WEBSITE MONITORING 101

The

Getting Started

*Guide with
internetVista*

Welcome to internetVista!

All websites run into troubles, whether you manage an ecommerce or a SaaS company, it's just a matter of time before you face downtime.

The sooner you know about it, the faster you can fix it.

We've created this guide in order to make web monitoring more understandable and easier to set-up. In this document, you will be able to get your monitoring started in less than a few minutes.

You will learn how to:

If you have any further questions, please check the FAQ pages. If you are really stuck in the process, please don't hesitate to shoot us an email (support@internetvista.com), We'll be thrilled to help you out!
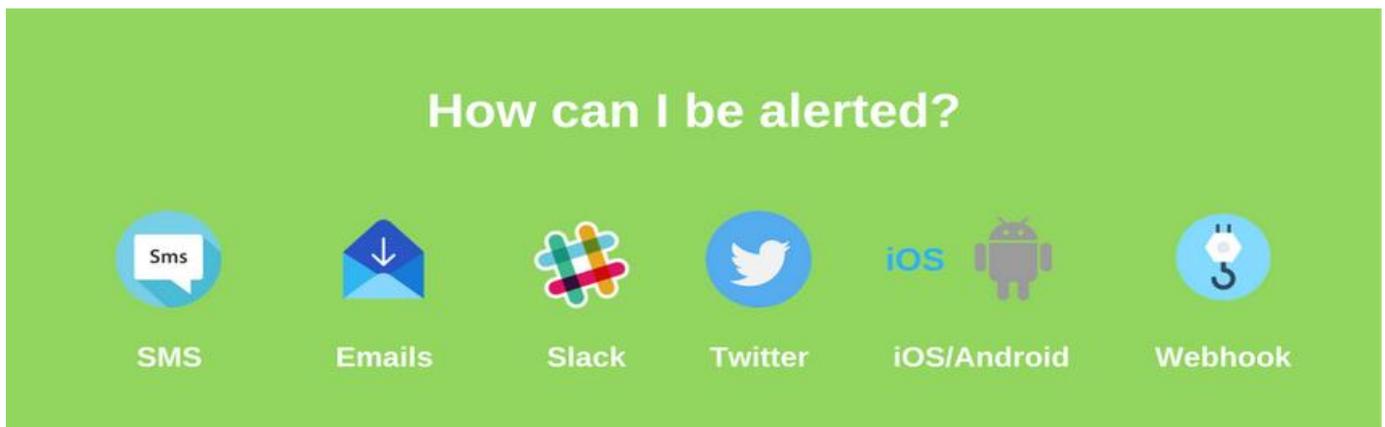
1. Define Your Media

What is a media?

A media is basically **the way you want to be alerted** when an error or an outage is detected within your website. When you signed-up for a free trial, the first media defined is the email address.

If you don't have an account yet, you can always grab your **free trial here**

How can I be alerted?

During your trial, there is no limit in the amount of medias that you can use.

You'll find below the full list of medias available:

Medias information

During your trial, you can have **up to 10 notifications** for free via **text messages**. Once the quota is reached, it costs 17 cents for every extra SMS. For more information, please visit **this link**.

To add slack, please follow the process via **this link**.

How to add a new media?

It's quite simple, just hover over the "Media tab" and hit "new media"

Media > add new media > email/SMS/Twitter/Slack/Webhook

To receive the alerts on your phone with our mobile app, you will find the link **in the right hand corner of the "Dashboard".**

You can download the mobile app by <u>clicking on the icon</u>:

To add an email as a new media, please follow the below process.

Step by step guide to add a new email address

The email media allows you to:

- **Set how often** you want to receive your performance report
- **Include a PDF** report
- **Get the traceroute** in case of an incident detected

If you share your account with one of your colleague, who speaks a different language as you do, you can change it there. The time zone can also be modified in this section.

2. Monitor Your First Application

What is an application?

An application is **an element that you'd like to monitor**. It could be an URL, a server or even a database. If you want to monitor your website for instance, the application would be an URL in this case (HTTP/HTTPS).

Website
- HTTP/HTTPS
- Load Time
- Uptime
- Content - Key Phrase
- Web Scenario

Servers
- Ping
- TCP
- UDP
- IMAP/POP3

Services
- MySQL
- DNS Server
- FTP Server
- API

Emails
- POP
- IMAP
- SMTP

internetVista - Uptime Is Money!

