

# WEBSITE MONITORING 101

*The*  
**Getting Started**

*Guide with  
internetVista*

internetVista - Uptime Is Money!

# 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:

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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 \(support@internetvista.com\)](mailto:support@internetvista.com), We'll be thrilled to help you out!

# 1. Define Your Media

## What is a media?

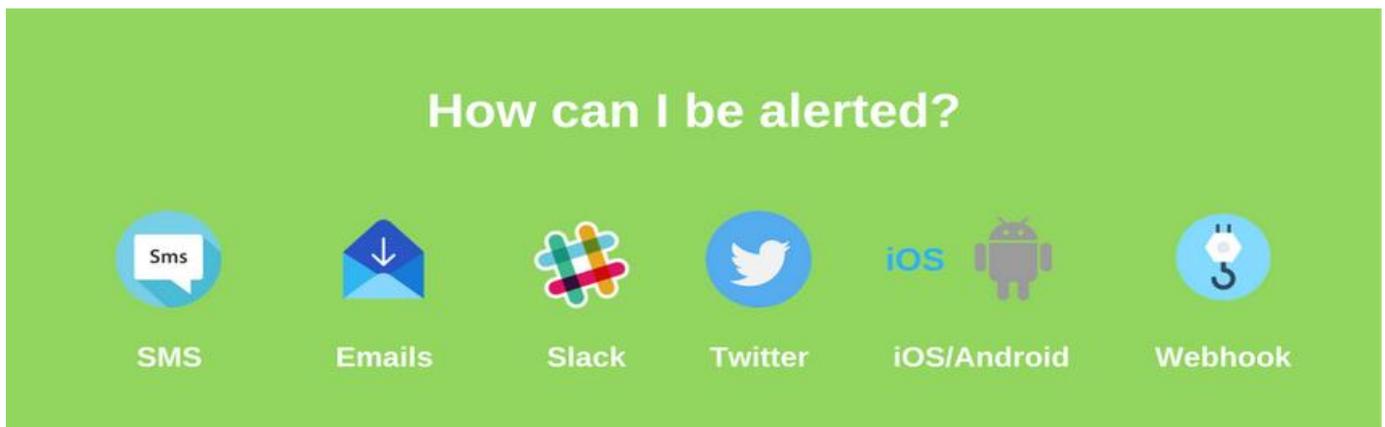
A media is basically **the way you want to be alerted** when an error or an outage is detected within your website. When you signed-up for a free trial, the first media defined is the email address.

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:



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## 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**

The screenshot shows the InternetVista.com dashboard. At the top left is the logo for InternetVista.com, which includes a stylized eye icon. To the right of the logo is the slogan "uptime is money". Below the slogan is a user greeting "Welcome alexis" and a "Log off" button. The main navigation bar contains several tabs: "Dashboard", "Applications", "Media", "Reports", "Account", "Reseller", and "Help". The "Media" tab is highlighted, and a red arrow labeled "Step 1" points to it. Below the navigation bar is a section titled "List of media". This section contains a table with columns for "Type", "Active", "Alias", and "Label". The table lists several media entries, each with a checkbox, a type icon (like @ for email or a bird for Twitter), an "Active" toggle switch, an "Alias", and a "Label". To the right of the table is a "New media +" button, which is highlighted by a red arrow labeled "Step 2". On the far right edge of the dashboard, there is a vertical "Feedback" button.

Type	Active	Alias	Label
@	ON	Alexis gmail	
Android	ON	Android alexis	
@	ON	email 1	
@	ON	email alexis	
Twitter	ON	Twitter Alexis	

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 clicking on the icon:

The image shows two buttons for downloading the mobile app. The left button is labeled "iOS Version" and features the Apple logo and the text "Download on the App Store". The right button is labeled "Android Version" and features the Google Play logo and the text "ANDROID APP ON Google play". Both buttons are set against a blue background.

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

**Add a new email medium**

Alias \*

Active

Email address \*

Format of the email \*

Daily report  OFF

Weekly report

Monthly report

Report in PDF format

Traceroute report

Language \*

Timezone \*

\* Mandatory fields

Previous Save

### ***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	Servers	Services	Emails
			
<ul style="list-style-type: none"><li>• HTTP/HTTPS</li><li>• Load Time</li><li>• Uptime</li><li>• Content - Key Phrase</li><li>• Web Scenario</li></ul>	<ul style="list-style-type: none"><li>• Ping</li><li>• TCP</li><li>• UDP</li><li>• IMAP/POP3</li></ul>	<ul style="list-style-type: none"><li>• MySQL</li><li>• DNS Server</li><li>• FTP Server</li><li>• API</li></ul>	<ul style="list-style-type: none"><li>• POP</li><li>• IMAP</li><li>• SMTP</li></ul>

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- ***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:

