



# Pageviews report

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The **Pageviews** report provides pageview, bounce rate, exit rate, time on page, and load time statistics for individual pages in your knowledge base, listed by the page's relative URL.

It's a top-level report available in the **Choose your report** dropdown.



## Prefer page titles?

The **Page titles** report provides this same information listed by page title instead of page URL.

## How to view the report

To open the Pageviews report:

1. Go to **Reporting > Owl Analytics**.
2. Select **Pageviews** from the **Choose your report > Type** dropdown.
3. Select the time **Period** you want the report to display.

## Anatomy of the report

The Pageviews report opens in the main report window. It displays seven columns:

Sample Pageviews report

Here's a quick breakdown of the sections of this report:

### 1: Page URL

The relative URL of this page in your knowledge base.

### 2: Pageviews

### 3: Unique pageviews

### 4: Bounce rate

## 5: Average time on page

## 6: Exit rate

## 7: Average page load time

## Access drilldown reports

The Pageviews report includes two drilldown reports for individual pages. Access these reports by hovering over the page you're interested in and selecting one of the in-line icons that appears:

Select one of the in-line icons to open a drilldown report

## Transitions report

Access the [Transitions report](#) by selecting the two diagonally-crossed arrows icon.

Use the [Transitions report](#) to figure out:

- **How your visitors got to this page:** Determine if different pages are attracting audiences from different places, which may help you make choices about changes you do or don't want to make to the page.
- **Where visitors went next:** Are your visitors exiting or bouncing from here? Is that appropriate? High [bounce rates](#) or [exit rates](#) aren't necessarily bad if the page is designed to answer a specific question or help visitors complete a given task--in these cases higher rates are better. Did they navigate somewhere that made sense? Did they search for a related term because you didn't have a link to that resource on this page?

## Segmented visits log

Access the [Segmented visits log](#) by selecting the person in the box icon.



### I don't see this report

The Segmented visits log is only available if you don't **Turn off visits log & visitor profiles** in **KB settings > Owl Analytics**.

Use the [Segmented visits log](#) to figure out:

- **What else your visitor did:** Review what else they did before and/or after viewing this page to identify trends in navigation or usage that may help you optimize your content.