leading open-source analytics platform

presented by Ann Greazel & John VanDyk
Who are we?

www.biology-it.iastate.edu/people
fancy front end
LET’S GET STARTED

sign in to see your dashboard
WIDGETS BY DEFAULT

(more or less)

• Visits Over Time
• Visitors in Real-time
• Keywords
• Visitor Map

• Referrer Websites
• Visitor Browser
• Search Engines
• Visits by Server Time
ADDITIONAL WIDGETS

- Visits Summary
- Visitors
- Visitor Settings (screen res & plugins)
- Visitor Devices
- Actions (entry & exit pages & downloads)
- Events
- Site Search
- Referrers
- Goals
- Insights
- SEO (SEO Rankings)
- Example Widgets
DEMO

view content in various ways
pie charts, bar charts and
tables oh my!
Study insect systematics at Iowa State!
Automatic Emails
<table>
<thead>
<tr>
<th>Statistics included</th>
<th>All Websites</th>
<th>Site Search</th>
<th>Visitor Devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>Set up email reports</td>
<td>All Websites dashboard</td>
<td>Site Search Keywords</td>
<td>Device type</td>
</tr>
<tr>
<td></td>
<td>The report will include main metrics</td>
<td>Search Keywords with No Results</td>
<td>Visitor Browser</td>
</tr>
<tr>
<td></td>
<td>for all websites that have at least one</td>
<td>Search Categories</td>
<td>Device brand</td>
</tr>
<tr>
<td></td>
<td>visit (from the 49 websites currently</td>
<td>Pages Following a Site Search</td>
<td>Browser version</td>
</tr>
<tr>
<td></td>
<td>available).</td>
<td>Page Titles Following a Site Search</td>
<td></td>
</tr>
<tr>
<td>Visits Summary</td>
<td>Visitor Configuration</td>
<td>Visitor Devices</td>
<td>Device model</td>
</tr>
<tr>
<td></td>
<td>Visits Summary</td>
<td></td>
<td>Operating System families</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Operating System versions</td>
</tr>
<tr>
<td>Visitor Settings</td>
<td>Browse Plugins</td>
<td></td>
<td>Browser engines</td>
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<tr>
<td></td>
<td>Screen Resolution</td>
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<td></td>
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<tr>
<td></td>
<td>Browser language</td>
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<td></td>
<td>Language code</td>
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<td>Actions</td>
<td>Exit pages</td>
<td>Visitor Devices</td>
<td></td>
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<tr>
<td></td>
<td>Page URLs</td>
<td></td>
<td>Device type</td>
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<td></td>
<td>Exit pages</td>
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<td>Visitor Browser</td>
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<tr>
<td></td>
<td>Page titles</td>
<td></td>
<td>Device brand</td>
</tr>
<tr>
<td></td>
<td>Entry page titles</td>
<td></td>
<td>Browser</td>
</tr>
</tbody>
</table>
## GENERAL SETTINGS

### Piwik site ID *

The user account number is unique to the websites domain. Click the Settings link in your Piwik account, then the Websites tab and enter the appropriate site ID into this field.

**Value:**

### Piwik HTTP URL *

The URL to your Piwik base directory. Example: "http://www.example.com/piwik/".

**Value:**

### Piwik HTTPS URL

The URL to your Piwik base directory with SSL certificate installed. Required if you track a SSL enabled website. Example: "https://www.example.com/piwik/".

**Value:**
classy back end
MySQL on localhost (5.5.45)
up 0+14:24:20 [11:57:31]
Queries: 1.0M  qps:  21 Slow:  5.0  Se/In/Up/De(%):  62/20/05/01
qps now:  4 Slow qps:  0.0  Threads:  1 ( 1/ 8) 25/12/12/00
Cache Hits: 118.6k Hits/s:  2.3 Hits now:  0.0  Ratio: 18.4% Ratio now:  0.0%
Key Efficiency: 100.0%  Bps in/out: 10.6k/28.0k  Now in/out: 1010.6/ 6.3k
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#!/bin/bash

# Remove old version
rm -f /var/www/piwik.zip
rm -rf /var/www/piwik

# Download new version
cd /var/www
curl -O http://builds.piwik.org/piwik.zip
unzip piwik.zip

# Copy config file from old installation
cp -p /var/www/html/config/config.ini.php /var/www/piwik/config/

# Ensure writability of tmp file
mkdir -p /var/www/piwik/tmp
chown -R apache:root /var/www/piwik/tmp

# Make new version live
rm -rf /var/www/html.bak
mv /var/www/html /var/www/html.bak
mv /var/www/piwik /var/www/html

# Do any database updates
sudo -u apache /usr/bin/php /var/www/html/console core:update
sudo -u apache /usr/bin/php /var/www/html/console core:archive --url=http://stats.example.com
$ cat /etc/cron.d/piwikcron

SHELL=/bin/bash
PATH=/sbin:/bin:/usr/sbin:/usr/bin
MAILTO=root
HOME=/
5 * * * * apache /usr/bin/php /var/www/html/console core:archive -url=http://stats.example.com > /dev/null
Thank you