



Search Engines

Help Documentation

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Search Engine Breakdown

This report displays the number of visits referred to your website by each search engine. By default, SmarterStats keeps a list of more than 100 different search engines. SEO analysts can use this report to determine which search engines are directing the most traffic to a website.

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](#) .

Phrases

This report displays the most popular search phrases used to access your website. The phrases listed can be single keywords or longtail keywords.

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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Phrase Sources

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Keywords

This report displays the most popular search words used to access your website. The words listed can either be individual keywords or search phases broken down into individual words.

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Keyword Sources

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