- ***Holding a Website/Blog in WordPress?***

    Make sure to download the plugin here

- **Web Forms Monitoring**

    Simulate and check if your contact or online order forms are working properly.
    For more information, please click here

- ***Web Scenario – Monitor the user experience:***

    *Simulation of a **multi-steps interaction** on your website **from a visitor prospective**.*
    Ex: User lands on homepage, click on a page product, add to card and check out.
    For more information, please click here

Add a new application

For the sake of this exercise we're going to stick with the basics and see how to **monitor a website**.

Let's say that you're in charge of Amazon's website. You want to make sure that the users have always access to the website and don't have any trouble to purchase on your site.
The first thing you want to **monitor** is **the homepage** because this is where 90% of your traffic comes from.
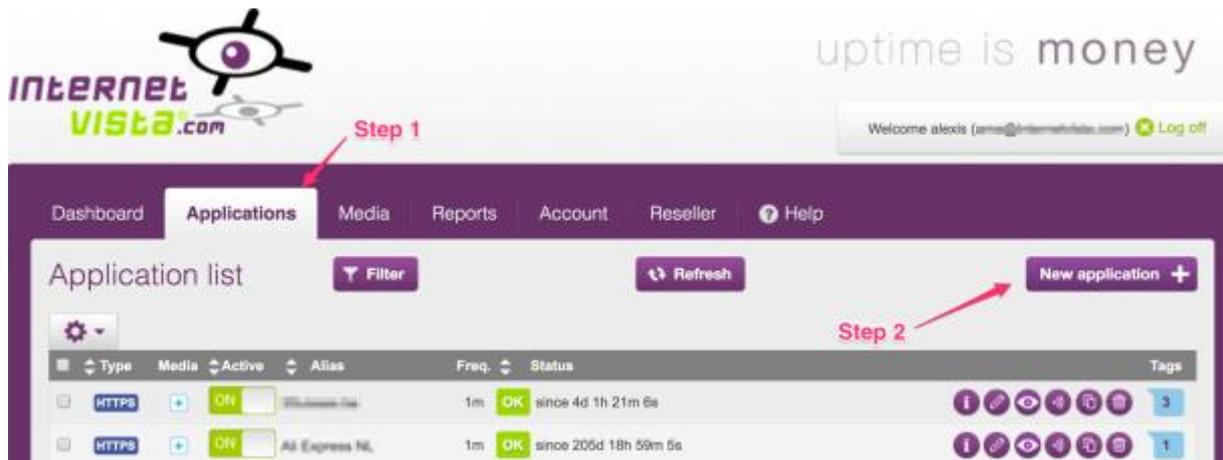
Here are the steps you need to take:

Step 1: Add an application – Choose protected website *
Step 2: Name your application (Alias) – Choose the frequency (**5 – 60 min** during Free Trial)
Step 3: Link it to the media wished

