



Searches report

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The **Searches** report lists all the words or phrases visitors have searched for in your knowledge base and some metrics about those searches.

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

How to view the report

To open the Searches report:

1. Go to **Reporting > Owl Analytics**.
2. Select **Searches** from the **Choose your report > Type** dropdown.
3. Select the time **Period** you want the report to display. Refer to [Use the Period filter](#) for more information on the options available.
4. By default, reports include views and visits from authors and readers. Use the **Audience** to filter to **Readers (no authors)** or **Authors only**. Refer to [Use the Audience filter](#) for more information on the options available.

Anatomy of the report

The Searches report opens in the main report window. It displays four columns:

A dark blue rectangular button with white text that reads "Sample Searches report".

Sample Searches
report

Let's review each column in more detail below.

1: Keyword

Keyword lists the word or phrase that your visitor searched for.

2: Searches

Searches displays the number of times that keyword was searched for during the selected time period.

3: Search results pages

Search results pages lists the number of pages of search results that the visitor viewed after they completed the search.

In other words, how far did someone look into results before they either found what they wanted or gave up?

4: Percent search exits

The **Percent search exits** (% search exits) displays the percentage of visitors that left your knowledge base after searching for this keyword.

Access drilldown report

The Searches report includes one drilldown report for individual keywords. Access this report by hovering over the keyword you're interested in and selecting the in-line icon that appears:

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

Segmented visit 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 your visitor did before or after searching for this keyword. This can help identify if they got to the content you'd hope for or left before they found it.