



Report Items

Help Documentation

Understanding Report Items

SmarterStats breaks down virtually every report available within the interface into individual report items, which are considered to be the backbone of the SmarterStats application. Most of these report items display only one type of information pulled from the site's log files or set up through SEO and Site Tuning reporting, and typically contain a single table of information and a chart, when applicable. Examples include Top Pages, Referring Sites, Position by Search Engine, Keywords, and PageRank Trend.

Custom reports are user-created reports that combine a number of individual report items into a single, comprehensive report to meet your business needs. For more information on custom reports, see [Custom Reports](#) .