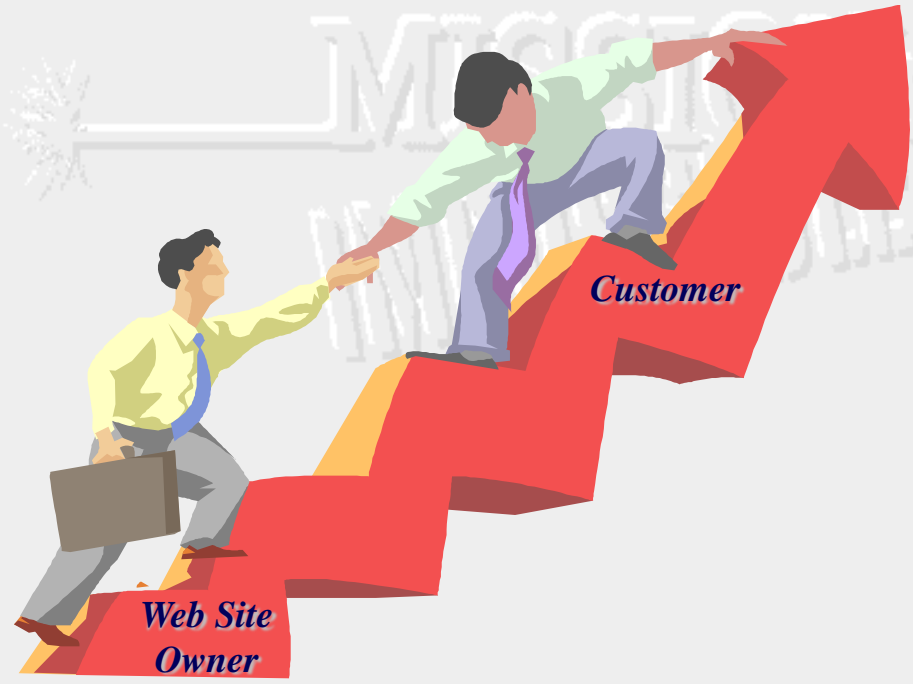
Customer

Web Site Owner

http://www.dmc.dit.ie/padman/
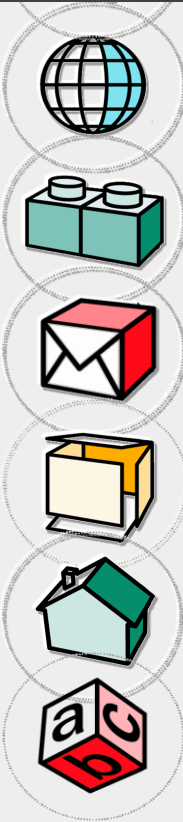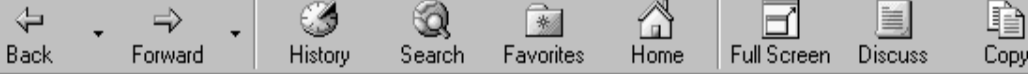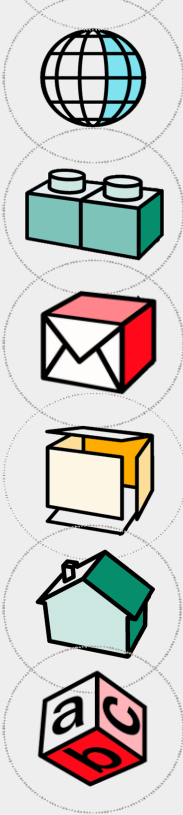
Misssion Impossible?

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