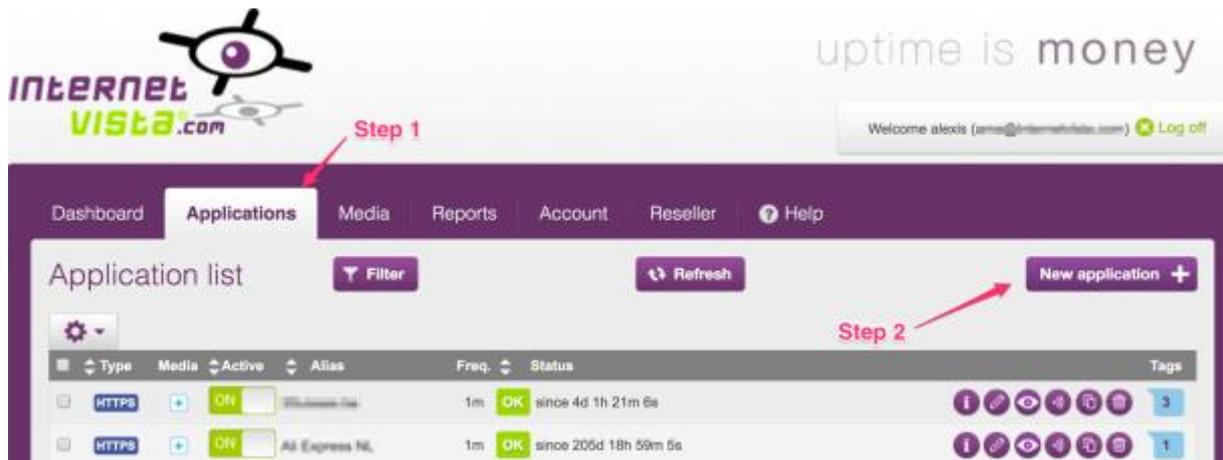
**Step 1:** Add an application – Choose protected website \*

