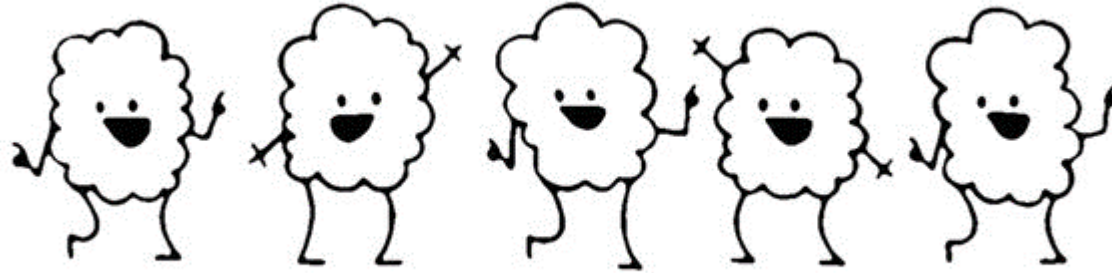


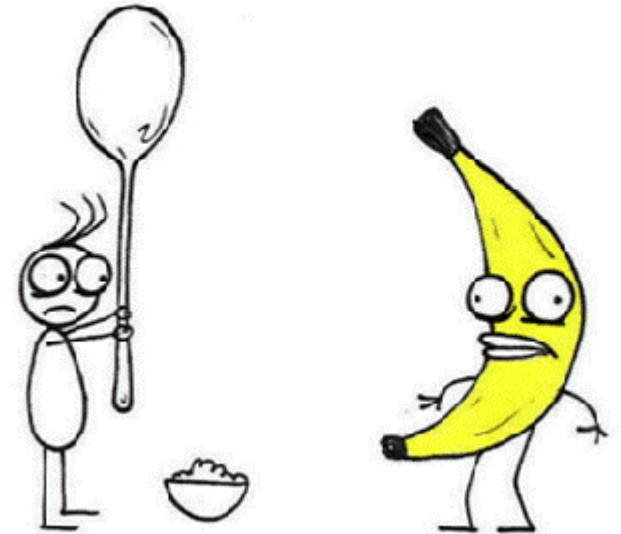


# Data Transfer



# What is Bandwidth?

- Bandwidth – amount of data that can be transferred at a time
- Data Transfer – amount of data transferred

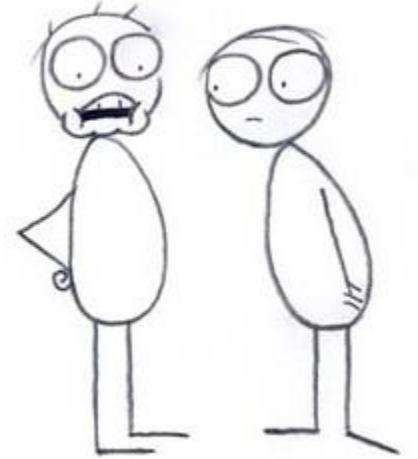


# Data Transfer by Plan

	Before November 2012	November 2012 – January 2013	January 2013 – January 2014	January 2014 – Present	
Premium				35 GB	Premium
Pro				10 GB	Pro
Plus				3 GB	Plus
Mini	1 GB (Steel)	1 GB	1 GB	1 GB	Mini
Bronze	3 GB	2 GB	2 GB		Bronze
Silver	5 GB	3 GB	5 GB		Silver
Gold	15 GB	15 GB	25 GB		Gold
Platinum	20 GB	20 GB	40 GB		Platinum

# Data overages

- Overage charges incur for each GB over the allotted amount
  - \$7 per gigabyte over (Mini – Premium)
  - \$4/\$5 per gigabyte over (SemiDed+)
- Overage charges added to next month's billing cycle



**Remember: 1 GB = 1024 MB, 1 MB = 1024 KB**

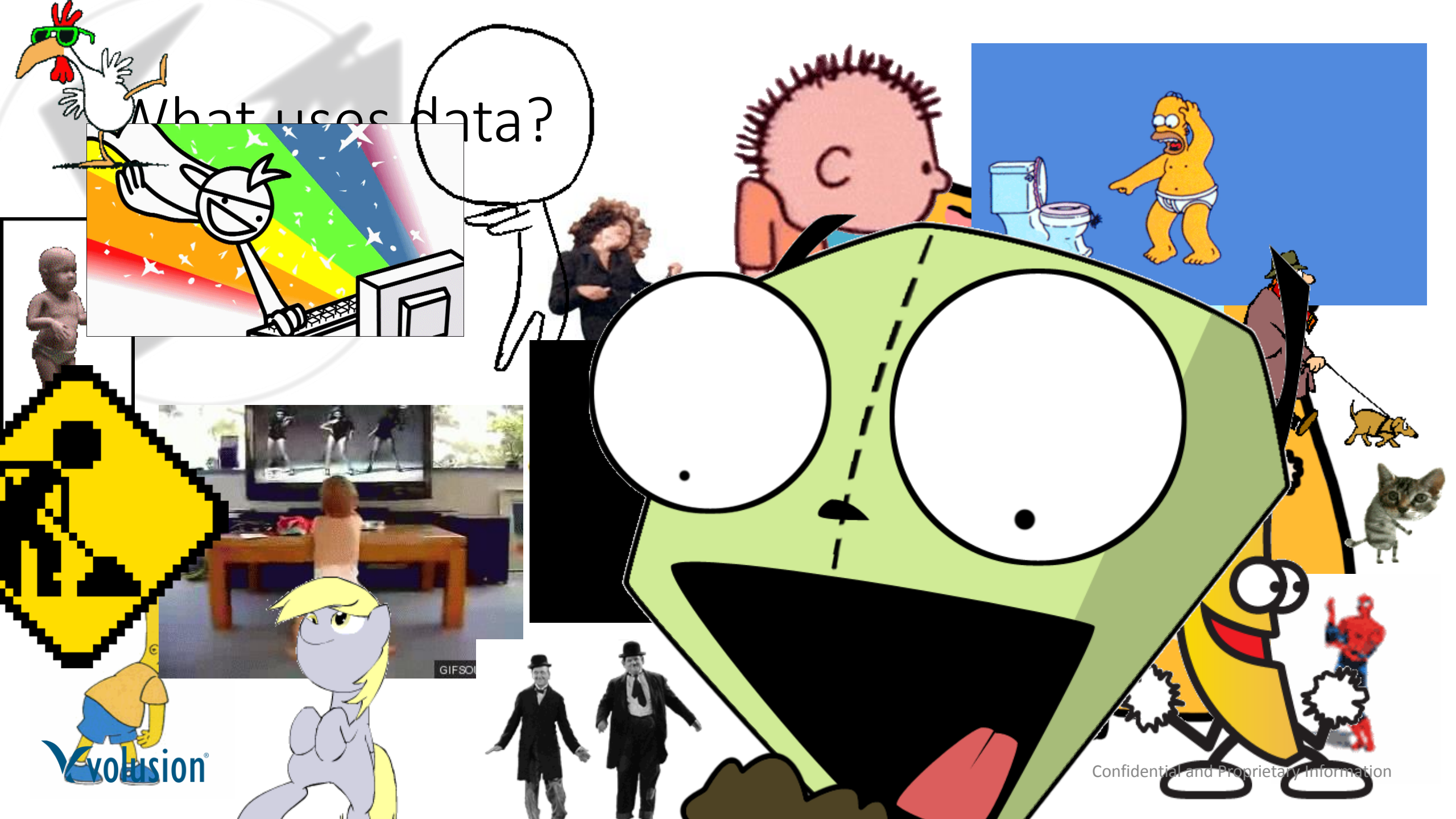
# What uses data?

## Storefront

- Customer traffic
- Large images (file size)
- Downloadable content/products
- Large files hosted on Volusion servers (videos, PDFs, etc)
- Search engine spiders/bots

## Admin

- Admin traffic
  - Import/Export
  - API
  - FTP
- Open editable fields
- Maintenance tools
- Update Sitemap



What uses data?

