



Search Engines

Help Documentation

Search Engines

Search Engine Breakdown

This report shows the Search Engines that are directing traffic to your website. By default, SmarterStats keeps a list of over 100 different Search Engines.

Terms Used

Search Engine - A search engine is a website whose primary function is providing a search engine for gathering and reporting information available on the Internet or a portion of the Internet

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.

Phrases

When a person types a phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase is included in the Engine's referring URL. This report, therefore, shows the top search phrases used by people to find your website in a Search Engine.

Terms Used

Phrase - A phrase shows the entire search string text used by web users to get to your site.

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Keywords

When a person types a word or phrase into a Search Engine (e.g. "blue industrial widgets") and your site is listed within the search results the Engine returns, and then, a person clicks on your site, that search phrase or word is included in the Engine's referring URL. This report, therefore, shows the top search keywords (which equated to individual words or search phrases broken down into individual words) used by people to find your website.

Terms Used

Keyword - A keyword represents a single word in the search string text used by web users to get to your site.

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