



# 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 referred visitors to your site. 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 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 .

### 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 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 .

### Referring Links

Any time a visitor comes to your site, chances are they came from somewhere else. The link the visitor clicked on to get to your site, therefore, is called the "referring link". This report displays the full URL ( including the query string ) that referred a visitor to your site, in descending order, based on the number of times that URL was the referrer. Including of the actual query string or any other attribute of the link is what separates a Referring Link from a Referring URL. 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 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](#) .

## In-Site Referrers

Referring URLs are those that send you traffic. Many times, the referring URL can come from your own website. For example, when someone clicks from one page to another within your site by clicking on a link, page name or other navigation device. This report displays the in-site URLs 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 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](#) .