# How to troubleshoot Data Transfer





metal-n-more.com

Search

by

Domain Name



Sean McClure - Volusion Expert [500 Errors](#) [Logout](#)

**www.metal-n-more.com**

(<http://mdzal.lpkum.servertrust.com/dc.asp/>) V13

Owner: Sean McClure 941978



OrderID: **1432979**

VIN: 1699049

Notes

Customer Info

PRIVATE NOTE BY SEAN MCCLURE

7/29/2014 - This guy is amazing. Treat him like a king!

- note expires in 99999 days -



[Add New Note](#)

## VERIFICATION

QUESTION: **What is your pet's name?**

ANSWER: **cheemo**

Identity verified

Identity not verified

PRIOR COMMUNICATION: 0 OPEN, 0 ON HOLD, 57 CLOSED [VIEW ALL](#)

When	Dept	Channel	Subject	Status	
11 Days Ago	Support	Call	Test Ticket SFHjshdfhlhlfashfjshdfhsalhf	Closed	
11 Days Ago	Support	Call	Test Ticket SFHjshdfhlhlfashfjshdfhsalhf	Closed	
11 Days Ago	Support	Call	Shipping Questions	Closed	
11 Days Ago	Support	Call	Shipping Questions	Closed	



## Site Info

PCaaS: **Enabled**

MerchantID:

6c104ef8b28c47acb47c7db6ef2e8889

Gateway: AUTHORIZENET [Report](#)

86 products, 32 orders, 31 customers

SSL installed.

0 active administrators past 24 hours.

Last Admin Login On: 8/20/2014 4:55:00 PM

**MV** [Whols](#) [Errors](#) [View Logs](#) [500 Errors](#)

Choose Store



## WhitePages 2.0 Toolbox

• Site Down? • Propagation • DNS • Edit DNS

• Check SSL • WhyNoPadLock **SmarterStats**

• FTP • Mobile • Mobile Template • Speed Test

• Google Cache • Way Back Machine

## Server Info

Plan: **PRO75**

Web: VWEB103 [Report](#)

Data: SQLDBC599\SQL599 [Report](#)

Internal IP: 10.10.39.131

IP: 69.49.183.131

Bandwidth Usage: 0.3 GB past 30 days

IIS Server Changed on 5/23/2014

Confidential and Proprietary Information

Expand



# SmarterStats

1. My.Volusion.com
2. Plans/Orders
3. Visit Stats

Choose Order:  
OrderID# 1432979 [www.metal-n-more.com] PRO75

< < P volusion Cycle: 08/23/2014 - 09/22/2014 NEXT > >

	Qty	Unit Price	Total
PRO75	1	\$75.00	\$75.00
Data Tran (10GB inc	*10GB	included	\$0.00
Disk Spac (2,000MB	2,000MB	included	\$0.00
Disk Spac (985MB available)	2,000MB	included	\$0.00
Email Acc (included in plan)	[ ADD ] 2	included	\$0.00
FTP Accou (13 available)	15	included	\$0.00
Product Li (n)	10,000	included	\$0.00
Disk Spac (plan)	500MB	included	\$0.00
Newslette (an)	[ ADD ] 1,000	included	\$0.00
Fraud Soc (New)	[ ADD ] 10TR	included	\$0.00
PCI Servi	1	\$3.74	\$3.74

Plan Base: \$75.00  
Add-ons/Adjustments: \$3.74  
Total Tax: \$5.20  
Total: \$83.94

UPGRADE MY PLAN

**my Dashboard**

- my Account
- Account Info
- Billing History
- Plans / Orders
- Change Payment
- Manage users

**my Support**

- FAQs
- Knowledge Base
- Training Videos
- System Status

**my Tickets**

- Create a Ticket
- View my Tickets

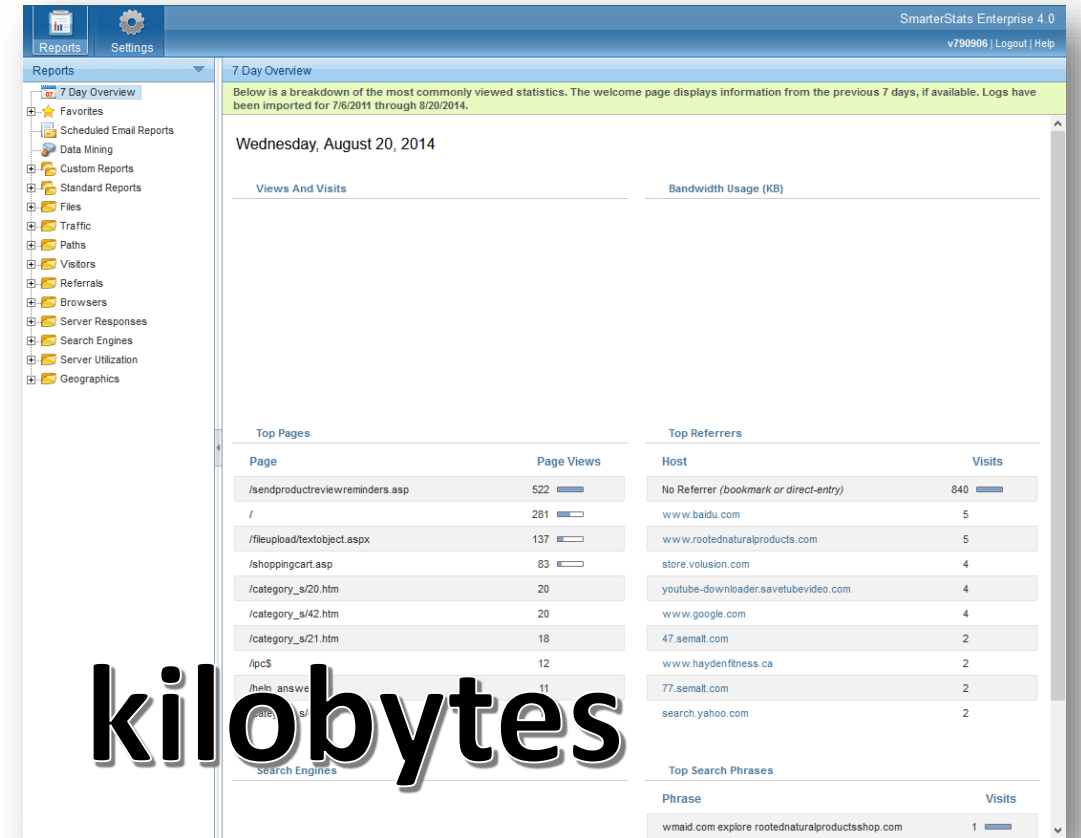
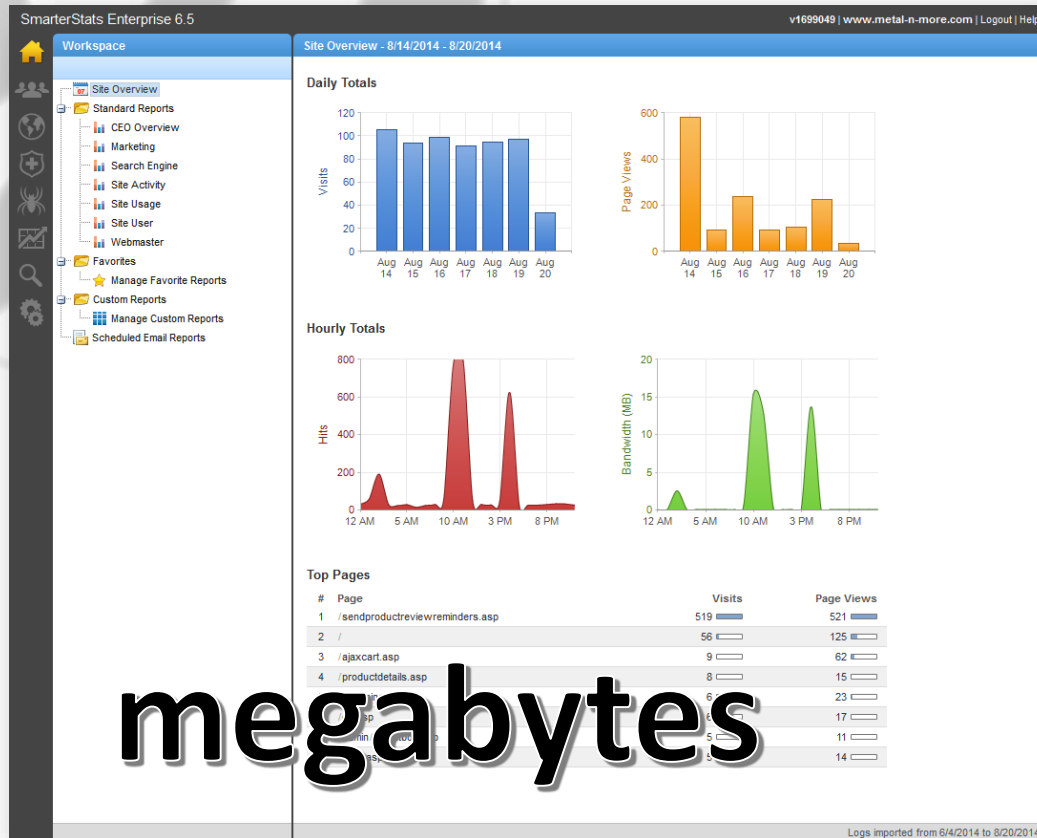
**my Stores**