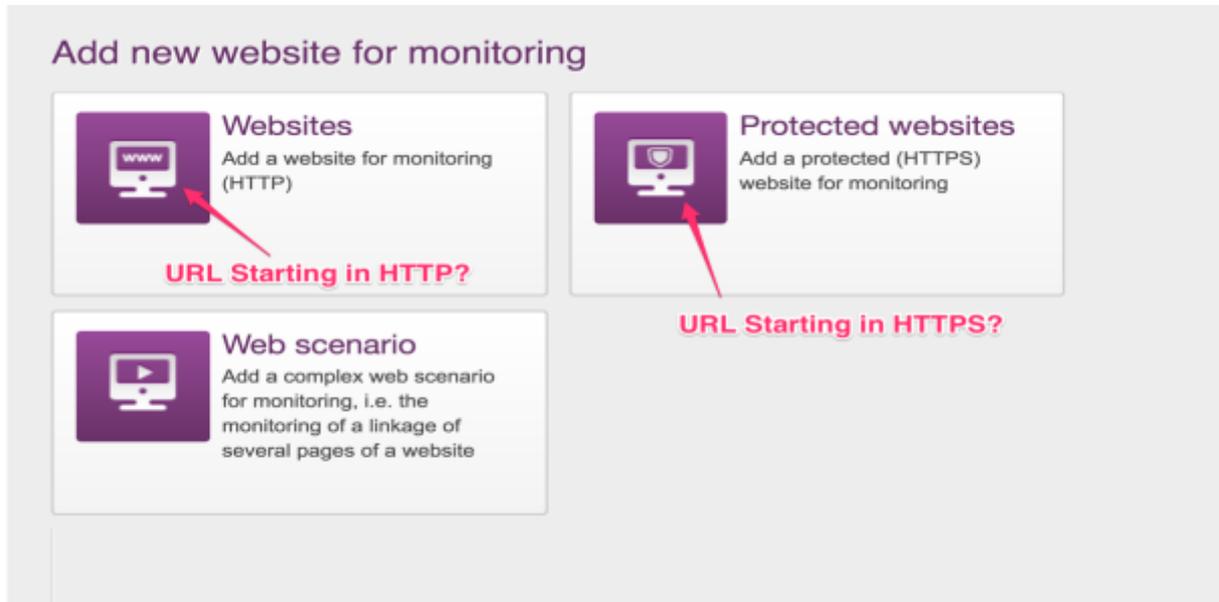*_If your website is in HTTP, please choose the tab accordingly. In our case, amazon's homepage is secured (in HTTPS)._
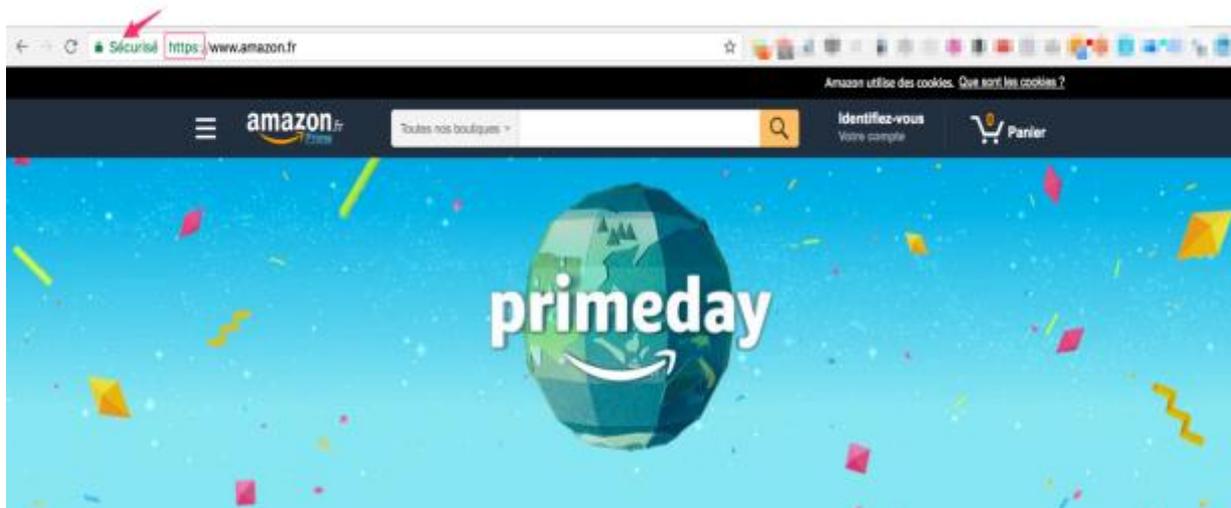
Step1: Add a new application

Choose according to the URL you want to monitor – Is it in HTTP or HTTPS?

In Amazon's case, the URL to monitor is in <u>HTTPS</u> (Secured)

Step 2: Name your application, put the URL and choose the frequency

Step 3: Link the application to the media you'd like to receive the alerts from

And voilà, mission accomplished.
Your website is now under monitoring!