**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).*

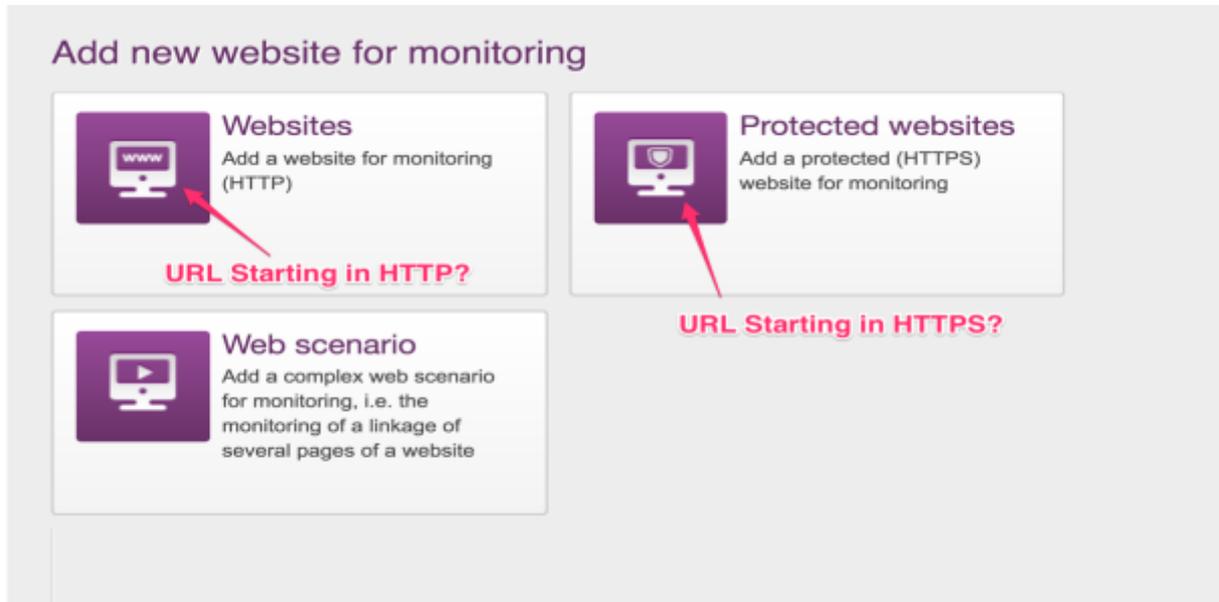
### Step1: Add a new application



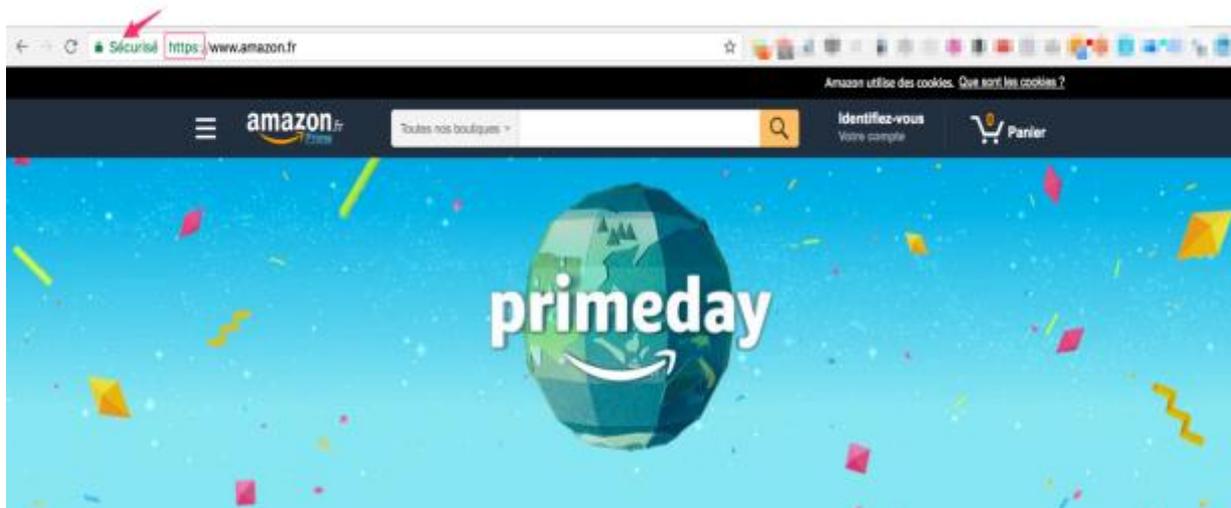
The screenshot shows the Internet Vista dashboard. At the top left is the logo for Internet Vista.com. At the top right is the slogan "uptime is money" and a user greeting "Welcome alexis (alex@internetvista.com) Log off". The main navigation bar includes "Dashboard", "Applications", "Media", "Reports", "Account", "Reseller", and "Help". The "Applications" tab is active. Below the navigation bar is the "Application list" section, which includes a "Filter" button, a "Refresh" button, and a "New application +" button. A red arrow labeled "Step 1" points to the "Applications" tab, and another red arrow labeled "Step 2" points to the "New application +" button. The application list table has columns for "Type", "Media", "Active", "Alias", "Freq.", "Status", and "Tags". Two applications are listed: one for "https://www.amazon.com" and another for "Ali Express NL".

Type	Media	Active	Alias	Freq.	Status	Tags
HTTPS		ON	amazon.com	1m	OK since 4d 1h 21m 6s	3
HTTPS		ON	Ali Express NL	1m	OK since 205d 18h 59m 5s	1

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 HTTPS (Secured)



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

The screenshot shows a form titled "Add a new HTTPS application" with the following fields and annotations:

- Alias**: Amazon FR Homepage (Annotation: "Give it a name")
- Active**: ON (toggle switch)
- URL**: https://www.amazon.fr (Annotation: "Copy paste your URL")
- Matching sentence**: - (dropdown menu)
- Frequency**: 5 minutes (dropdown menu)
- Tags**: Separate tags by a comma

At the bottom right, there is a "Save" button with the annotation "Click Save". Other buttons include "Previous" and "Advanced configuration". A legend indicates that an asterisk (\*) denotes mandatory fields.

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

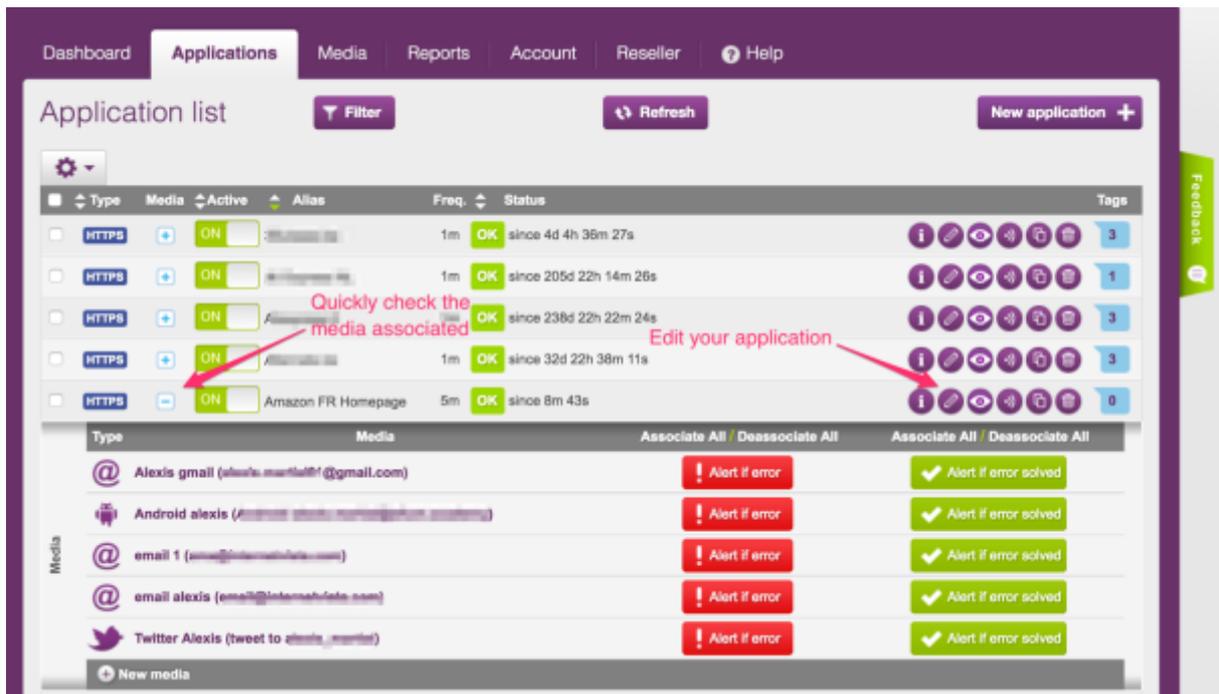
The screenshot shows a "Media selection" interface with a table of media types and their alert settings. A red box highlights the first five rows of the table.

