



# Referrals

Help Documentation

## Referrals

### Referring Sites

Any time a visitor comes to your site, chances are they came from somewhere else. The site that they come from, therefore, is called the "referring site". This report shows you the domain name or IP address that referred a visitor to your site, in descending order, based on the number of times that domain name or IP address was the referrer.

As of version 3.1 of SmarterStats, this report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one web site to another

### Terms Used

**Referrer Host** - The Referrer Host represents the web site from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

**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.

### Referring URLs

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the "referring URL". This report shows you the URL (minus the query string) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

As of version 3.1 of SmarterStats, this report item shows only the referrers that were used when

entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

## Terms Used

**Referrer URL** - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

**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.

## Referring Links

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the "referring URL". This report shows you the full URL (including Query String) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

This report item shows only the referrers that were used when entering your site. To see referrals that are the result of navigation in your site, use the report item "In-Site Referrers."

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

## Terms Used

**Referrer URL** - The Referrer URL represents the exact web page from which visitors to your site came

from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.

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.

## In-Site Referrers

Any time a visitor comes to your site, chances are they came from somewhere else. The URL of the site that they came from, therefore, is called the "referring URL". This report shows you the full URL that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer.

Every time someone navigates within your site the page they were on prior to clicking on a link is considered a referring URL.

Occasionally, you may see a "No Referrer" listed. If a person types your web site address, or the URL to any particular page within your web site, directly into their browser's address bar, or if your site is their homepage when they open the browser, there will not be a referral for that visit because the visitor is not coming from someplace prior to hitting your site, they are coming directly to your site. There are also some scripts and programs that can be used to block referral information when a visitor navigates from one web site to another.

## Terms Used

Hits - A hit represents a request to your web site for a file such as an image, a web page, or a CGI script. One web page may contain several related resources, and as a result, a visitor viewing one web page may trigger several hits. Hits generated as a result of an error (either a 400 or 500 level error) are not counted as actual hits to your site, and are kept separate from successful hits.

Referrer URL - The Referrer URL represents the exact web page from which visitors to your site came from. A value of "No Referrer" represents a visitor typing your web site directly into the browser, using a bookmark, or following a link from an email client.