- Manage/View Stores
- Manage FTP

# SmarterStats

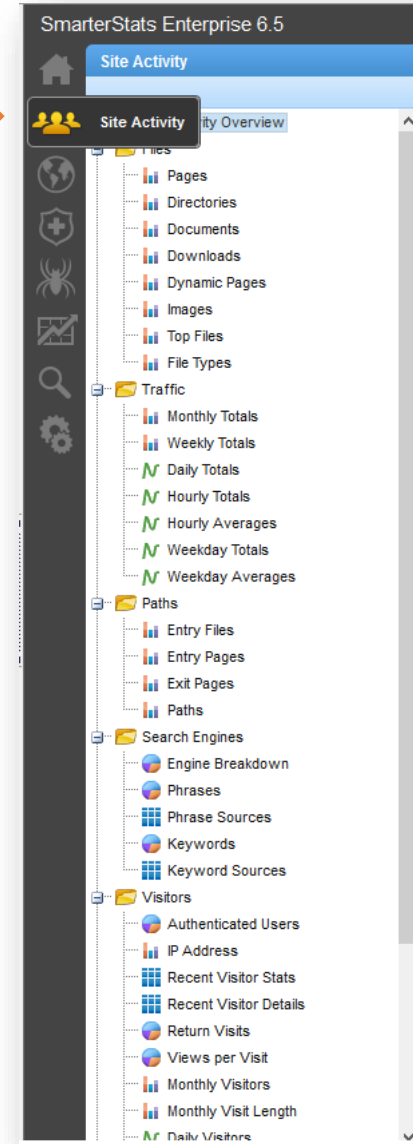
# New

# Old



# Running a Report

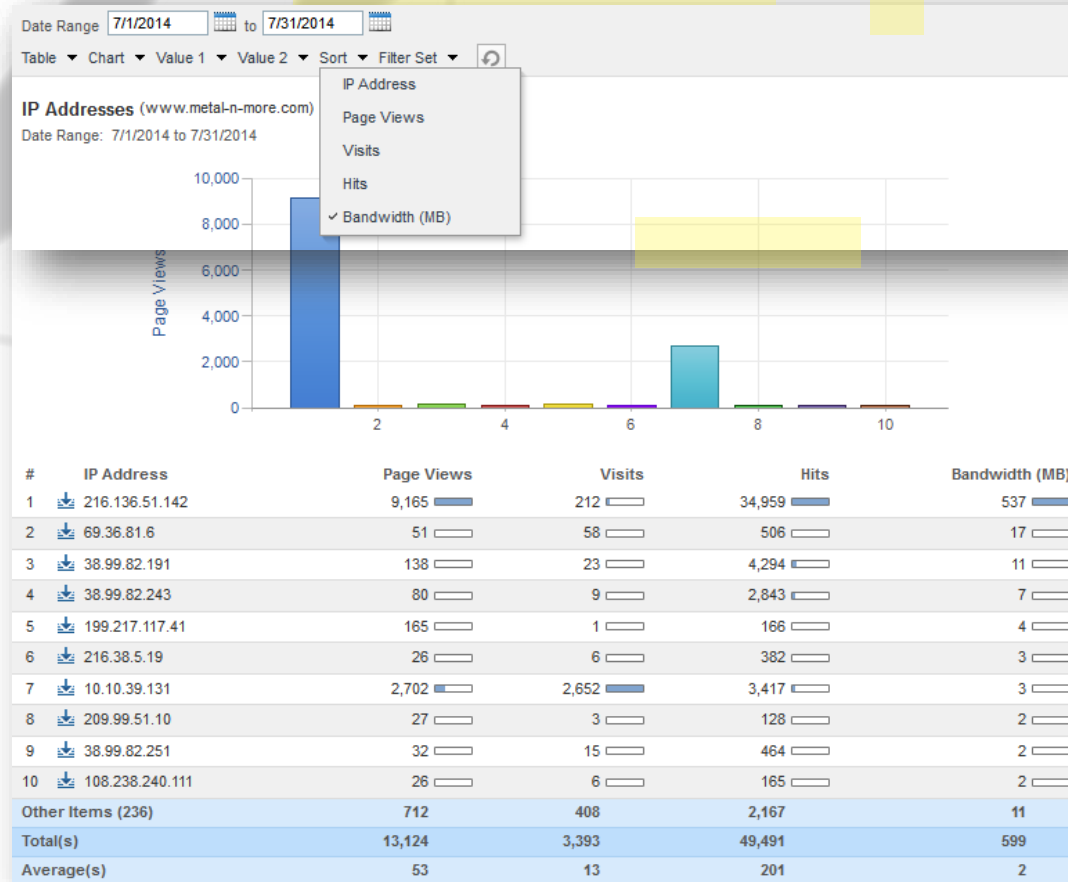
1. Select “Site Activity”
2. Choose your report



# New

# Running a Report

# New

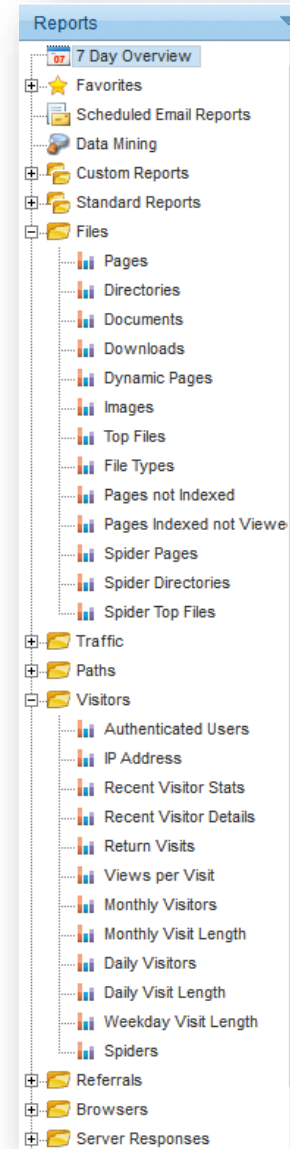
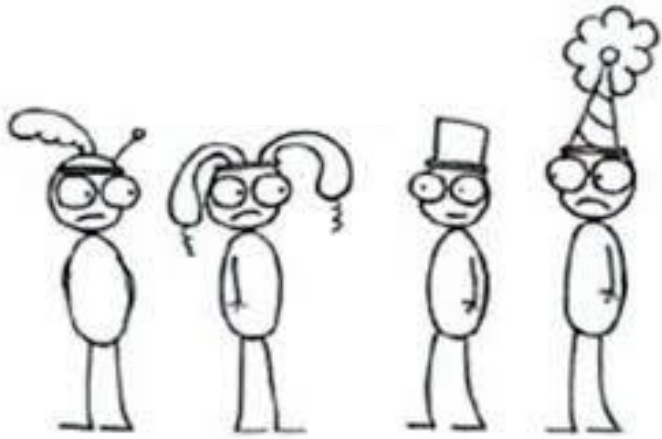


