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# Property Website Analytics

Find out how many people are viewing and engaging with your property website!

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## Overview

This article explains how to access and understand the analytics for your property website. You'll learn how to find key performance metrics like total views, unique visitors, bounce rate, and more.

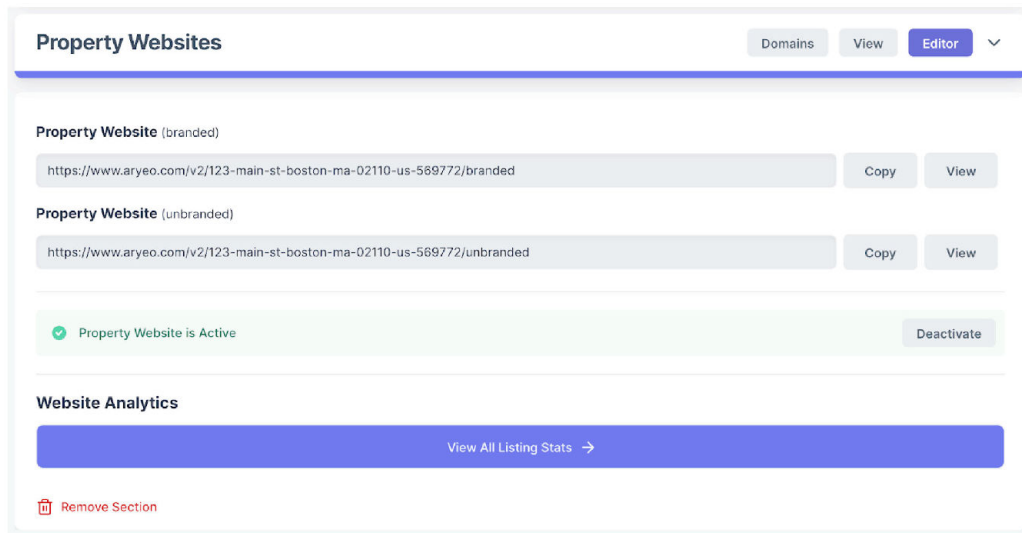
## How to View Property Website Analytics

### 1. Open the Property Listing Page

- Log into your account.
- Navigate to the **listing page** for the property you want to review.

## 2. Access the Analytics Section

- Scroll to the **Property Website** section.
- Click the **dropdown arrow** to expand it.
- Click the **“View All Listing Stats”** button.



## 3. Use the Date Range Selector

- In the **top left corner** of the Analytics page, click the **date range button**.
- Select your preferred date range to filter the data.

## 4. Understand the Analytics Data

Here's what you'll find on the Analytics page:

- **Site Uniques** – Total number of individual people who have viewed the website.

- **Site Views** – Total number of times the website has been viewed (including repeat visits).
- **Average Time on Site** – How long visitors typically stay on the page.
- **Bounce Rate** – Percentage of visitors who leave the site without interacting.
- **Current Visitors** – Real-time count of visitors currently on the website.

## 5. Explore Additional Insights

Scroll down to see even more detailed data:

- **Content** – Shows which sections of the website were viewed.
- **Referrers** – Lists other websites or sources that directed traffic to your listing.
- **Device Type** – Breaks down views by desktop, mobile, or tablet.
- **Browser** – Indicates which web browsers visitors used.
- **Country** – Shows the geographical locations of your visitors.

Content	Views	Uniques	Referrers	Views	Uniques
/v2/dd446d2c-f353-4185-9e97-661b...	43	10	No data to display		
/v2/f123-main-st-boston-ma-02110-us...	30	6			
/v2/f123-grove-st-chelsea-ma-02150-...	13	3			
/v2/f1234-grove-st-chelsea-ma-02150...	4	1			

Device Type	Uniques	Browser	Uniques	Country	Uniques
Desktop	10	Chrome	10	United States of America	10

## FAQ

**Q: Can I filter the analytics by a custom date range?**

A: Yes! Use the date range button in the top right corner of the Analytics page to view data for a specific time period.

**Q: What's the difference between Site Views and Site Uniques?**

A: Site Views include all visits (even repeat ones), while Site Uniques count each individual person only once.

**Q: Can I view analytics for older or inactive property websites?**

A: You can view stats for any active property website. Stats for inactive or archived listings may not be available.