



# Referring URLs

Help Documentation

## 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 displays the referring 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. Note: Occasionally, you may see a "No Referrer" listed. This can happen if a visitor navigates to a URL by typing it into the browser's address bar or if the website is set as the browser's homepage. In addition, there are also some scripts and privacy programs that can be used to block referral information when a visitor navigates from one website to another.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. 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](#) .