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### **PCT**

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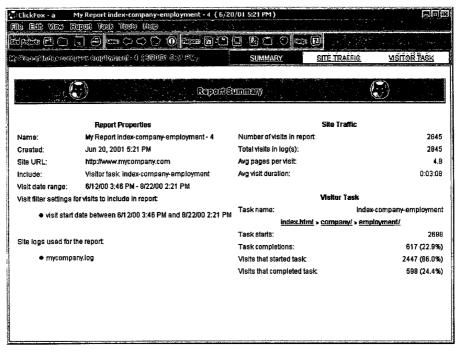
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[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR ANALYZING SYSTEM VISITOR ACTIVITIES



(57) Abstract: A method of analysis of the performance of defined visitor tasks at a host's web site. Tasks are defined a sequence of web pages with which the host wishes the visitor to view or interact. The method allows a given task to be provided, compares the desired task to current visitor behavior to determine frequency, manner and completion of the task and analyzes the task-related information for anomalies and trends in the completion, or lack thereof, of the desired tasks.



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## INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER				
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US CL :709/223, 224 According to International Patent Classification (IPC) or to both national classification and IPC				
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Minimum documentation searched (classification system follower	ed by classification symbols)			
U.S. : 709/223, 224		,		
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NONE				
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)				
EAST				
LAST Y				
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considered to be of particular relevance	the principle or theory underlying th			
"E" earlier document published on or after the international filing date	"X" document of particular relevance; the considered novel or cannot be conside			
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other	when the document is taken alone			
special reason (as specified)  "O" document referring to an oral disclosure, use, exhibition or other	"Y" document of particular relevance; the considered to involve an inventive	step when the document is		
means	combined with one or more other suc being obvious to a person skilled in t			
"P" document published prior to the international filing date but later than the priority date claimed	"&" document member of the same patent family			
Date of the actual completion of the international search	arch Date of mailing of the international search report			
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Name and mailing address of the ISA/US Commissioner of Patents and Trademarks Box PCT Washington, D.C. 20231  Authorized officer STEPHAN WILLETT  STEPHAN WILLETT				
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International application No. PCT/US02/21411

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