



# Search Engines

Help Documentation

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## **Search Engine Breakdown**

This report displays the number of visits referred to your website by each search engine. By default, SmarterStats keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website. Knowing this information can give a good indication of how effective search engine optimization efforts are across different search engines.

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](#) .

## **Phrases**

This report displays the most popular search phrases used to find, and access, your website. The phrases listed can be single keywords or longtail keywords. This report is useful for not only determining the phrases used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts. If a marketing department optimizes for the phrase "log analytics software", but that phrase is not a top search phrase, that is an indication that either a) the optimization efforts aren't effective, or b) that the phrase being optimized is not a good one to target.

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## **Phrases by Source**

This report displays the most popular search phrases used to find, and access, your website by search engine. The phrases listed can be single keywords or longtail keywords.

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## Keywords

This report displays the most popular search words that were used to find, and access, your website. The words listed can either be individual keywords used in searches or search phrases broken down into individual words. This report is useful for not only determining the keywords used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts.

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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## Keywords by Source

This report displays the most popular search words used to access your website by search engine. The words listed can either be individual keywords or search phrases broken down into individual words.

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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