The applications tab, lists all the applications under monitoring and displays the current availability status. From this screen, you can quickly **edit your application and check the media(s) linked** to it.
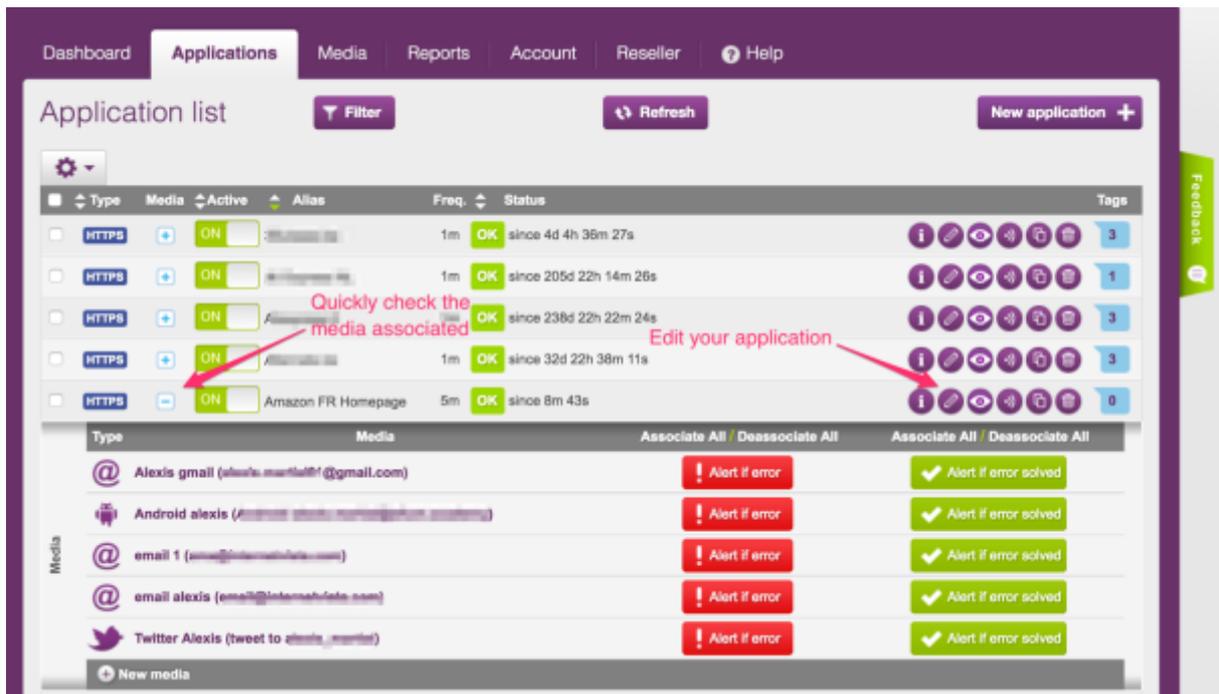
Don't know what to monitor?

Always monitor the most important elements on your website. You could take the **pages which you have the most traffic** from or even the ones with the most **conversions**.

For an e-commerce website like Amazon, I'd probably **monitor my top product pages** (books, stores, DVD's, CD, Smartphone) and the **login page** as shown here below.

Always monitor your most important pages

Manage the monitoring centers

If you don't want to monitor your applications from certain locations because it doesn't make sense for your business, you can always change the settings within the application.

For Amazon France for instance, it's maybe not useful to monitor their website performance from the USA or Canada. If you are not sure, **check where does your traffic/customers come from**.

Note that, you must have at least 4 active monitoring centers

Applications > Monitoring Centers

Identify WHEN and WHY your site is down

One of the added value of a monitoring service is being able to **know when and why** an outage occurs on your website. This allows you to catch and quickly fix the issue before your customers even notice it.

Whenever an alert is sent, internetVista provides you the reason why it has detected an anomaly. You can discover the entire list of error codes in the box below.

Resources to check

- List of all monitoring error codes click here

- Complete list of all HTTP status codes click here

Error alert – the application is down due to a non-response code error

Which application is down

internet vista.com

Dear Alexis,

Your application website is on error:

Start of the incident	Cause	Your IP address
01/29/2017 17:23:16	No response*	23.38.26.149

Since WHEN?

SEE DETAILS OF THE INCIDENT → Discover the details (WHY)

* Generic status to indicate that the server did not respond to the request or that it is not accessible.

» see the full list of errors

Best regards,
The internetVista Team

Errors information list

f in   support@internetvista.com

The application is back to normal after being down during 15 hours and 42 minutes

internet vista.com

Dear Alexis,

Your application website is ok (OK (200)*); this closes the incident whose detail is:

Start of the incident	End	Duration	Your IP address
01/29/2017 17:23:16	01/30/2017 09:05:16	15 hours 42 minutes	95.100.61.113

SEE DETAILS OF THE INCIDENT

* This status indicates that the check is well done.

Best regards,
The internetVista Team

f in   support@internetvista.com

Web Monitoring Getting Started – internetVista®

Thanks to the below screen, you're able to **understand in details the reason why** your application has been detected on error.

Details to check:

- ✓ The cause
- ✓ The error duration
- ✓ The status

Incident Details: applications > Incidents

Wondering how your page on error is displayed?

Click on the "check the response content" icon (see here above)

One more thing to check is the **"Checks"** performed for a specific application. This will help you to visualize in real time how and from where your application is being monitored. For more information, [check this link](#).

