



# Exit Pages

Help Documentation

## Exit Pages

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors. This report can be used in conjunction with the Page Bounces report to see where your site is losing traffic and can give some indications about how to better retain visitors.

Each row returned in this report can be further analyzed by SmarterStats. By moving your mouse over a row, a down arrow appears at the end of the row containing the Page name. The options available when clicking on this arrow include: Data Mining, Open URL, Set Page Alias and View Details.

- **Data Mining** - Data mining allows site administrators and users to drill down into more detail about the item in the particular row. For example, viewing the referring URLs, bandwidth used, query strings and more.
- **Open URL** - Opens the item in a new window. For more information, see the Data Mining overview .
- **Set Page Alias** - Allows users to set a friendly name for sometimes complex Page URLs. For example, if a Page shows up as `"/smartertools/products/smarterstats/pricing.aspx"`, users can instead attach the alias of `"SmarterStats Pricing"`. That way, any report items that reference that page URL will display `"SmarterStats Pricing"` instead of the URL itself. This feature is especially useful when using query variables, which can have cryptic or numerical variables such as `ProductID=37`. For more information, see the Page Alias overview .
- **View Details** - Displays a number of details about the specific item. For example, Traffic details, Performance results, any result codes returned (e.g., 404 errors) or any Site Tuning issues that are found. 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 .