Type	Media	Associate All / Deassociate All	Associate All / Deassociate All	Associate All / Deassociate All
@	Alexis gmail (alexis.marial21@gmail.com)	Alert if error	Alert if error solved	Include in reports
Android	alexis (android)	Alert if error	Alert if error solved	-
@	email 1 (alexis@internetvista.com)	Alert if error	Alert if error solved	Include in reports
@	email alexis (email@intemetvista.com)	Alert if error	Alert if error solved	Include in reports
Twitter	Twitter Alexis (tweet to alexis_marial)	Alert if error	Alert if error solved	-

At the bottom right, there is a "Close" button with the annotation "Click".

**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.

Amazon.fr : livres, DVD, jeux vidéo, MP3, high-tech, informatique ...

<https://www.amazon.fr/> Translate this page

Achat et vente en ligne parmi des millions de produits en stock. Livraison gratuite à partir de 25€. Vos articles à petits prix : culture, high-tech, mode, jouets, sport ...

<p><b>Livres</b> Romans et littérature - Bandes dessinées - Livres pour enfants</p> <p><b>Parcourir lesboutiques</b> Livres - CD &amp; Vinyles - Photo et Caméscopes - Animalerie - ...</p> <p><b>Votre compte</b> Bonjour. Identifiez-vousVotre compteTestezPrimeVosListes ...</p>	<p><b>DVD &amp; Blu-ray</b> Découvrez nos meilleures ventes DVD &amp; Blu-ray, les nouveautés ...</p> <p><b>CD &amp; Vinyles</b> Acheter CD, vinyles, DVD musicaux aux meilleurs prix ...</p> <p><b>Smartphone</b> Samsung Galaxy J3 Smartphone débloqué 4G (Ecran: 5 Pouce ...</p>
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[More results from amazon.fr »](#)