If you want to **only view the errors**, proceed as followed: **Filter > Alerts Only (here below)**
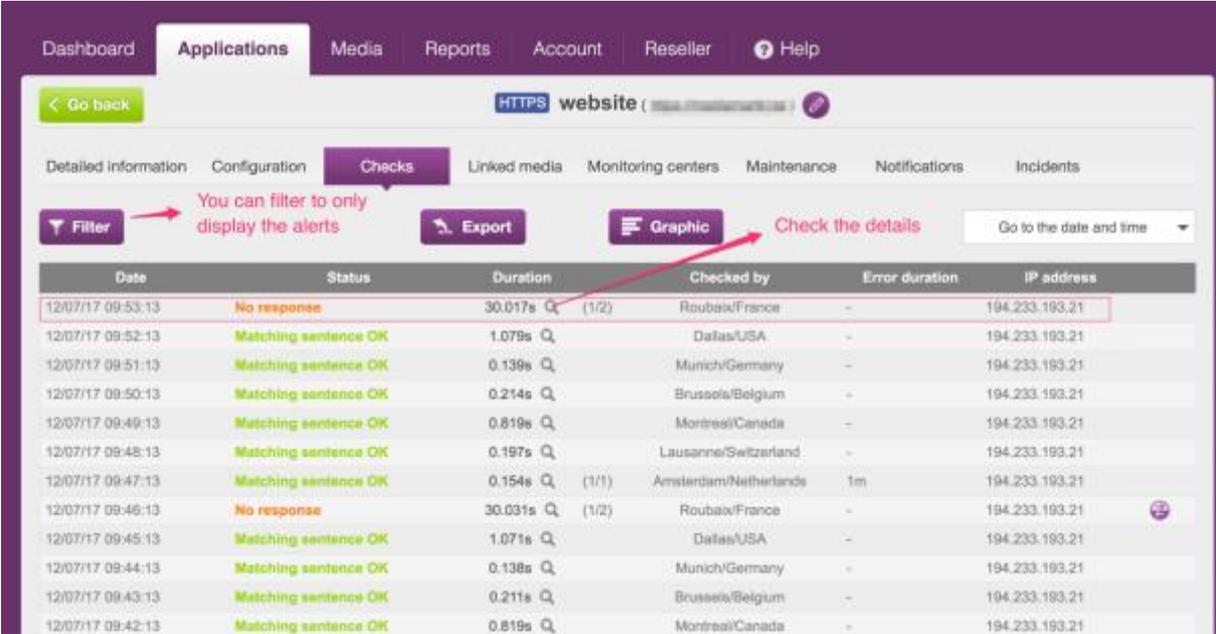
We can see from the below screenshot, that it has been **detected as no response** as the timeout has been reached (more than 30 seconds to load the page)
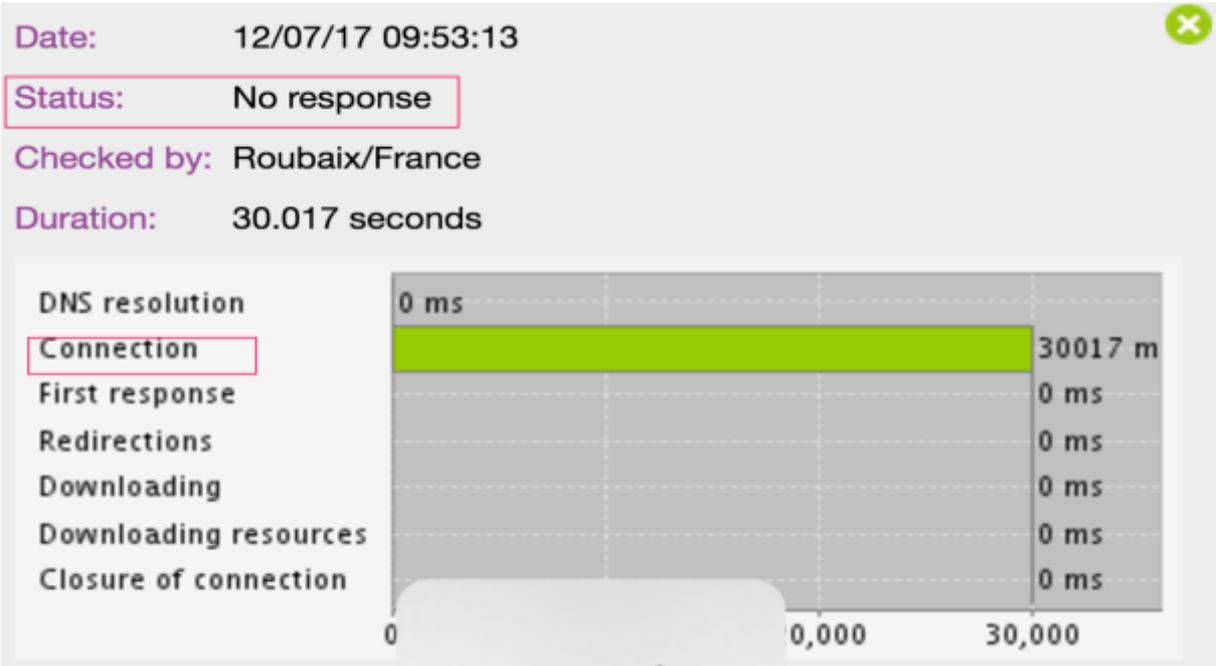
3. Add & Edit The Contacts