3. Choose your Date Range
4. Sort by Bandwidth
5. Get Report

*Note: You will only need to select the date range once per session; however, the Sort will have to be selected for each report.*

# Running a Report

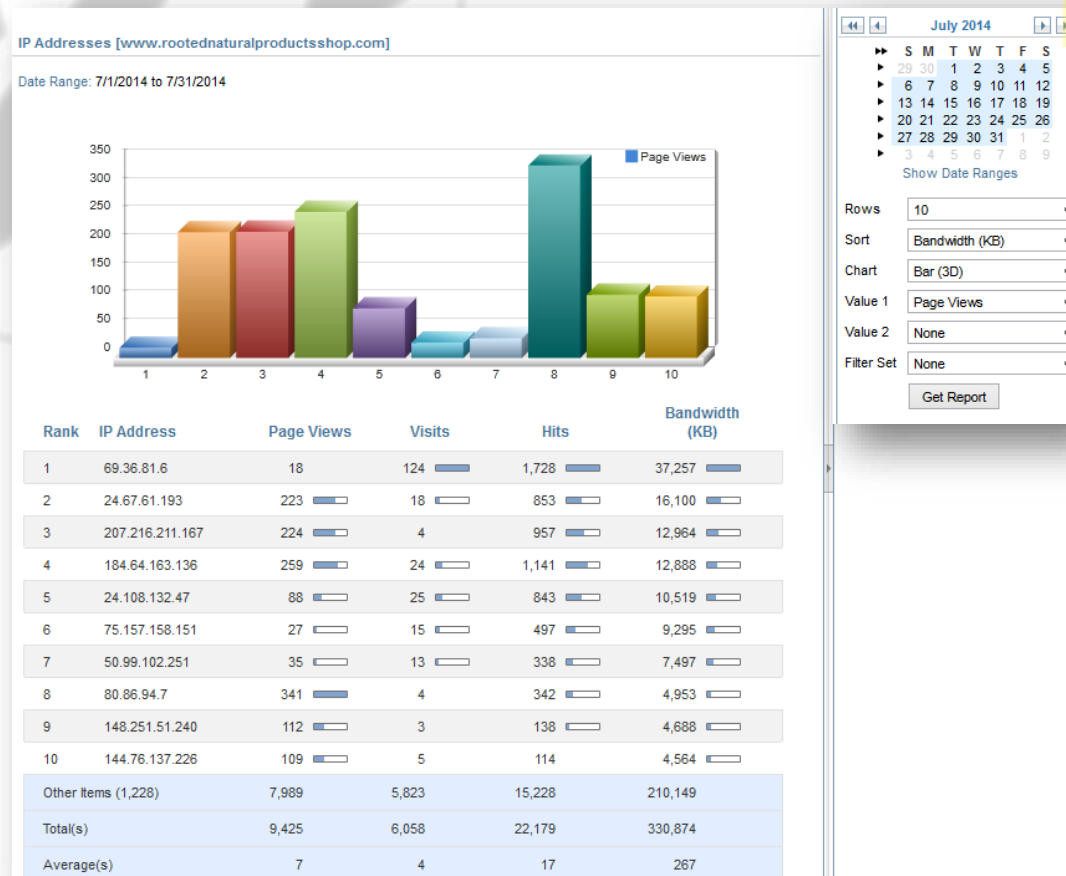
## 1. Choose your report



Old

# Running a Report

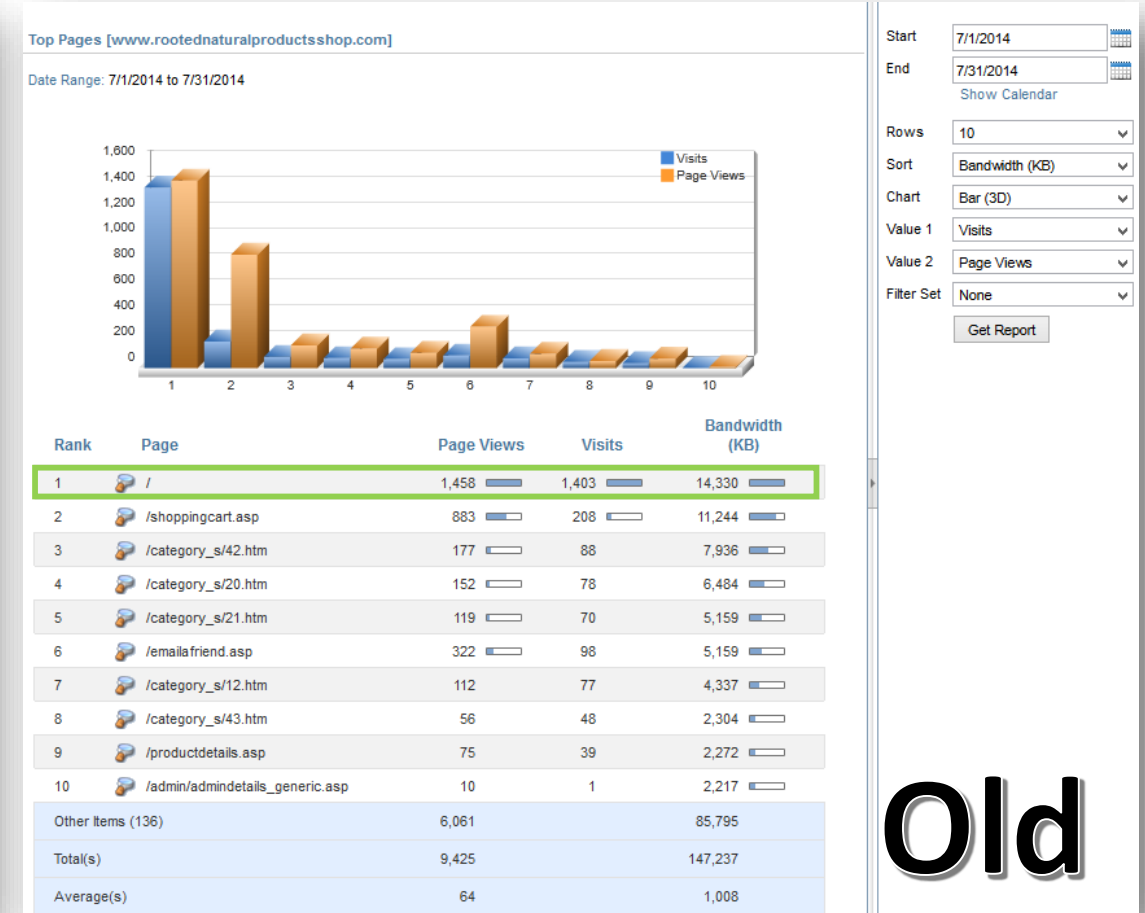
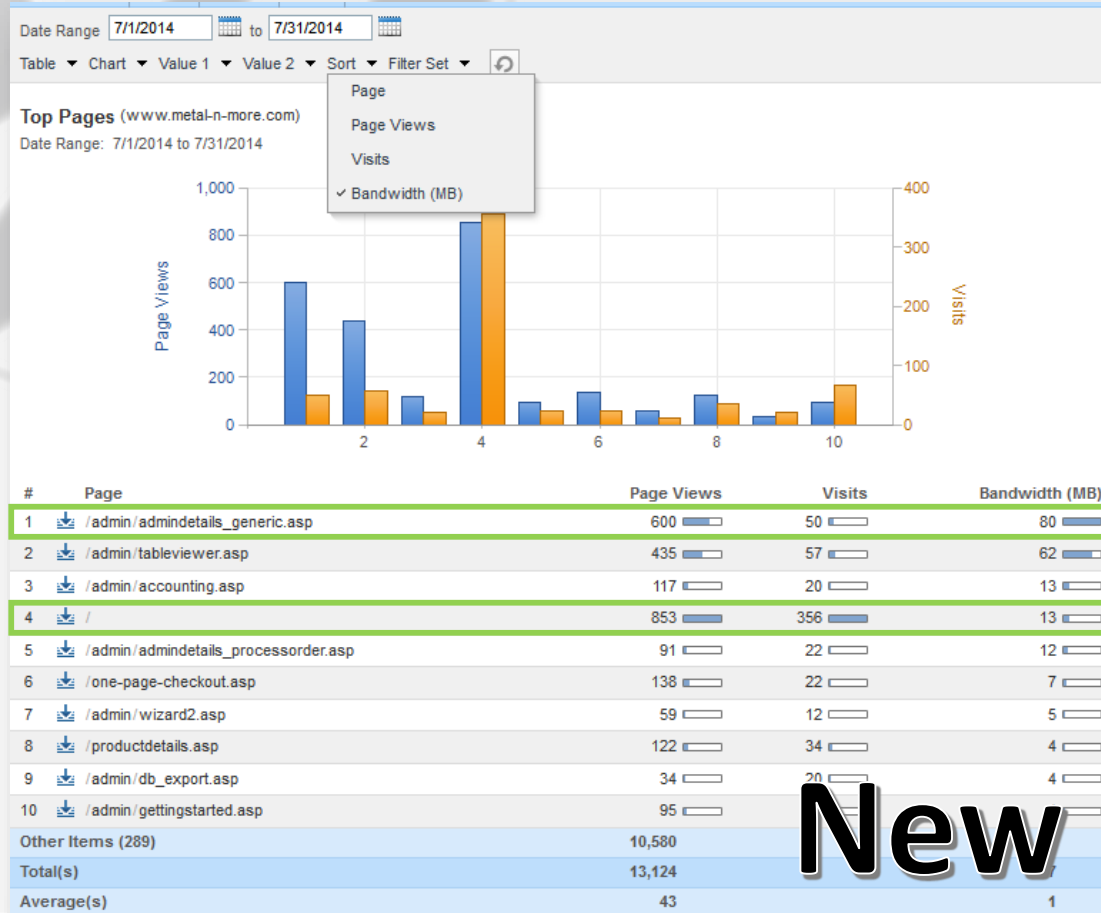
Old



