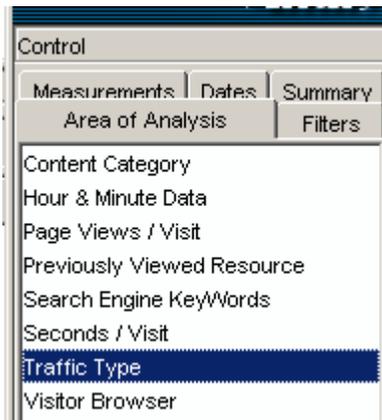


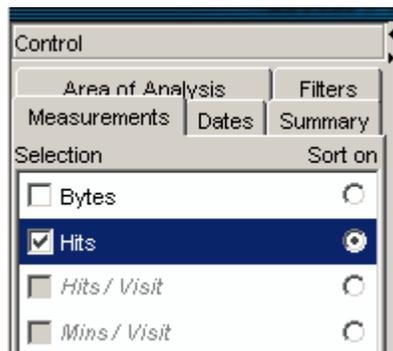
Michigan.gov Marketing URL Traffic Statistics

Using SurfAid to find the number of hits that a redirect(s) has received. (Note: The following instructions assume that you are already familiar with using the Data Analysis tool in SurfAid.)

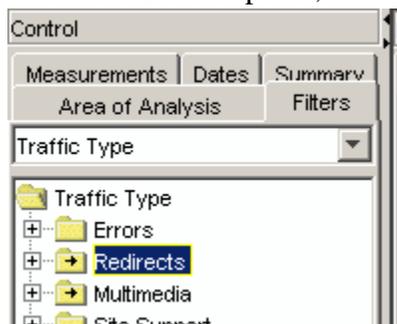
1. Log in to SurfAid and then open the Data Analysis tool.
2. From the **Control** panel, select '**Traffic Type**' from the *Area of Analysis* tab.



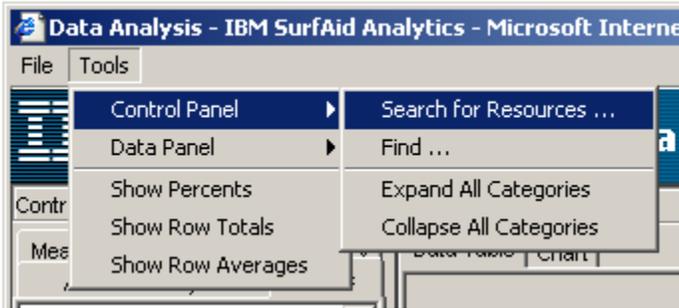
3. Click the **Measurements** tab and select '**Hits**'.



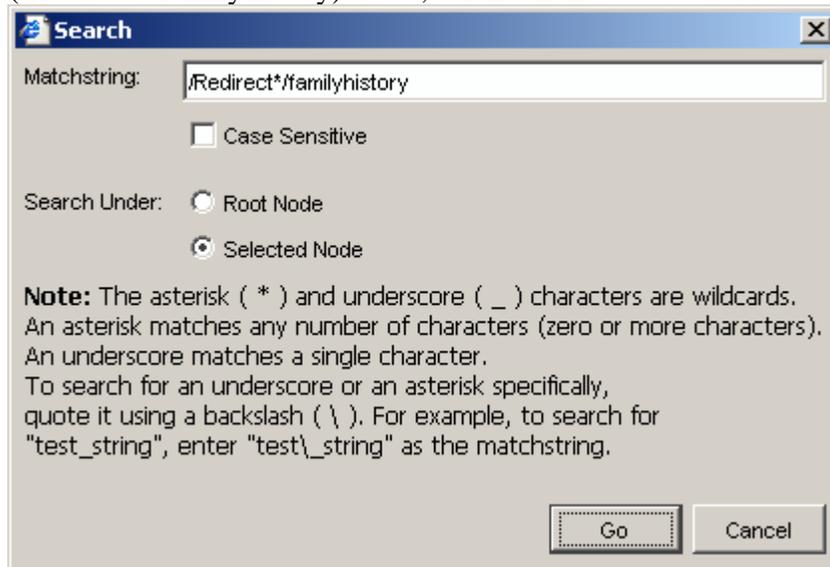
4. Click the Dates tab and enter the date range you would like to run your report within.
5. Click the Filters tab and then highlight the Redirects category. (Try to avoid clicking on the plus or the folder icon  because it will open all of the URLs from the Control panel, which can take quite while.)



- Next, from the Tools menu select Control Panel and then 'Search For Resources...'

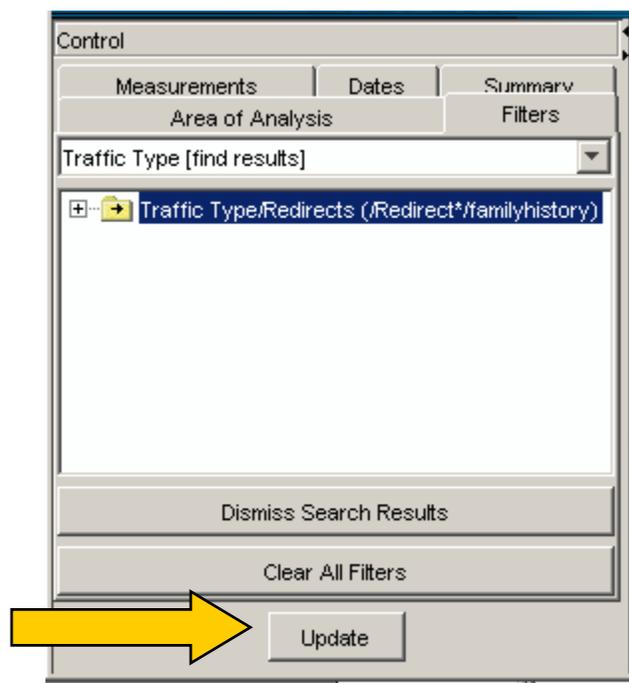


- From the Search dialog box, enter your matchstring; For example (/Redirect*/familyhistory). Next, Uncheck the Case Sensitive.



- Click the Go button to save your matchstring.

- Now click the Update button at the bottom of the Control Panel pane to submit your query.



10. When the query finishes you the Data Panel should show results similar to the graphic below.

The screenshot displays a web analytics control panel on the left and a data panel on the right. The control panel includes tabs for Measurements, Dates, Summary, Area of Analysis, and Filters. The Area of Analysis is set to 'Traffic Type' and the Filters section shows 'Traffic Type/Redirects (/Redirect*/f...'. Below the control panel are buttons for 'Dismiss Search Results', 'Clear All Filters', and 'Update'. The data panel has tabs for 'Data Table' and 'Chart'. The Data Table shows results for the period 10/28/04 - 11/28/04, sorted by Hits. The results are as follows:

Traffic Type	10/28/04 - 11/28/04
Sorted On Hits	Hits
Redirects	32
Redirect-302/familyhistory	32

Below the data table is a 'Current Report' section with the following details:

- Area of Analysis:** Traffic Type
- Filters:** Traffic Type (/Redirect*/familyhistory): Redirects
- Measurements:** Hits
- Dates:** 10/28/04 to 11/28/04, Overall