Improve the incidents communication by adding new users to your monitoring account. From this screen you can add, edit and manage the user privileges.

Account > Users > Add Users
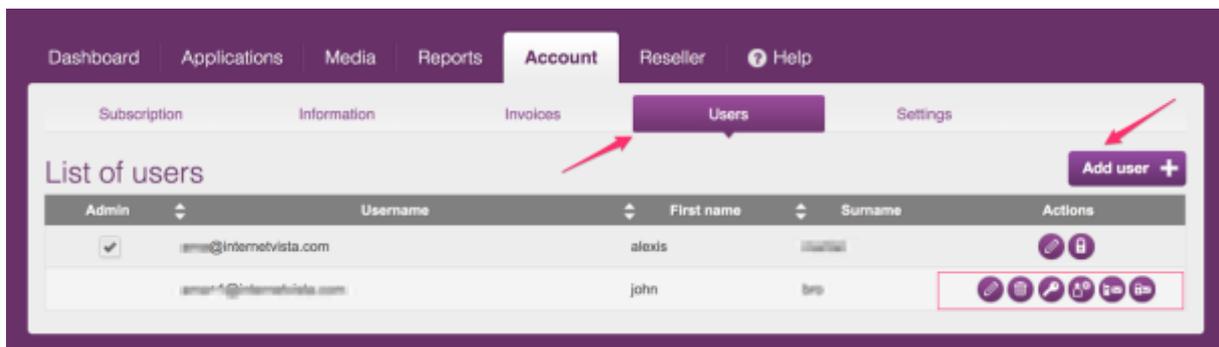
The more, the better!

4. Analyze The Performance

We live in a digital era where consumers are more and more impatient and hate waiting. If you sell online, you should know that **timing is everything**. internetVista allows you to check and analyze your website performance.

So, **is your website fast and reliable?** Let's find out!

What KPI's Should I look at?

For your website reliability:

You should **check your uptime rate**. The highest your rate is, the better. Reaching 100% of uptime would be ideal but we know that it is very difficult. Ideally you should be **above 99% per month**.

UP what ? 💡

Uptime: Time which a server or website works without any interruption

Downtime: Time when a website or server is not working or available

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For the User Experience:

While uptime is critical, you also want to provide the best online experience to your users. To do that, you need to look at the **response time indicator** and discover how fast your website is loading.

The sweet spot to website load time is 200 Milliseconds but being under 500 Milliseconds is still a very good performance.

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Response Time Performance index

- **500 Milliseconds – Fast**
- **501 to 1500 Milliseconds – Improvement needed**
- **1501 to 3000 Milliseconds – Slow**
- **> 3000 Milliseconds – Very slow**

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Useful resources

- Analyze your server's response time - internetVista
- Speed ranking methodology - Yslow
- Page speed rules & recommendations - Google

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Where can I find the performance report?

How can I find the report details for an application?

