How JetOctopus works with logs

JetOctopus (JO) is an SEO tool for analyzing the technical state of a site. It includes a crawler, log analyzer, and GSC Keywords module.

Log analysis
JO analyzes the log files provided by clients and creates analytics based on this data that helps SEO specialists. It displays which pages Googlebot, Bingbot, and other bots visit, the frequency of visits, how many requests it makes, how these requests are distributed across the site. As well as the correlation of bots behavior with interlinking of the site, content, and other technical factors.
The ultimate goal of the log analysis is to show where the bot crawls the site well and where it crawls less than it should be which means there are problems with indexing and in order to increase organic traffic you have to fix those problems.

What logs do we analyze?
Unlike popular universal systems, such as Kibana, Log Stash, Logz.io, and others, JO analyzes only "access logs" of a web server. We DO NOT load and DO NOT process any other types of logs like project system logs or error logs

What data do we need access to:
- page URL
- User-Agent for detecting bots
- IP address

We use IP to verify search bots (Googlebot, Bingbot, Yandexbox) in accordance with the official instructions. Usually, this is a reverse DNS query to obtain a reverse DNS record and a direct query on a reverse DNS record to verify IP addresses.

We need a real IP address only for bots (User-Agent contains the word bot).

In the case of user transitions, **WE DO NOT PROCESS OR STORE USERS' LOG DATA. Even if you transmit it, we do NOT save and do NOT use any users' data**.

-date and time of bots visit

Additional data that expand the analysis:
-page HTML code size

- page load time
- referer URL
- http method

We DO NOT process or store the contents of POST requests, cookies, etc. Thus, JetOctopus is a highly specialized tool for analyzing access logs of search bots, which does not require any sensitive user or system data.

We DO NOT transmit, DO NOT resell, or DO NOT distribute data that users have provided to us. Only you and the CTO of JetOctopus, Serge Bezborodov, have access to them.

Sincerely, JetOctopus team.