Most important pages | Conversion pages

**Always monitor your most important pages**

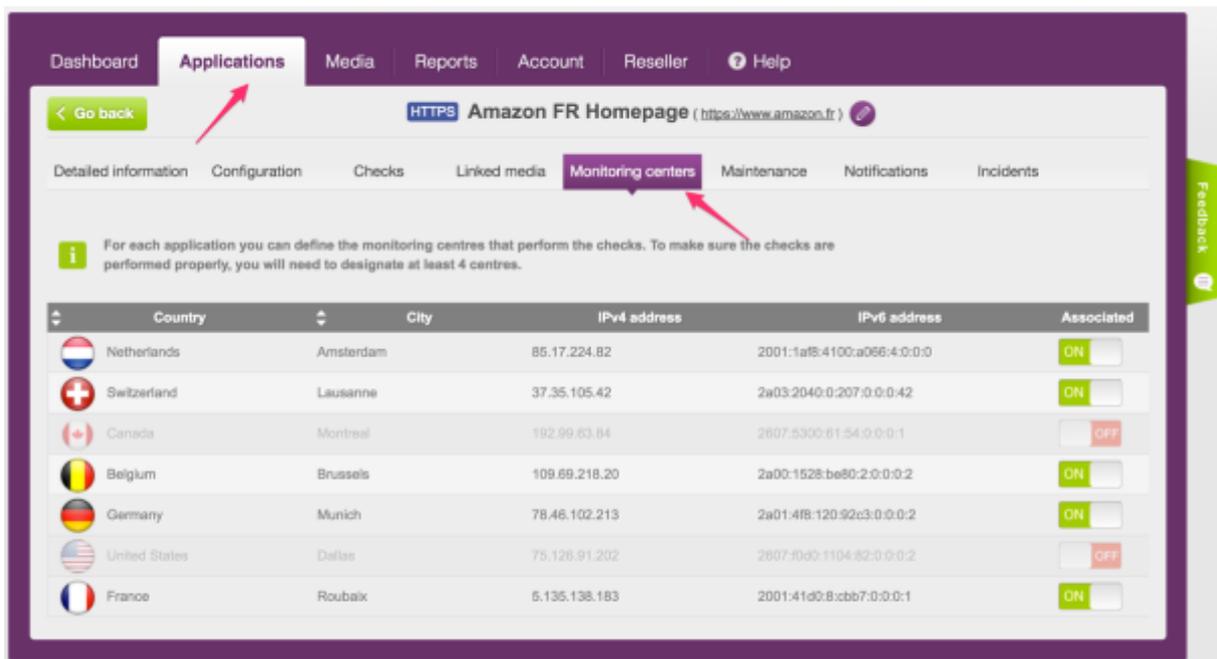
## Manage the monitoring centers

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



The screenshot shows the 'Monitoring centers' configuration page for the 'Amazon FR Homepage' application. The page has a navigation bar with 'Applications' selected. Below the navigation bar, there are tabs for 'Detailed information', 'Configuration', 'Checks', 'Linked media', 'Monitoring centers', 'Maintenance', 'Notifications', and 'Incidents'. The 'Monitoring centers' tab is active, showing a table of monitoring centers. A red arrow points to the 'Monitoring centers' tab, and another red arrow points to the 'Monitoring centers' section header. A green 'Go back' button is visible in the top left corner. A 'Feedback' button is visible on the right side of the page.

For each application you can define the monitoring centres that perform the checks. To make sure the checks are performed properly, you will need to designate at least 4 centres.

	Country	City	IPv4 address	IPv6 address	Associated
	Netherlands	Amsterdam	85.17.224.82	2001:1af8:4100:a066:4:0:0:0	<input checked="" type="checkbox"/>
	Switzerland	Lausanne	37.35.105.42	2a03:2040:0:207:0:0:0:42	<input checked="" type="checkbox"/>
	Canada	Montreal	192.99.63.84	2007:5300:61:54:0:0:0:1	<input type="checkbox"/>
	Belgium	Brussels	109.69.218.20	2a00:1528:be80:2:0:0:0:2	<input checked="" type="checkbox"/>
	Germany	Munich	78.46.102.213	2a01:4f8:120:92c3:0:0:0:2	<input checked="" type="checkbox"/>
	United States	Dallas	75.126.91.202	2007:fd00:1104:82:0:0:0:2	<input type="checkbox"/>
	France	Roubaix	5.135.138.183	2001:41d0:8:cbb7:0:0:0:1	<input checked="" type="checkbox"/>

## 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**

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 t 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 t in support@internetvista.com

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

The screenshot displays the 'Incidents' page for an application. The main table lists the following incidents:

Date	Status	Duration	Checked by	IP address
05/07/17 16:14:48	Service unavailable (503)	0.165s Q (1/2)	Brussels/Belgium	194.233.193.21
05/07/17 16:15:48	Service unavailable (503)	0.101s Q (2/2)	Munich/Germany	194.233.193.21
05/07/17 16:24:48	Matching sentence OK	2.183s Q (1/2)	Amsterdam/Netherlands	194.233.193.21
05/07/17 16:25:48	Matching sentence OK	2.199s Q (2/2)	Lausanne/Switzerland	194.233.193.21

The 'Cause' is 'Service unavailable (503)'. The 'Error duration' is '10 minutes'. The 'Comments' field is empty. A red arrow points to the 'Check the response content' icon next to the IP address.

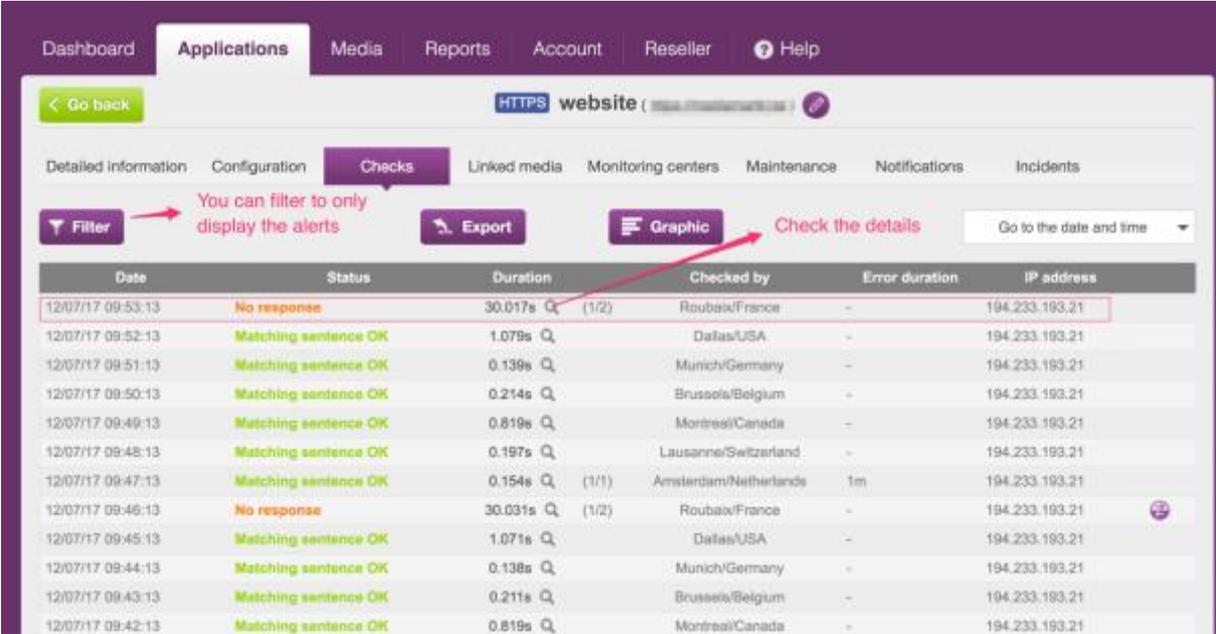
Wondering how your page on error is displayed?

