



# Referrals

Help Documentation

## **Referrals**

### **Referring Sites**

Any time a visitor comes to your site, chances are they came from somewhere else. The site that they come from, therefore, is called the "referring site". This report shows you the domain name or IP address that referred a visitor to your site, in descending order, based on the number of times that domain name or IP referred visitors to your site. Note: This report will not display if a valid URL is not configured for the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

### **Referring Links**

Any time a visitor comes to your site, chances are they came from somewhere else. The link or URL the visitor clicked on to get to your site, therefore, is called the "referring link". This report displays the referring full URL, including any query strings that may be available, that referred a visitor to your site. Statistics are displayed in descending order, based on the number of times that URL was the referrer. Note: This report will not display if a valid URL is not configured for the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

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### **In-Site Referrers**

Referring URLs are those that send you traffic. Many times, the referring URL can come from your own website. For example, when someone clicks from one page to another within your site by clicking on a link, page name or other navigation device. This report displays the in-site URLs that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

Note: This report will not display if a valid URL is not configured for the site.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .