![knowledgeowl logo]

Reporting Dashboard

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Your Reporting Dashboard gives you a high-level view of your knowledge base, including your article ratings, views, unviewed articles, and searches with no results.

Your Knowledge Base at a Glance

Sample Your Knowledge Base at a Glance report

This section will give you some summary statistics on your knowledge base, as well as on the reports contained lower in the dashboard:

- **Published articles** count: links to **Manage Articles** with the Published status filter selected
- **Draft articles** count: links to **Manage Articles** with the Draft status filter selected
- **Categories** count: links to the **Articles** page
- **Currently published articles with no views** count: tallies counts from the **Published Articles with 0 Views** report lower in the dashboard
- **Searches in the last week with zero results found** count: tallies counts from the **Searches with no Results** report lower in the dashboard
- **Articles six months or older** count: links to **Manage Articles** with the Out of Date status filter selected

Article Ratings Report

> ℹ️ **Ratings must be active**
> You must have the **Ratings feature** enabled and the ratings template added to your knowledge base for this report to work.

The Article Ratings report displays all articles and categories that have received a rating. It allows for sorting.

The layout depends on which rating scale you've selected:

- **Thumbs Up / Down** displays a column for each thumb.
- **5 Star Rating** displays the average rating out of 5 stars.

Articles are displayed with the full title; categories are displayed with a folder to the left of the full title.

If you want to compare ratings over time, you can reset ratings for individual articles or your entire knowledge

base. Refer to **Reset article ratings** for more detailed instructions.

> ⚠️ 🦉 **Beware before you reset**
> **Resetting an article's ratings permanently deletes all ratings from the dashboard and the CSV export. This action cannot be undone.**

The table shows 10 articles at a time. To view the full list at once, use the **Export to CSV** link to generate a CSV export.

Popular Articles report

Whenever a reader views pages in your knowledge base, KnowledgeOwl tracks those views.

The Popular Articles report displays all your articles and categories based on number of views and quality views. This can help you determine which articles or categories are getting the most attention from your readers.

Sample Popular Articles report

This report contains six columns:

- The **Article** or category we tracked views for. Articles are displayed with the full title; categories are displayed with a folder to the left of the full title.
- **Views**: A **view** is recorded each time a visitor accessed this article or category through the knowledge base or one of the **Contextual Help Widgets**. Views aren't tracked for logged-in authors, so if you view your knowledge base while you're logged in as an author, your views won't skew your numbers.
- **Quality Views**: A **quality view** is recorded whenever a visitor viewed the page and stayed there for at least two minutes.
- The **Quality Score** calculates the percentage of views that were quality views (Quality Views / Views * 100%).
- The **Last Viewed Date** shows the last time a reader viewed the article. This time is displayed using the knowledge base's overall time zone set in **KB settings > Basic**. Refer to **Basic settings** for more information.
- You can also **Reset Views** for individual articles or your entire knowledge base. Refer to **Reset article views in the Popular Articles report** for more detailed instructions on resetting views.

> ℹ️ 🦉 **View data slightly delayed**
> **New views, quality views, and last viewed dates can take up to 10 minutes to appear in this report.**

Sort the report by **Views**, **Quality Views**, **Quality Score**, or **Last Viewed Date**. The Popular Articles report does not include articles with no views—refer to the **Published Articles with 0 Views** report for those.

The report displays 30 articles at a time. Use the More and Back buttons below the report to navigate through reports containing more articles. To view the full list at once, use the **Export to CSV** link next to the Popular Articles header.

URL redirects in the Popular Articles report

Quality Views and **Quality Score** can't be captured or calculated for **URL redirect articles**, since those resources typically exist outside of KnowledgeOwl. For these articles, a dash will display in those columns:

> **URL redirect articles will never show Quality Views or Quality Score values**

> **URL redirect categories**
> No view data of any kind is tracked for **URL redirect categories**.

Published Articles with 0 Views

The Published Articles with 0 Views report alerts you to content that is not getting hits. While it might mean the content is not useful to your readers, it could also mean that it is not getting found for some reason. These are articles you might want to investigate and curate a bit. It includes information on:

> **Sample Published Articles with 0 Views report**

KnowledgeOwl never tracks views from authors, so don't worry about your own views causing articles to incorrectly drop out of this list. Only reader views count!

This report contains four columns:
- **Article:** Displays the article's title.
- **Visibility:** Displays "Public" unless the content is restricted to a particular reader group; then it will list the restricted groups. Refer to **Reader Groups** for more information on working with reader groups.
- **Last Modified:** Displays the timestamp of the last saved edit to this content.
- **Date Created:** Displays the date the content was first created. Sometimes, very good content shows up in this list simply because it's brand-new.

