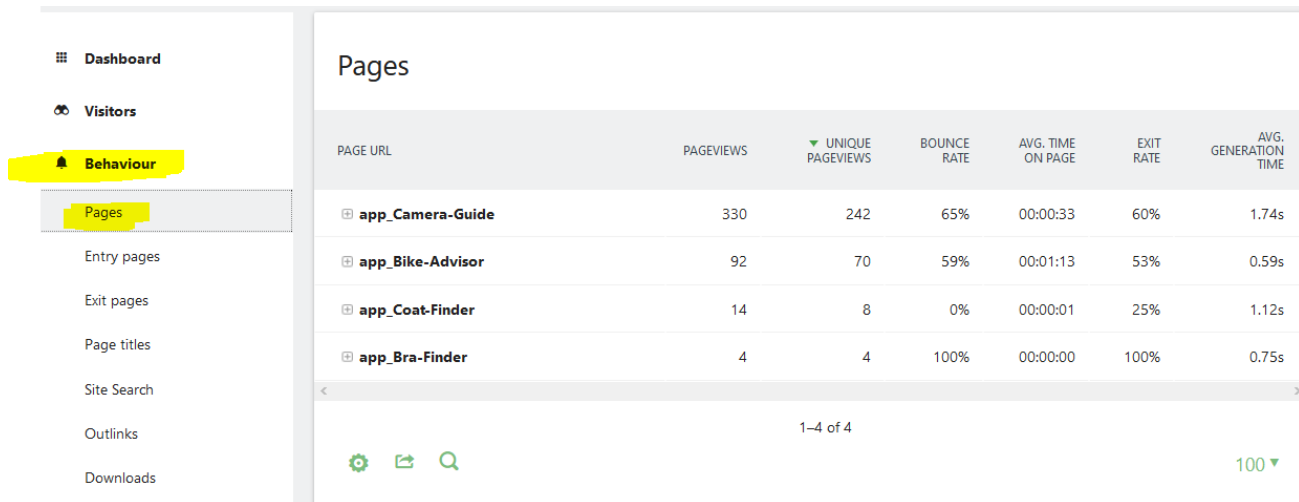


Pages


 This page describes the "Pages" report in the section "Behavior".

Pages (i.e. Pageviews in every of your Product Guides)


The report "Pages" in the report section "Behavior" analyzes the number of **pageviews** per Product Guide. Click on the report section "Actions" and then the report "Pages" to see a table of all Product Guides:



PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE	AVG. GENERATION TIME
app_Camera-Guide	330	242	65%	00:00:33	60%	1.74s
app_Bike-Advisor	92	70	59%	00:01:13	53%	0.59s
app_Coat-Finder	14	8	0%	00:00:01	25%	1.12s
app_Bra-Finder	4	4	100%	00:00:00	100%	0.75s

 Pageviews in the Matomo analytics framework are used to count every different view or stage of the Product Guide (as if it were a static web page). Most of the times, the **Visitor reports are more useful** to see how many people actually used your Product Guide in absolute numbers, since the page views report does not show the number of visitors but the number of times pages were displayed.

You can click on the "+" icon to drill down into each Product Guide and you will see the different Stages of each Product Guide (called "Pages" in Matomo).

 Each stage of the Product Guide is called a "Page" or "Page URL" and all Product Guides themselves are called "Pages". excentos uses the Matomo analytics system which is designed for web pages and the Matomo information model of "Page URLs" is used for stages or views of the Product Guide.

See the Pageviews of one Product Guide only

You can filter down for the traffic of one Product Guide only in 2 ways: Using *Segments* (see [Getting Started with Analytics](#)) or using the *Pages* report per Product Guide described in this article.

Compare the pageviews in all of your Product Guides for a certain time range

If you want to compare the pageviews in all of your Product Guides for a certain time range back into the past, the analytics unfortunately does not offer a report out-of-the-box. However, you can create this report yourselves:

1. in the "Pages" report, hover over one of the Product Guides and you will see a chart symbol "open row evolution". This report opens a chart of this Product Guide back into the past

Pages

PAGE URL	PAGEVIEWS	UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE
bike advisor	688	67	3%	00:11:11
tennis racket advisor	254	34	11%	00:09:45

Open Row Evolution
See how the metrics for this row changed over time

- at the bottom of the overlay, select **"Pick a row to compare"** in the "Compare records" section. The overlay closes and you can select the second timeline with "open row evolution". Once you have selected a second Page (i.e. Product Guide), the overlay opens again and you will see two lines in the chart:

