

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
3 April 2008 (03.04.2008)

PCT

(10) International Publication Number
WO 2008/039784 A3

(51) International Patent Classification:
G06F 3/048 (2006.01)

(21) International Application Number:
PCT/US2007/079433

(22) International Filing Date:
25 September 2007 (25.09.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/826,879 25 September 2006 (25.09.2006) US

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

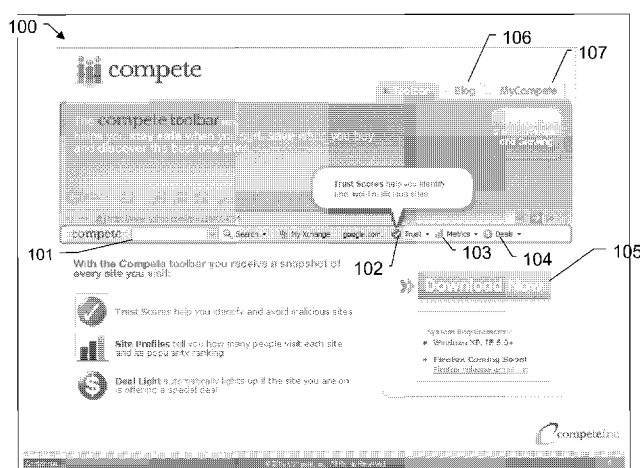
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— with international search report
— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

(88) Date of publication of the international search report:
10 July 2008

(54) Title: WEBSITE ANALYTICS



(57) Abstract: Site analytics uses clickstream data collected from a panel of internet users to generate and present internet activity metrics. Data collected from a community of internet users may be augmented by clickstream data store content, third party content, search results, and other sources to form estimates of internet activity, such as traffic, that is structured and analyzed to produce metrics of nearly any internet website or domain. The data may be further augmented with ratings, such as website trust ratings, retail deals, and analysis of web site content to form a comprehensive set of data that is mined to formulate various metrics of internet activity about web sites. Metrics of internet activity, a.k.a. site analytics, provides analysis that represents aspects of internet user access to a website. Such aspects may include activity related to visitors, engagement, growth, trust, deals, and the like.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/79433

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 3/048 (2008.01)

USPC - 715/811

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

715/811

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
705/10;706/934;707/7, 101, 204;715/700,811

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Google; Google Scholar; Google Patents; PubWest(PGPB,USPT,USOC,EPAB,JPAB);

Search Terms Used: web site usage, statistics, processing, collecting, panel, users, metric, deal

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ----- Y	US 2006/0161635 A1 (LAMKIN et al.) 20 July 2006 (20.07.2006), para [0080]-[00271]	12-13, 15-18 and 21 ----- 1-11, 14, 19-20 and 22-25
Y	US 2002/0174085 A1 (NELSON et al.) 21 November 2002 (21.11.2002), para [0005], para [0090]	1-11, 14 and 19-20
Y	US 2005/0289142 A1 (ADAMS) 29 December 2005 (29.12.2005), para [0005]	22-25

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"&" document member of the same patent family

Date of the actual completion of the international search

11 March 2008 (11.03.2008)

Date of mailing of the international search report

07 MAY 2008

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P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

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PCT OSP: 571-272-7774