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

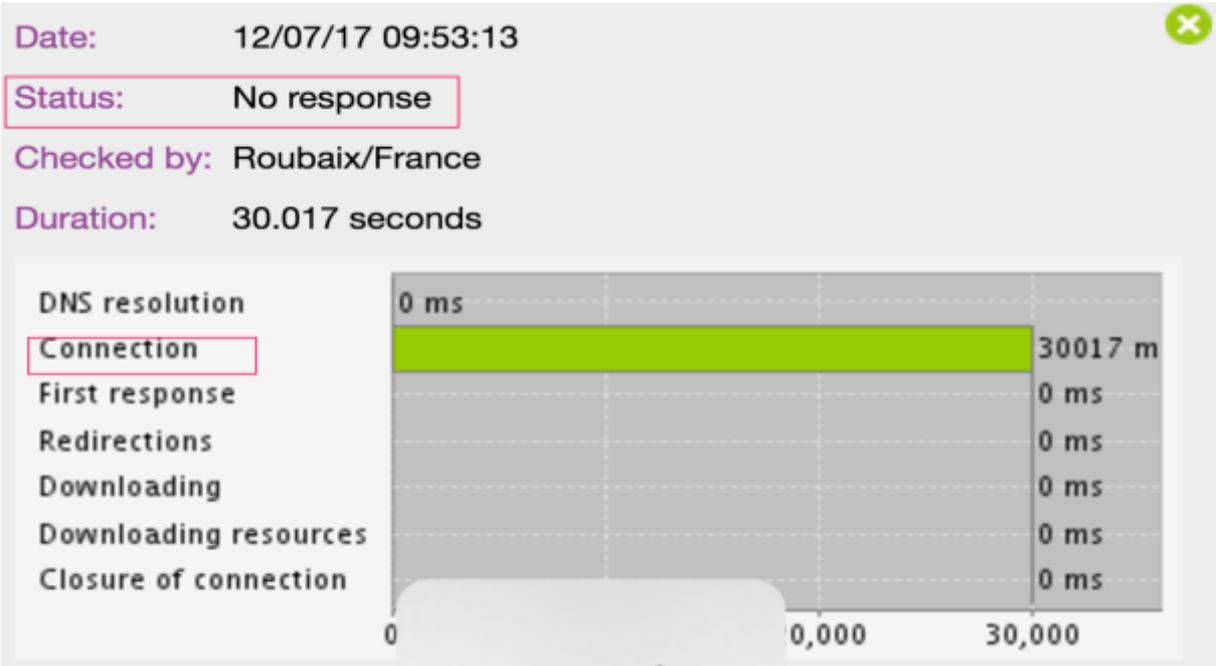
The 'Content' page displays the error response content. The page title is 'Content'. There are radio buttons for 'html display' (selected) and 'html code'. The content shows a 'Sorry...' message: '... something went wrong. Please try reloading the page, if the error occurs again you may contact our customer support with the following details OV-XID: 42795599, Error: 503 Backend fetch failed'.

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)**



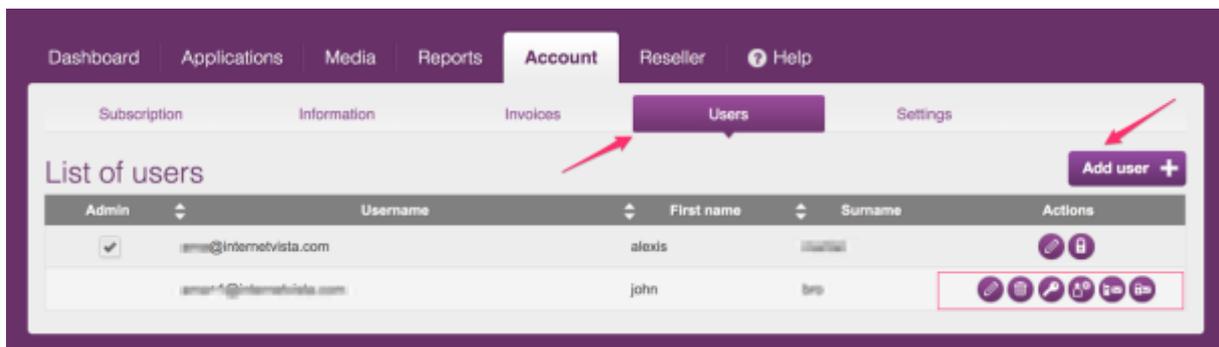
We can see from the below screenshot, that it has been **detected as no response** as the timeout has been reached (more than 30 seconds to load the page)



