![knowledgeowl logo]

Entry pages report

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The **Entry pages** report provides details about the page that began a knowledge base visit (the first page your visitor landed on).

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

How to view the report

To open the Entry pages report:

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

2. Select **Entry pages** from the **Choose your report > Type** dropdown.

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

Anatomy of the report

The Entry pages report opens in the main report window:

Sample Entry pages report

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

1: Entrances

This column displays the number of visits that started on the page (basically, the number of times this page served as an entry page).

To view more detailed information about where visitors entered from, open the Transitions report.

2: Bounces

A **bounce** is when a visitor lands on a page of your knowledge base and leaves without completing any other action.

This metric shows the number of visitors who bounced from this entry page for the selected time period.

3: Bounce rate

4: Average page load time

Access drilldown reports

The Entry pages 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 entry 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. Referrer source can have a huge impact on bounce rates.
- **Where visitors went after this page:** Are your visitors bouncing from here? Is that appropriate? High bounce 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! But if this page is something like your knowledge base homepage or a key landing page to direct people elsewhere, a high bounce rate is a sign that the page isn't working how you expect, depending on where those visitors are coming from.

Segmented visit 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:

- **Overall trends in visitors who visited this page:** Review what else they did before and/or after viewing this page to identify trends and make decisions about your content.