



# Keywords

Help Documentation

## Keywords

This report displays the most popular search words that were used to find, and access, your website. The words listed can either be individual keywords used in searches or search phrases broken down into individual words. This report is useful for not only determining the keywords used to find your site via a search engine, but also determine the effectiveness of search engine optimization efforts.

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](#) .