



Paths

Help Documentation

Paths

Entry Files

When a visitor enters the site, the file (regardless of file extension) they land on is referred to as the Top Entry File. Depending on the optimization of the site, or the scripting used, any file can be the first file that loads. This is why, many times, image files are listed as the top entry files, as there are various scripts that enable image files to load into a browser prior to an actual page displaying.

Terms Used

Entry File - The entry file for a visit is the very first file that completed downloading for the visitor. These may frequently be images.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Entry Pages

Entry Pages shows the pages that were most frequently the entry page for the site. Use this report to identify pages that should be optimized to provide the best experience to the visitor, and to pull the visitors to other areas of the site. If your top entry pages are few in number, with a large percentage of the total traffic, you may want to consider making additional "landing pages" focused on specific areas of your business to allow for greater search engine exposure.

Terms Used

Entry Page - The entry page is the first page a web site visitor goes to during a visit

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Exit Pages

Exit pages shows the pages on which visitors most frequently left the site. Review pages that appear near the top of the list to identify methods of retaining your visitors better.

Terms Used

Exit Page - The page a visitor leaving your site was on prior to moving to a different website.

Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Paths

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

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Visits - Visits represent the total number of times people have visited your web site. A visit is counted whenever a web site user requests one or more files from the web server. If the user becomes idle for more than a certain amount of time (usually 20 minutes), a new visit is generated when they come back.

Web Site Path (Path) - When a visitor moves from page to page within a site, they follow, or generate, a specific path for their movement. For example, 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. Therefore, the path for this visit would look like:

default.html/product.html/order.html/thank_you.html.