2. Choose your Date Range
3. Sort by Bandwidth
4. Get Report

*Note: You will only need to select the date range once per session; however, the Sort will have to be selected for each report.*

# SmarterStats – Pages





# What to look for – Pages

Disproportionate usage on individual pages

- Append domain name at beginning of filepath and enter into browser to inspect page
- Look for large images or any content that may be using large amounts of bandwidth
- Number of items loading on each page

# What to look for – Pages

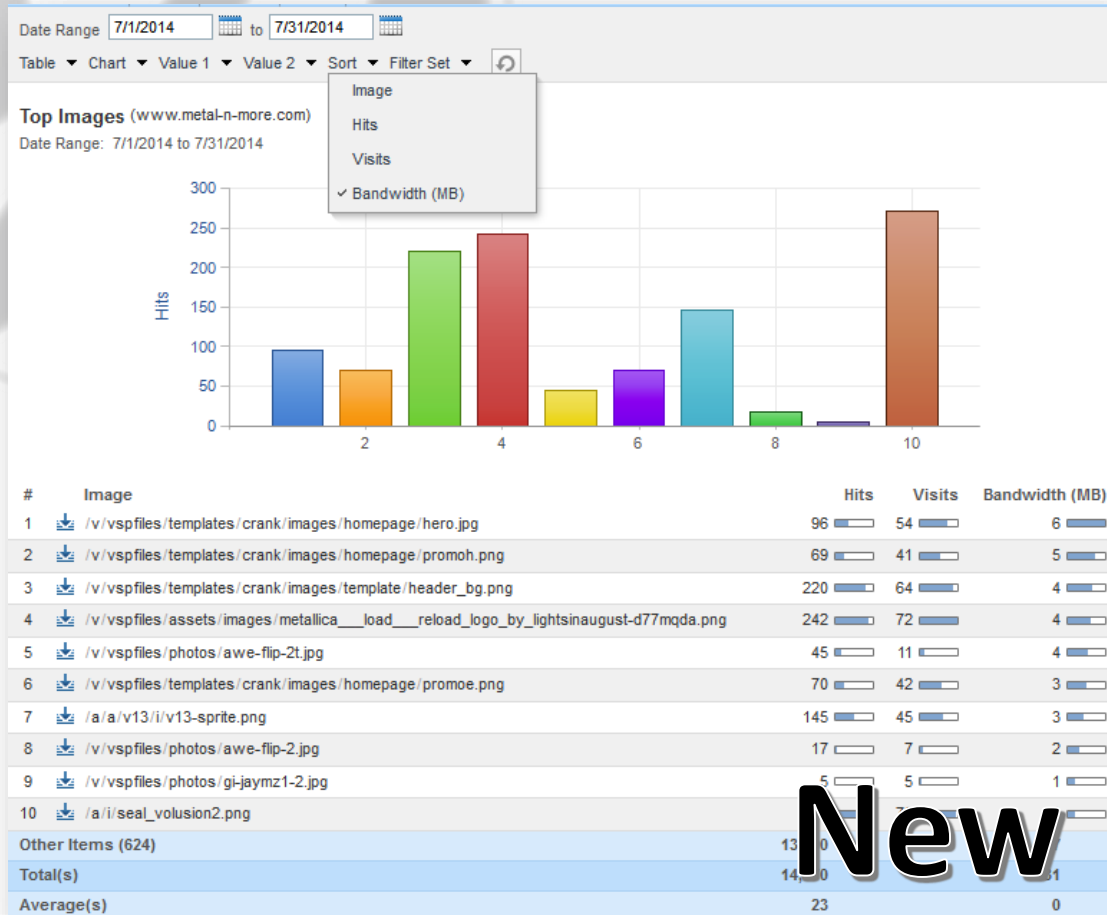
Examples:

- /default.asp (Homepage)
- [/sendproductreviewreminders.asp](#) (Auto Survey)
- /admin/top-bar-data.asp (Admin's name, store ID, etc)
- /net/webservice.aspx (API)
- /productdetails.asp (Product pages)
- /admin/admindetails\_generic.asp (internal system page)
- /mobile/
- /shoppingcart.asp
- /ajaxcart.asp
- /login.asp