## 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

## 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.

### Response Time Performance index

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

### Useful resources

- Analyze your server's response time - [internetVista](#)
- Speed ranking methodology - [Yslow](#)
- Page speed rules & recommendations - [Google](#)

## Where can I find the performance report?

click to export the report

Choose a date range

	% up	% down	Time on error	Average resp. time	
CSV	100%	0%	0 s	0.224s	
XML	100%	0%	0 s	0.201s	
PDF	100%	0%	0 s	0.271s	
RSS	100%	0%	0 s	0.271s	
HTTP Fnac homepage	98.595%	1.405%	10h 7m	0.212s	
HTTPS website	99.887%	0.133%	39m	0.485s	

Details for each application

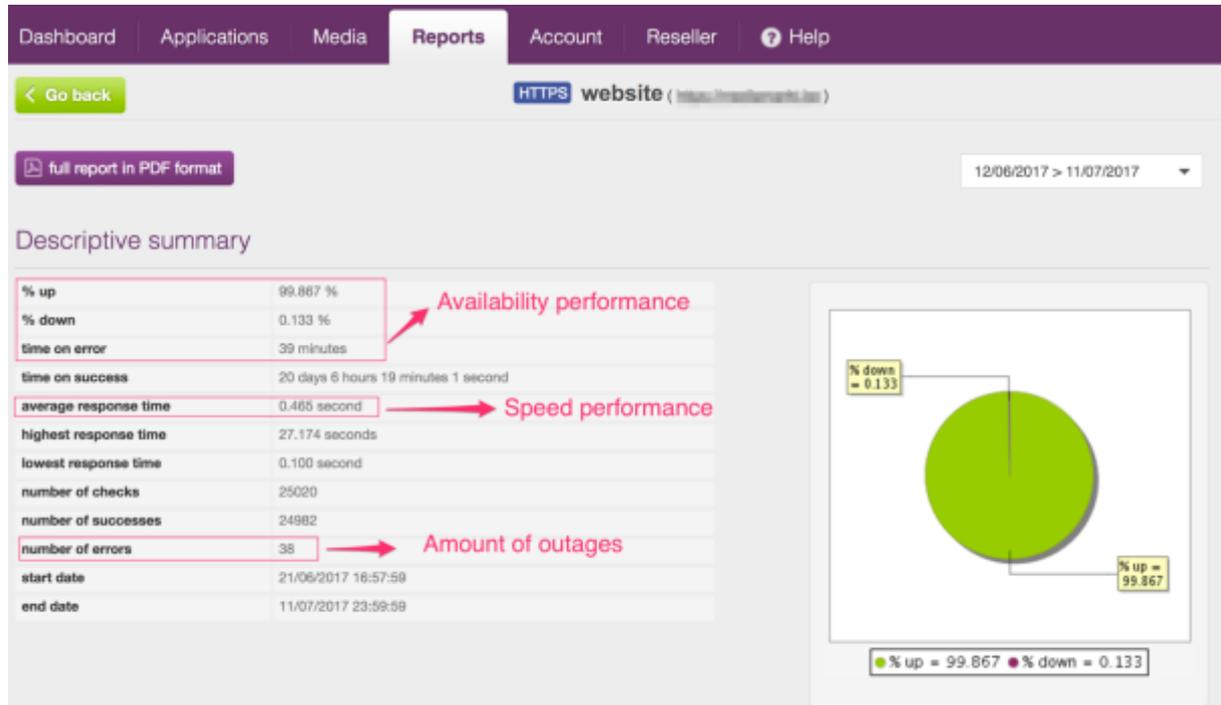
## How can I find the report details for an application?

