



# Paths

Help Documentation

## **Paths**

### **Page Bounces**

This report displays the pages on which visitors landed and left without navigating to other pages of your site. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site.

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](#) .

### **Entry Files**

This report displays the top entry files (the first files downloaded by a visitor during a visit to your website) for the selected date range. Depending on the optimization of the site or the scripting used, any file extension can be the first file that loads. Image files are often listed as the top entry files, as there are various scripts that enable image files to load in a browser prior to an actual page displaying.

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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### **Entry Pages**

This report displays the pages on which visitors most frequently entered your website. Site administrators and users can use this report to identify which pages can be optimized to provide the best visitor experience or to draw traffic to other areas of the site.

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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### **Exit Pages**

This report displays the pages on which visitors most frequently left your website. Site administrators and users should review the pages that appear near the top of this list and determine how to change these pages to better retain visitors.

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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## Paths

This report displays the most frequent traffic patterns of your website visitors. 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.

Single-hit paths near the top of the list should be investigated as potential areas for optimization, 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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