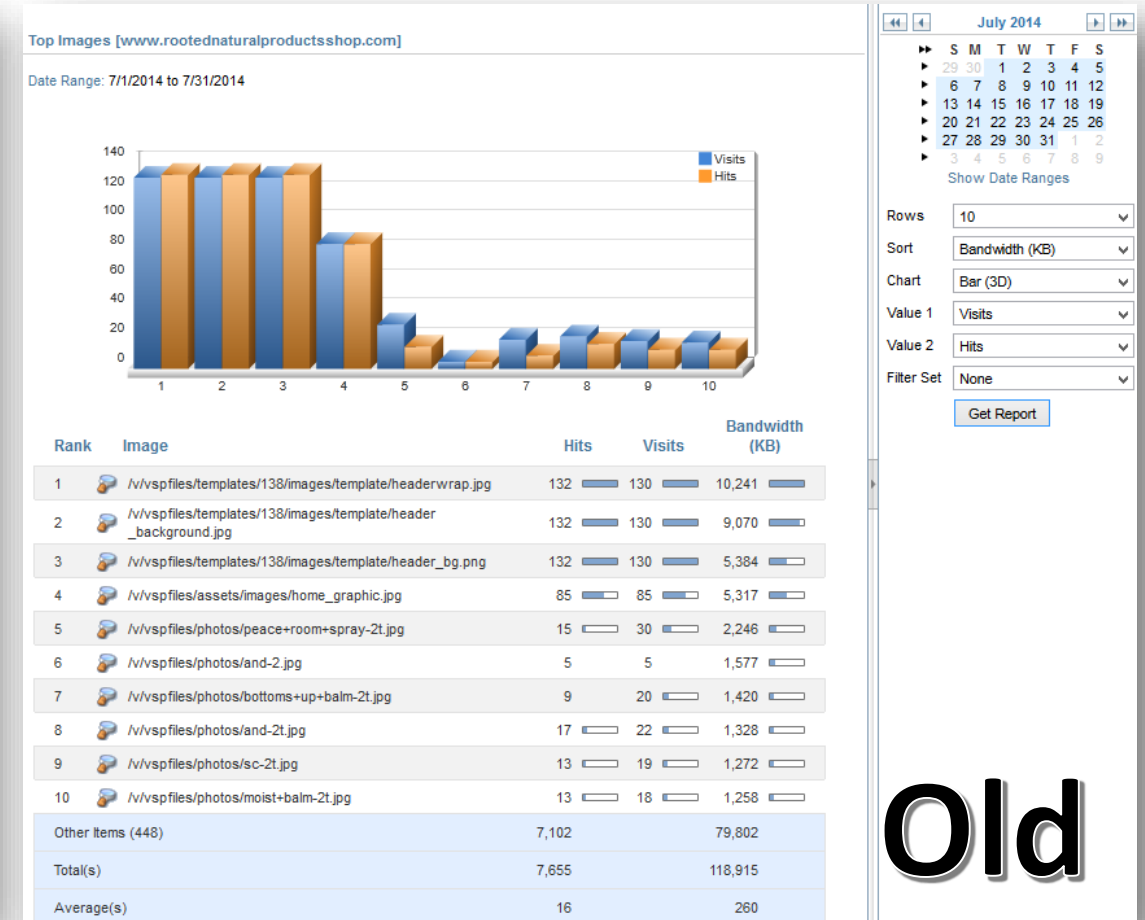


Dig deeper with Images report

# SmarterStats – Images



New



Old

# What to look for – Images

## Disproportionate usage

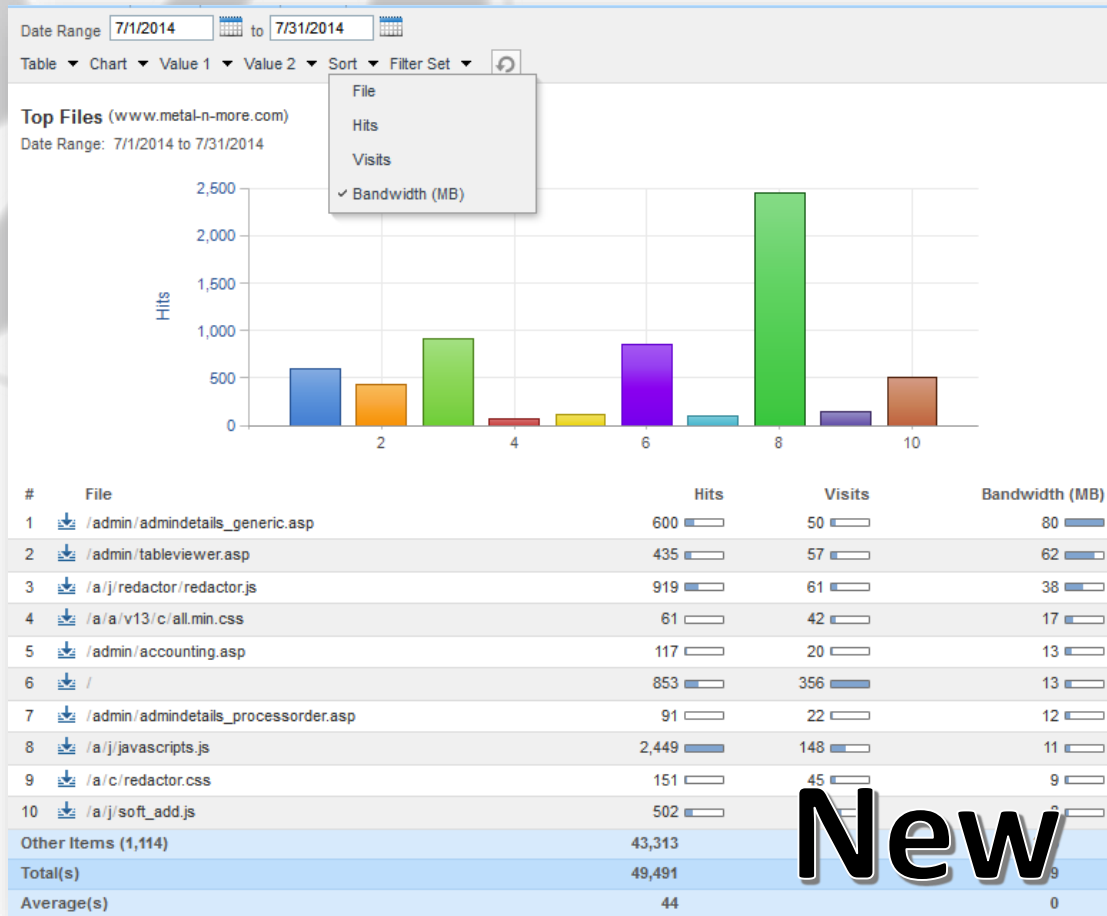
- Append domain to beginning of filepath listed in report to inspect the image

1  /v/vspfiles/templates/crank/images/homepage/hero.jpg

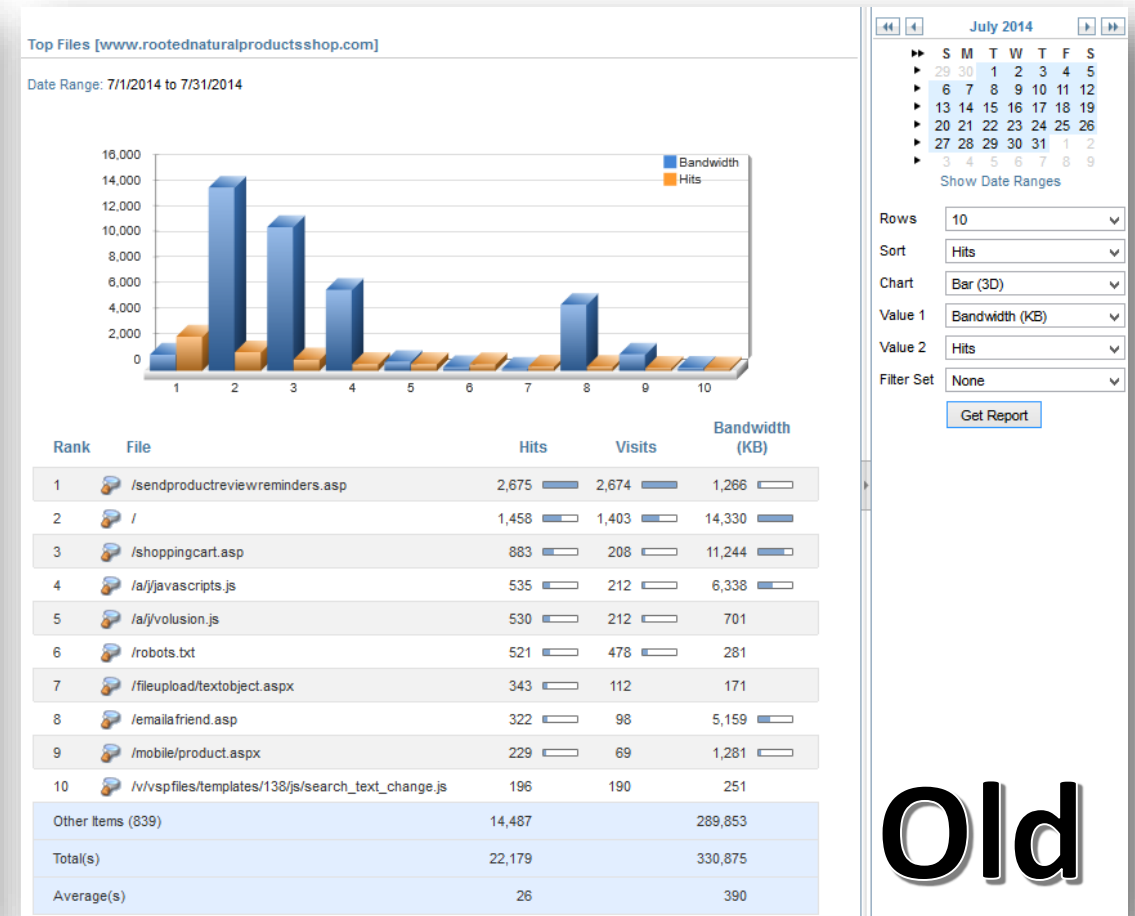
<http://www.metal-n-more.com/v/vspfiles/templates/crank/images/homepage/hero.jpg>

