



# Paths

Help Documentation

## Paths

This report displays the most frequent traffic patterns of your website visitors. When a visitor moves from page to page within a site, they generate a specific path for their movement. For example, if a visitor enters your site via the Default.html page, clicks on a link to Product.html, then proceeds to Order.html, and they finally leave via Thank\_you.html, they generate the following path:  
default.html/product.html/order.html/thank\_you.html.

Single-hit paths near the top of the list should be investigated as potential areas for optimization, as they sometimes indicate a lack of interest-generating content or a bad visitor experience (slow load times, bad design, cultural issues, etc.).

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](#) .