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

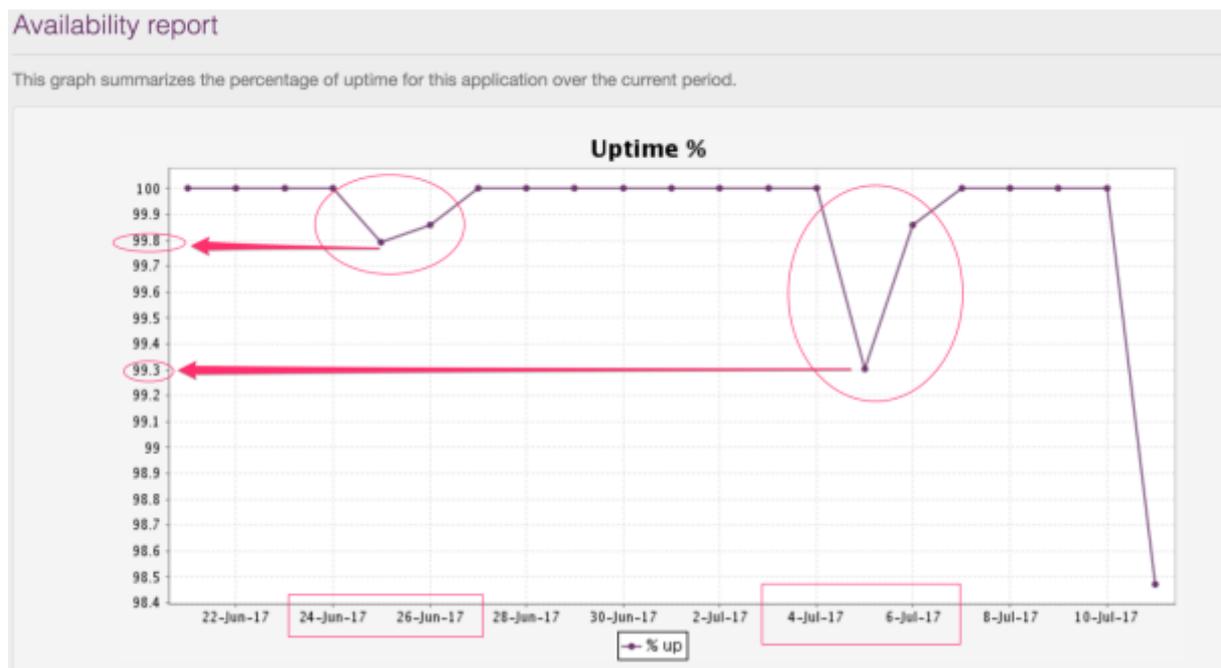
## How can I export the report?

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

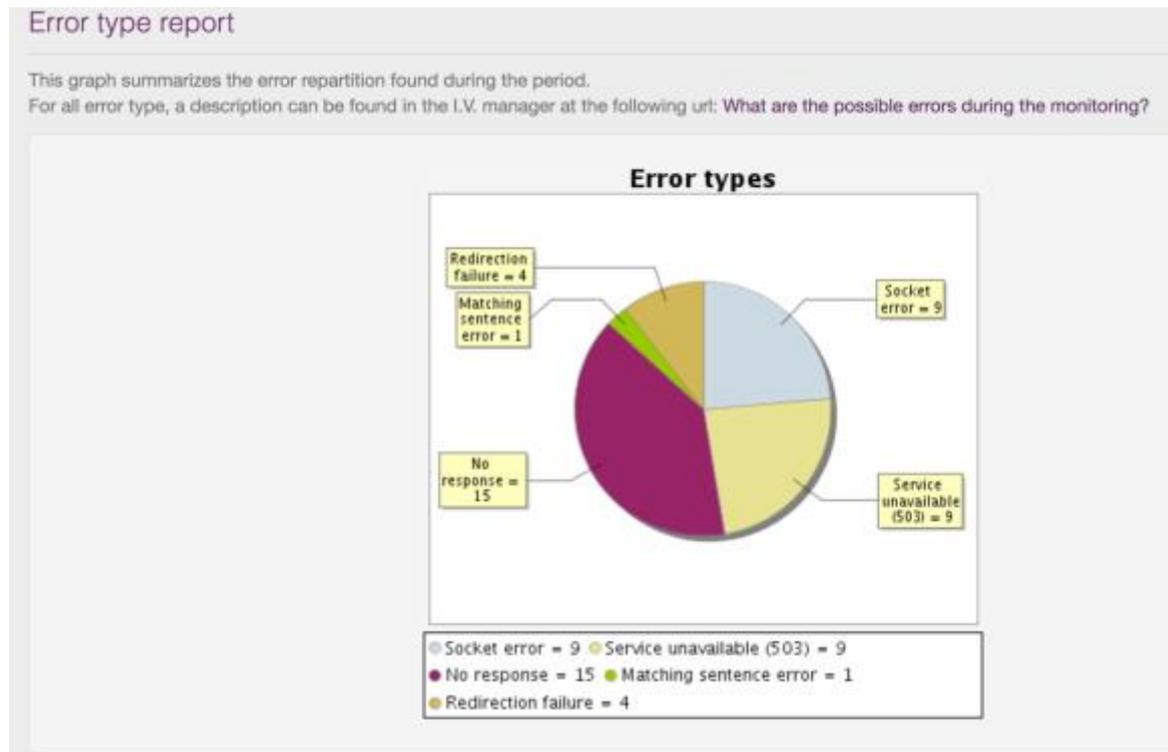


### Analyze when the downtime happened and how it affected your application in terms of uptime



To visualize a sample report, [click here](#)

Discover the errors detected for a specific application under monitoring



## 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](mailto:support@internetvista.com)