||| Dig deeper with Top Files report...

# SmarterStats – Top Files



**New**

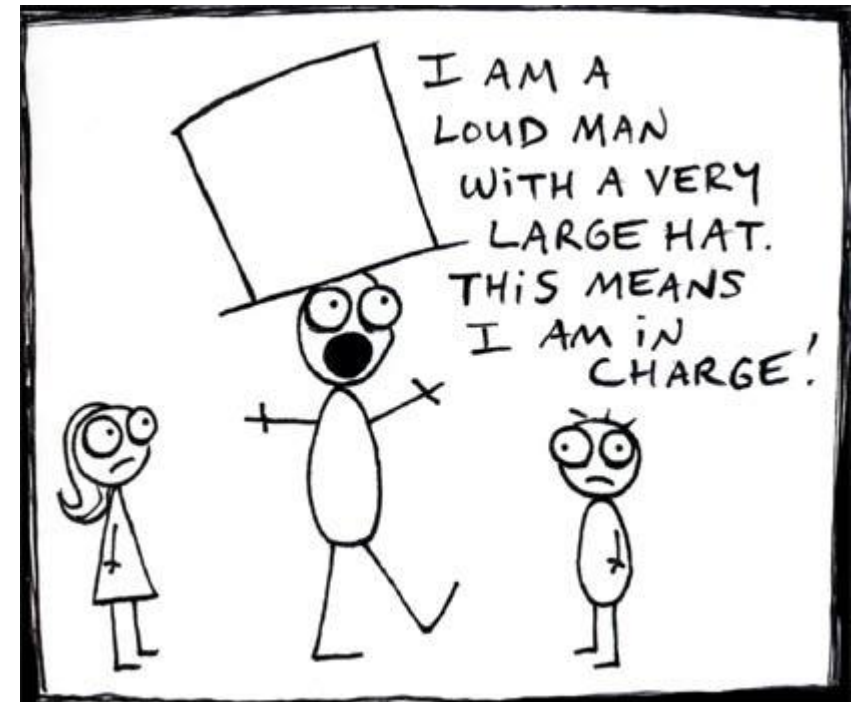


**Old**

# What to look for – Top Files

## Disproportionate usage

- .js, .CSS, .HTML, .jpg, .png, .asp, etc...
- Subtract total usage from Images report to see usage by non-image files



# What to look for – Top Files

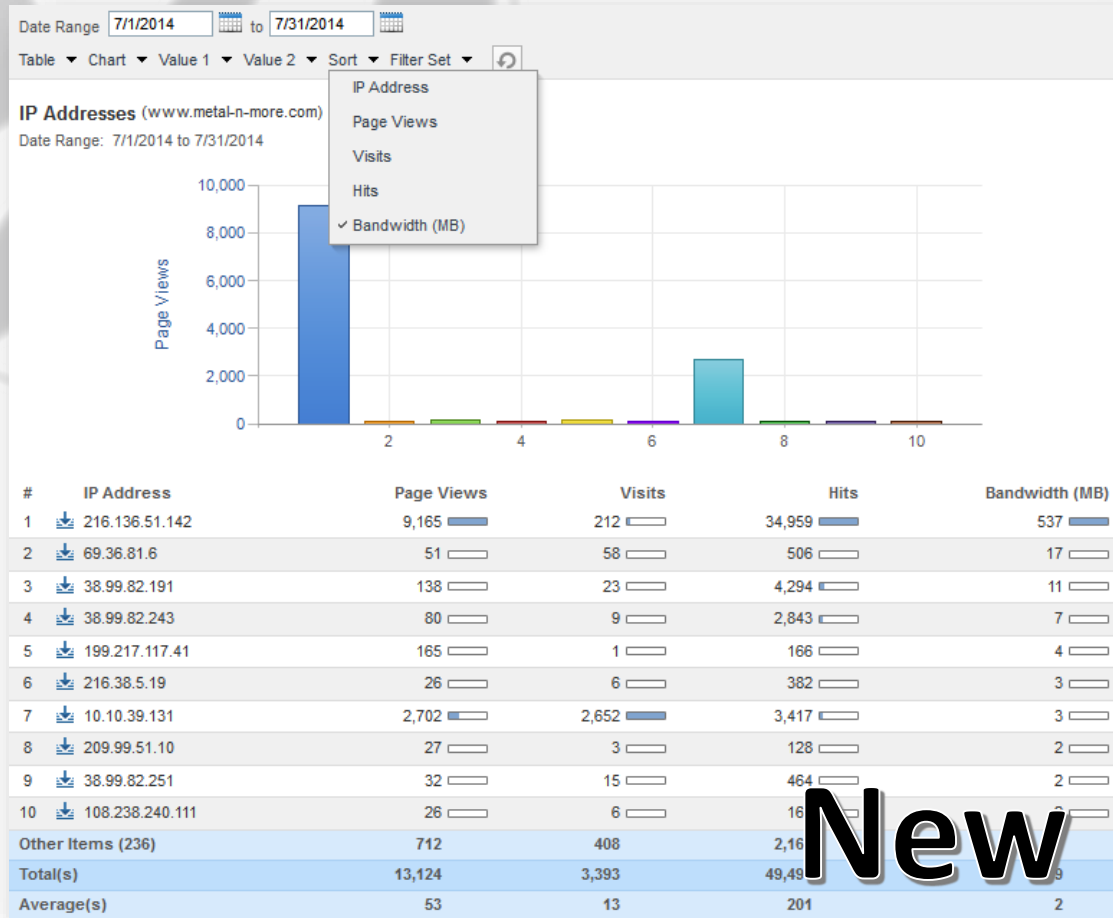
Examples:

- /net/webservice.aspx (API)
- /pindex.asp (Product index)
- /mobile/product.aspx (Product pages on mobile)
- /a/j/shadowbox/shadowbox.js (Automated script for image viewing)
- /productdetails.asp (Product pages on PC/Mac)
- /admin/admindetails\_processorder.asp (Processing of orders on admin side)
- /a/j/soft\_add.js (Automated script when adding products to cart)
- /searchresults.asp (In site search function)
- /a/j/javascrpts.js (Automated script to load all Javascripts)

