



Help Information

Top Content

Which pages of your site are the most popular, how well do they capture your users' interest, and how valuable are they to your site?

The **Top Content** report lists the *Unique Views* and *Pageviews* for each page of your site, shows you how long users spent on each page, and counts the users leaving your site after viewing a particular page. In addition, the *\$ Index* calculates the value of each page, based on the numl and value of conversions occuring after a visit to that page.

The **Analysis Options** and **Date Range** calendar provide additional functionality ? [learn more.](#)