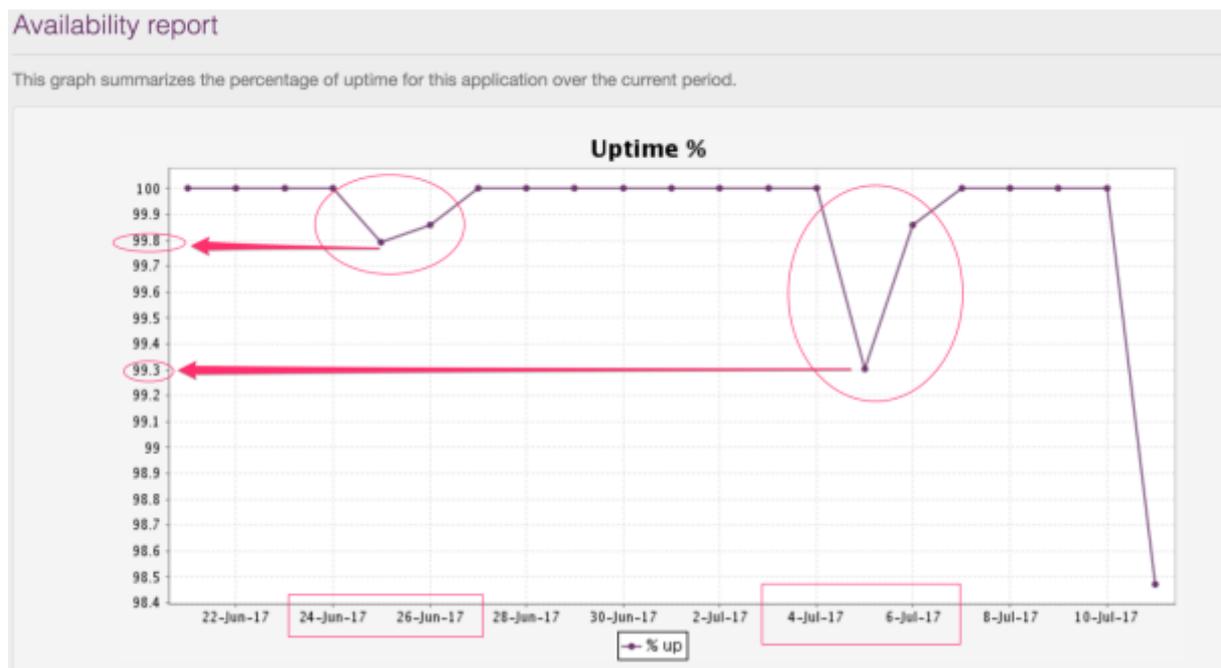Simply by clicking on the **magnifying glass icon** (see here above)

How can I export the report?