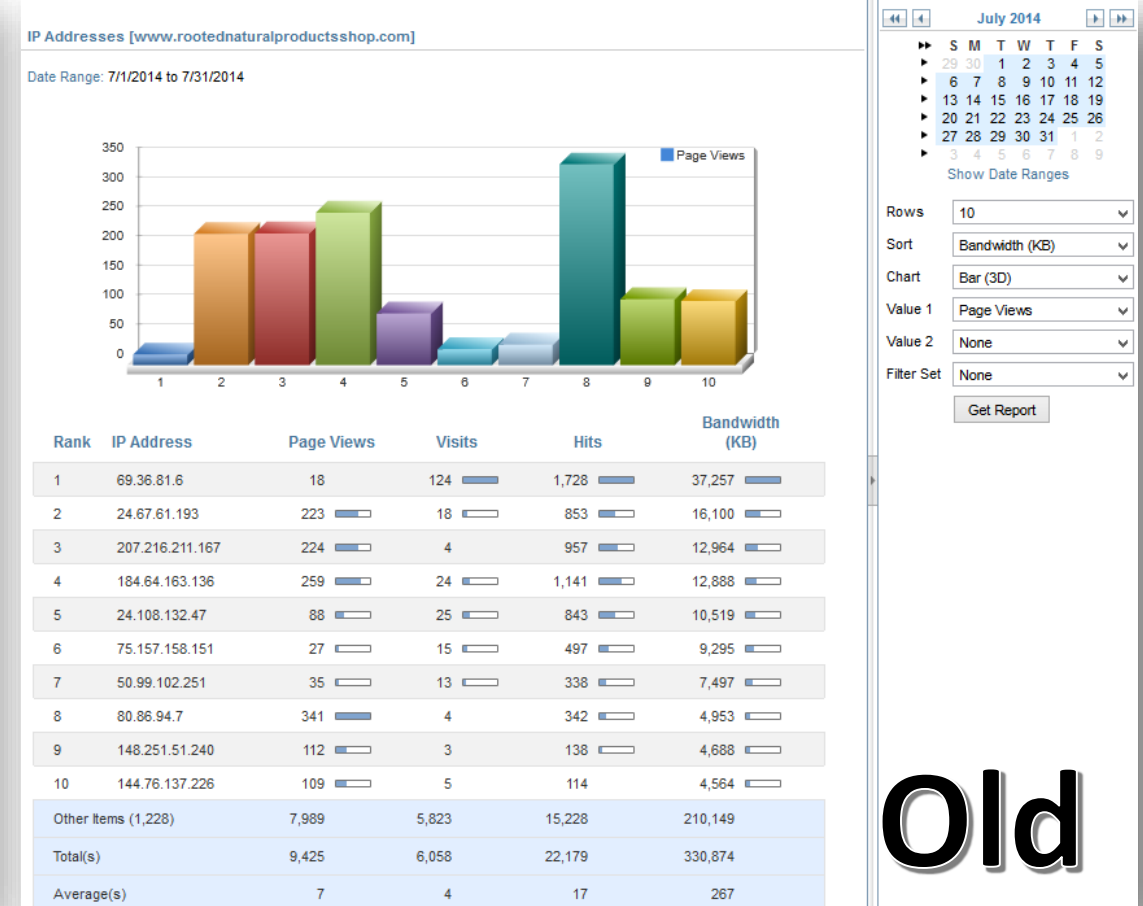
Dig deeper and see who is using bandwidth with the IP Address report



# SmarterStats – IP Addresses




New



Old

# What to look for – IP Addresses



1. Volusion CDN –  69.36.81.6
2. Admin's IP – [www.whatismyipaddress.com](http://www.whatismyipaddress.com)
3. Strings of similar IP addresses (bots)
4. Single IPs with disproportionate usage (cross reference with [www.whatismyipaddress.com/ip-lookup](http://www.whatismyipaddress.com/ip-lookup))

# Bandwidth Overview for Merchant

- Canned response in Wiki:

Hello Celesta, thanks for contacting Volusion Support!

I did a complete overview of your store's bandwidth for last month's billing cycle. Here is the breakdown:

Date Range: 04/16/2013 – 05/15/2013

---

## Top Images:

- 1) /v/vspfiles/templates/crazydazy/images/homepage/main.jpg: 0.352GB
- 2) /v/vspfiles/templates/crazydazy/images/template/header\_bg.png: 0.281GB
- 3) /v/vspfiles/templates/crazydazy/images/template/footer-daisy.png: 0.239GB
- 4) /v/vspfiles/templates/crazydazy/images/template/cart-bg.png: 0.137GB
- 5) /v/vspfiles/templates/crazydazy/images/template/stephen-joseph.jpg: 0.134GB

68,134 total images: 59.70GB (0.000876 GB average)

---

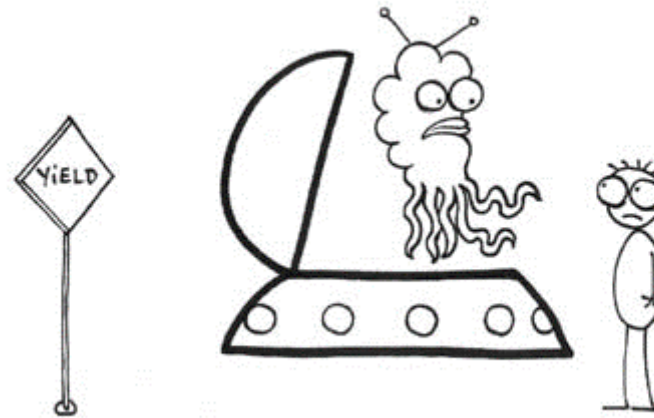
## Top Files (omitting images):

- 1) /admin/tableviewer.asp: 0.636GB
- 2) /admin/admindetails\_generic.asp: 0.598GB
- 3) /v/vspfiles/templates/crazydazy/css/fonts/novecentowide-normal-webfont.ttf: 0.459GB
- 4) /personalized-backpacks-for-kids-s/1898.htm: 0.456GB

# Minimizing usage

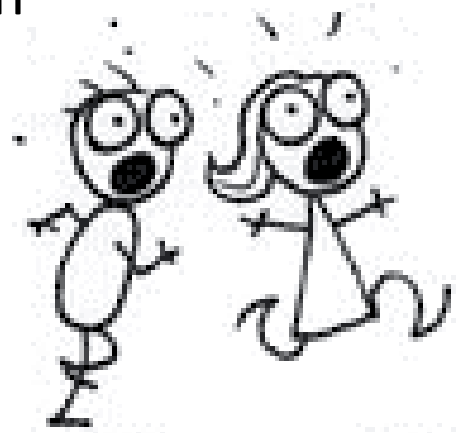
- Smaller images (file size)
- Host images elsewhere
- Block malicious IP addresses and ranges with the IP Firewall
- Be mindful of any downloadable files
- Host videos with YouTube, Vimeo, etc...

- For high usage in admin be sure editable fields are closed
- Use CDN Refresh sparingly
- Monitor API traffic closely



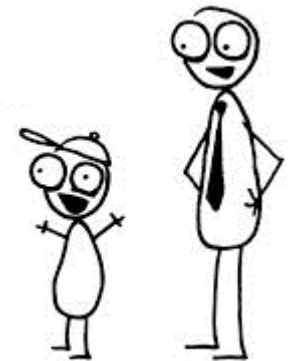
# Just too much traffic? Upgrade!

- <http://www.volusion.com/hosting-plans-pricing> (SMB plans)
- Still not enough? Go Enterprise!
  - <http://www.volusion.com/enterprise-ecommerce-software>
  - <http://www.volusion.com/ecommerce/enterprise-contact-form>  
or
  - Minimize customer effort! Get the merchant's contact information and email it to [Brad\\_Hofmeister@volusion.com](mailto:Brad_Hofmeister@volusion.com)



# Additional resources

- <https://volusion.sharepoint.com/CustomerExperience/CEV13/V13%20Wiki/Bandwidth%20Overages.aspx>
- <https://volusion.sharepoint.com/CustomerExperience/CEV13/V13%20Wiki/Reducing%20Bandwidth%20-%20Finding%20Blockable%20IPs.aspx>
- <https://volusion.sharepoint.com/CustomerExperience/CEV13/V13%20Wiki/Troubleshooting%20Bandwidth%20Overages.aspx>



# Questions?