This report is sortable by the **Last Modified** and **Date Created** fields.

The table will show 10 articles at a time. Use the More and Back buttons below the report to navigate through reports containing more articles. To view the full list at once, use the **Export to CSV** link next to the Published Articles with 0 Views header.

> **Topic display category quirks**
> This report includes articles that are within **topic display categories**, even though individual article views within this category type aren't always tracked. (If you check the box to Override Article Links, individual article views won't be tracked.)

Searches with no Results

Sample Searches with no Results report

Each time a reader searches and gets no results found, that search is logged in the Searches with no Results report. The information we capture and display includes:

- **Search Phrase**: The exact phrase the reader used in their search
- **Active Reader Groups**: If the reader is a member of any reader groups, we capture those reader groups here.
  - Readers who have not logged in (e.g. on public knowledge bases) will display no Active Reader Groups.
- **Refined by Categories**: If the option to **Filter search by categories** has been enabled in your knowledge base, and the reader's search was refined by category, we capture the category or categories the search was refined to here.
  - Searches across the entire knowledge base or in knowledge bases without this setting enabled will display no Refined by Categories.
- **Search Location**: for searches completed within the knowledge base itself, "Knowledge Base" is used. Searches completed from within the **Contextual Help Widget** (2.0, Modern, or Legacy) will show the relative URL of the page in your app where the widget search was completed.
- **Time of Search**: The date/timestamp when the search occurred.

You can filter these results by date using the **Date Range** dropdown (be sure to click **Update Results** once you change that selection!). The list is not sortable.

The table will show 10 articles at a time; to view the full list at once, use the **Export to CSV** link next to the Searches with no Results header.

How to use this report

Searches with no Results can be used in a few different ways:

- Phrases or words that appear here which are not in your documentation can be a great way to determine if you need to:
  - Write new content to address this new question or phrase
  - Update existing content with this question or phrase
  - Create **synonyms** so that this word or phrase surfaces content you already have
- Phrases or words that appear here but are in *some* of your documentation can be a great way to determine if you need to:
  - Create **shared content articles** to make content appear in additional categories
  - Update **reader group restrictions** on content or move it to unrestricted categories to make it more available to a wider audience

Searches WITH results

For detailed reporting on searches with results, check out Owl Analytics' **Searches report**.

Reset article views in the Popular Articles report

Authors must have the default Editor role to reset article views. If you're using a custom author role, that role must have the **Reporting** custom role permissions to **Reset individual article view counts** and **Reset all article view counts**, respectively.

Once your knowledge base is launched, you might want to reset article views. This might be:

- Once you officially launch your knowledge base, to clear out any viewing data from your testing.
- When you publish a new version, to ensure that all views apply only to the latest version.
- On a set schedule, depending on your quality control processes.

From **Reporting > Dashboard**, you can delete all article views:

- For an individual article
- For all articles, ever

We recommend resetting article views during quiet usage time. Refer to Why you should reset at a quiet time for more information and what to do if you can't reset during off hours.

Delete an individual article's views

> **Look before you leap**
> Resetting an article's views will permanently delete all existing view data from the **Popular Articles Report** and the Export to CSV export. **This action cannot be undone!**

To delete all ratings for an individual article:

1. Go to **Reporting > Dashboard**.

2. In the **Popular Articles Report,** find the article whose views you'd like to reset.

3. Select the trashcan icon of the **Reset Views** columns in the row of that article.

   Select the Reset Views trashcan to delete an article's views.

   The **Article Views Reset** modal opens.

4. Be sure the article named there matches what you're looking for. If it does, select **OK** to reset the article views.

5. The views will be removed from the dashboard as well as the Export to CSV option in the dashboard.

Delete all articles' views

To delete all ratings for all articles:

1. Go to **Reporting > Dashboard.**

2. In the **Popular Articles Report**, select the **Delete All** link in the upper right.

> To delete all article views, select the Delete All link.

3. The **Article Views Reset** modal opens and displays the number of articles whose views you're about to reset.

4. If you wish to continue, select **OK.** This action cannot be undone.

5. The views will be removed from the dashboard as well as the Export to CSV option in the dashboard.

Why you should reset at a quiet time

We recommend resetting view data at a time when you don't have high usage.

If you reset view data while the timer to log a quality view is running, and a reader stays on the page long enough to log a quality view, the initial view they triggered will be deleted but the quality view will still be logged. These orphaned Quality Views can produce a Quality Score over 100.

If you don't mind this slight discrepancy or are comfortable accounting for it, then you can reset whenever you'd like.

If you can't reset view during a quiet time, we recommend you reset the same article's views twice, about 2 minutes apart, to help clean up any orphaned quality views.