knowledgeowl

Page titles report

Last Modified on 08/26/2025 8:55 am EDT

The **Page titles** report provides pageview, bounce rate, exit rate, time on page, and load time statistics for individual pages in your knowledge base, listed by page title.

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

> **Prefer page URLs?**
> The **Pageviews report** provides this same information listed by page URL instead of title.

How to view the report

To open the Page titles report:

1. Go to **Reporting > Owl Analytics**.

2. Select **Page titles** from the **Choose your report > Type** dropdown.

3. Select the time **Period** you want the report to display.

Anatomy of the report

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

Sample Page titles report

Let's review each column in more detail below.

1: Page title

The title of the article, category, or page in your knowledge base.

1: Pageviews

2: Unique pageviews

3: Bounce rate

4: Average time on page

5: Exit rate

6: Average page load time

Access drilldown reports

The Page titles 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 after this page:** 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 Logs report is only available if 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.