



Troubleshoot missing visits in Owl Analytics

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If you know someone visited your knowledge base but their visit doesn't show up in your Owl Analytics reports, something in their browser may be stopping the visit from being recorded. This article explains why that happens and how to check for the most common cause: a browser extension that blocks tracking.

Why visits go missing

Owl Analytics records a visit using a tracking script that runs in the visitor's browser. If the browser or one of its extensions stops that script from sending the visit to KnowledgeOwl, the visit doesn't appear in the [Logs report](#), the [Readers report](#), or any other Owl Analytics report.

The most common reason is a browser extension, such as an ad blocker or privacy extension (for example, uBlock Origin Lite), that blocks the request that records the visit. The visitor can still read your knowledge base normally, but Owl Analytics never receives the visit.



Required reading and last login can still show activity

KnowledgeOwl saves required reading acknowledgments and a reader's last login date itself, so those can show activity that Owl Analytics doesn't. If a reader's required reading status or last login looks right but their visits are missing from Owl Analytics, use the steps below to check for a blocking extension.

Check for a blocking extension

Ask the visitor to follow these steps in the browser they normally use to read your knowledge base. These steps use Chrome; other browsers have similar extension menus.

1. Open a new browser tab and go to the [Owl Analytics tracking script](#).
2. Select the **Extensions** (puzzle piece) icon in the toolbar. If an ad blocker or privacy extension is blocking the script, the extension shows that it blocked something on this page.
3. Select the extension and turn it off for this site. If the extension doesn't offer a per-site option, turn it off or remove it.
4. Go back to your knowledge base, reload the page, and click through a few pages.

5. Check the **Logs** report in Owl Analytics for the new visit. The Logs report isn't available if you've turned on **Turn off visits log & visitor profiles** in [your Owl Analytics privacy settings](#).



Extensions installed by your organization

If your organization installs a blocking extension on everyone's computer, ask your IT team about turning it off for your knowledge base.

If visits are still missing

If the visit still doesn't appear after you've turned off any blocking extensions, [contact us](#) and tell us:

- Which browser and operating system the visitor uses.
- Which extensions they have installed.
- When they visited and, if you have reader accounts, which reader it was.