On the report tab, click on export (see here above). You can export in **CSV, XML, PDF or RSS format.**
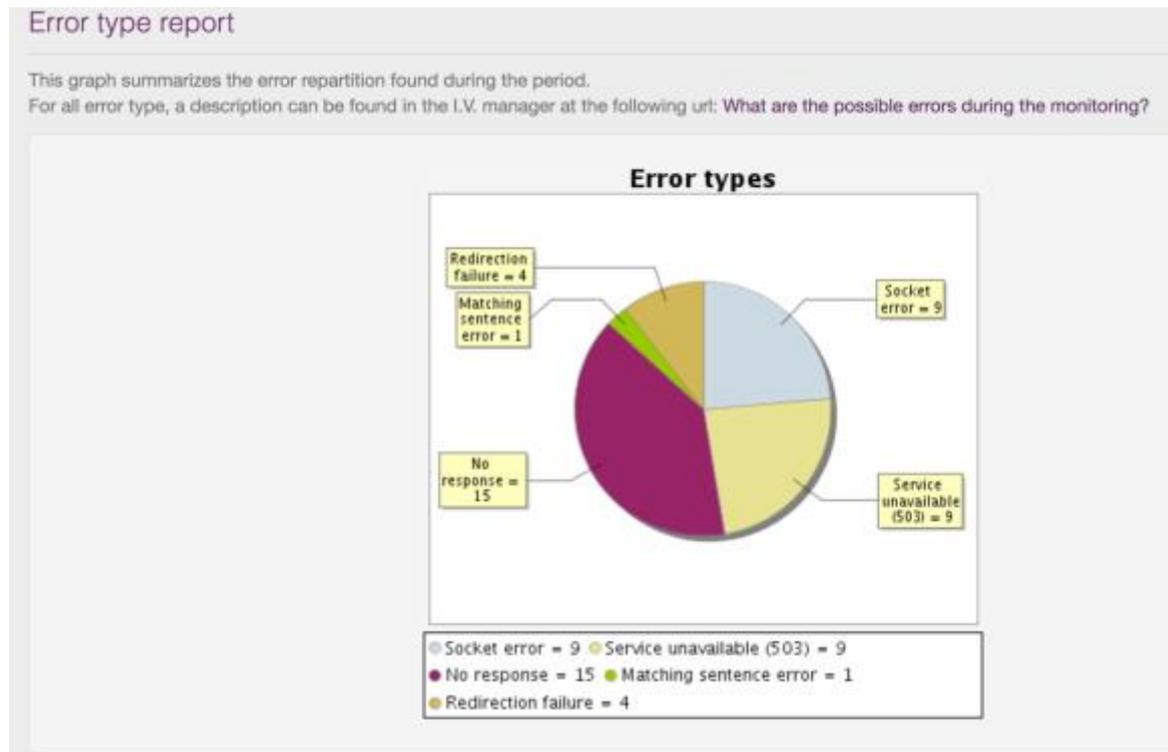
Performance report for a specific application
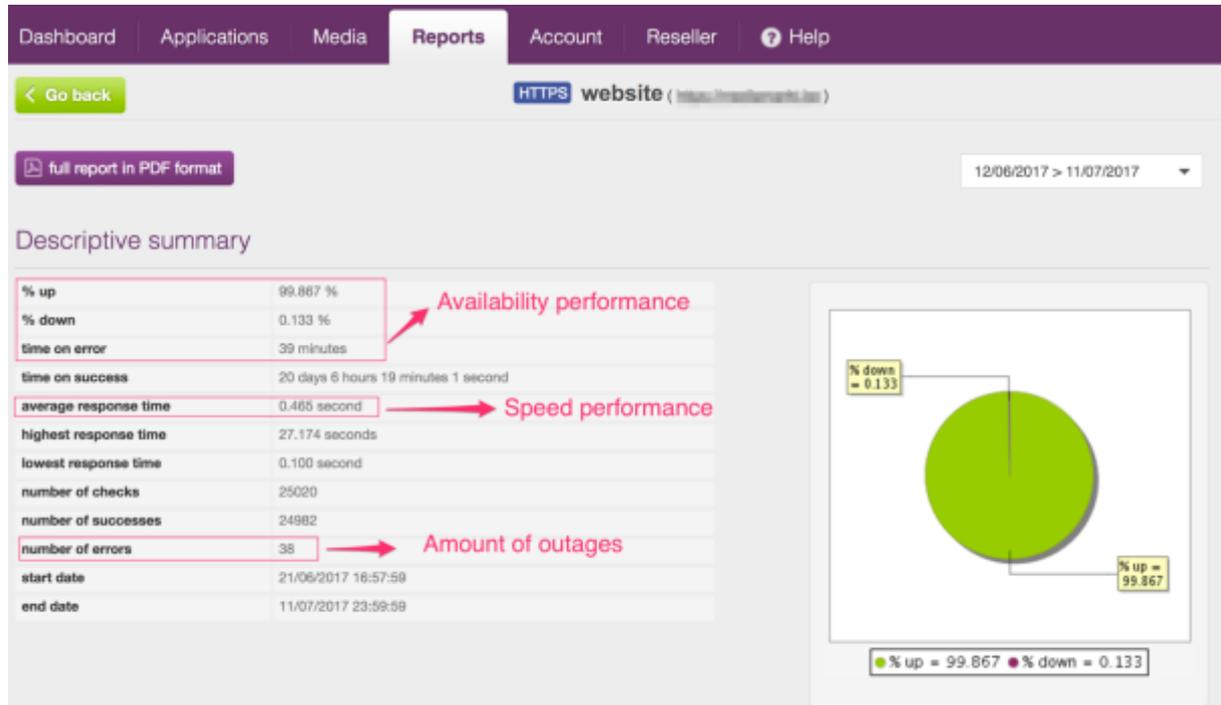
Analyze when the downtime happened and how it affected your application in terms of uptime

To visualize a sample report, click here

Discover the errors detected for a specific application under monitoring

Error type report

This graph summarizes the error repartition found during the period.
For all error type, a description can be found in the I.V. manager at the following url: What are the possible errors during the monitoring?

Error types

Redirection failure = 4

Matching sentence error = 1

Socket error = 9

No response = 15

Service unavailable (503) = 9

- Socket error = 9 - Service unavailable (503) = 9
- No response = 15 - Matching sentence error = 1
- Redirection failure = 4

5. Free Tools & Ressources (Extra)

Live website check: quickly check your website performance

WordPress Plugin: plugin for website/blog built under WordPress CMS

Google Chrome Plugin: check any websites by clicking on the plugin

iOS & Android App: check your website uptime from anywhere you go

Help Center (FAQ): Frequently asked questions about web monitoring

In a further guide, we'll explore how to use the advanced features:

✓ **Content Hacking (Defacement):** Key phrase & content matching

✓ **Avoid Uptime Report skewed:** set-up maintenance rules

✓ **Monitor the User Experience:** Web Scenario Monitoring

Questions?

Shoot us an email at
support@internetvista.com