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Home



Customization

REPORTS



Realtime



Audience



Acquisition



Behavior



Conversions



Discover



Admin

Home shows overview charts and key insights for each report section.

Customization allows you to create custom reports specific to program.

Realtime Reports show live behavior on website, including where users are coming from and if converting.

Audience Reports show characteristics about users like age and gender, where they are from, their interests, how engaged they were, whether they're new or returning users, etc.

Acquisition Reports show which channels (like advertising or marketing campaigns) brought users to your site.

Behavior Reports show how engaged users were on your site including which pages they viewed, their landing and exit pages, and track what they searched for on your site.

Conversions Reports track website goals based on business objectives.

Discover provides tools, resources, and demos to get more out of Google Analytics.

Admin shows adjustable settings such as user permissions, tracking code, view settings, and filters.

Every report section has an Overview Report that provides a high-level summary of metrics in one place.



Audience

Audience Overview shows aggregate audience metrics like number of users, pages visited in a session, average session duration, and bounce rate.

Active User Report

shows # of users in a specified time frame

Demographics Report

shows age and gender of users

Interests Report

shows user preferences like technology, travel, etc.

Geo Report

shows user's continent, sub-continent, country, and city

Behavior Report

provides data on how often users visited and returned to site

Technology/Mobile Reports

provides data on type of tech used by users



Acquisition

Acquisition Overview shows which channels (like advertising or marketing campaigns) brought users to your site.

Medium

mechanisms that deliver users to site

Organic

traffic via npaid search like a non-paid Google search result

CPC

traffic via paid search campaigns like Google Ad Words text ads

Referrals

traffic via clicked link on a website other than a search engine

Emails

traffice via email marketing campaign

Source

provides more information about the medium
EX: website URL, Google search engine, etc.



Behavior

Behavior Overview shows how engaged users were on your site including which pages they viewed, their landing and exit pages, and track what they searched for on your site.

Total Pageviews Metric

sum of each time a user loaded a page on site

All Pages Report

shows page views metrics, avg time on page, bounce rate, etc.

Content Drilldown Report

shows performance of content in a particular section of site

Landing Pages

shows first pages viewed in a session (monitor # of bounces and bounce rate)

Exit Pages

shows pages where users left site (monitor users don't exit important pages)

Events Report

shows user interaction with speciic elements on site (video, links, etc.)



Conversions

Conversions Reports track website goals based on business objectives.

Medium

communicates the mechanism in which a campaign is sent to user
differentiates types of mediums

Source

name/type of marketing campaign designated in Google Analytics

Campaign

communicates different versions of promotions

Content

identifies keyword for paid search campaign (manual tagging)

Term

every time user completes business goal

Conversion

percentage of users that converted

Conversion Rate

data visualization of different steps needed to complete that goal

Goal Funnel

Goal Setup Process

to set up a goal, standard goals are provided in the admin section:

- A** **Destination** where a user reaches a specific page on site
- B** **Duration** length of users session
- C** **Pgs/Screen** how many pages a user views in a session
- D** **Event** tracking specific actions on site



Goal Type	Example
Destination	<i>Thank you for registering!</i> (web page or app screen)
Duration	10 minutes or more spent on a site
Pages/Screens per session	5 pages were loaded in a session
Event	Social recommendation, video play, ad click